Small Town Tactics

Integrating tactical urbanism strategies into the public engagement and design process
Introduction
Today’s Panel

Matt Pielsticker, Town of Avon Planning Director

Marianne Stuck, Project Manager at Design Workshop

Nicole Rebeck, Project Designer at Design Workshop
Tactical Urbanism Many Ways
TIMES SQUARE, NEW YORK – 2009
LINCOLN AVE., CHICAGO – 2014
FAYETEVILLE, AR – 2017
PENRITH, AUSTRALIA – 2016
PARKING DAY
PORTLAND, OR
The Story of Avon, CO
The Story of Avon, CO

- From displaced Ute Indians to trappers, miners and homesteaders, ranchers to developers, Avon shares a history common to much of the Rocky Mountain West.
- Ron Allred “bought the farm” in 1976
- Incorporated in 1978
- Suburban style Subdivision............................in the mountains
- “Heart of the Valley”
THE LANDSCAPE OF MANY SMALL TOWNS
FROM CAR-CENTRIC...

...TO MULTI-MODAL
77% of space allocated to the automobile
438' average distance between crosswalks
97% of impervious surface

Town of Avon, CO
Elevation: 7,431'
Population: 6,410
A TACTICAL APPROACH TO ENGAGE & CREATE ADVOCACY
Town of Avon Comprehensive Plan identifies Beaver Creek Boulevard as an opportunity.

Walkability Workshop & Study

Beaver Creek Boulevard Redesign Project Kick-off

Site Analysis, Study

First Stakeholder Meetings

Understanding Community receptive or resistant?

Conceptual Design develop alternatives

Mock-up Plan translate design concepts to a temporary installation

First Public Meeting

Second Public Meeting

Second Stakeholder Meeting

Revise Design Concepts, integrate feedback

Gather Feedback listen to user experiences

Invite Community try out the new space

Build Streetscape that is cherished by all!

Expected Construction
An Immersive Strategy

STRATEGIES FOR DETERMINING PREFERENCE

TYPICAL PUBLIC ENGAGEMENT: MEETINGS

Require community members to visualize abstract concepts and determine preferences without testing ideas.

I CAN’T VISUALIZE THIS DESIGN

I WISH WE COULD TEST THIS FIRST

(Not a primary strategy)

...OR...

IMMERSIVE PUBLIC ENGAGEMENT: MOCK-UP INSTALLATION

Immerse community members in an experiential design idea in order to learn about user preferences and site function.

I UNDERSTAND HOW THIS DESIGN WILL WORK

I CAN TEST THE BIKE LANE!
Engagement & Feedback
Engagement

Public Open House and Live Polling

Walking Tours

Signage, Media, Project Email

Stakeholder Meetings and Work Sessions

‘Road diet’ to be discussed

Public meeting held Sept. 15

Daily staff report newinsightsdaily.com

AVON — On Sept. 15, the town of Avon will hold a public meeting to discuss the future street, bike and walkability design alternatives for Beaver Creek Boulevard. Feedback is requested prior to final design work, which will see widened sidewalks, modifications of roundabouts, additional on-street parking, improved storm-water treatments, lighting, narrowed travel lanes, wayfinding and landscaping. The goal of the redesign project is to create a more walkable and bicycle-friendly street, which adheres to the community's vision.

The project design team will make a presentation at 6:30 p.m., followed by a review of proposed alternatives and design elements for the roadway. The test striping results and comments received to date will be reviewed. Attendees will be able to participate directly in answering key design questions through an electronic public polling exercise to provide even more feedback on the project.

Walking Tours: On Friday, Sept. 15 and Sept. 11, tours of Beaver Creek Boulevard will be conducted by town staff to review the test striping improvements in the field. To participate in a tour, please meet at 1 p.m. in the post office parking area near the closed entrance. The tour should last approximately 90 minutes.
80% DECREASE IN REPORTED TRAFFIC ACCIDENTS ON EAST BEAVER CREEK BLVD

29% OVERALL DECREASE IN REPORTED TRAFFIC ACCIDENTS
Revising the Plan

Tactical Mock-up Plan

Revised Plan
From the consultant

• Reach project end-users
• Innovative model
• Prepare a communications plan
• Anticipate and plan for data collection
• Transferability
• Nimble framework for modification
• Sustainability
The Client Perspective
Key Aspects

- Long range planning documents as backbone
- Leadership
- Expect pushback
- Inexpensive implementation, potentially saving $ long term
Avon Finalizes the “ROAD DIET TEST”

Is there any way to make this traffic more painful?

Double the flower pot barriers!

You could make drivers back into parking spaces.

Love confusing signs!
“road diet comes with complete mood swings!”

“I love it! It forces drivers to slow down, and provides a safe bike lane”

“...It finally feels like the pedestrian really does have the right of way in Avon”

“hope we can go back to our imperfect little world the way it was”
BLUE ZONES

LONGEVITY HOTSPOTS

BLUE ZONE LIFE LESSONS

- Move Naturally
- Right Tribe
- Right Outlook
- Eat Wisely

LOCATIONS:
- Loma Linda, California
- Sardinia, Italy
- Icaria, Greece
- Okinawa, Japan
- Nicoya, Costa Rica
Creating a Vision Toward a More Prosperous Future Through Healthier Built Environments

Avon, Colorado
Key Takeaways

• Not every project is right for every place
• Flexibility is key: these projects can and should be modified 'on the fly'
• Educate citizens on site for biggest impact
• Added value in final Capital Improvement design
• Don't close your local Post Office entrance!
Q&A
10 minutes
Thank you

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