

Development of a long-term Healthy Business permit & Public Plaza program

Program Development Objectives

Pedestrian Advisory Committee, January 17, 2023

Agenda

- Background
- Program Objectives
- Implementation Challenges
- Discussion



Ankeny Alley, SW 2nd Ave

Path to Recovery

Stay Home, Save Lives

Businesses are closed and many workers at home. Emphasis on staying home.

Supporting Physical Distancing

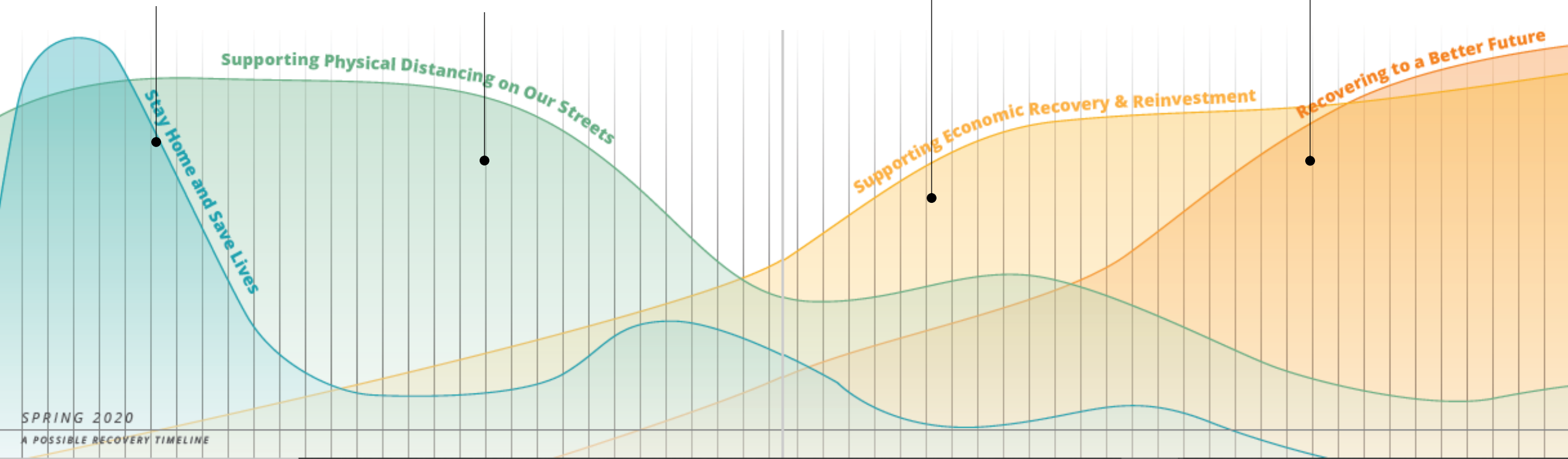
As businesses re-open, careful physical distancing practices continue.

Economic Recovery & Reinvestment

Responding to major economic disruption.

A Better Future

Recovery to a post-pandemic future.



RESPONDING TO THE COVID-19 PANDEMIC

The last few years have given us opportunities to embrace the streets in ways that we couldn't have imagined 10 years ago



- 11 Public Street Plazas in 2022
- 10 Healthy Business Plazas in 2022
- ~800 Healthy Business permits
- 95% of survey respondents want more

HEALTHY BUSINESS PERMIT



HEALTHY BUSINESS PLAZA



PUBLIC STREET PLAZA

Dream Street, NE Sumner St



THESE PROGRAMS ARE POPULAR

Did plazas and businesses operating outdoors contribute to an area that felt safe and vibrant?



Looking beyond 2022, do you believe that street space should remain open for public plaza use?



Long Term Program Development

PBOT COMMUNITY PLACEMAKING GOALS

- Re-imagines the potential for city streets
- Builds community identity
- Activates underutilized space
- Generates local business activity
- Develops space for community gathering
- Promotes healthy and active lifestyles

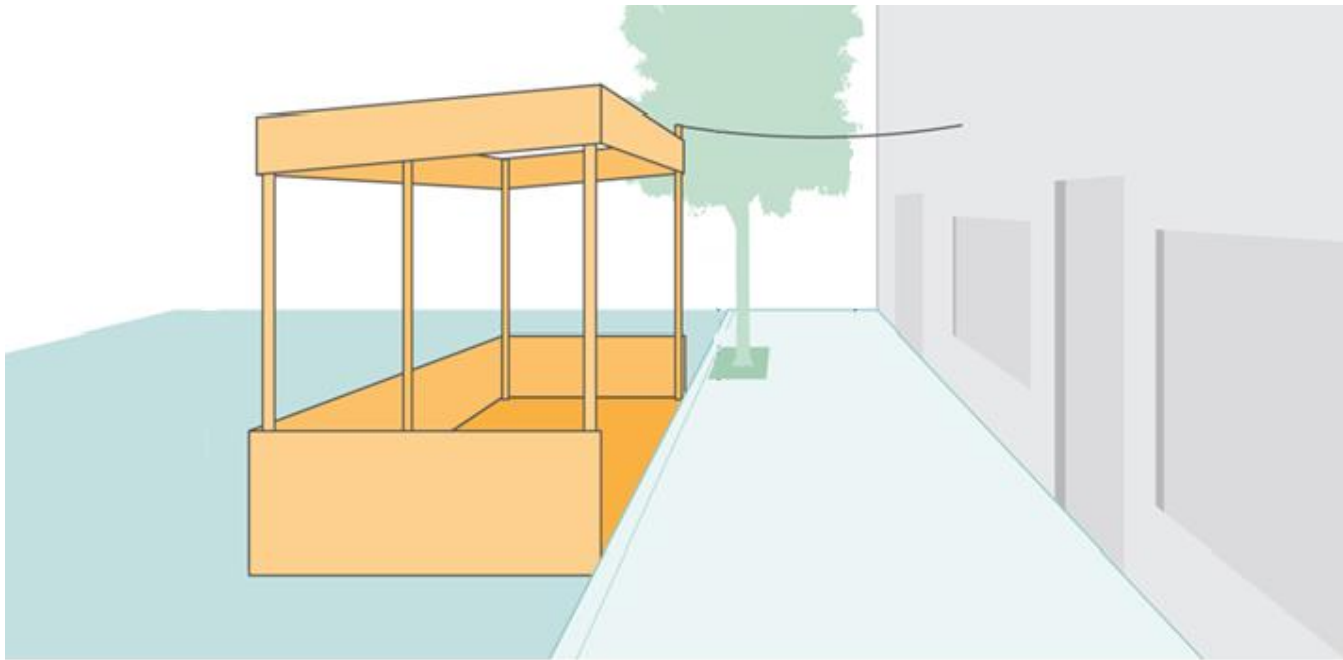
Livable Streets Strategy (2017), p12.





Developing a long-term
Healthy Businesses Permit Program

Long-Term Healthy Businesses Permit Program Development



The Healthy Business Permit program has supported local businesses and added activity and visual interest along commercial corridors.

How can program guidelines support urban design principles and allow broad geographic and economic participation?

Long-Term Healthy Businesses Permit Program Development

This program will continue the issuing of annual permits to allow business use to extend into the parking zone.

- Creating a **program structure and design guidelines** that balance business and community needs
- Providing **education and support** to help businesses come into compliance with new rules
- Building **tools for businesses** such as design templates and preapproved materials
- Ensuring **financial support** for BIPOC business community to bring installations into compliance

Key Deliverables

- Revised Design Guidelines
- Revised fee structure
- Design templates

Engagement Strategy

Sounding Board

Permittee Interviews

Focus Groups

Business Survey

Program development issues for consideration

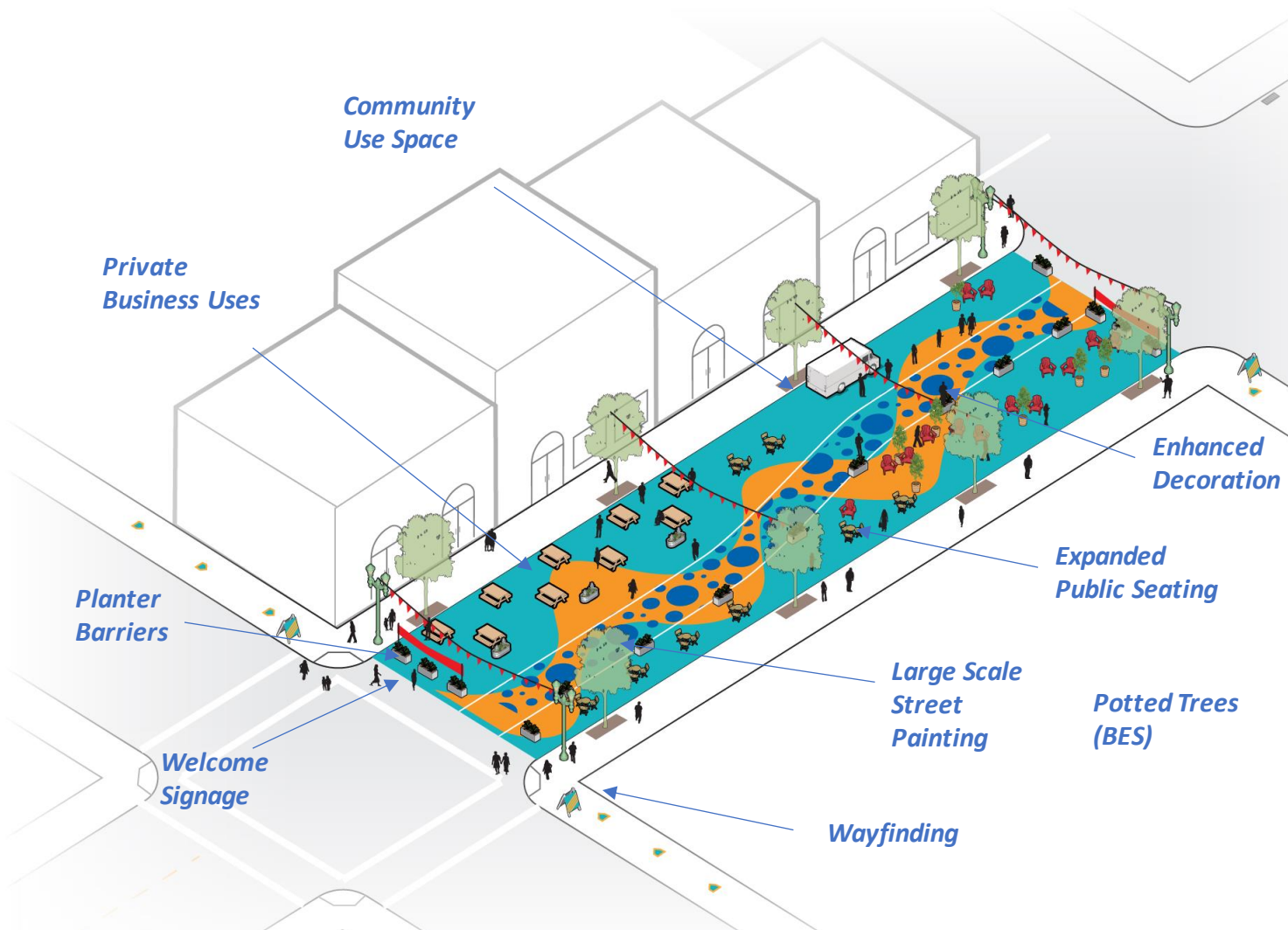
- Applicants are business owners (typically without design expertise)
- Accommodating for seasonal challenges: use and wear on materials
- Siting for intersection visibility
- Siting and neighbor / public input
- Design requirements for safety, accessibility and aesthetics
- Future of heating and electricity in a way that meets Life/Safety concerns



Public Street Plaza Program Development



Public Street Plaza Program Development



Street plazas create the foundation for a public program focused on community gathering and use.

How can PBOT leverage the pedestrian activity that comes with business use to provide well managed and maintained public space?

Public Street Plaza Program Development

This program will create public spaces by modifying existing streets into pedestrian plazas.

- **Program development and processes** for partners and communities to participate
- **Stewardship and governance** expectations for long-term management of spaces.
- **Street plaza design standards** for PBOT created public spaces.
- **Street plaza planning** to inform priorities and opportunities.

Key Deliverables

- Street Plaza Design Standards
- Stewardship Frameworks
- Funding Strategy

Engagement Strategy

Sounding Board
Focus Groups
Internal Engagement

Program development issues for consideration

- Balancing roles between public bureaus, on-site businesses, community partners, and public use
- Designing spaces for comfort, safety, and attractiveness, and durability
- Addressing ongoing maintenance and cleaning needs
- Managing and encouraging year-round community use and activation of sites
- Design templates that can accommodate existing street design, stormwater, and access needs



TIMELINE

Winter 2022

Spring 2023

Summer 2023

Fall 2023

Jan. 2024

Current Healthy Business Permits

Long-term HB Program Development



HB program package to City Council

New program ramp up

Permit
applications

Permanent
Program

Permanent **Public Plaza** Program Development

Plaza Design Standards, Governance, Funding



Plaza program package to City Council

Engagement, Partnerships

Transition existing plaza sites
to permanent program

DISCUSSION