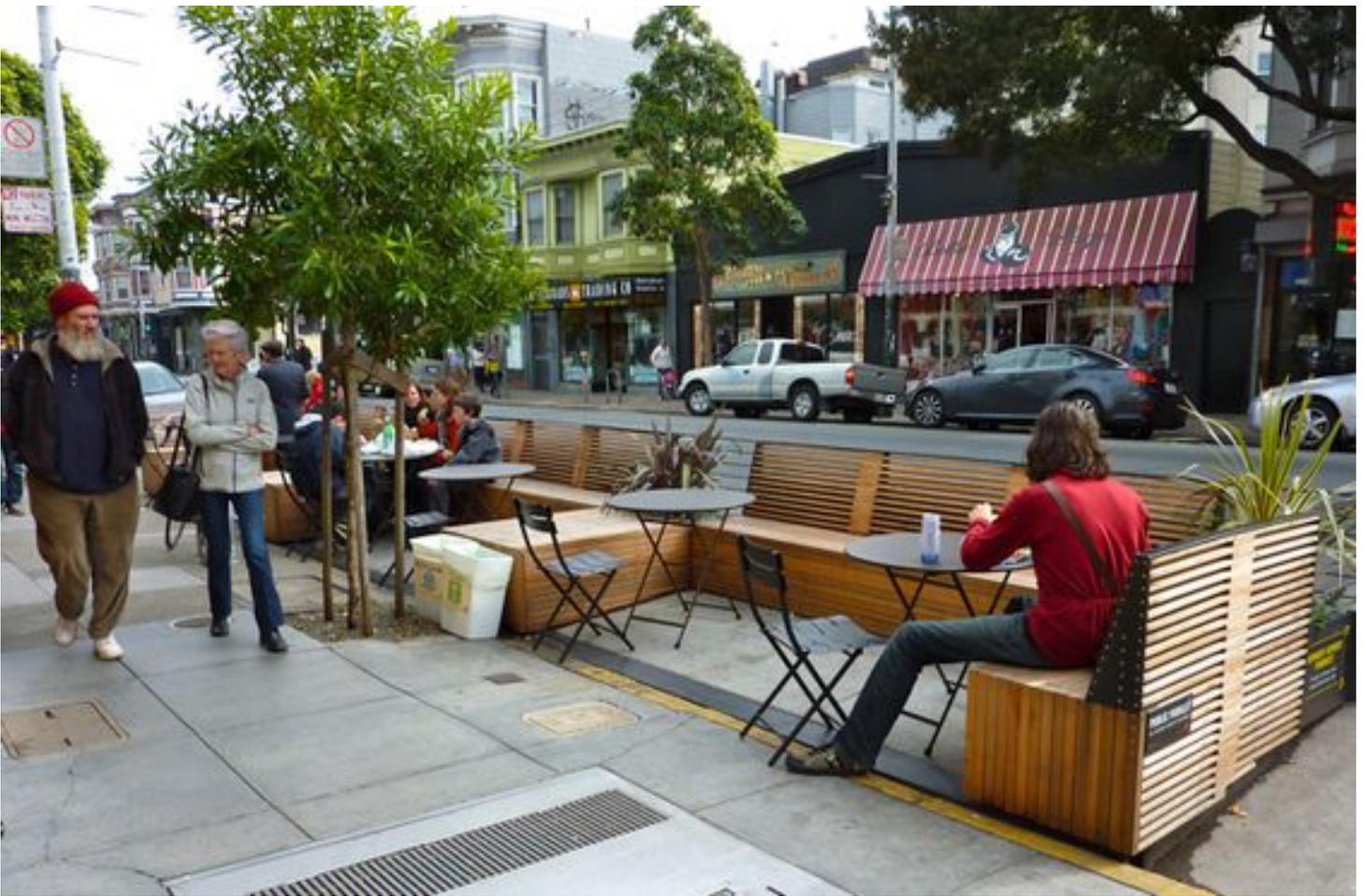


Ottumwa Better Block Concept Inspiration



1. Fill the storefronts with businesses

- Follow up with survey respondents to determine which, if any, business ideas are feasible
- Connect them directly with property owners and offer volunteer support, liability insurance coverage, and marketing help for pop-up
- Encourage businesses to stay open through weekend (Oct. 16th) to benefit from Halloweenapalooza
- Provide temporary cafe seating for current restaurants on the block
- Help Super Mercado Cerro Grande with storefront and sidewalk activation



2. Create invitations for pedestrians & bikes

- Connect the river trail to E Main Street via Market Street with bike lanes and pedestrian connections.
- Add 4 bike racks between 225 and 331 E Main Street.
- Encourage restaurants and shops to offer discounts to those arriving by bike. Indicate participation with stickers in the window.
- Organize social, family-friendly bike ride during Thursday night block party.
- Create way finding signs connecting points of interest to bike/walk infrastructure



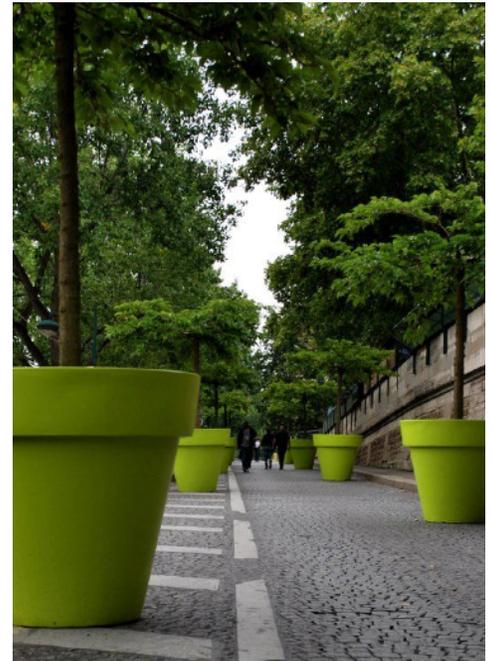
3. Make space for kids

- Ideal space is lot at E Main and Green Street. If not feasible, consider allocating a number of parallel parking spaces for pop-up greenspace, programming area outside of Market on Main with kids' activities, or using small greenspace at corner of E Main and Jefferson.
- Program Capitol Theatre with kids' activities during block party (dance classes, art workshops, etc.)
- Include a kid-specific element to Thursday workshop, like painting benches or doing a paint-by-number mural on the block.



4. Beautify the block

- Line edges with street trees. Donated, borrowed, or purchase for later installation.
- Clean up sidewalk (sweeping, removing weeds)
- Install parklet in front of Appanoose Rapids
- String lights across Market on Main mini park and any pop-up greenspace created
- Rent or create historic lighting for block (power may be an issue)
- Install street benches and planters with flowers and native plants
- Work with local artist(s) for public art installation during the project
- Invite local artists/writers to inscribe poetry/quotes on the sidewalk in temporary paint or chalk
- Get property owner permission to wheat-paste large-scale black and white photographs on side of building.



5. The Theatre

- Based on study done by Art Place, the theatre serves the community best as a flex space.
- During Thursday block party, host kids' classes and activities throughout the evening.
- Host after-party in the theatre with live music and pop-up bar. Enlist survey responder who is a sound/music engineer.
- Invite an interested pop-up shop to set up in the lobby during block party (brewpub?)
- Move video games to another part of theatre and host coffee/breakfast/snacks there for volunteers and workshop attendees with seating, lighting and climate control. Will need to do cleanup/setup of the space on Wednesday evening or earlier in the week.
- Setup "work stations" in the theatre Wednesday-Sunday for workshop attendees/visitors to Ottumwa to co-work out of the space during the week. "Open hours" need to be set, manned by a local volunteer.

