

WASHINGTON MAIN STREET



Washington Main Street
**PLACE ACTIVATION
PILOT PROGRAM**

Activating Public Spaces for Pandemic Recovery – The 90-Day Plan

Image: City of Walla Walla



WHY PLACE ACTIVATION?

The design of public spaces (e.g. streets, parks, plazas) directly impacts and influences the economic vitality and quality of life of Main Streets and historic districts. For example:

- *Streets are attractive, inviting, and safe for all users, or they are not.*
- *Streets encourage a variety of transportation options, including walking and bicycling, or they limit choices.*
- *Streets foster public life exchange of goods, culture, and knowledge, or they contribute to social isolation and economic decline.*

WHY NOW?

The COVID-19 Pandemic has radically changed how we go about our daily lives. Main Street communities have been innovating and adapting, real time, to meet the immediate needs of businesses, services and community to re-open safely.

How street and public space is [re]allocated or shared, and which uses are prioritized is a key tool for addressing the social, economic, and health impacts of the pandemic.

Recovery: We must align street design and recovery strategies to ensure we support small businesses, bridge back how we gather, enhance quality of life for residents, address existing inequalities, and restore vitality to historic commercial districts.




A FEW QUESTIONS WE HAVE:



PUBLIC SPACE ACTIVATION

- How can we [re]design public spaces for safety and physical distancing?



ENSURE MAIN
STREET SURVIVES &
THRIVES!

- How can communities avoid empty storefronts?
- How can we fulfill our social needs?

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“What attracts people most, it would appear, is other people. The street is the river of life of the city, the place where we come together, the pathway to the center.” – William H. Whyte

About: Place Activation Pilot Program

Washington Main Street Program (WMS) has created a partnership with Samantha Lorenz of Terra Soma who will provide technical assistance (TA) coaching in the development and implementation of the 90-Day Place Activation Plan.

In addition, WMS will provide support in partnership with Main Street America to grantees to collect data and measure the impact of the Place Activation project.



WISE MOVES.

Application Requirements

- 1) A designated Washington Main Street Community or Affiliate
- 2) Experience utilizing the Main Street Approach
- 3) Identified a project site that will support small businesses in the district
- 4) Identified a project lead
- 5) The capacity to take on the 90-Day Plan demonstrated through board and stakeholder support, volunteer commitment, and organizational readiness

Grantee Expectations

If your application is selected, your organization must be prepared to satisfy the following expectations:

- Convene an ad hoc team comprised of committee members (or topical experts) from each of the Four Points
- Project lead (team chairperson) is someone other than the executive director
- Business owners are champions of the activation project
- City is a key partner and involved during the planning stages (at a minimum)
- Meet bi-monthly with Samantha (TA coach) from approximately March 8 – June 4
- Project lead provides weekly updates to the ad hoc team and Samantha
- Contribute additional time to execute the 90-Day Plan outside of bi-monthly TA meetings
- Secure necessary funding to implement the place activation project
- Project provides a true demonstration (recommended in place for a month or more)
- Track relevant qualitative and quantitative indicators of project impact (with support from WMS)

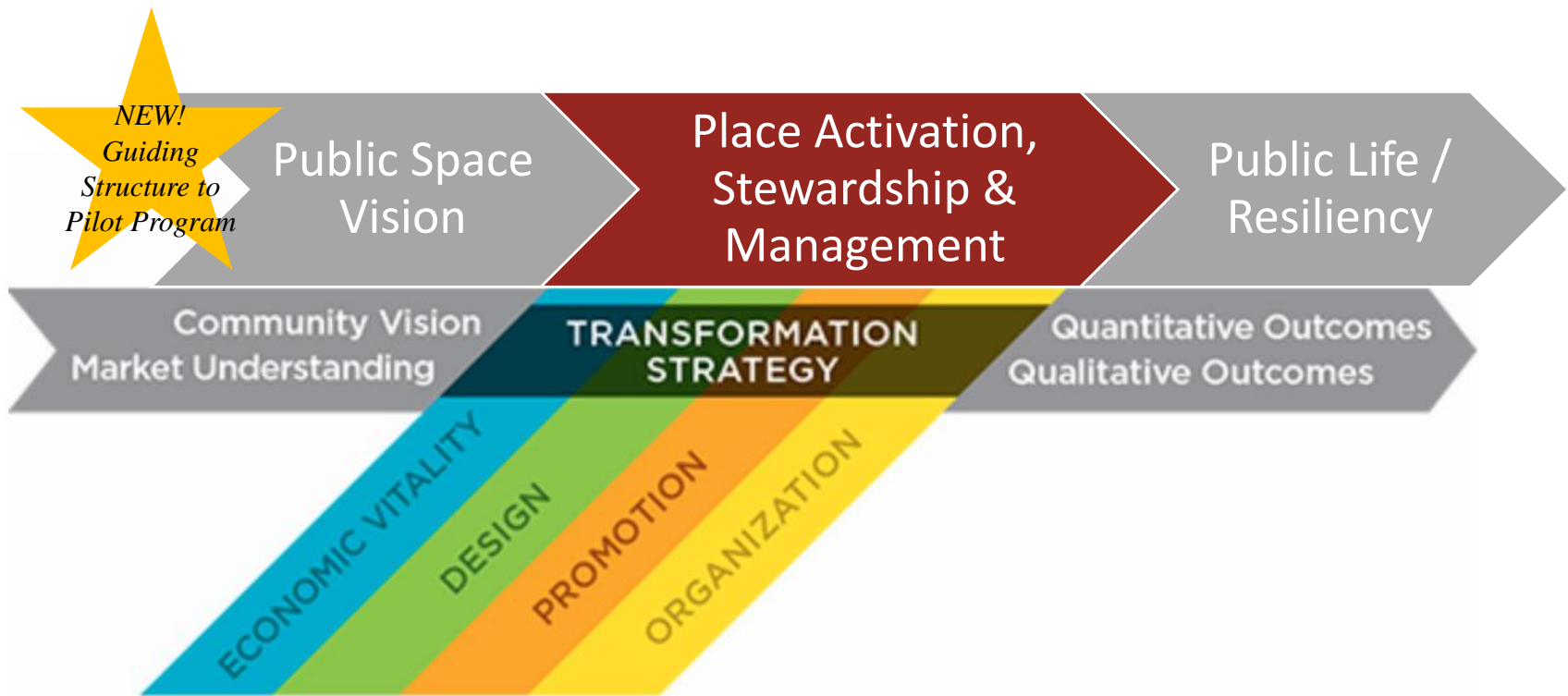
WHAT IS THE 90-DAY PLAN?

The 90-Day planning process sets goals that can be accomplished with 90 days to show genuine commitment to Main Street recovery and making incremental change to public realm design.

THE 90-DAY PLANNING PROCESS ALLOWS COMMUNITIES TO:

- Identify critical concerns and prioritize them
- Motivate others with reasonable goals and tasks
- Ensure milestones are met
- Keep the group motivated
- Build group confidence and early wins
- Confirm that you are working with the right people, the right partners are at the table
- Build on successes
- Schedule review and refinement of mission, goals, and tasks

Main Street organizations are uniquely positioned to lead change or be agents for change in public space design, management and stewardship by further utilizing and uniting the four points of the Main Street Approach – Economic, Design, Promotion and Organization.



8 STEPS FOR EFFECTING CHANGE

In the book *Leading Change*, John Kotter, professor of Harvard Business School, outlines eight steps for effecting change. This model has helped to inform our 90-day approach.

8 Steps for Effecting Change by Dr. John Kotter

<p>1 ESTABLISH A SENSE OF URGENCY</p> <ul style="list-style-type: none">• Identify and discuss crises, potential crises or major opportunities	<p>2 FORM THE GUIDING COALITION</p> <ul style="list-style-type: none">• Assemble a group with the skills and ability to lead the change effort• Establish the group as a team	<p>3 DEVELOP A CHANGE VISION</p> <ul style="list-style-type: none">• Create a vision to help direct the change effort• Develop strategies & actions for achieving the vision	<p>4 ENLIST OTHERS</p> <ul style="list-style-type: none">• Communicate the vision and strategies broadly• Allow ways for others to join in
<p>5 ENBALE ACTION BY REMOVING BARRIERS</p> <ul style="list-style-type: none">• What are the obstacles to change?• Remove barriers undermine the vision• Encourage risk taking and nontraditional ideas, activities, actions	<p>6 GENERATE SHORT-TERM WINS</p> <ul style="list-style-type: none">• Plan for visible performance improvements• Create improvements• Recognize & celebrate the wins!	<p>7 NEVER LET UP; BUILD ON CHANGE</p> <ul style="list-style-type: none">• Use increased credibility to change systems, structures & policies that don't support the vision• Reinvigorate the process with new projects, themes and change agents	<p>8 INCORPERATE CHANGES INTO CULTURE</p> <ul style="list-style-type: none">• Articulate the connections between the new behaviors and organizational success• Develop the means to ensure leadership development and succession

A FEW KEY INGREDIENTS FOR SUCCESS:

Leadership: leaders who inspire collaboration to identify and accomplish goals

Motivated Team/Partnership: Individuals with a can-do spirit who are eager to work together; key partners involved

Actionable Strategies: identification of the tasks in support of a goal with individuals to take on specific tasks and a time frame for completion

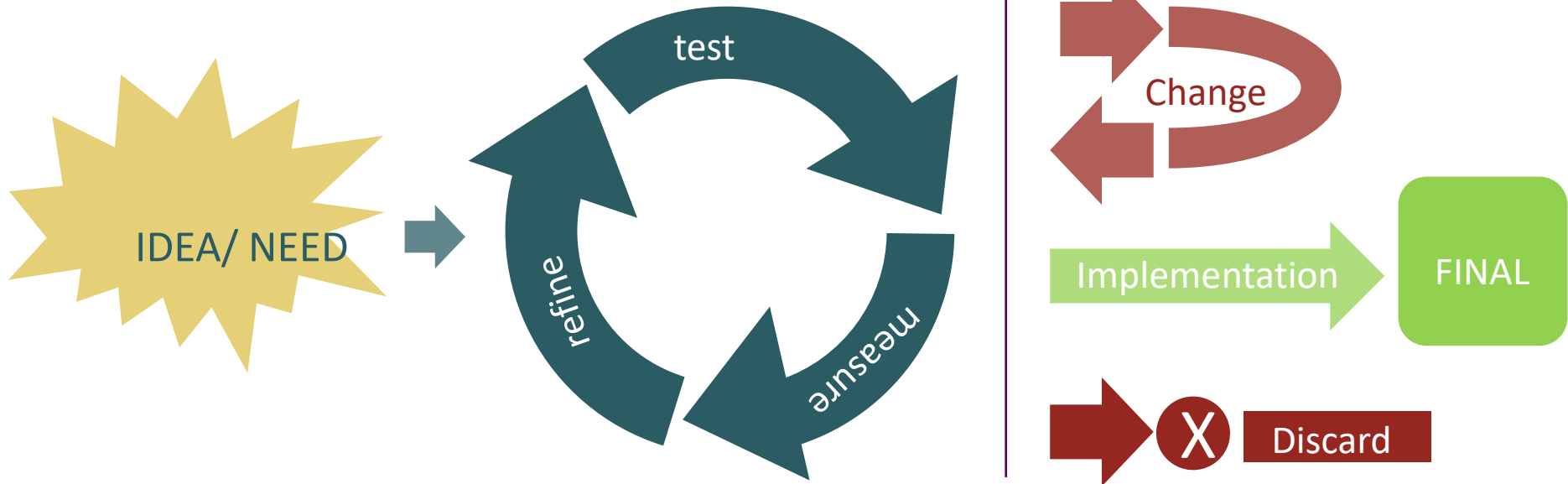
Early Successes: projects that allow for immediate successes to keep the group motivated and to build confidence

Creating Early Wins: WHY TAKE AN INCREMENTAL APPROACH?

- 1) Develop new ways to work together
- 2) Experience a different reality (low risk)
- 3) Discover what works (and doesn't)
- 4) Deliver change for the public good faster

INCREMENTAL APPROACH

An incremental approach takes a design-thinking framework and applies it to public space projects.



EXAMPLE OF AN INCREMENTAL APPROACH: INCREASING MOBILITY OPTIONS



POP-UP
(Quick Demo)

Use of temporary materials (like tape, borrowed plants); Typically a weekend-week event



PILOT
(Longer Lasting Demo)

More permanent materials, but still can be quickly removed; Typically up for a month(+)

NOTE: The WMS Place Activation Pilot Grant is looking at projects that fall into the 'Pilot' category

WASHINGTON MAIN STREET



PERMINENT

Full implementation

FUN FACT:
*Bicycling Means
Business*

More and more studies conclude that while people who bike tend to spend less per shopping trip than people who driver, they also tend to make more trips, pumping more total money into the local economy over time.

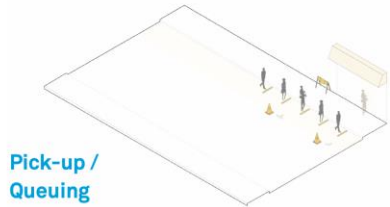
Source:

<https://www.bloomberg.com/news/articles/2015-03-13/every-study-ever-conducted-on-the-impact-converting-street-parking-into-bike-lanes-has-on-businesses>

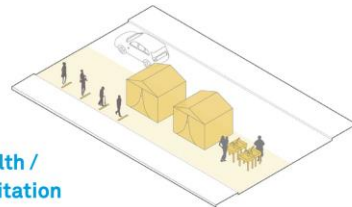
WHAT DO PILOT PROJECTS LOOK LIKE?

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Place Activation pilot projects reallocate space to make walking, bicycling, and transit safer and more effective options; support adjacent businesses; or provide areas that allow for safe physically distant gathering space. Below are examples from National Association of City Transportation Officials (NACTO).



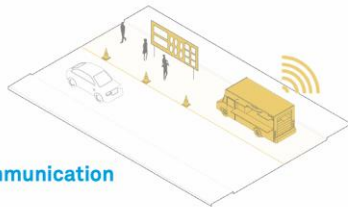
Pick-up /
Queuing



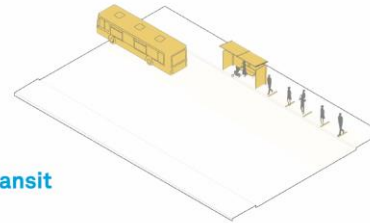
Health /
Sanitation



Open / Play
Streets



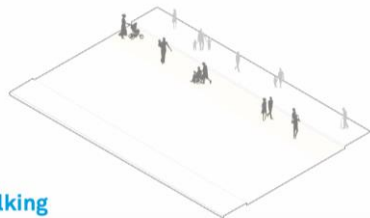
Communication



Transit



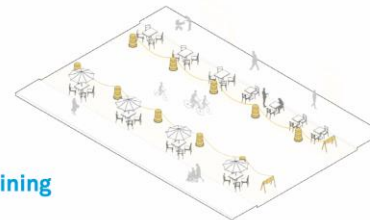
School
Streets



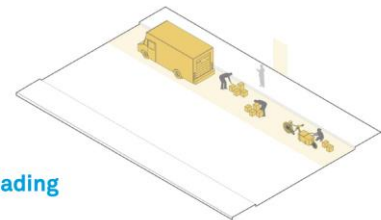
Walking



Slow / Shared
Streets



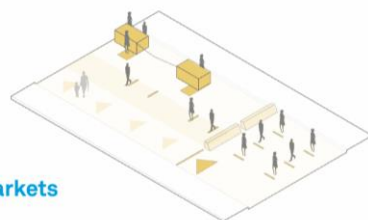
Dining



Loading



Cycling



Markets

Streets for Pandemic
Response & Recovery

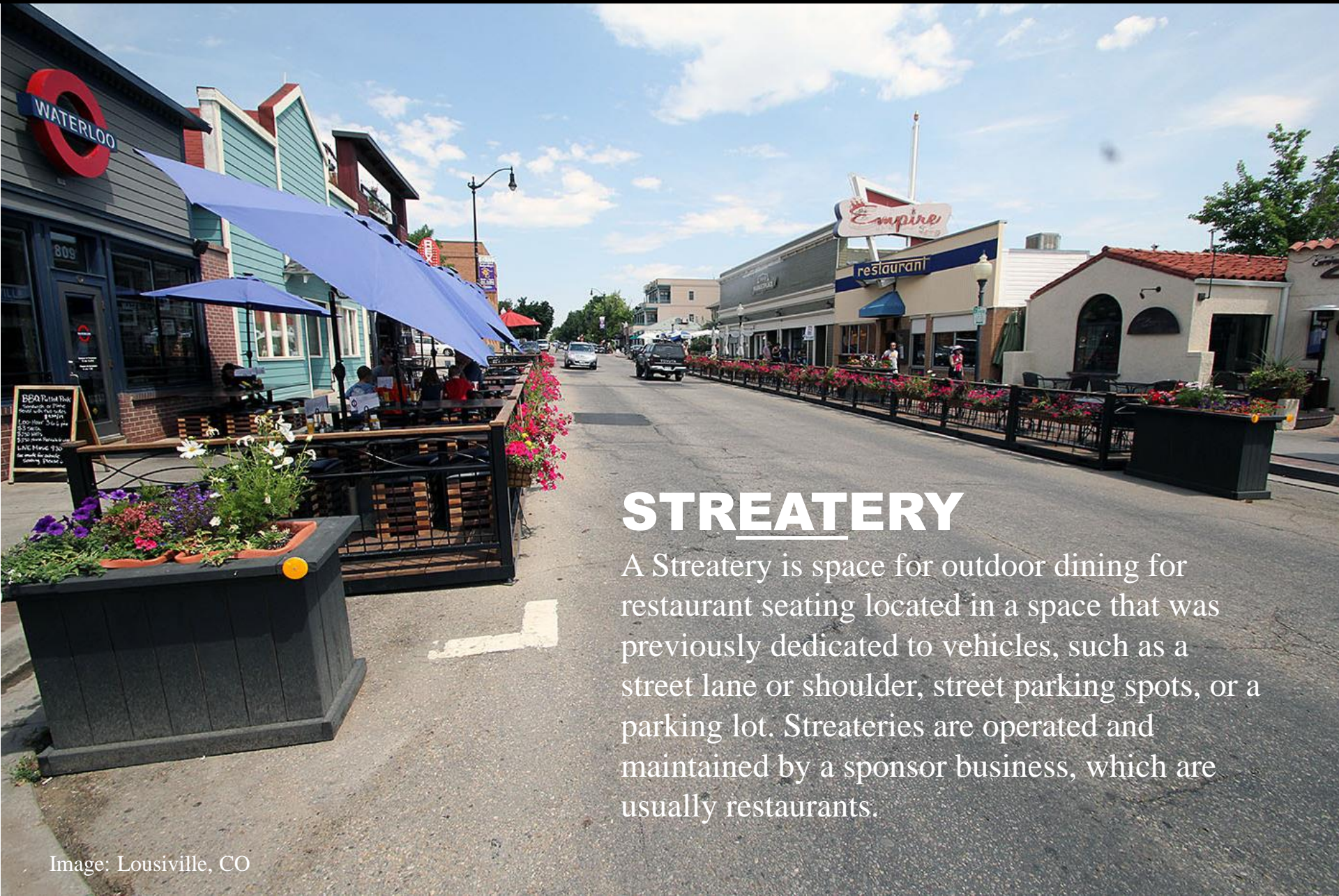
<https://nacto.org>



Image: Vancouver, WA

PARKLET

A parklet is a “mini park” or spot to stop and sit. It is a sidewalk extension that provides more space and amenities for people using the street. Parklets are typically installed in several parking spaces. Parklets are usually designed at the level of the sidewalk to the width of the adjacent parking space. Parklets are often ‘adopted’ or ‘sponsored’ by a local business.



STREATERY

A Streatery is space for outdoor dining for restaurant seating located in a space that was previously dedicated to vehicles, such as a street lane or shoulder, street parking spots, or a parking lot. Streateries are operated and maintained by a sponsor business, which are usually restaurants.

PAVEMENT TO PARK

Pavement to Parks projects create new public spaces by reclaiming underused street space for pedestrian-oriented uses. The most successful Pavement to Parks projects provide useful and active neighborhood public space; allow communities to test out new ideas; enhance safety for all road users.





Image: Marion, IA

ALLEY & PASEOS ACTIVATION

Alleys or Paseos (a plaza or walkway) tend to be under utilized and under designed, but provide for connections and links to key destinations within a downtown. They can be activated by cleaning up the space, using art to great gateways, place tables and chairs or even allowing businesses to spill out into the space.

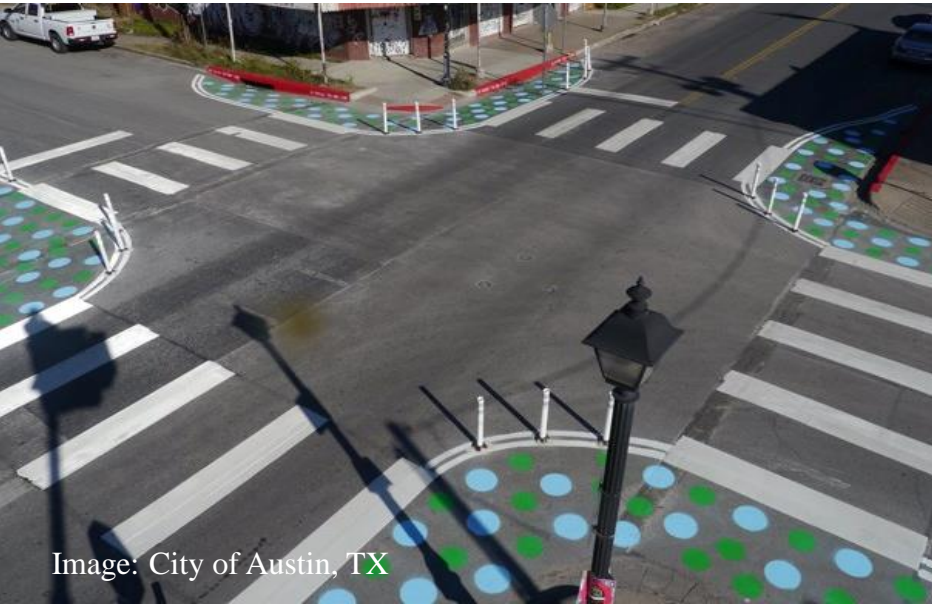


Image: City of Austin, TX

PAINTED CURB EXTENSIONS

Curb extensions or ‘bulb outs’ reducing crossing distances for people on foot; promote better motorist yielding behavior; and improve sight lines for all users. They help to create a more safe, walkable environment.



Image: Portland, OR

PAINTED INTERSECTIONS

Painted intersections provide an opportunity to celebrate place, create a gateway, and can provide a step towards traffic calming.

OPEN STREET

Open Streets replaces car traffic with people traffic, making streets a place where people can gather, dine, pay, window shop, and stroll. Typically open streets events are recurring one-day events.



FESTIVAL STREETS OR PEDESTRIAN STREETS

Festival or pedestrian streets allow for streets to be transformed for more public events, dining opportunities, sitting spaces, etc.





WISE MOVES.

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Washington State
MAIN STREET
PROGRAM

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