WEST MAIN MULTIMODAL TRANSPORTATION + PLACEMAKING PLAN

Steering Committee Meeting #7

June 4, 2021

Agenda

- Quick Refresher on Project Timeline
- Placemaking Framework Overview and Discussion
- Review and Discuss Public Meeting/Pop Up Outline
- Wrap Up & Action Items

Project Timeline

Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Design Alternatives and Recommended Strategies
4. Final Vision and Implementation Plan

TIMELINE

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

OUTREACH PHASES

Awareness

Community Goal Setting

Co-Creation of Solutions

Draft and Final Report

PHASE FOCUS

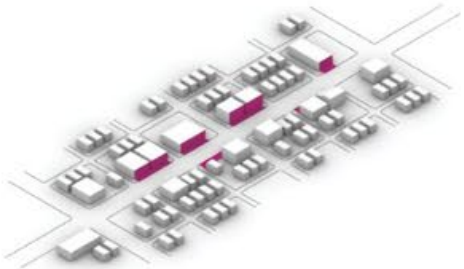
- Introducing project to the community
- Recruiting project ambassadors

- Collecting goals from previous planning efforts
- Refining goals that are specific to West Main
- Establishing existing and future conditions

- **Developing and refining strategies to address all the project goals**

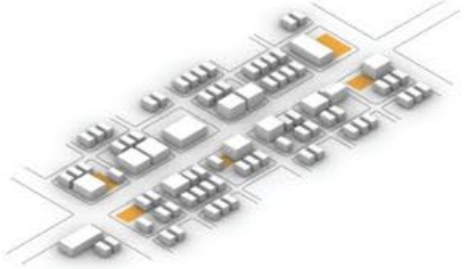
- Prioritizing actions
- Developing implementation strategies
- Presenting final plan

Storefronts near bus stops

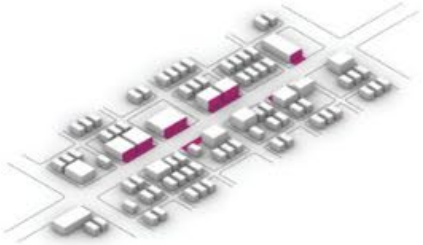


Primary intersections

Underutilized land along West Main



Underutilized land inside the neighborhood



Storefronts near bus stops

Framework

Framework

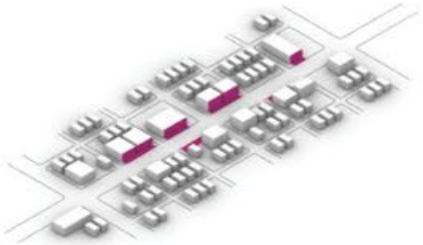
Ownership - *Public & Private*

Type of Opportunity - *Underutilized commercial storefront and streetscape for activation opportunity*

Size - *Small to medium*

Goals

- *Provide a high-quality experience for people taking the bus by providing bus stop amenities and supporting reliable transit operations on the street.*
- *Support local businesses by expanding existing small business programs, increasing local job opportunities through workforce training, and incentivising new employers to locate near Main Street.*
- *Provide a comfortable, inviting, and well-maintained pedestrian realm through streetscape enhancements including street trees, pedestrian-scale lighting, benches, planters, and outdoor spaces for businesses.*



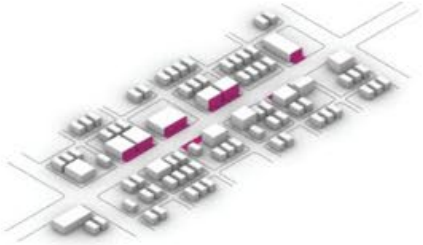
Storefronts near bus stops

Existing Conditions

Car-dominant streetscapes

Narrow sidewalks without shade

Inhospitable bus rider experience



Storefronts near bus stops

Possible Long-term Strategies

Shared use sidewalk/bikeway

Indianapolis Cultural Trail — Indianapolis, IN

- Increasing revenue and traffic for businesses along the route by encouraging human-scaled exploration of the city by locals and visitors.

https://nextstl.com/2015/09/its-time-to-steal-the-indy-cultural-trail/

Expanded sidewalk planting and seating

The Avenue — Washington, DC

- Providing dynamic mixed use development close to a major public transportation hub.

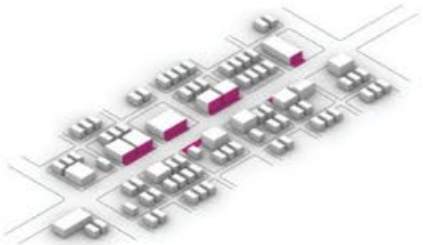
https://www.sasaki.com/projects/the-avenue/

Improved transit (covered stops/dedicated lanes)

Euclid Avenue Healthline Bus Rapid Transit — Cleveland, OH

- Transforming public realm of the corridor into a linear green space that provides unique place-making and branding of the neighborhood through public&private finance mechanism.

https://www.sasaki.com/projects/euclid-avenue-healthline-bus-rapid-transit/



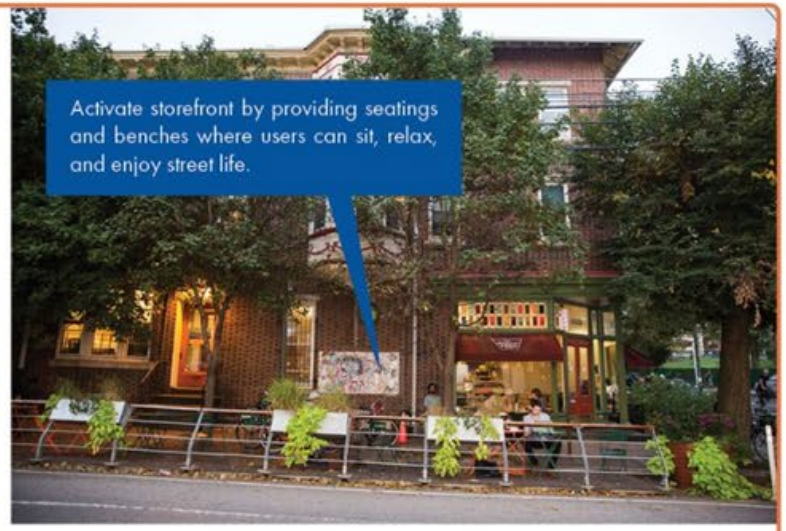
Storefronts near bus stops

Possible Short-term Strategies

Expanded seating and programming

Parklets

Storefront activation



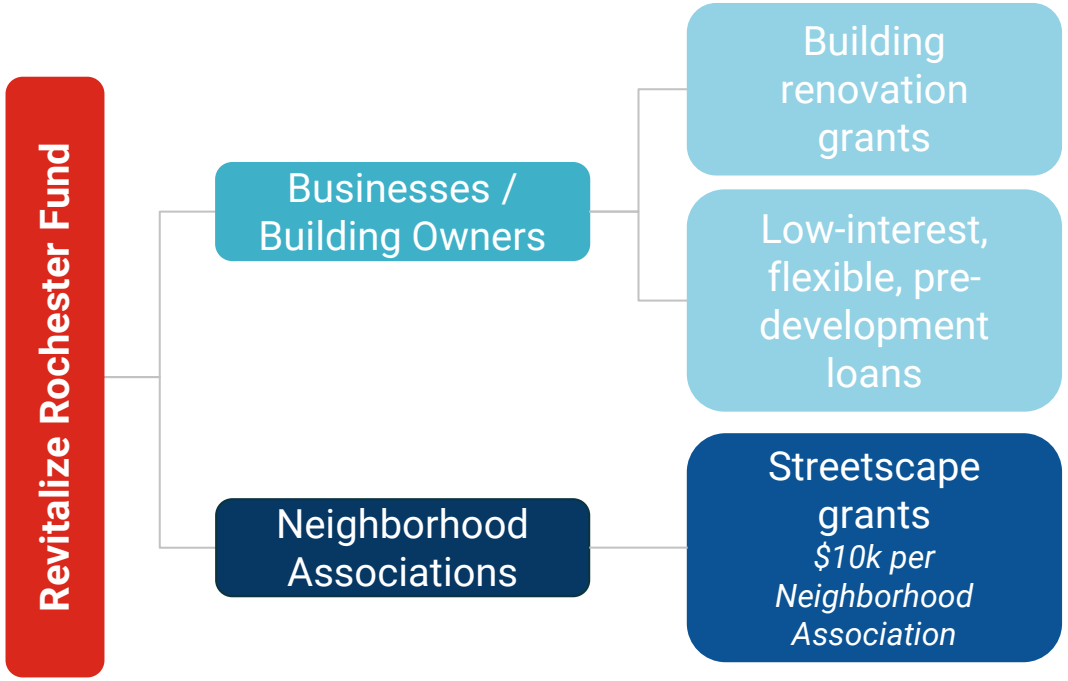
Philadelphia University City Philadelphia, PA

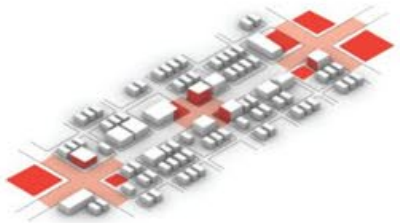
- Taking "Lighter, Quicker Cheaper" approach and advance University City's public realm.
- Started with two small Parklets and have since expanded to six throughout the community, adjusting the design based on user feedback.
- Building trust with neighbors, shop owners, and city official.

https://www.pps.org/article/in-philadephia-a-public-safety-organization-becomes-a-steward-of-public-space

Revitalize Rochester Fund

- The fund offers an opportunity for a coalition of community groups to use funds for many priorities expressed through the project goals including **storefront/lot activation**, **building upkeep**, and **streetscape investments**





Primary intersections
Framework

Framework

Ownership - *Mostly Public*

Type of Opportunity - *Vacant or underutilized land for temporary or longer term activation and programming prior to the development*

Size - *Large*

Goals

- *Leverage temporary uses on vacant land before permanent development or reuse to support business growth.*
- *Implement design features that slow cars down and provide safe and accessible spaces for pedestrians and bicyclists of all abilities.*
- *Acknowledge, promote, and preserve elements of cultural significance to the neighborhood including inspirations of the past, present, and future.*

Primary intersections
Existing Conditions

Underutilized surface parking

Oversized travel lanes

Empty corners and lots

Primary intersections

Possible Strategies

Reclaimed pedestrian space

Pearl Street Triangle Brooklyn, NY

- Ensuring that all New Yorkers live within a 10-minute walk of quality open space through public-private model of partnership between local communities and the DOT.

https://morphocode.com/streetfight-janette-sadik-khan/

Narrowed/reduced travel lanes

Gansvoort Plaza Manhattan, NY

- Delineating public spaces and help to realize public support for full-scale capital implementation.

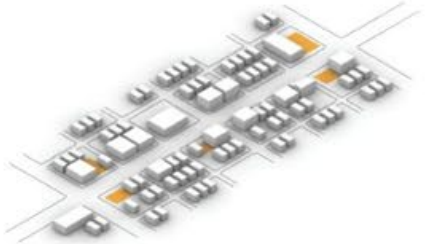
http://www.nyc.gov/html/dot/downloads/pdf/2012-nacto-urban-street-design-guide.pdf

Activated lots and corners

Larkinville Neighborhood Buffalo, NY

- Catalyst for more permanent housing and developments.

https://planningsustainable.weebly.com/larkinville-neighborhood.html



Underutilized land along West Main

Framework

Framework

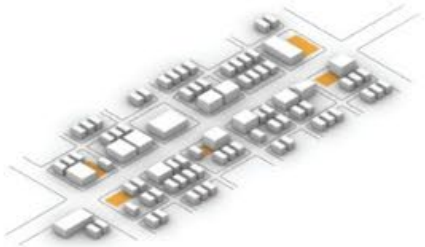
Ownership - *Public & Private*

Type of Opportunity - *Vacant or underutilized land for temporary or long term activation and programming*

Size - *Mostly small, some medium sized lots*

Goals

- *Leverage temporary uses on vacant land before permanent development or reuse to support business growth.*
- *Incentivize businesses to locate on Main Street which fill gaps in existing services such as grocery stores, bakeries, banks, and restaurants.*
- *Establish resources, communication channels, and decision-making processes that empower community organizers to shape implementation of the vision for West Main.*
- *Fund and promote creative, community-oriented activities and local artists including street murals, sculptures, festivals, and other artistic expressions.*



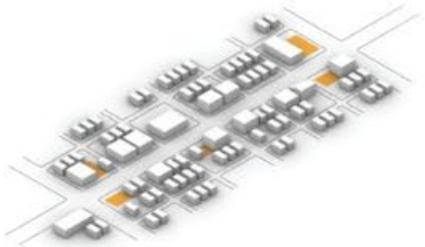
Underutilized land along West Main

Existing Conditions

Empty storefronts

Empty parcels

Empty lots



Underutilized land along West Main

Possible Strategies

Activated storefronts

Lumen 8 Anacostia — Washington, DC

- Creative placemaking strategy for community-oriented activities and local artists including street murals, sculptures, festivals, and other artistic expressions.
- Cultural asset mapping.

https://www.eastcityart.com/calls-for-entry/lumen8-anacostia-call-for-entry-temporiums-and-performances/

Pilot/pre-development activities

Milwaukee Pilot Project — Milwaukee, WI

- Public&private finance mechanism for vacant lot activation via temporary use permits with guidance and recommendations.

https://planningsustainable.weebly.com/milwaukee-pilot-project.html

Temporary/seasonal activation

Mattapan Love — Mattapan, MA

- Neighborhood promotion and activation of vacant spaces with art and culture with public and private partnership and funding.

https://www.facebook.com/mattapan.love/

Underutilized land inside the neighborhood

Framework

Framework

Ownership - *Public and private*

Type of Opportunity - *Vacant or underutilized land for temporary or long term activation and programming*

Size - *Small*

Goals

- *Leverage temporary uses on vacant land before permanent development or reuse to support business growth.*
- *Support and expand high quality affordable housing opportunities and create strong anti-displacement policies before making major infrastructure investments.*
- *Establish resources, communication channels, and decision-making processes that empower community organizers to shape implementation of the vision for West Main.*

Underutilized land inside the neighborhood

Existing Conditions

Heavily paved streetscapes

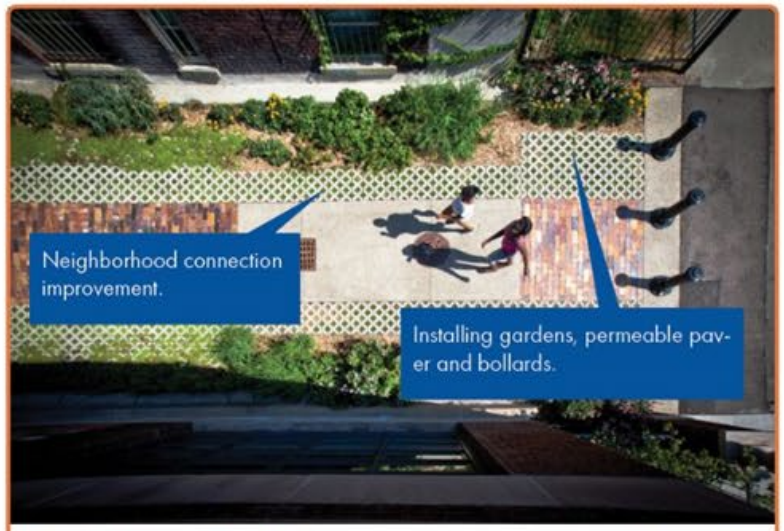
Empty parcels

Empty Corners

Underutilized land inside the neighborhood

Possible Public Realm Improvement Strategies

Improved pedestrian connections



Detroit Green Alley Project — Detroit, MI

- Working with local businesses and communities to renovate a neighborhood alley.

https://morphocode.com/streetfight-janette-sadik-khan/

Expanded street trees and canopy

Trees 4 Health — Arlington, VA

- Public&private finance mechanism for urban forestry through public revenue, municipal codes and policies, and partnerships.

https://www.nature.org/content/dam/tnc/nature/en/documents/Trees4Health_FINAL.pdf

Activated community gardens

Philadelphia urban agriculture plan — Philadelphia, PA

- Public&private coordination strengthening work on urban agriculture, guide the City on how to expand urban agriculture project.

http://www.mayorsfundphila.org/wp-content/uploads/2019/02/Urban-Agriculture-Plan-RFP-final.pdf

Underutilized land inside the neighborhood

Possible Stability and Empowerment Strategies

Resources and Programs to Support Renters

Over-the-Rhine Renter Equity Program — Cincinnati, OH

- A program for renters to build financial assets by contributing to and benefit from the management of their apartment communities.
- Residents can earn a maximum of $10,000 in equity credits over 10 years.

https://www.localhousingsolutions.org/plan/case-study-library/building-wealth-and-community-for-renters-in-cincinnati-oh/

Increased Ownership of Housing and Land

STASH FIRST GEN HOME

Stash — Boston, MA

- Created to address Massachusetts' racial homeownership and wealth gaps.
- A matched-savings program for first-generation home buyers in Boston below area median income.

www.boston.gov/news/new-funding-support-first-generation-homebuyers
www.mahahome.org/STASH

Empowered Community Voices

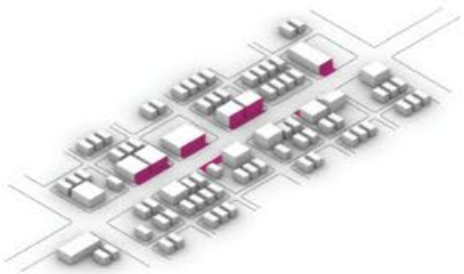
SA2020

San Antonio 2020 — San Antonio, TX

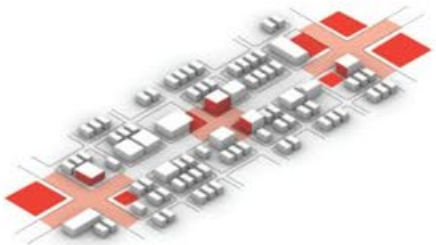
- City-wide planning process that defined community goals, results, and prioritized community indicators by which to measure progress.
- Track community indicator data, analyze it, and report it publicly on a live website. They partner with the city to achieve results.

https://sa2020.org/

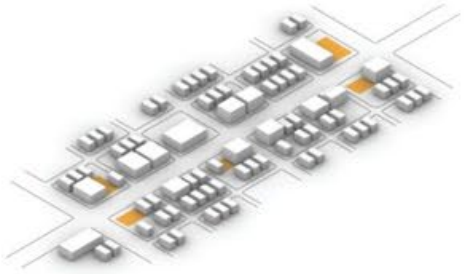
Storefronts near bus stops



Primary intersections



Underutilized land along West Main



Underutilized land inside the neighborhood

Discussion:

1. **Are these the right categories for the framework?** Are there other kinds of spaces we should consider?
2. **Are there particular places that should we prioritize?** What else do we need to know to be successful?
3. **Which of the strategy examples resonate most?** Are there other ideas we should consider?
4. **Is there interest in pursuing the Revitalize Rochester Fund for streetscape/storefront activation?**

Virtual/Pop Up Public Meeting

- Pop-Up Public Meeting
  - Two staff will be available for three 2h periods on three different days, one in the morning, and two in the afternoon. The staff will have three boards to discuss with attendees
    - Transportation options
    - Map of placemaking opportunities with legend and explanation of the types.
    - Visualization of policy issues and options
- Virtual Public Meeting
  - A 90 minute meeting where participants are split into three groups and walked through a discussion of Transportation, Placemaking, or Policy, then rotate to the next subject. Once each group has discussed all three subjects, they will come together to discuss.

Virtual/Pop Up Public Meeting

- What are the best outdoor locations on W. Main?
- Are there any events happening in July we should align with?
- Are their dates in July we should avoid?
- Who should we reach out to July help publicize the pop-ups?

Wrap Up and Action Items

- Share out final Existing Conditions Document!