Peoples' Way RFQ Summary
RiverNorth Development

Applicant Team

Lead Developer	Other Partners	Architecture & Design	General Contractor
River North Development Partners	Cultural Wellness Center Trust for Public Land	Colloqate HGA Mend Collaborative	Zachary Construction Group

Stewardship Intentions

Project Concept

The applicants have proposed to develop their project concept through community engagement and consideration of financial feasibility. RiverNorth Development's concept for the Peoples' Way is to preserve and adaptively reuse the existing building and canopy at the Peoples' Way. The property would be used as the Peoples' Way Interpretive Center focused on George Floyd's life, May 25, 2020, and the international protests for justice. There may be small additions to the existing building, as needed for additional exhibition space, classrooms, meeting rooms, visitor spaces, accessible public restrooms, and a commercial space. The remainder of the site would be reserved for gardens, memorials, and a covered gathering space facing the intersection at 38th and Chicago. The project proposes to pursue a Community Investment Trust to offer a way for community members to have an ownership stake in the Peoples' Way and potentially other properties in the area.

Memorials

The planning for existing and new memorials would include documentation, assessment, consultation, decision-making, design, and sustainability of memorials. The team is proposing that memorial offerings remain on the property whenever feasible and appropriate. The stewardship process would include community, George Floyd's Family, existing memorial stewards, artists, cultural organizations, the City of Minneapolis, and historic preservation professionals. Flexible spaces would be provided to accommodate new memorials including flowers and artwork.

Community Services

The proposed project would include the following community services:

- Interpretive center/museum
- Covered outdoor gathering space, including a flexible space for protest, expression, and experimentation
- Public restrooms

- Memorial landscaped areas
- A commercial space open to local business and cultural entrepreneurs

Relevant Experience and Capacity

- RiverNorth Development is developing the RiverNorth Broadway Phase I project in Minneapolis. Individual principals of RiverNorth have experience with mixed-use development, property acquisition and ownership, and community engagement.
- Cultural Wellness Center is developing the Dreamland on 38th project and is the co-founder and co-owner of the Midtown Global Market
- Trust for Public Land has a Black History and Culture program that protects and activates sites like Prince Hall Masonic Lodge in Atlanta, Medgar and Myrlie Evers National Monument in Jackson, MS, and Pauli Murray Center in Durham.
- Colloqate has led public engagement and design for Claiborne Cultural Futures in New Orleans, MLK Memorial Library Exhibit in Washington, DC, and Midland Library and PCC Opportunity Center in Portland, OR.
- HGA has been the architect for the Monticello Contemplative Site and Burial Ground for Enslaved People in Charlottesville, Sherman Phoenix Foundation and Market Place and Bronzeville Center of the Arts in Milwaukee and the State of Minnesota Medal of Honor and Military Family Tribute Memorials in St. Paul.
- Mend Collaborative has provided planning and landscape architecture services for the Folwell Park All Wheel Skate Park, the Rondo Anti-Displacement and Community Investment Strategy in St. Paul, and the African American Cultural Heritage District Strategic Plan and Quakertown Park Master Plan in Texas.

Community Engagement Approach

The project team intends to build on the community engagement the City has already done in George Floyd Square. They intend to create a Stewardship Council, a multigenerational, multiracial body of community members, institutional representatives, and individuals with knowledge of George Floyd Square, to participate in the development process. The team will conduct community engagement in three phases and have provided a list of community stakeholders, engagement methods, and roles for their team and the community.

Financial Qualifications

The project team intends to fund construction through a combination of philanthropy and state and local sources. They are studying the feasibility of a capital fundraising campaign. Operating and maintenance funding will come from earned revenue from rental spaces and training contracts, contributed revenue from an annual fund and membership, and from partnerships with shared programming and existing site stewards.