

## WEST MONROE MAIN STREET STREETSCAPE IMPROVEMENT VISUALIZATION

### PROJECT UNDERSTANDING

The West Monroe Main Street is interested in visualizing potential improvements of their downtown area by enhancing the public realm with pedestrian-first infrastructure. They would like to use a temporary demonstration project to get real-time community input that can inform the final design of upcoming road work in the downtown area. Quantitative and qualitative data gathered from the demonstration will help develop a shared vision for the streetscape, define the spatial considerations for future roadway projects, and recommend a palette for street furnishings and landscape materials.

### PROJECT SUMMARY

Working with community partners, West Monroe Main Street, mayor and staff, local businesses, and local engineers, CPEX will develop a placemaking demonstration project. This demonstration project will reflect community desires for what components should be considered as part of streetscape improvement projects to improve the pedestrian experience in the downtown. In conjunction with the demonstration project, community feedback will be collected to understand barriers to visiting downtown and what desires/needs should be considered in an improvement project. Following the demonstration project, CPEX will create a report synthesizing public input about the ideal pedestrian experience and providing recommendations for interventions to be considered as part of roadway design. CPEX will cultivate community partnerships and champions to ensure these components are included in the final roadway designs. Working collaboratively with city leadership and engineers, we will create tailored recommendations for implementable pedestrian enhancements.

Work under this proposal will include:

#### Phase 1: Groundwork + initial engagement

Key tasks:

- Gather and review planning documents, funding documents, and other relevant materials involving planned improvements.
- Establish and meet with a stakeholder committee group to set priorities.
- Set metrics for success through goals, priorities, and performance indicators.
- Evaluate existing site conditions and synthesize needs

*Deliverables: Synthesis of findings, stakeholder group make up, draft metrics, goals, and priorities*

#### Phase 2: Demonstration Project

Key tasks:

- Conduct virtual meeting with city representatives and stakeholder committee to review proposed designs
- Demonstration design documents with instructions
- Training locals on demonstration project implementation and data collection
- Data collection during demonstration project
- Material list for purchase
- Demonstration Project implementation
- Design Evaluation
  - Survey deployed during demonstration
  - Community open house to discuss
  - Performance indicators

*Deliverables: Demonstration drawings, data and survey results, demonstration activities, list of needed materials*

### **Phase 3: Implementation Report**

Key tasks:

- Document the process followed
- Develop a report on how to permanently install the demonstration project
- Spatial considerations for each design element
- Funding and partner matrix
- Meeting to review implementation report

*Deliverables: Report, prioritization criteria, and draft matrix*

ESTIMATED SERVICE COST: \$50,000

ANTICIPATED MATERIAL COST: \$15,000

**TOTAL ESTIMATED COST: \$65,000**

**TOTAL ESTIMATED TIME: 9 MONTHS**