

Columbus

Placemaking on 'Main Street'
Columbus.....City of Power and Progress



Nebraska Extension **Connecting Entrepreneurial Communities Conference,** Columbus, NE

UNIVERSITY OF
Nebraska
Lincoln

Workshop Outline

A. Definitions and Principles

- *Placemaking and Quality of Life*
- *Three Types of Placemaking*
- *Main Street as **Place***

Role of Main Street

Principles, Characteristics and Indicators (see handout)

B. Downtown Walking Assessment

Why Placemaking?

- Placemaking can **restore or enhance community assets** that support a **high quality of life**.
- **Develop locally-driven solutions** to economic and demographic challenges that are facing rural Nebraska's long-term vitality.
- Encourage **young people** to stay in or return to their communities.
- Learn criteria that you can use in your community to **strengthen place and quality of life**.

What is Placemaking?

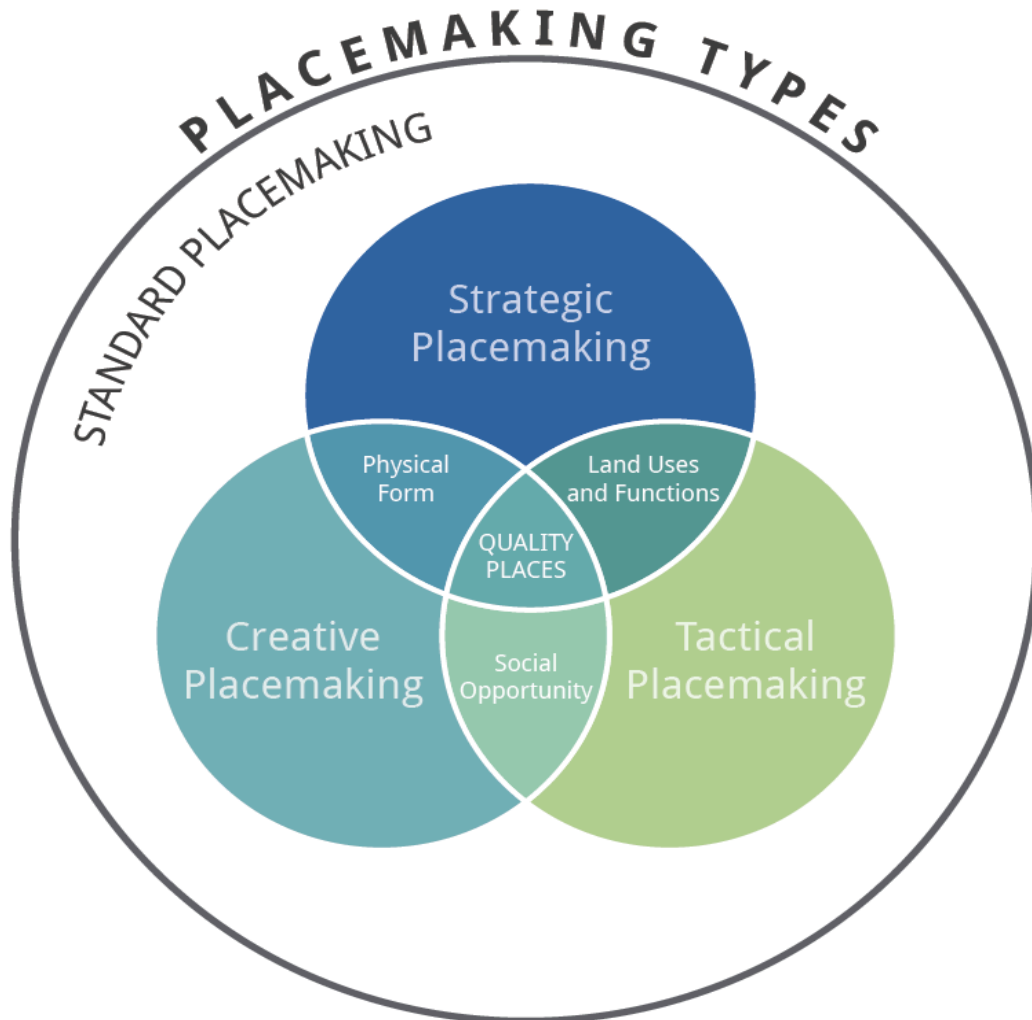


Placemaking is the creation of quality places and spaces that attract people to live, work, and play in an area.

Quality Spaces and Places are:

- Safe
- Inviting
- Great Activities & Destinations
- Designed for Lingerin
- Interactive and Social
- Unique
- Accessible & Flexible

Types of Placemaking



1. Tactical Placemaking
2. Creative Placemaking
3. Strategic Placemaking

(used in combination or in sequence)

1. Tactical Placemaking



Tactical Placemaking is short-term action for long-term change and **“Lighter, Quicker, Cheaper”** describes a local development strategy that produces some of the world’s most successful public spaces.”

Object Based Design
Inexpensive
Quickly Implemented
Short-term

1. Tactical Placemaking

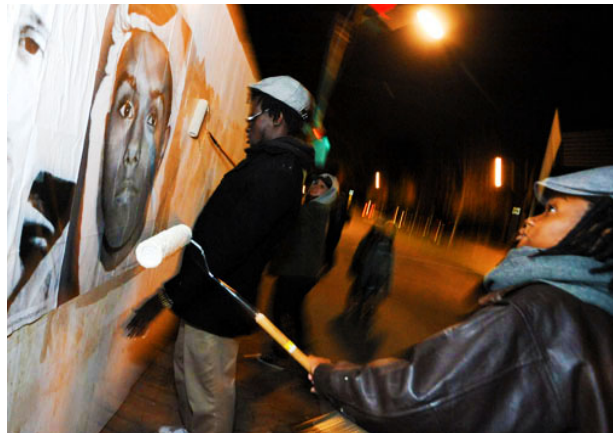


2. Creative Placemaking



Creative Placemaking strategically shapes the physical and social character of a neighborhood, town, city or region around the **arts and cultural activities**.

Art & Entertainment
Identity
Social Space
Culture & Heritage



2. Creative Placemaking



3. Strategic Placemaking



Strategic Placemaking is targeted process involving projects/activities in certain locations that results in quality, sustainable, human-scale, pedestrian-oriented, bicycle-friendly, safe, mixed use, green places with lots of recreation, arts and culture, housing options, historic buildings, public spaces and civic engagement.



Key Spaces, Places, Corridors
Main Streets & Downtowns
Land & Building Development
Long-Term

Main Street as **Place**: Role of Main Street



- > *It is the heart and soul of every small town.*
- > *It reflects the values, history, and culture that a community possesses.*
- > *It is the social, economic and cultural spaces that all citizens come to live, work and play within.*
- > *The health of the surrounding town is dependent on a "healthy" Main Street.*
- > *It is absolutely crucial for citizens of communities to unite to preserve and revitalize these treasured parts of town.*

Main Street as **Place**: Columbus wants their 'Main Street' to..... be.....



Results from:

April 2021 focus groups with civic leaders, diversity, young professionals, industry leaders, high school students, older generation, and small business owners and September Envision Columbus community event:

- > vibrant downtown
- > regional center - pulling from an hour away
- > attract “destination” businesses
- > entertainment district
- > cultural and historic destination
- > high end restaurants, boutiques, bakery, rooftop
- > dining, kid spots, children museum, bookstore
- > housing for young and old > 24/7 district
- > simple uniform downtown appearance (timeless)
- > trees and facade improvements
- > walkable, handicapped accessible
- > restore and maintain buildings
- > expand to include 11th Street

Main Street as **Place**: Successful Downtowns



Main Street Four Point Approach

Principles

1. Community Plans
2. Organization
3. Promotion
4. Economic Development
5. Design

Main Street as Place: Principles, Characteristics and Indicators

Main Street and Quality of Placemaking Assessment Tool

- There are three main purposes for this Main Street Placemaking Assessment Tool.
1. To help communities and Main Street organizations understand the scope of what might be involved in enhancing their Main Street to become a more social and economic generator in their community through Placemaking.
 2. To help communities think about Placemaking in the context of larger efforts of strategic planning for their community and region. Placemaking is a vital part of strategic planning for economic development.
 3. To help communities and Main Street organizations determine their capacity to be more effective in Placemaking at the present time, and determine what to do to become more effective in the future.

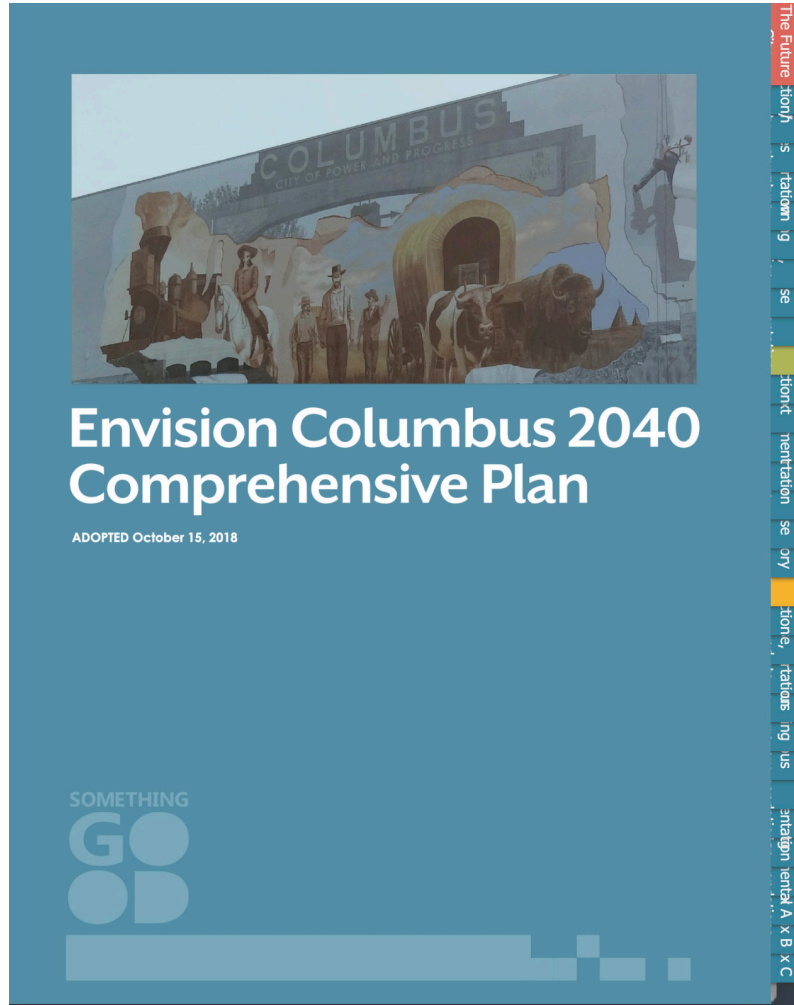
Main Street Placemaking Principles, Characteristics, Indicators and Rating System					
A. Community Plans Community organizations and community plans and ordinances set the stage for effective Main Street placemaking development. Comprehensive Plans articulate land use and zoning, identify key retail districts, hierarchy of street network, and set up short and long term strategies for economic success. Downtown Development Plans (DDP) establish boundaries for the development area and identifies improvements, open space, considers pedestrian networks and linkage to adjacent neighborhoods, and parking strategies. Comprehensive Plans and DDP are translated into zoning ordinance and other codes reflecting the goals of both. It identifies Main Street as a mix-use district with build-to-lines, open store fronts, outdoor dining, ground floor signage standards, increased density, pedestrian friendly elements, flexible parking requirements, incentives for mix-use development, live/work units, and infill development, sign ordinances, building ordinances that support sidewalk seating for restaurants, and high standards for type and quality of building materials for public buildings.					
Indicators		Rating System			
Characteristics and Source	Indicator	Not Present	Highly Present	Comments about Quality	
1. Comprehensive Plan	Identifies Main Street District as a mix-use district focused on economic development	0	1 2 3 4 5		
	Identifies Main Street District as a development or redevelopment priority	0	1 2 3 4 5		
	Includes goals, objectives and strategies for the creation of public open space on Main Street District	0	1 2 3 4 5		
Municipal Website	Includes goals, objectives and strategies for a comprehensive multi-modal transportation system that includes Main Street District access, circulation and parking	0	1 2 3 4 5		
2. Downtown Development Plan	Establishes a boundaries for the development area and identifies improvements, repairs, and alterations including estimates and timelines	0	1 2 3 4 5		
	An open space plan	0	1 2 3 4 5		
	Coordinate redevelopment strategies and capital improvements	0	1 2 3 4 5		
Municipal Website	Identify and coordinate a parking strategy	0	1 2 3 4 5		
3. Zoning and Building Ordinances	Allows mix-use districts and prioritizes the Main Street District	0	1 2 3 4 5		
	Establishes build-to-lines, open store fronts, outdoor dining, ground floor sign standards, increased density and pedestrian friendly elements	0	1 2 3 4 5		
	Promotes flexible zoning that promotes infill development	0	1 2 3 4 5		
	Allows for flexible parking requirements	0	1 2 3 4 5		
	Provides incentives for affordable housing, mixed-use development, infill and live/work units in Main Street Districts and key centers, nodes and/or corridors	0	1 2 3 4 5		
Municipal Website	Ordinances that permits decorative banners for advertising festivals and/or activities/events	0	1 2 3 4 5		
	Building codes that enable sidewalk seating for restaurants	0	1 2 3 4 5		

Main Street and Quality of Placemaking Assessment Tool
University of Nebraska-Lincoln, Landscape Architecture Program 04_18

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1. Help communities understand the scope involved in enhancing their Main Street.
2. Help communities think about their Main Streets in the context of a larger planning effort.
3. Help communities determine their capacity to be more effective Placemakers.

Main Street as **Place**: Community Plans



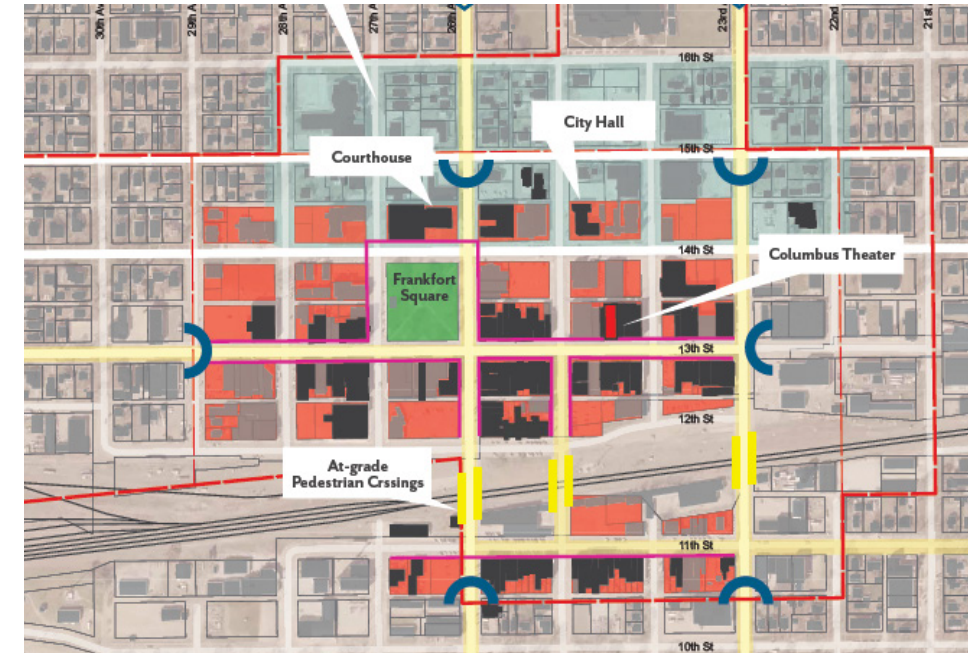
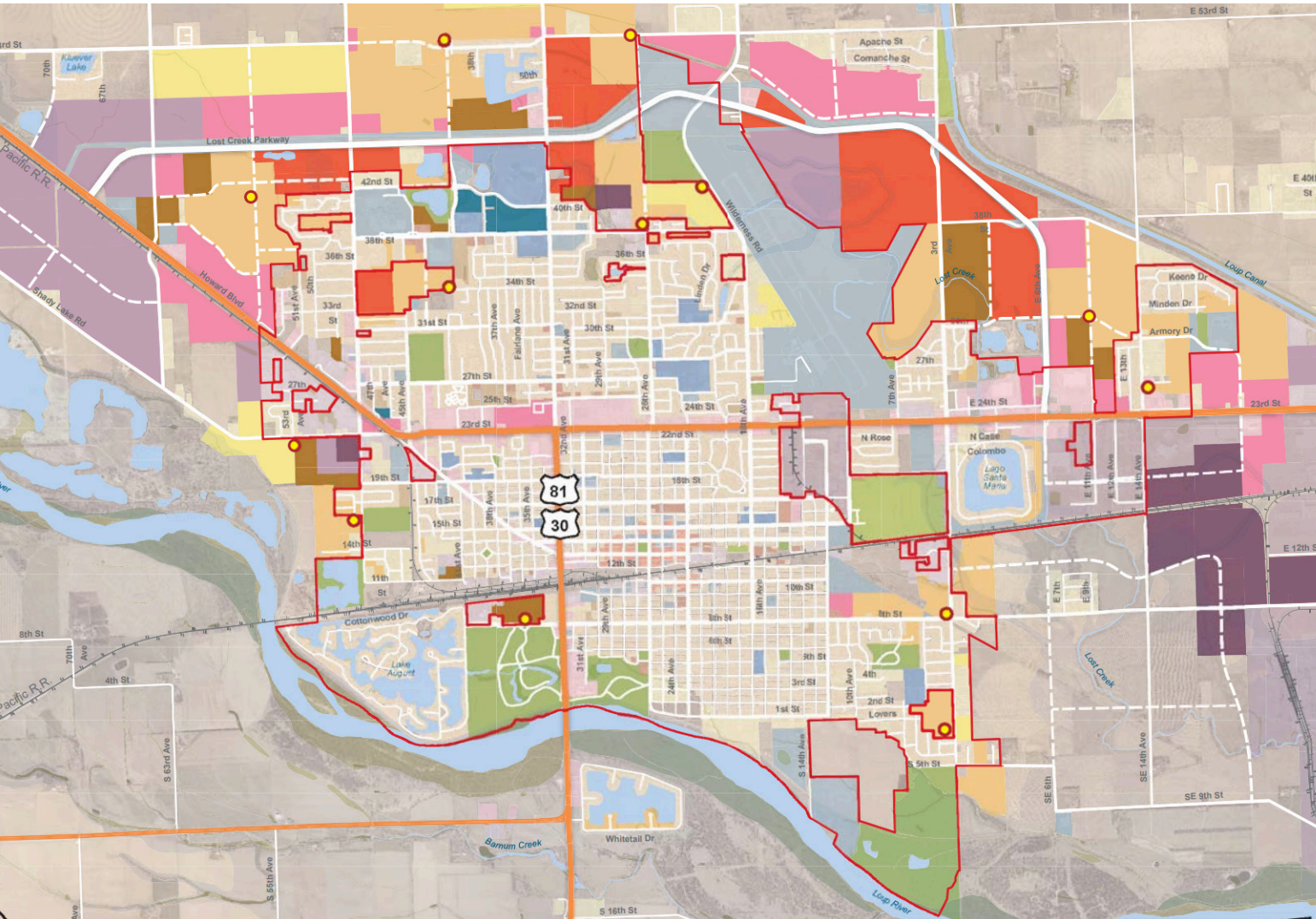
Principle #1: Community Plans

Community organizations and community plans and ordinances set the stage for effective Main Street placemaking development. Boundaries, land use, zoning, codes, build to lines, incentives, TIF districts...

Characteristics

- Comprehensive Plans
- Downtown Development Plans
- Zoning and Building Ordinances
- Transportation Plans

Main Street as **Place**: Community Plans

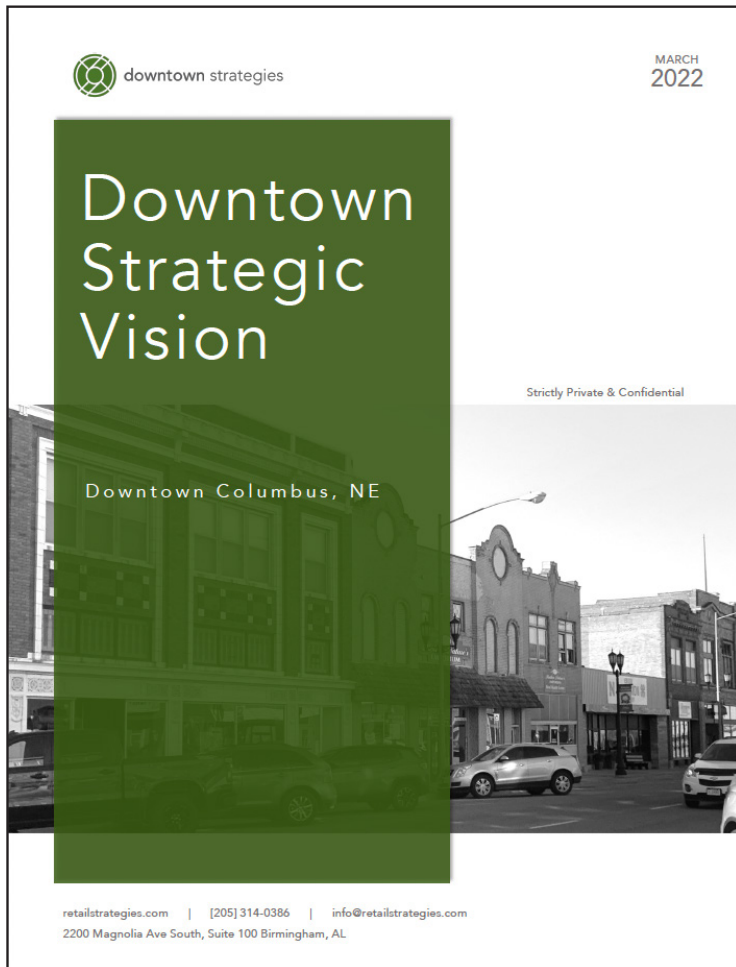


GOAL 7.0:

Columbus' Downtown is a self-sustaining, exciting, mixed-use, living, shopping, dining, and entertainment environment with programmed events and activities for local residents and visitors alike.

Main Street as **Place**: Community Plans






Continuation of Existing Plans



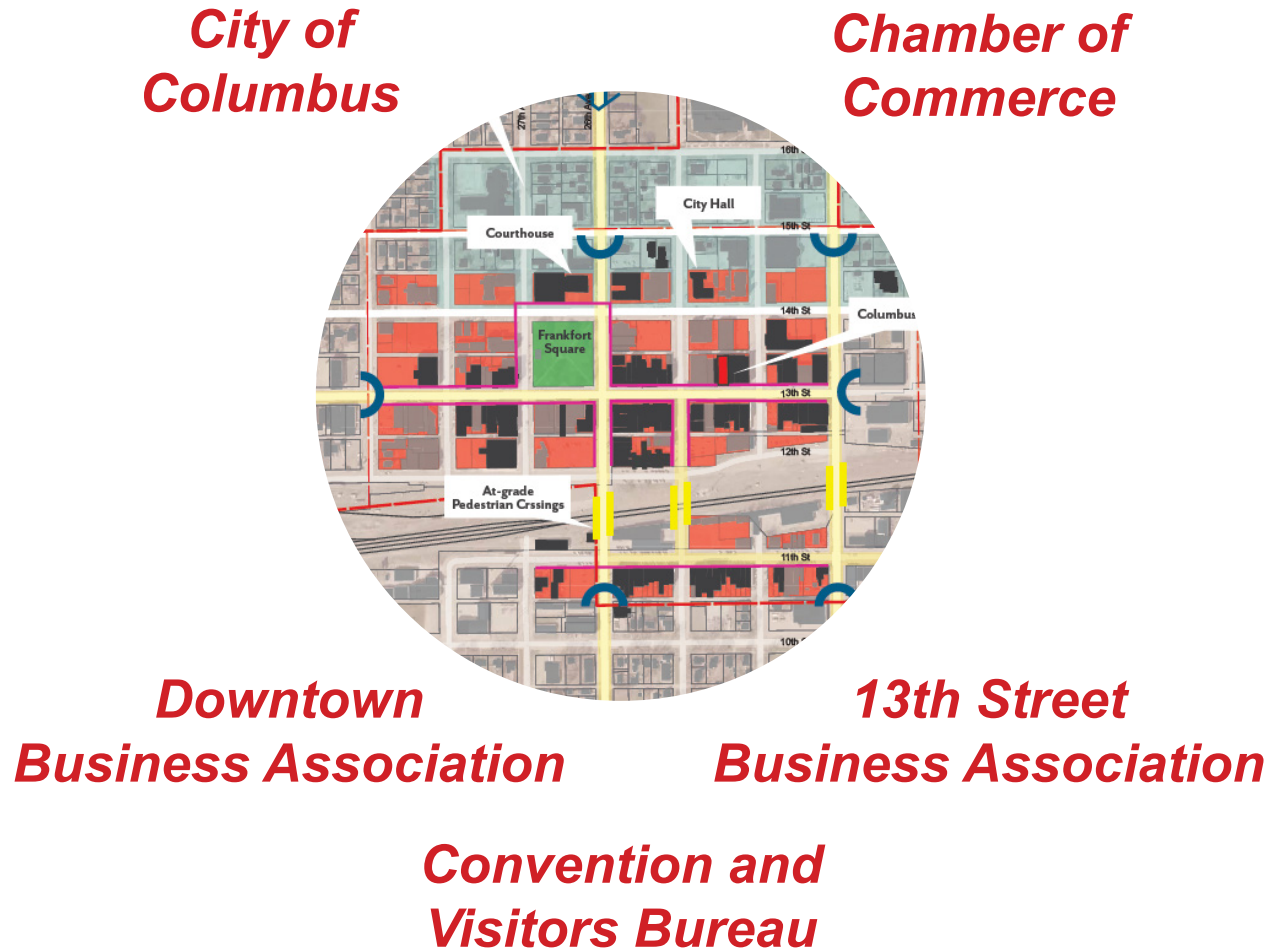
The Five Pillars

Through our Downtown Strategic Visioning process, we assess the five pillars of your downtown's mix to provide a true road map to revitalization.

What we deliver, you can implement.

-  **market analysis**
we help you uncover and define the economic potential in your Downtown area.
-  **policy & administration**
set the foundation for smart growth.
-  **design**
thoughtful design supports a community's transformation.
-  **tourism & promotion**
power your economic engine.
-  **economic vitality**
creating opportunity for investment.

Main Street as **Place**: Organization



Principle #2: Organization(s)

A formalized organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the Main Street District.

Characteristics

- Program Director
- Officers and Boards
- Partnerships
- Committees
- Strategic Plan

Main Street as **Place**: Promotions



Principle #3: Promotions

To create a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown district.

Characteristics

- Website
- Branding
- Market and Advertisement
- Culture and Art

Main Street as **Place**: Promotions and Events



FRANKFORT SQUARE FARMER'S MARKET

EVERY THURSDAY EVENING JUNE-OCTOBER 5PM-8PM

INSURANCE NOT REQUIRED:

VENDOR FEE: \$31/MONTH.

BECOME A VENDOR: CONTACT BETSY.ECKHARDT@COLUMBUSNE.US 402-937-5643 402-562-4234

COLUMBUS CITY OF POWER & PROGRESS Parks and Recreation

ALL FRESH NATURAL



COLUMBUS COMMUNITY HOSPITAL

11th ANNUAL **Eggsperience**

Drive-thru celebration

THURSDAY APRIL 14 3-6 P.M. 4600 38th St. Columbus, NE CCH main entrance FOR AGES 2-7



Thursday Nights 7:00 pm Frankfort Square

The Columbus DOWNTOWN BUSINESS ASSOCIATION LLC Presents the 2021 Season of

LAWNCHAIRS

June 10 thru August 19

Main Street as **Place**: Culture and Art



SUMMER CONCERT SERIES

Frankfort Square

FREEDOM ROAD! JUNE 4TH, 2022 7PM

Questions: Contact Parks and Rec @ 402-937-5643 or email at betsy.eckhardt@columbusne.us



SUMMER CONCERT SERIES

Frankfort Square

RANDY VAVRA JULY 9TH, 7PM

Questions: Contact Parks and Rec @ 402-937-5643 or email at betsy.eckhardt@columbusne.us



SOMETHING

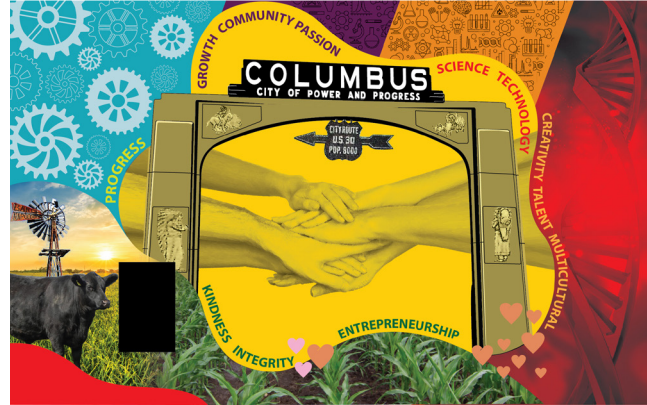
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Columbus

Main Street as **Place**: Culture and Art



Main Street as **Place**: Culture and Art



Main Street as **Place**: Economic Development



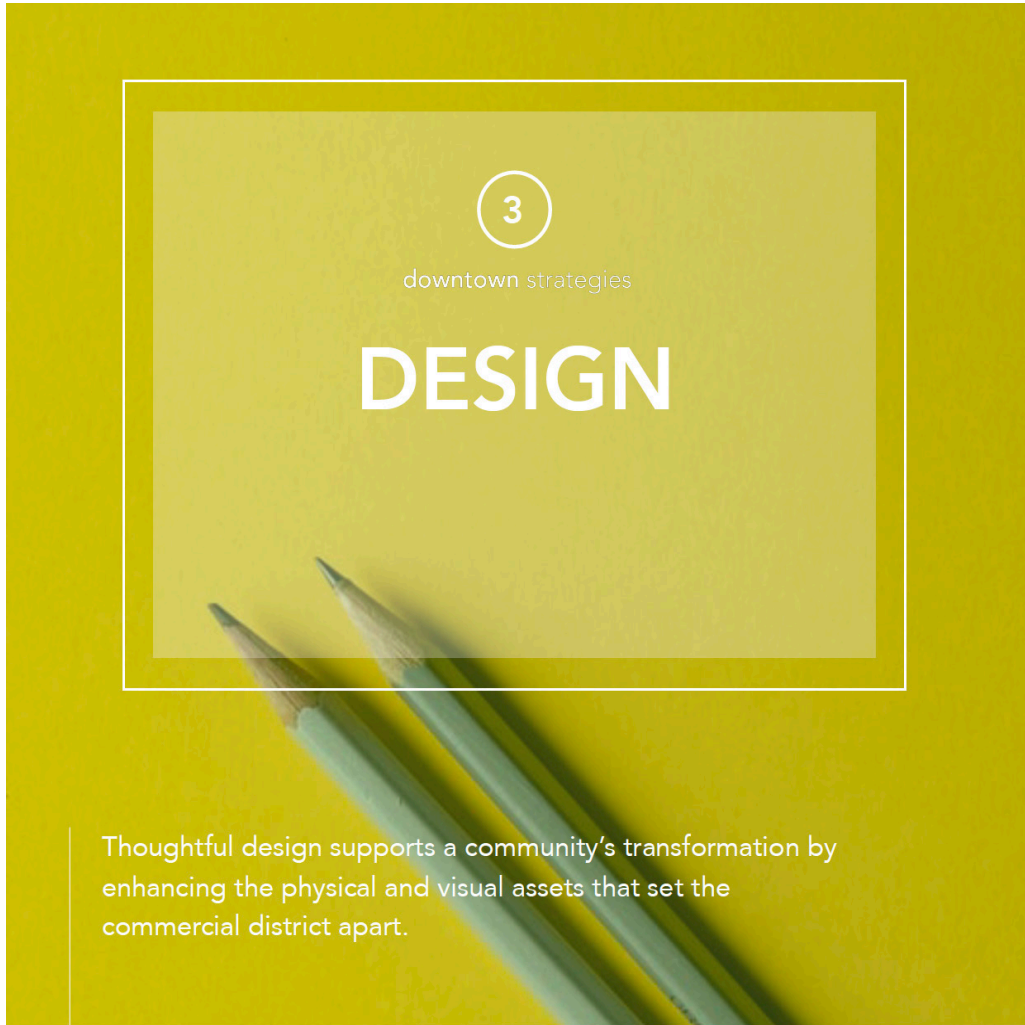
Principle #4: Economic Development

Economic development strengthens the community's existing economic assets while diversifying.

Characteristics

- Land Use
- Business Types and Variety
- Business Practices
- Business Appearance

Main Street as **Place**: Design



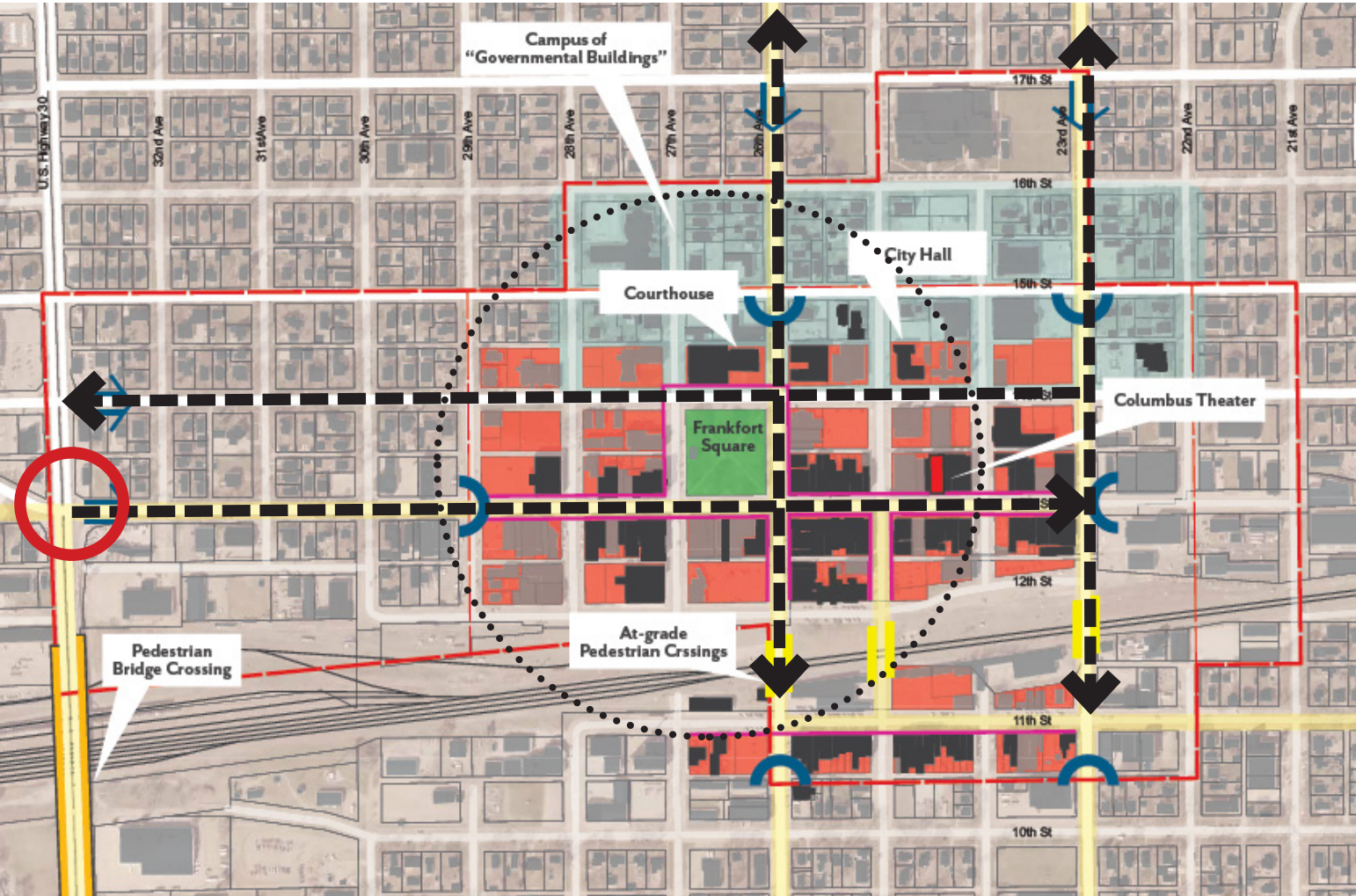
Principle #5: Design

Main Streets are the nexus of neighborhood and community life, with high pedestrian volumes, frequent parking turnover, key transit routes, and bicyclists all vying for limited space. Streets are the most fundamental public spaces in our communities.

Characteristics

- Safe and Efficient
- Pedestrian Oriented
- Sociability
- Sustainable
- Historic Preservation & Adaptive Reuse
- Unique Identity and Sense of Place

Main Street as **Place**: Connectivity



Main Street as **Place**: Access, Circulation and Parking



Main Street as **Place**: Safe and Efficient



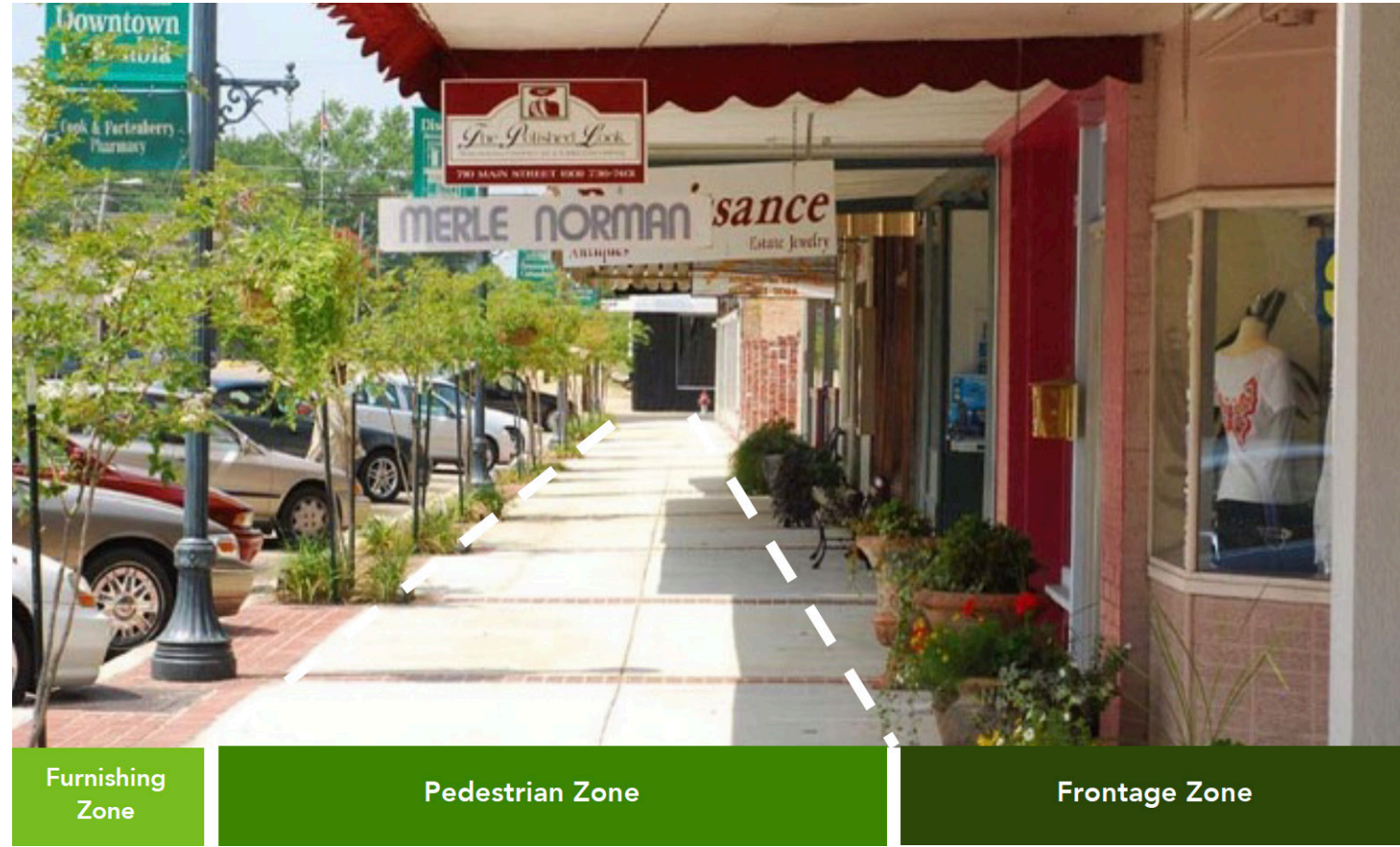
Main Street as **Place**: Pedestrian Oriented & Sociability



Main Street as **Place**: Pedestrian Oriented & Sociability



Main Street as **Place**: Pedestrian Oriented & Sociability



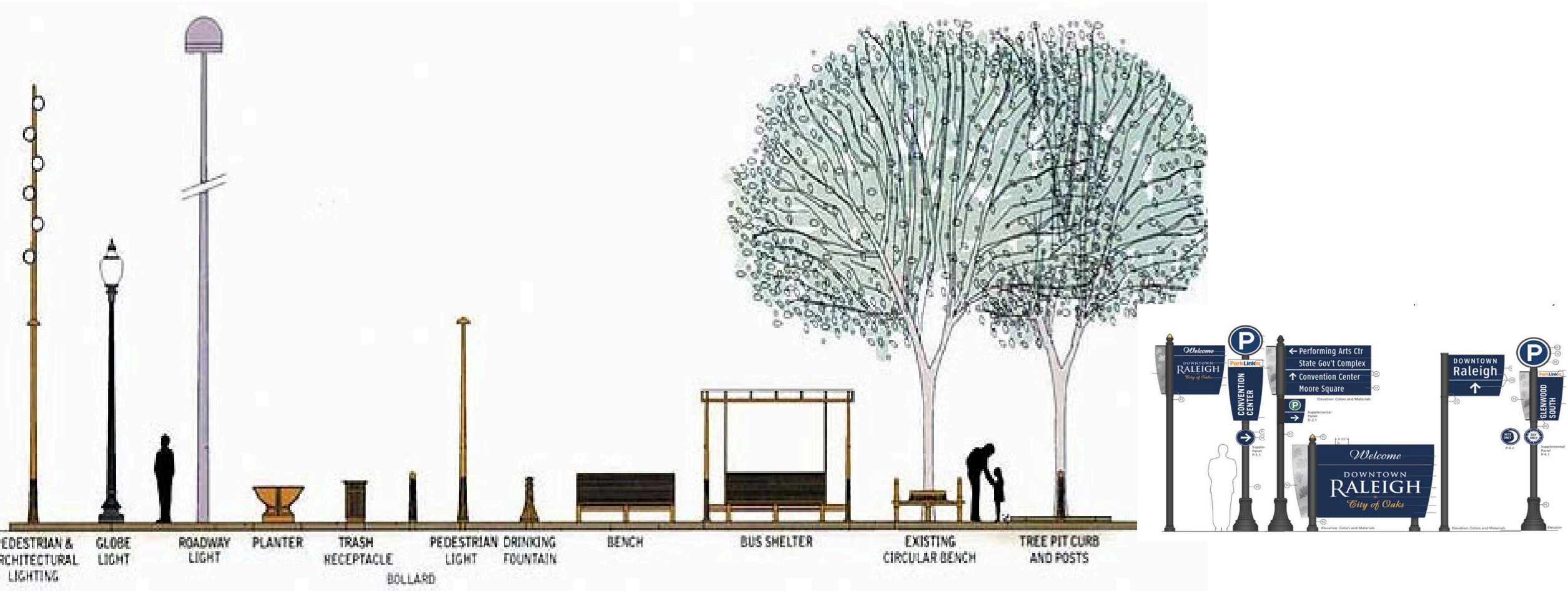
Main Street as **Place**: Pedestrian Oriented & Sociability



Main Street as **Place**: Pedestrian Oriented & Sociability



Main Street as **Place**: Pedestrian Oriented & Sociability



Main Street as **Place**: Historic Preservation and Adaptive Reuse



Main Street as **Place**: Historic Preservation and Adaptive Reuse

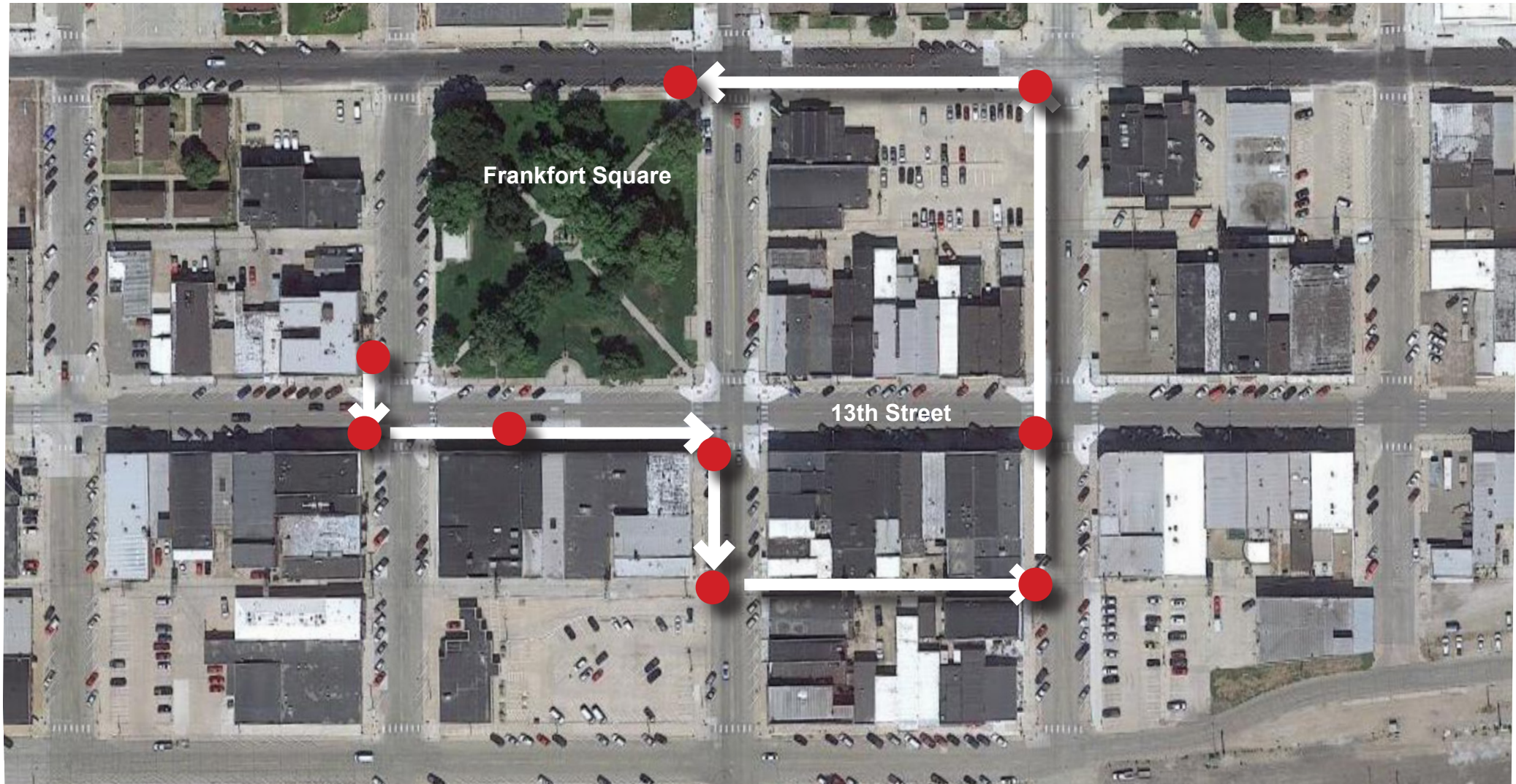



Main Street as **Place**

Questions?

Let's **WALK**

Main Street as **Place**





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