CAPTURE THE COOL IN WYOMING!

Lindsey Wallace, Director of Strategic Projects and Design Services
Main Street America

Thursday, September 2, 2021 | 10:00 AM MT
"It's time to change our relationship with winter and get outdoors this year!"

- Jonathan Berk
+ Place considerations
+ Design adaptations: winter + year-round
+ Four Principles:
  – Blocking the Wind
  – Capturing the Sun
  – Color and Lighting
  – Comfort: Seating and Infrastructure
+ Examples
+ Considerations for Success
+ Wyoming Business Council
+ Q&A
Physically safe spaces + enhanced infrastructure

Improved bottom line for small businesses; local dollars reinvested

More customers and visitors + engaged community

Improved sense of community and higher profits

**CYCLE OF INVESTMENT**
PLACE CONSIDERATIONS

- More physical space in districts for people to shop, visit, travel through safely
  - Rethinking the use of streets, sidewalks, and open space
- Proper signage and street configuration for delivery and curbside pickup
- Improved digital infrastructure for wifi and e-commerce support
- Lighter, Quicker, Cheaper approaches to test for long-term possibilities
- Place governance, community engagement, programming
Shared goals:

- Supporting places for all to live, work, and play safely.
- Advocating for equitable access and use of community spaces and economic opportunities.
- Encouraging community design that supports walkability and multimodal transportation.
- Offering guidance and best practices on the activation of public spaces.
About the Series
Produced in collaboration between Main Street America and AARP’s Livable Communities, Commercial District Design: COVID-19 Response and Management is a series of design-centered briefs developed to equip community leaders with safe, equitable, age-friendly strategies to support economic recovery from the impacts of COVID-19 in rural downtowns and urban neighborhood commercial districts.

www.mainstreet.org/aarp
DESIGN SOLUTIONS + COVID-19 RESPONSE

Creative Approaches to Small Biz

Amenities + Infrastructure

Open Streets

Parklets + Pedlets

Trails, Parks + Economy

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BENEFITS

+ **Community Building**
  – Safer social gathering
  – Social cohesion and ownership of public space
  – Public trust + community engagement
  – Opportunity to create hyper-local amenities that reflect local interest and culture

+ **Environment**
  – Reduced climate impact
  – Improved air quality and reduction of debris and chemical matter

+ **Public Health and Safety**
  – Reduced traffic + safer places to walk and bike
  – Physical activity
  – Pedestrian amenities

+ **Economic Impact**
  – District visitation and spending
  – New opportunities to connect with potential customers (e.g. curbside delivery and pick-up)
  – Resident retention and attraction
Particular challenges:

+ Weather impacts: temperature and precipitation
+ Perception
+ Accessibility considerations
+ Reliance on holiday season purchases for small business bottom line
+ January-March: lull
+ Potentially fewer tourists/visitors/foot traffic
+ Place governance, community engagement, programming become even more important
**Organization**
- Volunteers: snow removal and infrastructure
- Community engagement: surveys, evaluation of concept
- Community engagement: alternatives to spending money

**Economic Vitality**
- Think beyond outdoor dining
- Adjustment of business models with outdoor spaces
- E-commerce

**Promotion**
- Cross-promotion
- Anchor institution partners
- Passive and flexible programming
Planning for Year-Round:

- Adaptable spaces and moveable furniture, lighting, etc.
- Programming is key!
- Shorter engagements
- Alternatives to spending money (e.g. furniture, passive activities)
- Lulls and peaks
- Permitting and incentives
The Iceberg Model

- **Events**: What occurs (episode)
- **Patterns**: Behaviour over time
- **System**: System dynamics (what gets done, how it gets done, structure to get it done, patterns lived)
- **Mental Models**: Stories told about the system dynamics
- **Repeting episodes that seem to support the stories told**

Winter City Edmonton
**PRINCIPLES OF WINTER DESIGN**

- **COLOUR**
  - to offset darkness and provide visual interest

- **Narrow towers to allow SUNSHINE through**

- **Colonnades/canopies**

- **Trees near large blank walls to help reduce wind**

- **Pocket parks with south facing exposure**

- **Boulevard sidewalks for trees and to bank snow**

- **Year-round patios and skating rinks with WINTER INFRASTRUCTURE**

- **Breaks in frontage to provide shelter from wind**

- **Snow mound for playing/blocking wind**

- **Deciduous trees allow sun to reach areas in winter**

- **Evergreens to block winter WIND**

- **Set backs to create sun traps**

- **Solar access through roof orientation**

- **Lightwells**
EMBRACE CHICAGO
BUILDING HUGGING HEATED SEATING

Socially distanced and easy-to-clean outdoor bench seating using readily available, low-cost materials and safe, existing heating systems.

Submitted By
Katherine Lipkowitz and Rita John

Location
Chicago, IL

Cozy Curb Seating

ALTERNATE SEATING ARRANGEMENT
Wider side-walls allow for group seating configurations with adjustable sliding table tops.

OUTDOOR HEATED MODULAR BENCHES
Socially distanced and easy to clean outdoor seating using readily available, low-cost materials and safe, existing heating systems.
CAPTURING THE SUN

Image: Land Information Access Association (LIAA)
COLOR AND LIGHTING

Images: Gillette, WY (l), City of Edmonton
COLOR AND LIGHTING

Images: PR Newswire (l); Lander, WY

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COMFORT: SEATING AND INFRASTRUCTURE

VACATION ON MAIN

Turn Your Main Street into a Staycation Destination

With travel restrictions persisting throughout the winter and many families and residents not comfortable with travel within their own countries, we came up with the concept of Vacation on Main. Allow area residents to go on an exploration of the small business community within their own community.

Main Street will be converted to a full “open street” to facilitate this event with safe social distancing (either permanently or during the evenings). Each business and restaurant will be provided with a small stand outside their restaurant or store to take orders or display merchandise. They can customize their display so they are fit. Locations will be provided along the street for visitors to warm up and enjoy food and drink from local establishments.

Jonathan Berk, creative director
bench consulting
jonathan@benchconsulting.co
benchconsulting.co

Image: Project for Public Spaces
COMFORT: SEATING AND INFRASTRUCTURE

Image: Project for Public Spaces (l); Winter Places Design Guide
Wheelchair Ramps

**WELLBEING PRINCIPLES**

- **EASE**
- **HEALTH**
- **BELONGING**

**COST**

- $$$$ 

**MAINTENANCE**

Depending on materials used, ramps may need to be replaced over time, snow clearance during the winter.

**TIME TO IMPLEMENT**

- **Days**
- **Weeks**
- **Months**
- **Years**

**ESTIMATED LENGTH OF TIME IN PLACE**

- **Weeks**
- **Months**
- **Years**

**WINTER FRIENDLY?**

Depending on the climate of the location (if heavy snowfall is not a concern), this intervention can benefit the community year-round.

**MATERIALS**

- Plywood
- Rubber
- Anti-slip treatment

**What is the idea? Why is this a good idea?**

Installing wheelchair ramps where curb cuts do not exist. This emphasizes the existing lack of accessibility features (curb cuts, specifically) on main streets.
TOWN SQUARE WINTER DESIGN STRATEGIES

SUN ORIENTATION
- pocket parks with SW exposures
- deciduous trees to south and east

SNOW MANAGEMENT
- keep paths clear
- provide places for snow storage

WINTER ACTIVITIES
- ice skating
- outdoor markets/vendor

WIND BREAKS
- evergreen trees
- snow walls
- straw bale walls

GATHERING SPACES
- fire pits or bonfire areas
- winter art

ACCESS
- provide clear access at crossings
- consider alley connections
- provide for winter biking

CREATIVE LIGHTING
- path lighting
- up-lighting art or trees
- string lights
The Main Thing

cdola.colorado.gov/dola/themainthing
WELLINGTON, CO

**Front Porch Friday**

*April 24, 10 AM*

Facebook Live @ Owl Canyon

**Join us Live & Get a Coupon Code!**

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**Tour of Lights**

Starting December 5th

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**Snow Angels**
Virtual Shopping Fix

4 EXPANDED LOCATIONS TO ENJOY A FROSTY BEVERAGE

88 NEW SIDEWALK SEATS

©2020 National Main Street Center
GREAT FALLS, MT

Images: Downtown Great Falls, Inc.
VIEW DOWNTOWN WINTER WINDOWS

View pictures online or visit in person, then cast your vote by 12/31!

With your library card you can check out: Snowshoes with poles (kids and adult size), Ice fishing kit, & a Kubb set.

Check availability online or by calling before you go!
MONTCLAIR, NJ

Salute Bistro

Heated greenhouses open til 11pm!

173 Glenridge Ave
973 746 2380

www.salutemontclair.com

Drive-In Chanukah Spectacular

Happy Chanukah
## 64 Actions

### WINTER LIFE

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### WINTER STORY

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www.wintercityedmonton.ca
Submission Categories and Classifications

PROJECT TYPE
- Outdoor Dining
- Recurring Event
- Festival
- Warming
- Retail
- Play
- Family Friendly

BUDGET
- Low $
- Medium $$
- High $$$
Cost estimates may vary widely depending upon size and duration of the installation as well as regional cost discrepancies.

IMPLEMENTATION
- Low
- Medium
- High
This is an estimate of the level of difficulty to implement these ideas.

TIMELINE
We estimated the time to INSTALL each of these projects. Note this timeline does not include manufacturing or delivery times which may be lengthy during the pandemic.

MATERIALS
Design teams estimated the more prominent materials that may be needed for each installation to help you determine feasibility for your community and put together budget estimates specific to your location.

LEVEL OF MAINTENANCE
- Low
- Medium
- High
This is an estimate of the extent of continual maintenance each of these projects will require.

COMMUNITY TYPE
- Urban
- Suburban
- Rural
“Warmth” is a key appeal of an outdoor commercial setting. If allowed by the community, “firepits” and outdoor heaters distributed around the blocked-off street would underscore heating. These could be enhanced by drinking fountains of hot chocolate, tea, coffee or hot cider that could be a gift to visitors to the area.

Additionally, we strategically include another method of warmth—both familial and community, in the form of projections (both still images and videos) of community cultural experiences and activities as well as family events and celebrations onto shop windows or on building facades.

A hashtag for the project creates engagement.
Rapid Placemaking to Bring Back Main Street

A Pandemic Recovery Toolkit for Local Communities
Getting Started

Inspiration
Frame the challenge and identifying ways to approach it.

Ideation
Create relevant, feasible and actionable ideas, as well as clear ideas of what success looks like.

Implementation
Apply one or more of these ideas on your main street.

Engagement
Gather feedback from an array of people who can add diverse perspectives on the implementation.

Iteration
Measure the success of the implementation and adjust based on feedback and data.

Assessment
Measure the success of the implementation.

Towards Permanence or Removal

Happy City
Canadian Urban Institute
Institut Urbain du Canada

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### CONSIDERATIONS FOR SUCCESS

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<th>Action</th>
<th>Description</th>
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<tr>
<td>Strive</td>
<td>Strive for inclusive community engagement.</td>
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<tr>
<td>Build</td>
<td>Build a cross-sector planning team.</td>
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<tr>
<td>Determine</td>
<td>Determine the timeframe and location.</td>
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<tr>
<td>Iterate</td>
<td>Consider the “Lighter, Quicker, Cheaper” Approach.</td>
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<td>Address</td>
<td>Address concerns over parking and traffic.</td>
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<tr>
<td>Assess</td>
<td>Assess local permitting and regulations.</td>
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<tr>
<td>Identify</td>
<td>Identify diverse, adequate funding.</td>
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<td>Evaluate</td>
<td>Evaluate the impact.</td>
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RESOURCES

+ Commercial District Design: COVID-19 Response and Management (MSA + AARP)
+ Winter City Edmonton
+ Michigan Main Street: Winter Strategies
+ Colorado Main Street: The Main Thing
+ Happy City/Canadian Urban Institute: Rapid Placemaking to Bring Back Main Street
+ 2020 Chicago Winter Dining Challenge
+ 880 Cities Wintermission

www.880cities.org/portfolio_page/wintermission/