



Engagement Summary

Open House 8/30/2024

Summary of Engagement

The open house for the Right Down Broadway plan was held on Friday August 30th at the old Courtesy Ford building, located on West Pine Street within the study area. Community members were given a chance to provide feedback on draft plan materials at the event, including strategies for land use, economic development, mobility, and the public realm. A 3D hypothetical model was also shared at the event and used as a tool to visualize potential redevelopment of the study area and realization of various plan strategies.

The open house was held in conjunction with the “Night Off Broadway” community event, which activated the parking lot outside the open house area with a pep rally, games, a splash pad, food trucks, and an outdoor movie theater. Tactical urbanism interventions were carried out prior the event to ensure bicyclist and pedestrian safety. Two pedestrian crosswalks were added to West Pine Street using temporary reflective tape and signage. And a temporary shared use path was added along Timothy Lane using hay bales.



Tactical Urbanism

Community members were asked to share their thoughts on the tactical urbanism interventions at the event as well as their preferences for future projects. Below is a ranked list of priority tactical urbanism interventions to be implemented through the Right Down Broadway plan or other city initiatives:



Pop-Up Programming



Pedestrian Space Art



Crosswalk Art



Demonstration Bike Lanes



Curb Extension



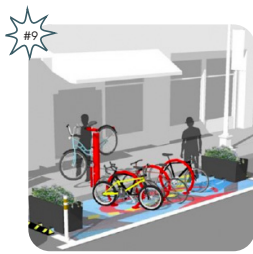
Parklet with Seating



Tactile Exhibits/Play



Bus Stop Enhancements



Bike Storage



Traffic Signal Box Art



Slow Shared Street



Traffic Calming Mechanism

Draft Plan Strategies

The materials shared at the open house were divided into four major themes: land use, economic development, mobility, and public realm. Each major theme had a draft vision statement and various policy goals and strategies associated with it. Community members provided feedback on the materials by leaving comments via sticky note and by conversing with city staff and the project team. Two key questions were posed to gather feedback, what did people like about the draft plan materials and how could the materials be improved. A summary of the comments provided at the event is shared in the following graphic.

Keep it in the plan

How to improve



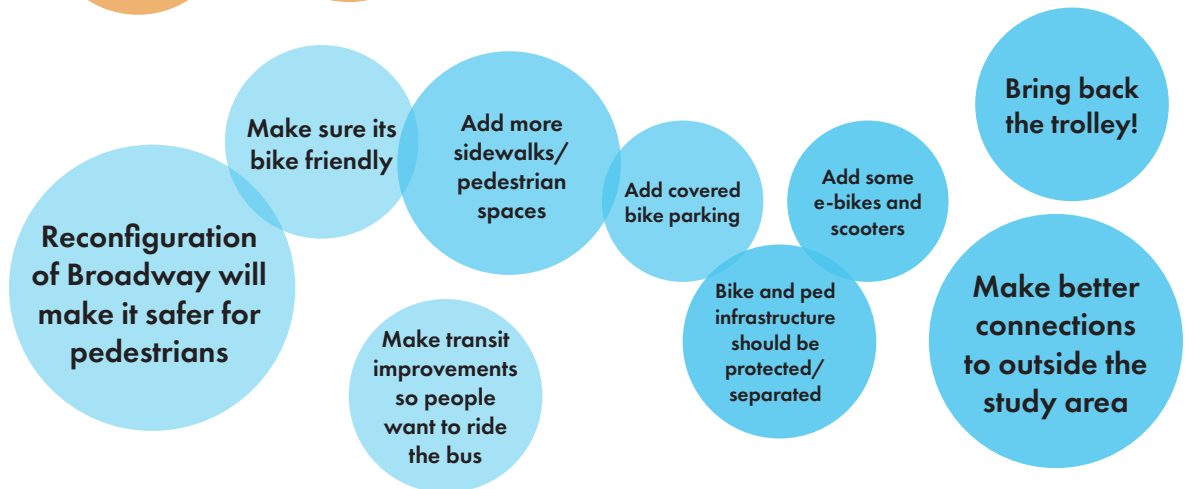
Land Use



Economic Development



Mobility



Public Realm

