



NEW MEXICO MAINSTREET

Virtual
Winter Conference

2021

**Creating a Climate of Confidence:
COVID and Beyond**

Presented By:



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From:
studioneleven

Trends and Tactics for Vibrant Streets

1. Placemaking Trends for Main Streets
2. COVID Response Toolkit
3. Lessons Learned
4. Future Directions
5. Q + A

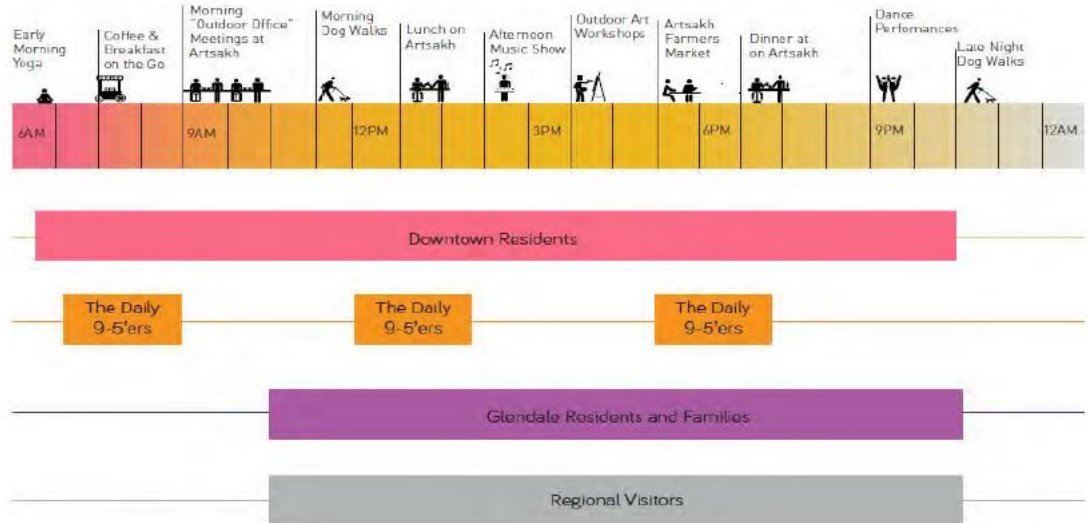




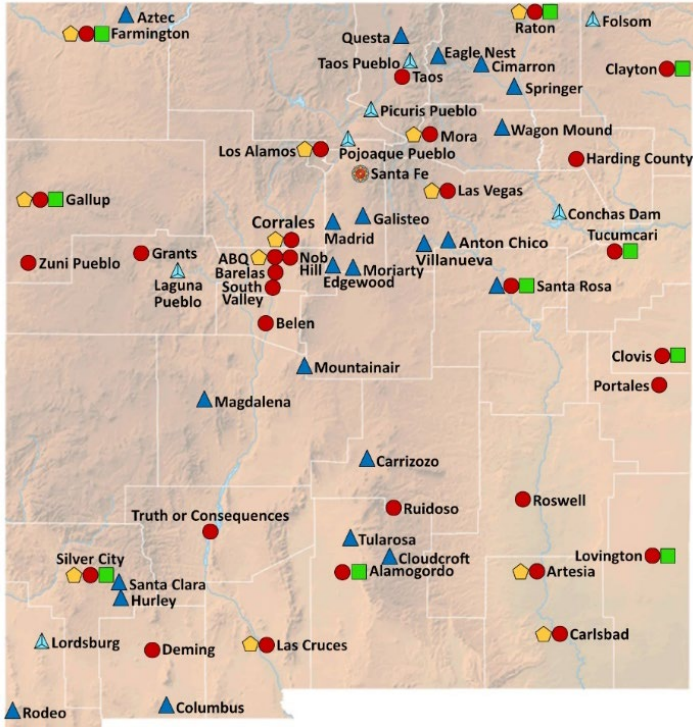
Who We Are

Design Philosophy

- Public realm as co-creation and local capacity building
- Incremental, flexible framework
- Place specific – local culture
- Importance of programming and ongoing operations



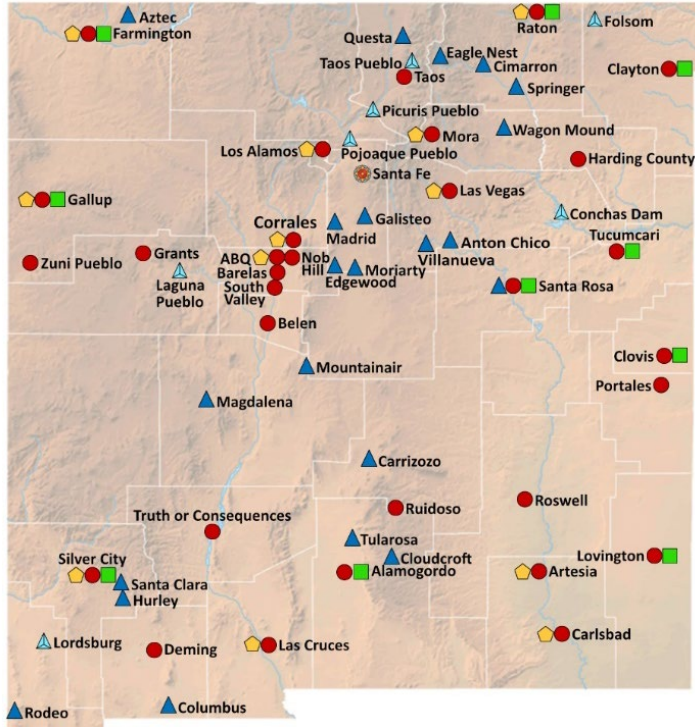
Let's Get To Know You...



Poll #1: How would you best describe your community?

- Rural
- Suburban
- Urban

Let's Get To Know You...



Poll #2: What are your main Placemaking challenges?

- Funding for improvements
- Lack of buy-in/common goals
- Policy and process roadblocks
- Other?

Definition: “Placemaking”

“People working together to make their community's public spaces more social, connected, healthy, meaningful, prosperous, and happy” -Ryan Smolar, US Placemaking.org

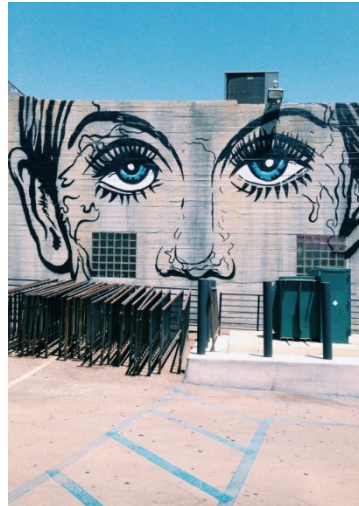


Placemaking?

What Makes a Successful Place?



What Makes A Great Place?



What Makes A Great Place?



What Makes A Great Place?



1. Placemaking Trends for Main Streets

- Reallocating Street Space
- Alternate Mobility
- Culture, Art, and Program
- Case Study - Artsakh Avenue





Reallocating Public Space:

- Road Diets
- Sidewalk Widening
- Chicane
- Parklets
- Streetlets
- Parking Lot Plazas
- Alleys



Sidewalk Widening and Chicanes



Parklets





Streetlets

Solutions for Businesses

Second Street – Partial Closure with Streetlets



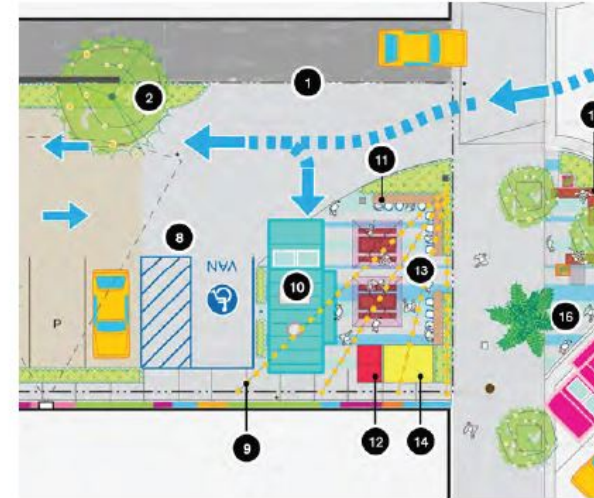
Repurpose #2 lane and parking lane into Flex Spaces.

Streetlet

Parking Lot Plazas



Downtown Lomita Visioning & Placemaking





Alleys



Alternate Mobility



Art, Culture and Program

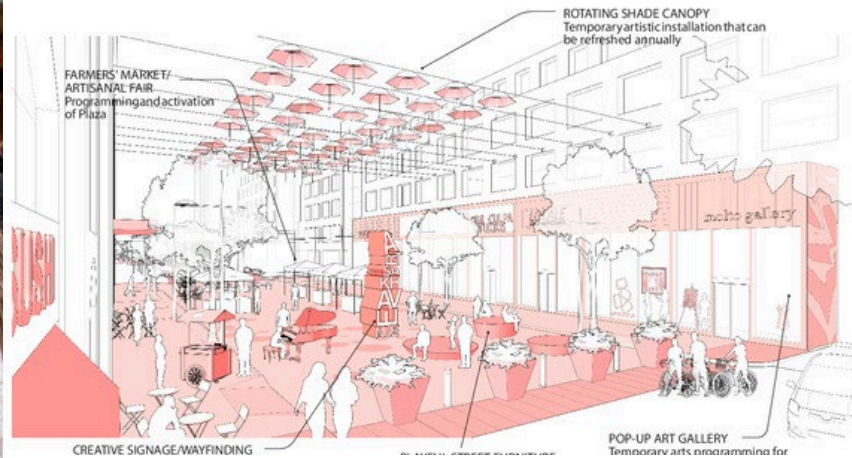
Case Study: Artsakh Avenue



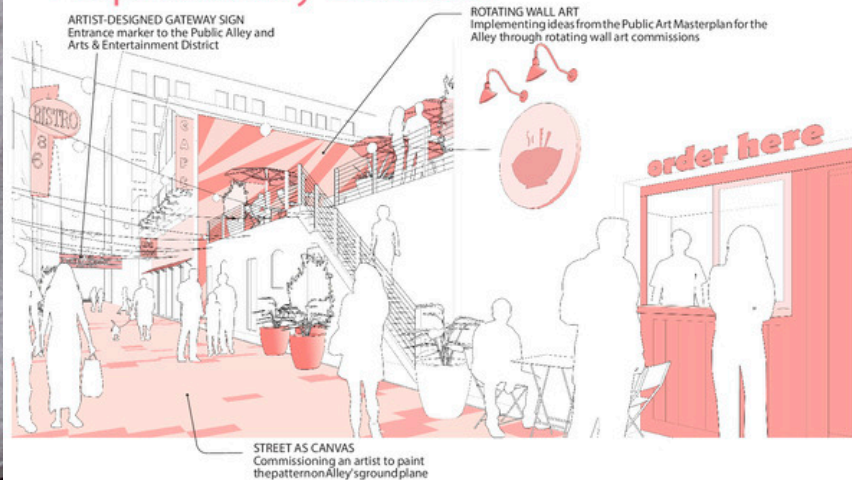
Case Study: Artsakh Avenue



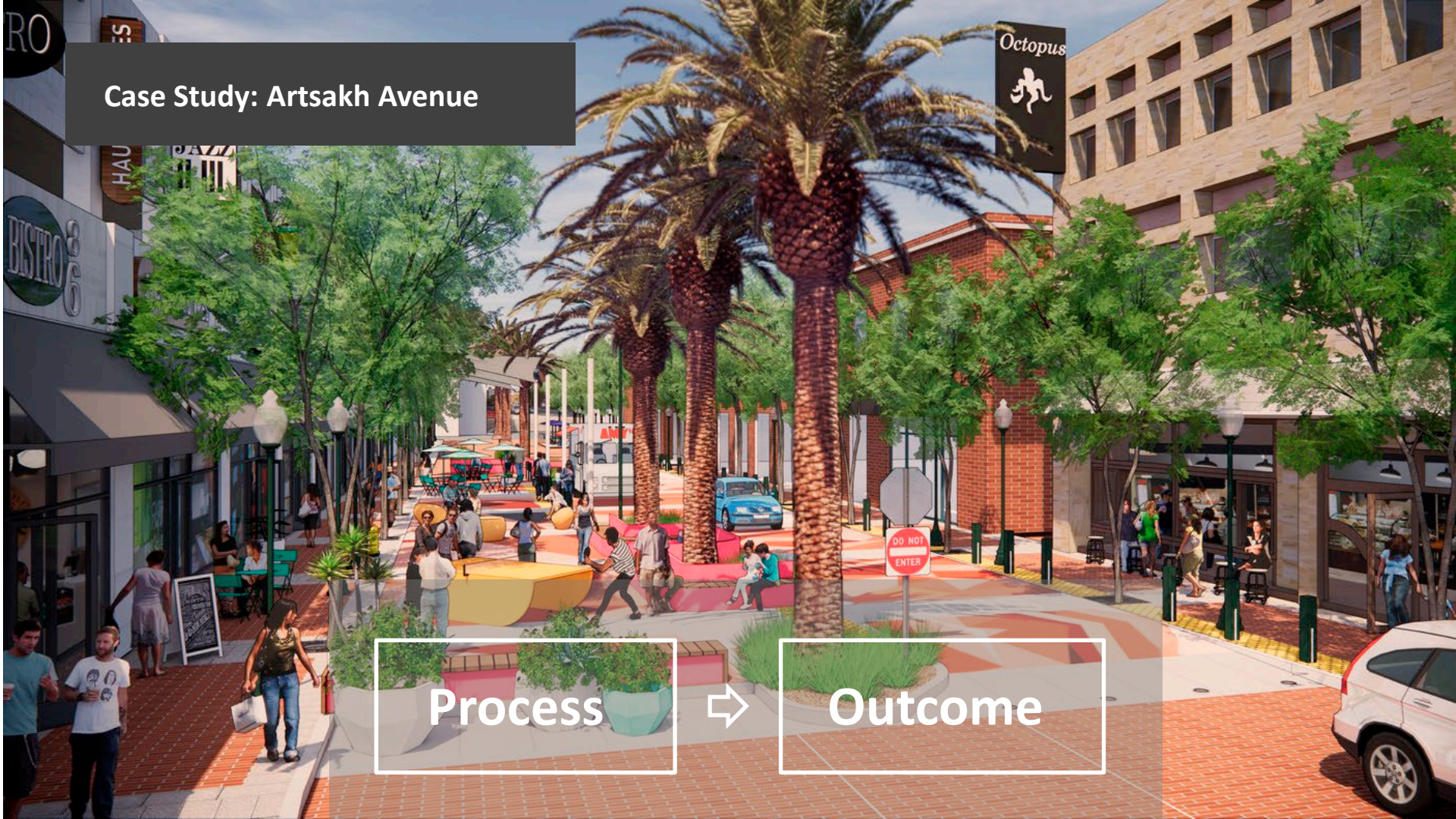
South Block Street Scene



Proposed Alley Character



Case Study: Artsakh Avenue



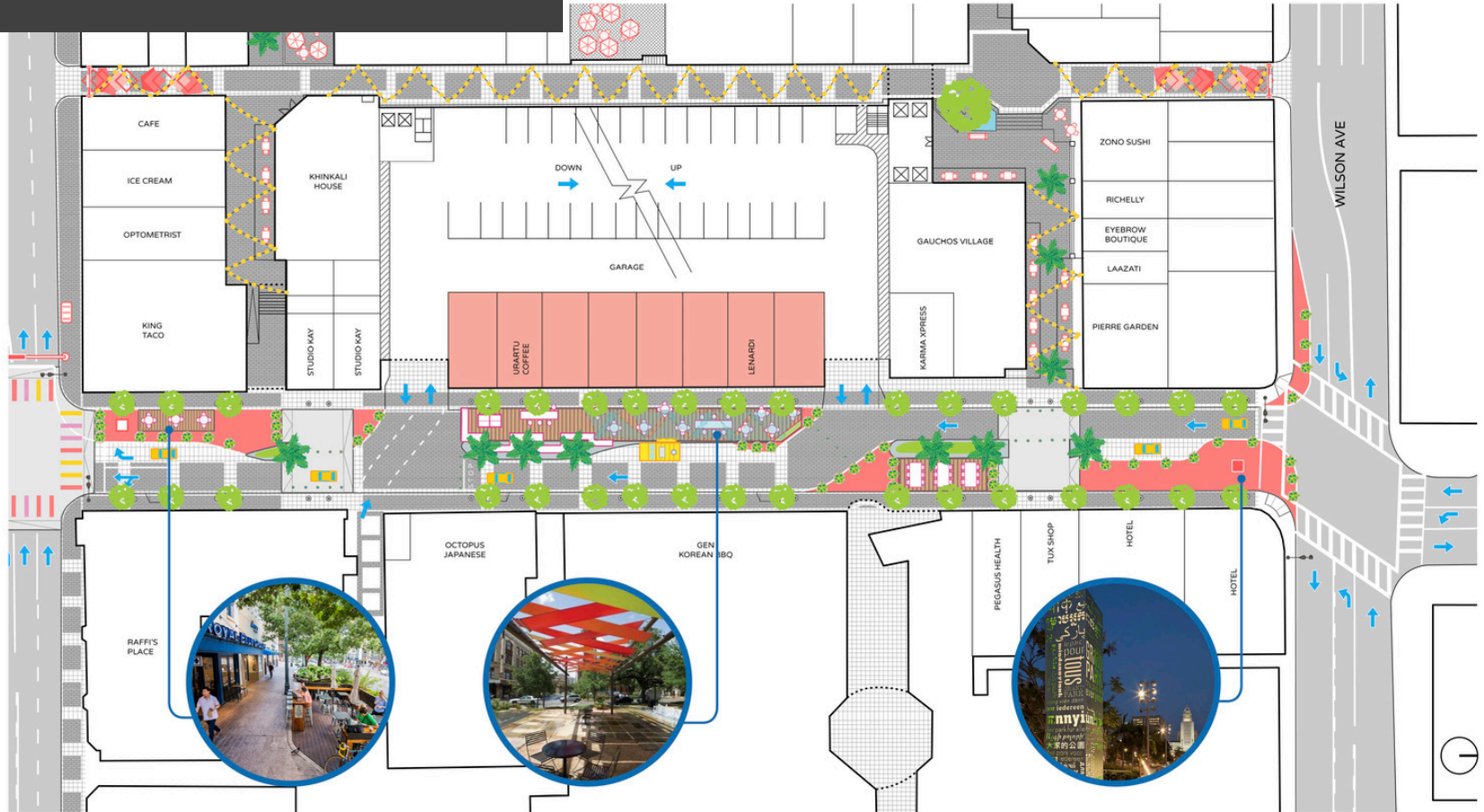
Process



Outcome

Case Study: Artsakh Avenue

Block



Coronavirus

crisis

of US cases
- accounted
person
positi
outbreak
vir
ols
dead
coronavirus in U.S.

2. COVID Response Toolkit

- Access to Public Space is Essential
- Economic Survival for Businesses
- Comply with Social Distance Protocols
- Doing It All with Limited Resources





MEDIAN PEDESTRIAN SIGNS TO SLOW TRAFFIC

MARKED CUSTOMER PARKING PICKUP ZONE

- Need/Goals Achieved:
- Economic Survival
 - Social Distance Protocols
 - Limited Resources

SIDEWALK TAPE SPACING SEATS



CONSISTENT STREET SIGNAGE NOTING PICKUP PARKING ZONES - AND DIRECTIONS TO LONG TERM PARKING

CURB SIDE PICKUP ONLY
2 HR → PARKING

CREATE TEMPORARY PARKLET IN CURBSIDE SPACES W/TRAFFIC IMPACT POTS, CONES, SPACED FURNITURE

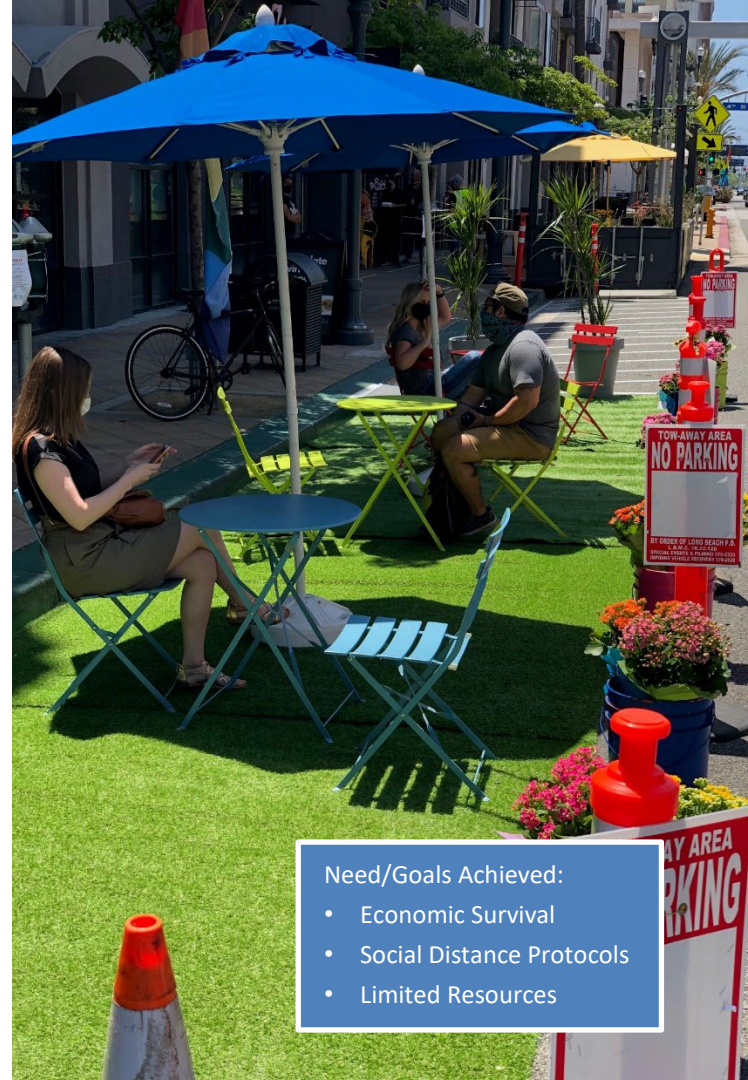
CUSTOMER PICKUP ZONE SPACED TO MAINTAIN DISTANCING

STREET DECAL DENOTING PASSING SPACE

BID SUPPLIED HAND SANITIZER DISPENSER STAND

CLEAN YOUR HANDS

6 FEET



Need/Goals Achieved:

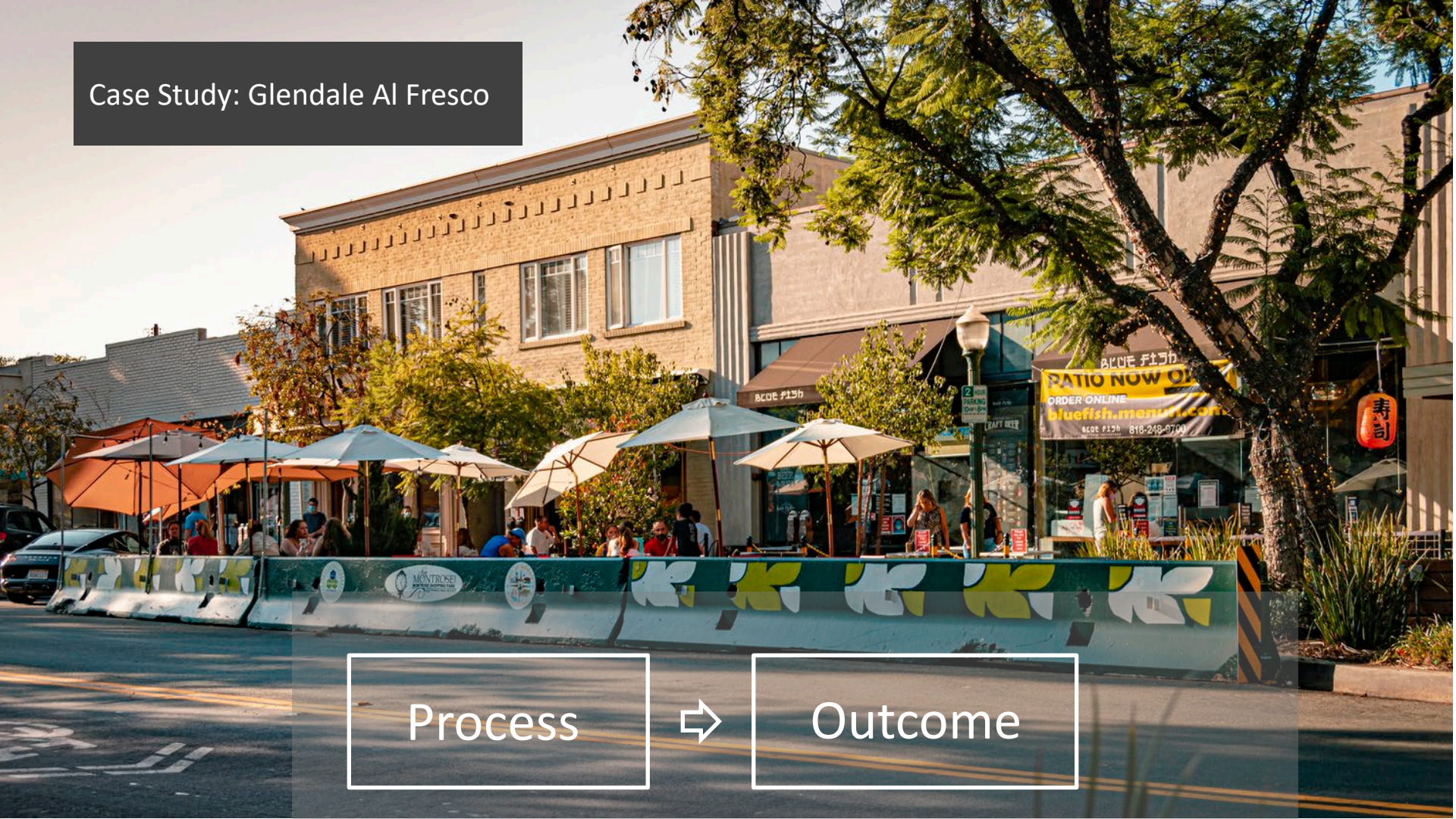
- Economic Survival
- Social Distance Protocols
- Limited Resources



Need/Goals Achieved:

- Economic Survival
- Social Distance Protocols
- Limited Resources

Case Study: Glendale Al Fresco



Process



Outcome

Case Study: Glendale Al Fresco



Case Study: Glendale Al Fresco



**Process
Outcomes**

Case Study: Glendale Al Fresco



Overview and Program Goals

Program Goals

- Open Streets temporarily open streets for people by implementing partial or full closures.
 - Pre-COVID-19 examples in Long Beach: Beach Streets; annual Bay Shore Avenue closure; parklet program
- Opening streets can create more public space for:
 1. Increased outdoor activities
 2. Safer Access to Transit
 3. Stronger Economic Recovery
- Maintain Physical Distancing
- Include options enabling additional and creative opportunities for outdoor dining



Partial Closures and Flex Zones

- DLBA/Studio One Eleven Pilot (May 15)





THE PACIFIC

NEFFS

1st St

Ocean Bl

1st St

COVID-19

NO ALCOHOL
Consumption and Open Containers Prohibited in Public Space

NO ALCOHOL
Consumption and Open Containers Prohibited in Public Space

ROAD CLOSED

COVID-19 NOTICE
MAINTAIN PHYSICAL DISTANCING
6ft



Need/Goals Achieved:

- Economic Survival
- Social Distance Protocols
- Limited Resources

CASE STUDY: BEYOND WORDS TOWARDS ACTION

Downtown Santa Ana followed the materials we gathered through our Streateries campaign and they received \$750K CARE Act Relief Funds for permanent patio build-outs after a successful pilot for 30+ small businesses.



2020 WEBINARS

Streatery Ahead!

When cities began to allow restaurants to convert sidewalks, parking lots, even whole streets into outdoor dining areas, we organized a cross-cutting discussion among practitioners working on the new Wild West, blurry-lines between public and private space. We were excited to present approaches from Robin Abad Ocuillo at the San Francisco Department of City Planning, Alan Pullman from Studio One Eleven, Sherryl Muriente of Downtown West Palm Beach, Jason Roberts from A Better Block, Alex Sasayama of NeighborWorks America as well as PlacemakingUS and PlacemakingX.



Let's Get To Know You...

Poll #3: Has your district tried the following?

- **Parklets**
- **Open Street (Permanent or Temporary)**
- **Pop-up bike or Pedestrian Infrastructure**
- **Other?**

3. Lessons Learned

- Be Resourceful
- Get Something in the Ground and Refine Later
- This is a Great Opportunity to Test and Innovate
- Multi-agency/Departmental Collaboration Essential
- Balancing Restaurant and Retail Needs



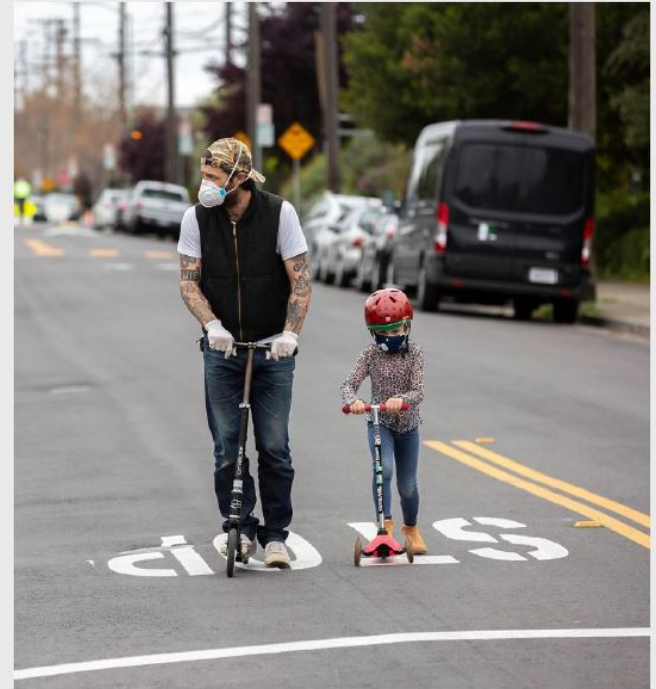




Guidelines and Next Steps

For Residents and Businesses

- Streamline Sidewalk Dining Guidelines
- Identify available City resources
- Develop traffic control plans
- Continue conversation w/ ED, PD, FD, and DV
- Refine and roll out communications plan
- Evaluate and amend program as needed
 - Collect public and stakeholder feedback
 - Re-evaluate needs as City progresses through Stages 2 through 4 of recovery



Blessing or curse? Pine Avenue closure proves controversial

By Alena Maschke, Senior Reporter - September 15, 2020



City crews block Pine Avenue on Friday, August 14, 2020. Photo by Thomas R. Cordova.

Lessons Learned

- “Guerilla” demonstration, starting small, was worth it
- Immediate support from business and residents, but consensus required
- Realized the need for outreach, and that includes a focus on equity
- Formal Process for widespread implementation still unclear, including:
 - Licensing, permits
 - Liability and insurance
 - Alcohol serving issues
 - Overall responsibility for costs, operations and maintenance

4. Future Thoughts and Trends

- Rise of the Regional City Neighborhood / 15 Minute City
- Focus on Equity in Public Space
- What Will Stay and What Will Go?





OPINION

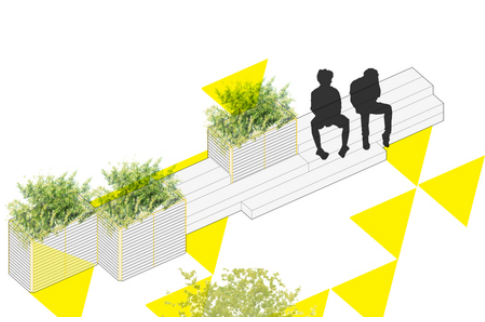
Post-Covid New York and the Rebirth of the Regional City

02.16.2021

By Roberta Brandes Gratz

It may take a while, but the end of the pandemic appears to be in sight. Still, more and more people are wondering if New York City can recover. It will—but, sadly, in the hands of the same people

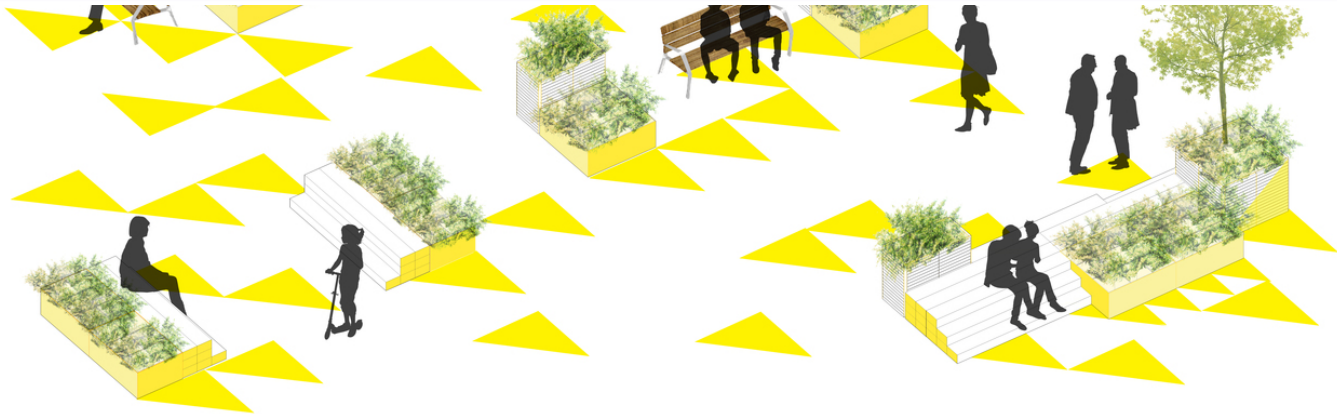




Pandemic
Spring 2020

Rapid Solutions
Summer/Fall 2020

Sustained Success
Post-Vaccine



Guiding Principles

A coordinated approach can be challenging anytime an array of actors are working together. Short timelines, emerging ideas and changing situations can further complicate coordination. These evidence-based wellbeing principles come together in a framework that can be used to inform processes, programming and interventions to bring back main streets. We used them to formulate the ideas below.

You can use them to develop your own ideas, too!



Source: Happy City

4. Discussion / Q + A



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