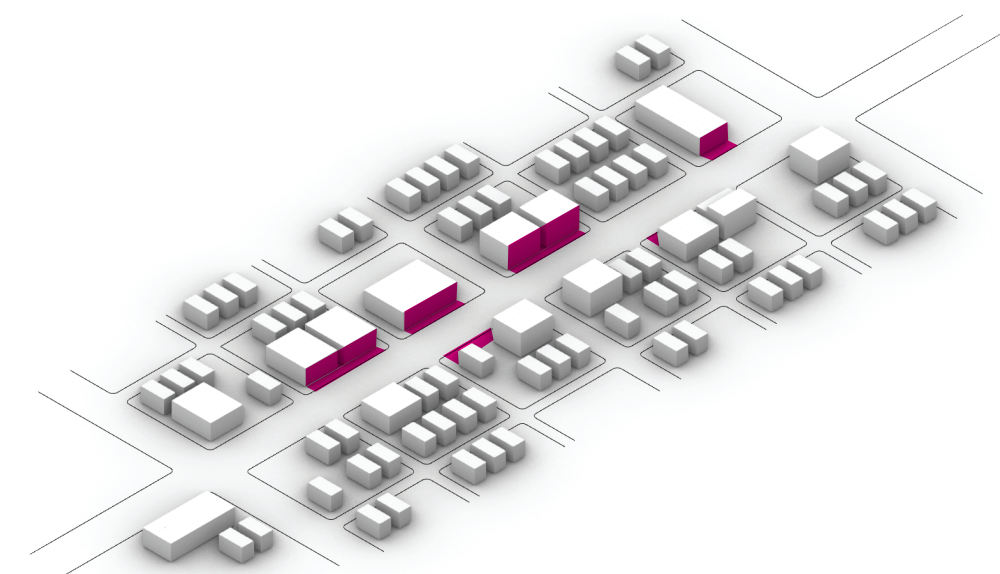




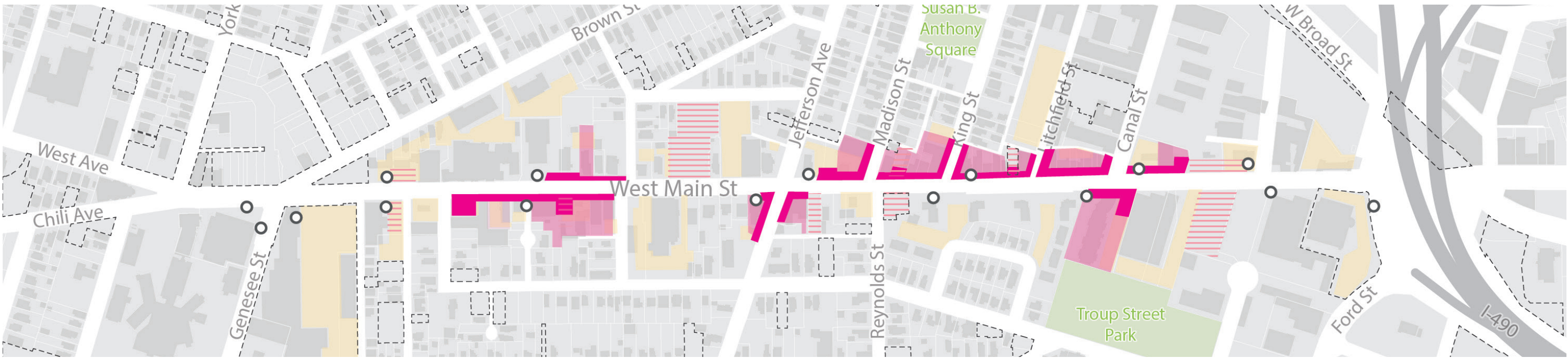
# PLACEMAKING ON WEST MAIN STREET

## Placemaking Opportunities Today on West Main

### Storefronts near bus stops

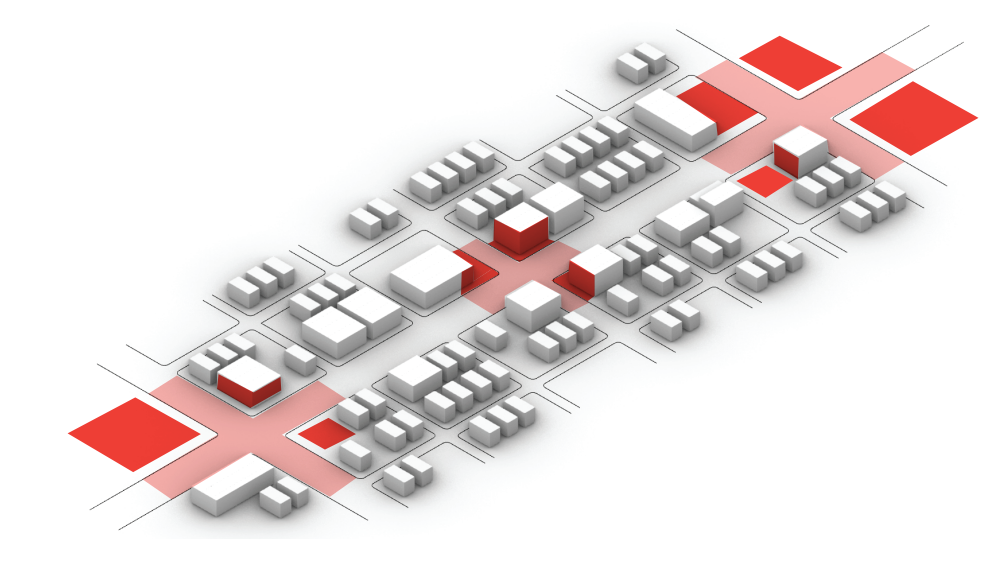


**Ownership** - Public & Private  
**Type of Opportunity** - Underutilized commercial storefront and streetscape for activation opportunity  
**Size** - Small to medium

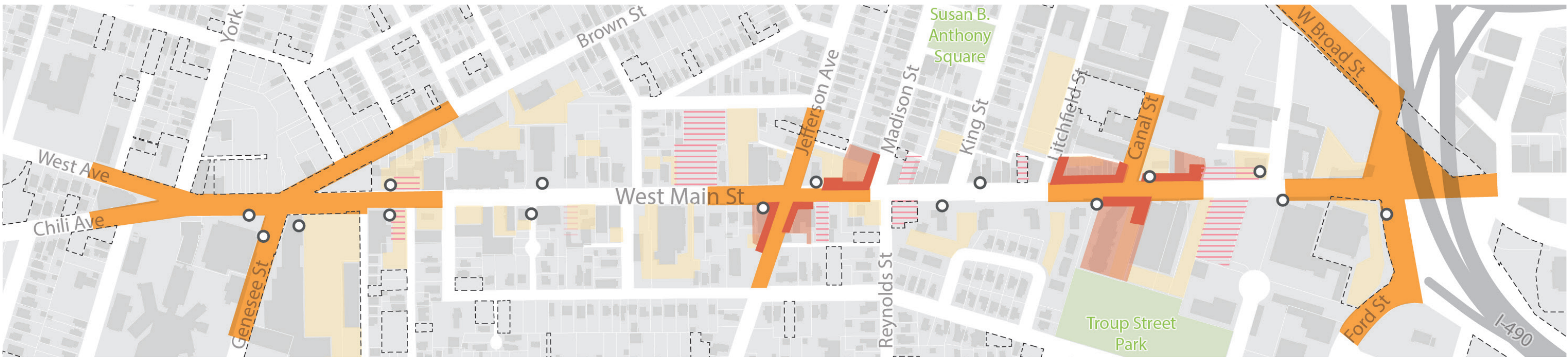


- Goals**
- Provide a high-quality experience for people taking the bus by providing bus stop amenities and supporting reliable transit operations on the street.
  - Support local businesses by expanding existing small business programs, increasing local job opportunities through workforce training, and incentivizing 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.

### Primary intersections

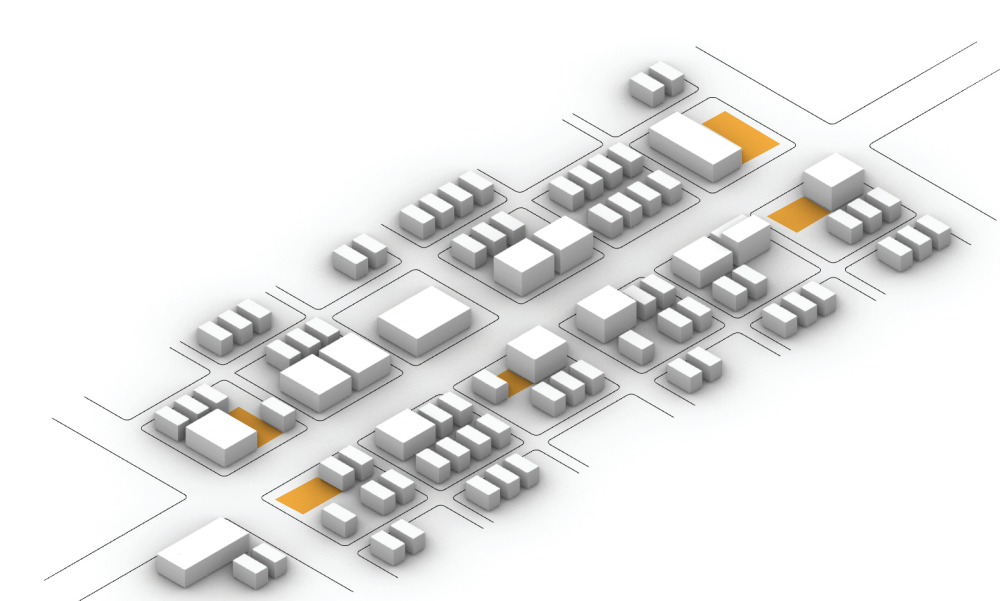


**Ownership** - Mostly Public  
**Type of Opportunity** - Vacant or underutilized land for temporary or longer term activation and programming prior to the development  
**Size** - Large

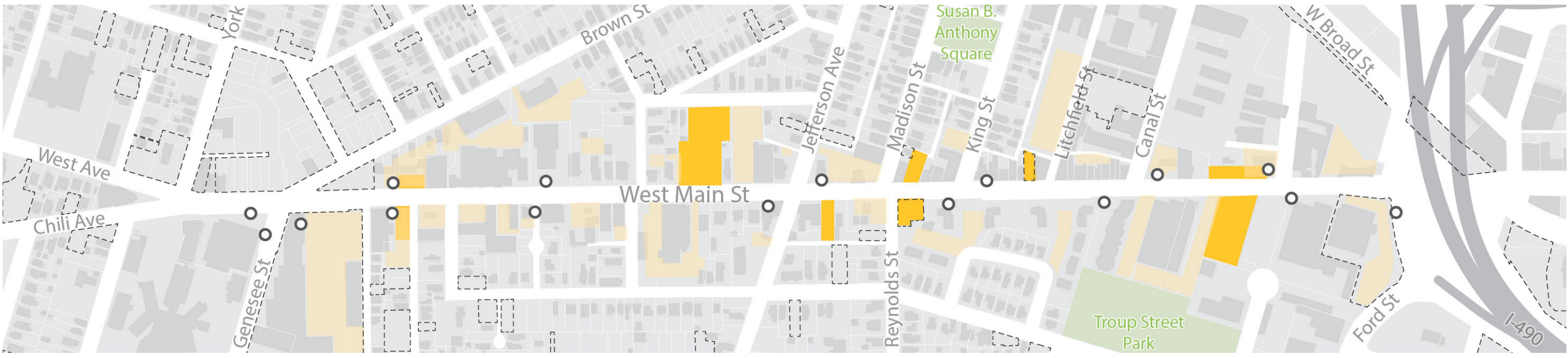


- Goals**
- Leverage temporary uses on vacant land before permanent development or reuse to support business growth.
  - Implement design features that slow cars down and provide safe and accessible spaces for pedestrians and bicyclists of all abilities.
  - Acknowledge, promote, and preserve elements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

### Underutilized land along West Main

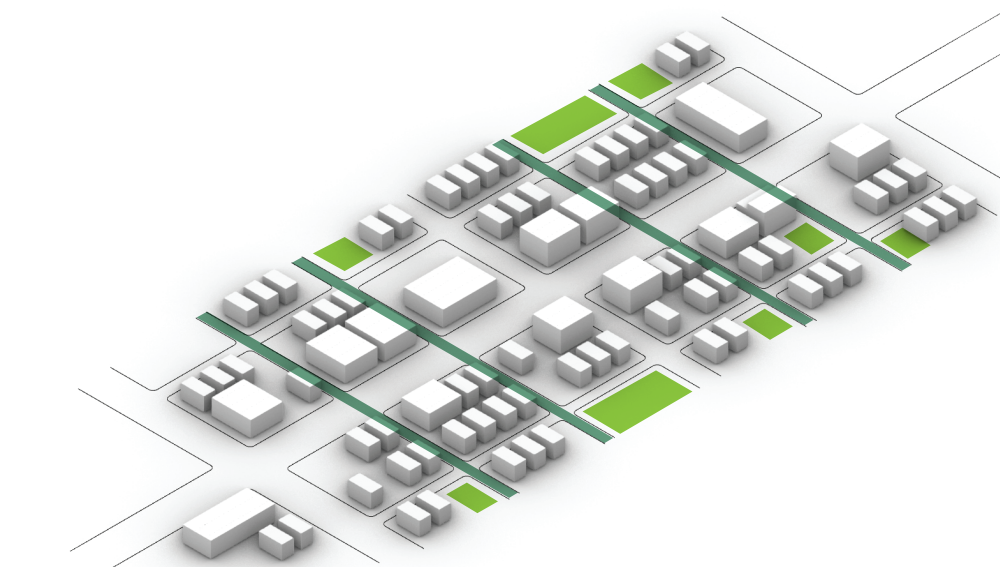


**Ownership** - Public & Private  
**Type of Opportunity** - Vacant or underutilized land for temporary or long term activation and programming  
**Size** - Mostly small, some medium sized lots



- 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 inside the neighborhood



**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.





# PLACEMAKING ON WEST MAIN STREET

## Starter Ideas for the Future of West Main



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.
- Shared use sidewalk and bikeway



Philadelphia University City, Philadelphia PA

- Replacing parking spaces with a dynamic public space such as parklet, building trust with neighbors, shop owners, and city official.
- Expanded sidewalk planting and seating



Bus Stop Cubes, Rochester NY

- Short term bus stop seating improvement that add beautification and brightness to the street landscape with a limited space.



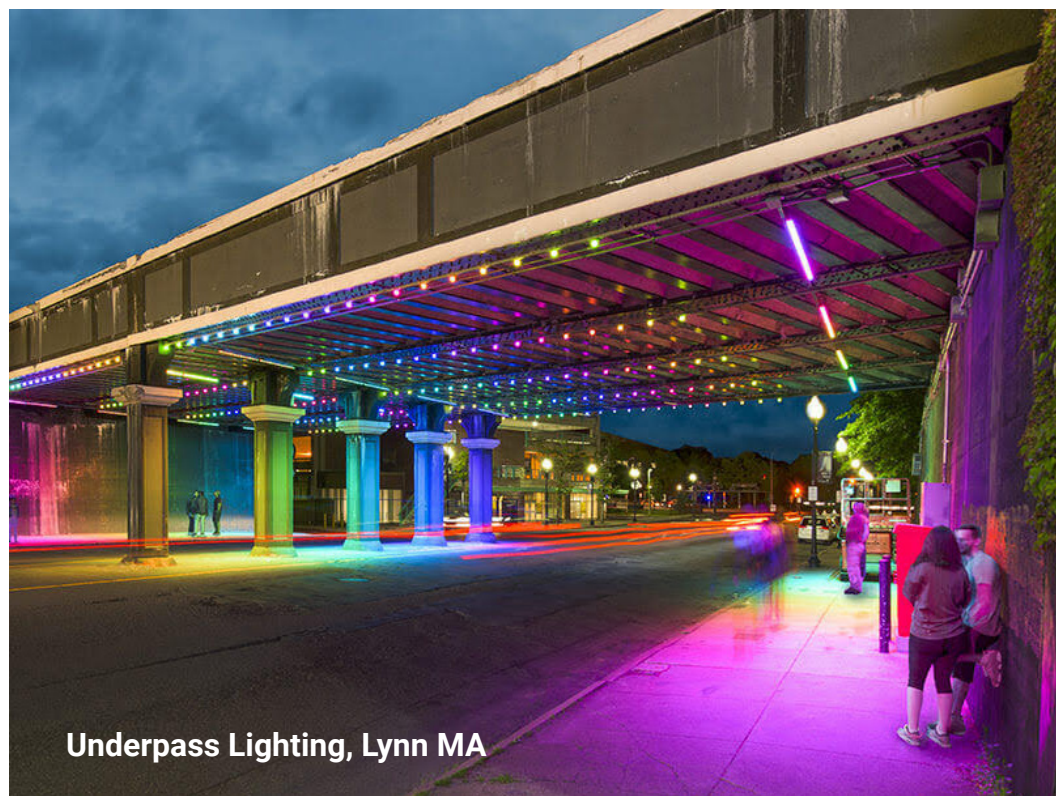
Bus Stop Improvement, Minneapolis MN

- Improving and maintaining the bus stops and bus stop amenities to enhance the bus rider comfort and also encourage street activity.



Neighborhood of the Arts (NOTA), Rochester NY

- Brand neighborhood as a hub of social justice activity, and let civic/cultural institutions to be more readily promoted and encouraged to locate along West Main with a more coherent identity.



Underpass Lighting, Lynn MA

- Activating underutilized area under the highway through lighting and art as a part of promotional campaign to revitalize the neighborhood and activate public spaces.



Reclaimed Space, Providence RI

- Activating the underutilized area by taking lighter and quicker approach by providing seatings and benches where users can sit, relax, and enjoy street life.



Parsells Ave @ Greeley St, Rochester NY

- Temporary, small-scale changes to an urban space that test whether there is need for permanent redesign that could make neighborhoods roads more welcoming for non-vehicular traffic.



Boxville, Chicago IL

- Revitalize the community by providing the broader set of partnerships, resources, and support mechanisms that will facilitate community success.



Lumen 8 Anacostia, Washington DC

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



Love Your Block, Boston MA

- Offers mini-grants, neighborhood cleanups and eventually community tool sheds for beautification projects to urge Bostonians to revitalize their neighborhoods.



Mattapan Love, Mattapan MA

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



City Roots Community Land Trust, Rochester NY

- Establish and promote permanently affordable, equitable housing, ensuring development without displacement by empowering neighbors, having the community both own and manage land.



Detroit Green Alley Project, Detroit MI

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



Philadelphia urban agriculture plan, Philadelphia PA

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



Over-the-Rhine Renter Equity Program, Cincinnati OH

- Resources and Programs to support renters to build financial assets by contributing to and benefit from the management of their apartment communities.