NEW MEXICO MAINSTREET

Virtual Winter Conference 2021

Creating a Climate of Confidence: COVID and Beyond

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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

CREATING more livable sustainable and engaging cities
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
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
What Makes A Great Place?
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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.
Parking Lot Plazas
Alleys
Alternate Mobility
Art, Culture and Program
Case Study: Artsakh Avenue
Case Study: Artsakh Avenue

Process → Outcome
Coronavirus
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
Need/Goals Achieved:
• Economic Survival
• Social Distance Protocols
• Limited Resources
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Case Study: Glendale Al Fresco
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Process Outcomes
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)
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 Ocupillo at the San Francisco Department of City Planning, Alan Pullman from Studio One Eleven, Sherry Muriel of Downtown West Palm Beach, Jason Roberts from A Better Block, Alex Sassyana of NeighborWorks America as well as PlacemakingUS and PlacemakingX.
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
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?
Post-Covid New York and the Rebirth of the Regional City

02.16.2021

...t 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...
Equitable Outcomes
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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