



**WE CHALLENGE THE  
STATUS QUO IN  
EVERYTHING WE DO.**



**WE ANALYZE WHAT IS HOLDING COMMUNITIES  
BACK FROM BEING BETTER. WHETHER IT  
IS ZONING RULES, LACK OF INVESTMENT,  
UNSAFE STREETS OR POOR PERCEPTION WE  
WORK QUICKLY TO REVERSE THE TRENDS  
USING A WEEKEND DEMONSTRATION.**



**PEOPLE, NEIGHBORHOODS AND DISTRICTS  
EVOLVE THROUGH THE BETTER BLOCK  
PROCESS TO BE STRONG PROBLEM SOLVERS  
THAT GO ON TO BUILD COMMUNITIES THAT  
ARE VIBRANT AND SAFE.**

# HOW DO WE DO A BETTER BLOCK?

1



**PUBLIC  
MEETING**

2



**COMMUNITY  
WALK**

3



**CONCEPT  
PLAN**

4



**COMMUNITY  
BUILD**

5



**EVALUATE  
+ITERATE**



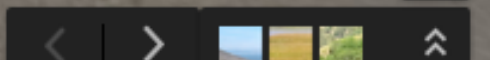
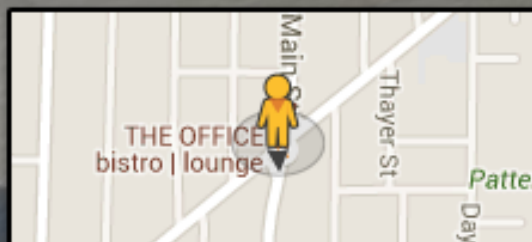
**PUBLIC  
MEETING**

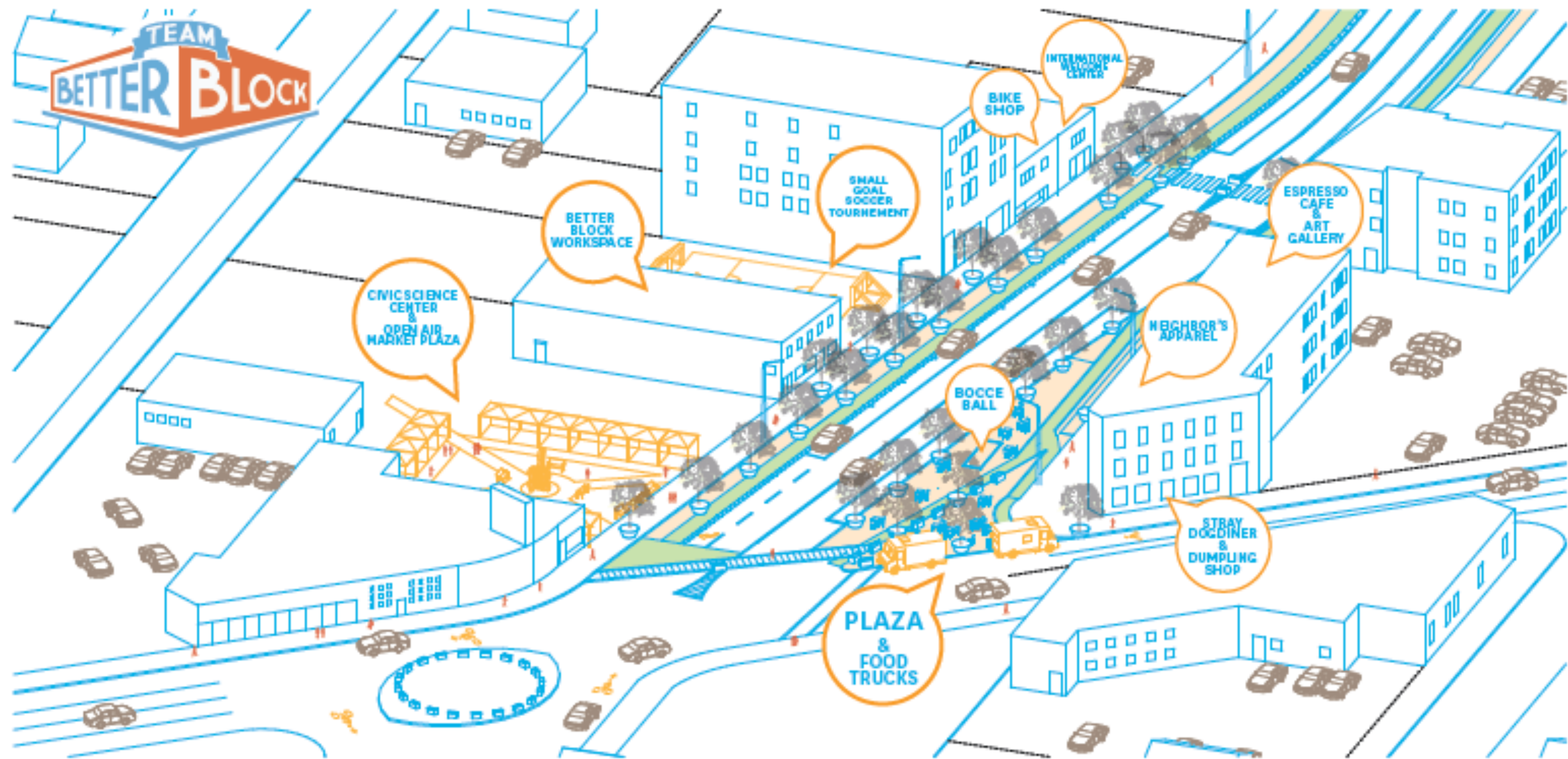


148 E Cuyahoga Falls Ave

Akron, Ohio

Street View - Aug 2014









# GREEN BIKE LANE



## 4 INSTALL

Item	Number of People	Instructions
<b>CLEAN SURFACE</b>	2 people	Use push brooms, collect & dispose of debris
<b>MEASURE &amp; GUIDE MARKS</b>	3 people	Use marking spray, measuring tape & pull string. Measure dimensions off the existing road center line
<b>PAINT SPRAYER</b>	3 people	Apply spray with a brisk walk, 1 person pushes machine, one person guides path, one person tapers edges w cardboard
<b>APPLY TAPE STRIPPING</b>	At least 2 people	Person 1 holds end on ground, second person walks ~ 6' in advance ensuring tape is pulled straight. Person 1 walks along tape securing it to the road
<b>BIKE STENCIL</b>	2 people	Person 1 holds stencil in place. Person 2 sprays white paint using hand sprayer or spray cans

Total Price for 180' (5' painted bike lane including striping & 2' buffer) : **95\$**, labor and traffic control not included

### 1

#### MEASUREMENT OBSERVATION

- Obtain ROW Widths
- Review traffic accident history
- Assess existing bike facilities

### 2

#### DESIGN

- Street mix cross-section
- Sketchup model
- Traffic control plan

### 3

#### IMPLEMENTATION

- Traffic Control: Rental

##### Materials per 180'

- (3) Tempera Paint: \$10 /unit
- (1) White Spray Paint: \$5/can
- (4) Tape: \$15 / Roll
- (1) Stencil



##### Tempera Paint

Sargent Art 22-7166 1-Pound Art Time Powder Tempera, Green. 1 unit produces 1 gallon. 1 gallon covers approximately 300sf applied through sprayer.



##### Tape

ProTapes Pro Duct 110 PE-Coated Cloth General Purpose Duct Tape, 60 yds Length x 4" Width, White





## BOCCE BALL



### MATERIALS

Court Dimensions: 60'x12'

- (12) 1"x10"x10' untreated lumber
- (2) 1"x10"x12' untreated lumber
- (2) 2"x4"x8' untreated lumber, cut into 9" sections
- (1) Box of 2" Deck Screws
- (4 yards) Fine gravel (Decomposed granite, oyster shell, or crushed limestone will do)
- (1 Gallon) Paint
- (1) Bocce Ball Set

Item	Number of People	Instructions
<b>LAYOUT</b>	2 people	Measure dimension on street. Mark out boundary using string line and marking paint.
<b>FRAME</b>	2 people	Assemble frame. Attached boards together by using the cut 2x4 sections at the seams. Leave one end of frame open for gravel installation
<b>GRAVEL</b>	4-10 people	Move gravel from pile into frame using shovels and wheelbarrows. Ideal depth 1.5". Rake gravel for even depth.
<b>PAINT</b>	4 people	Paint exterior edges of frame for style

Approximate Price: **\$275** not including labor and disposal. Cost savings can also be made if a post event user for the gravel can be identified and is willing to share the cost of purchasing and transporting the gravel or gravel can be returned to the yard afterwards.

## GARDEN PLAZA



### DESIGN

- Identify space for plaza & obtain permission from property owner
- Measure dimensions of space. Note solar orientation, shade, topography, water & electrical
- Design space - include opportunity for seating, art and vendors

### MATERIALS

- (120) Straw Bales (36"x18"x14"h)
- (10) 10x20' Vinyl Billboards
- (2) 180"x48" Burlap
- (1) Box Landscape fabric staples
- (6 Yards) Mulch



Item	Number of People	Instructions
<b>MARK LAYOUT</b>	2 people	Using String line and spray chalk, mark planned layout
<b>PLACE BALES</b>	4-12 people	Place bales along markings
<b>FILL</b>	4-12 people	Move mulch into garden areas
<b>WRAP BALES</b>	4-8 people	Cut vinyl into 5' x 20' strips. Tuck vinyl around bales to keep them dry. Place burlap over vinyl. Secure burlap in place with landscape staples.
<b>PLANTS</b>	4-12 people	Place plants in mulch.

Approximate Price: **\$1200** not including labor, mulch and vinyl donated, plants loaned. Straw bales can be rented from some feedstores. Some vendors will also include drop off and pickup. Vinyl can be obtained from sign shops like Clear Channel Communications for little or no fee. Mulch can usually be donated from local tree companies. Plants can be loaned from local nurseries. Straw bales usually cost around \$4 to \$8 a bale, not including delivery.







3<sup>rd</sup> MONTH

Measuring the impact of the project will lead to a long term change

# Metrics



Survey of Participants



New Zoning/Ordinances

65db



Traffic Noise

25mph



Traffic Speeds



Retail Sales  
Commercial Leases



Street Changes



EVALUATE  
+ITERATE





# BETTER BLOCKS AROUND THE WORLD



USA - 76



CAN - 2



AUS - 3

HAWAII

## SEATTLE WA

AUGUST, 2014

Team Better Block worked with the City of Seattle, Fehr and Peers, Framework and the Institute of Transportation Engineers to develop a rapid public space in an underutilized street right of way. The community was provided technical assistance and over a few hours volunteers built a life size scrabble board and public space amenities.

## DALLAS TX

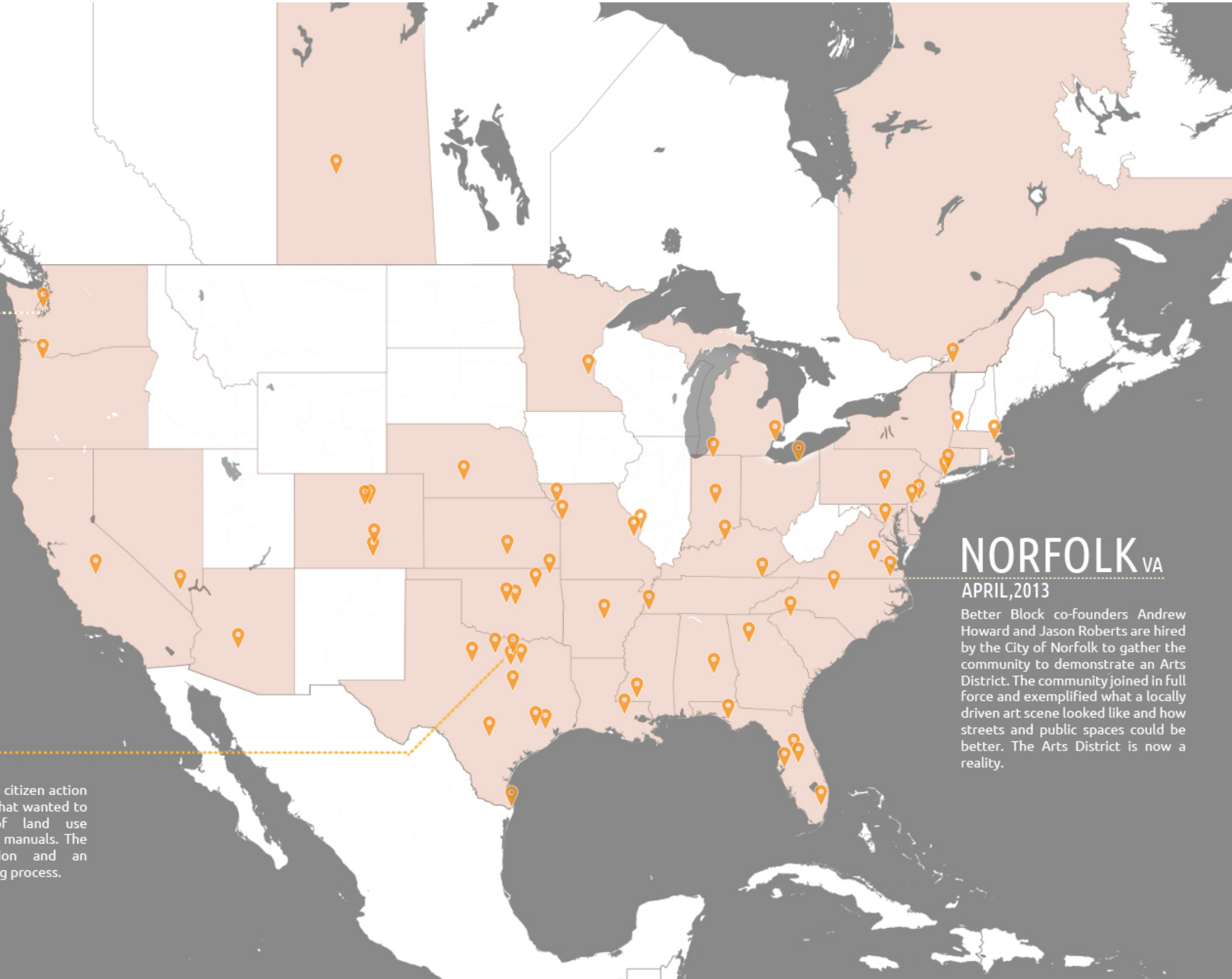
APRIL, 2010

The first Better Block was a direct citizen action developed by a group of friends that wanted to highlight the shortcomings of land use ordinances and city street design manuals. The results were local revitalization and an international movement in planning process.

## NORFOLK VA

APRIL, 2013

Better Block co-founders Andrew Howard and Jason Roberts are hired by the City of Norfolk to gather the community to demonstrate an Arts District. The community joined in full force and exemplified what a locally driven art scene looked like and how streets and public spaces could be better. The Arts District is now a reality.



# BETTER BLOCK

## BY THE NUMBERS

**63%**

**PERMANENT  
CHANGES**



**80%**

**INCREASED  
RETAIL SALES**



**63%**

**CHANGING  
ORDINANCES**

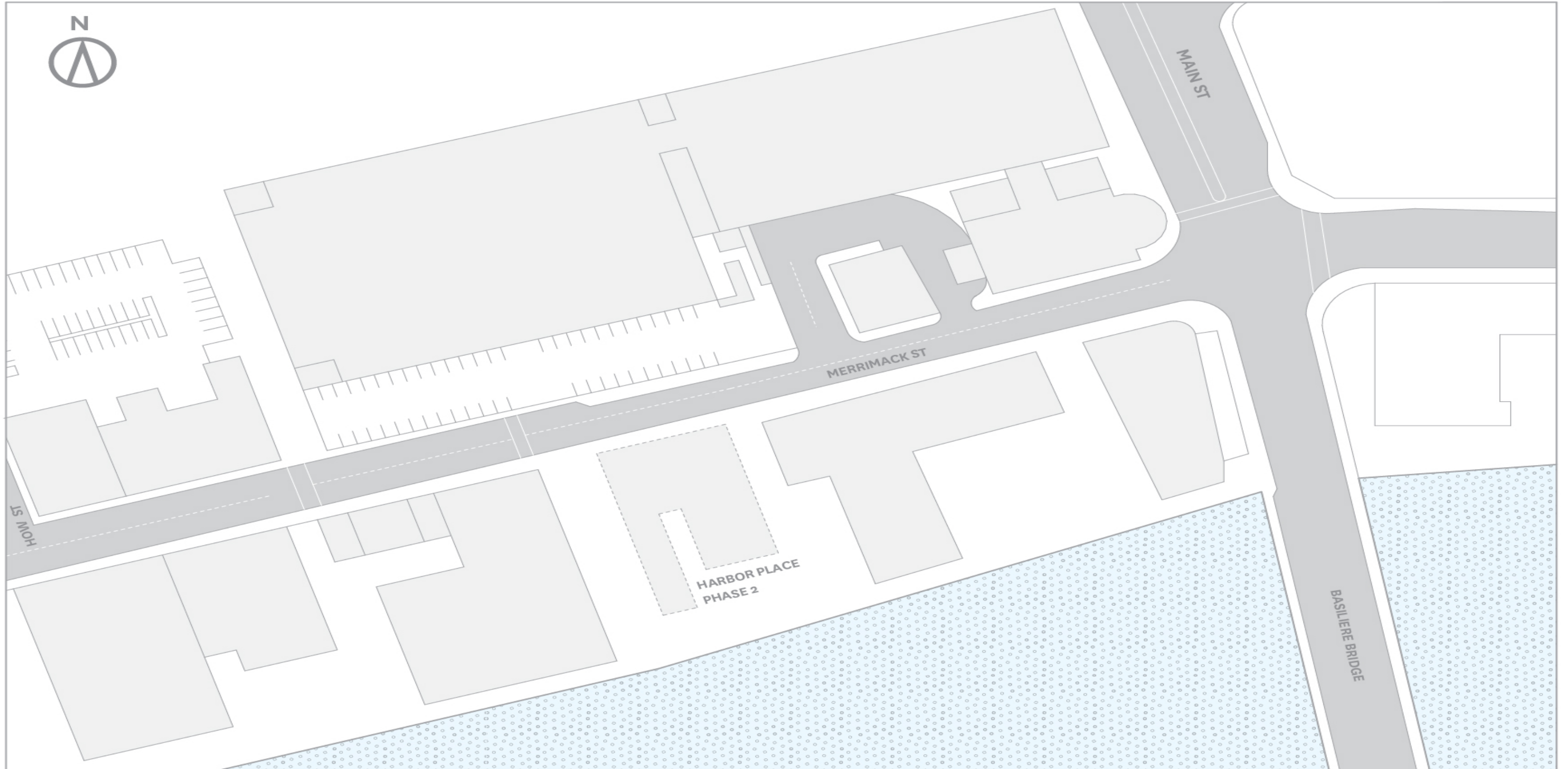


**SURVEYS SELECTED FROM:**

**BATON ROUGE, LA | BROWNSVILLE, TX | DENVER, CO (2X) | DUNCAN, SC | MEMPHIS, TN |  
NORFOLK, VA | SAINT JOE, MO**



# Location



# Volunteer

Connect

[Teambetterblock.com/haverhill/#volunteer](https://teambetterblock.com/haverhill/#volunteer)

Talk

#teamhaverhillbeauty  
#teamhaverhillstreets  
#teamhaverhillpopup  
#teamhaverhillpublic

Share

Build

**Typeform** |

Ask awesomely



# Teams



Beautification Team

Create new ways to beautify Haverhill!



Street Team

Learn and help create ways to make a better multi-modal experience for all!



Pop Up Team

Have a new business idea to try out? Test out your idea!



Public Space Team

Learn and help improve the public space for the greater good!

# Schedule

April 5<sup>th</sup>

Better Block Workshops

- 1:00 PM – 2:00 PM
  - Street Team
- 2:00 PM – 3:00 PM
  - Public Space Team
- 4:00 PM – 5:00 PM
  - Beautification Team
- 5:00 PM – 6:00 PM
  - Pop Up Team
- 6:00 PM – 8:00 PM
  - Open Planning Session

May 3<sup>rd</sup>

Build Workshops

- 5:00 PM – 7:00 PM
- 7:00 PM – 9:00 PM

May 4<sup>th</sup>

Build Workshops

- 5:00 PM – 7:00 PM
- 7:00 PM – 9:00 PM

May 5<sup>th</sup>

Build Workshops

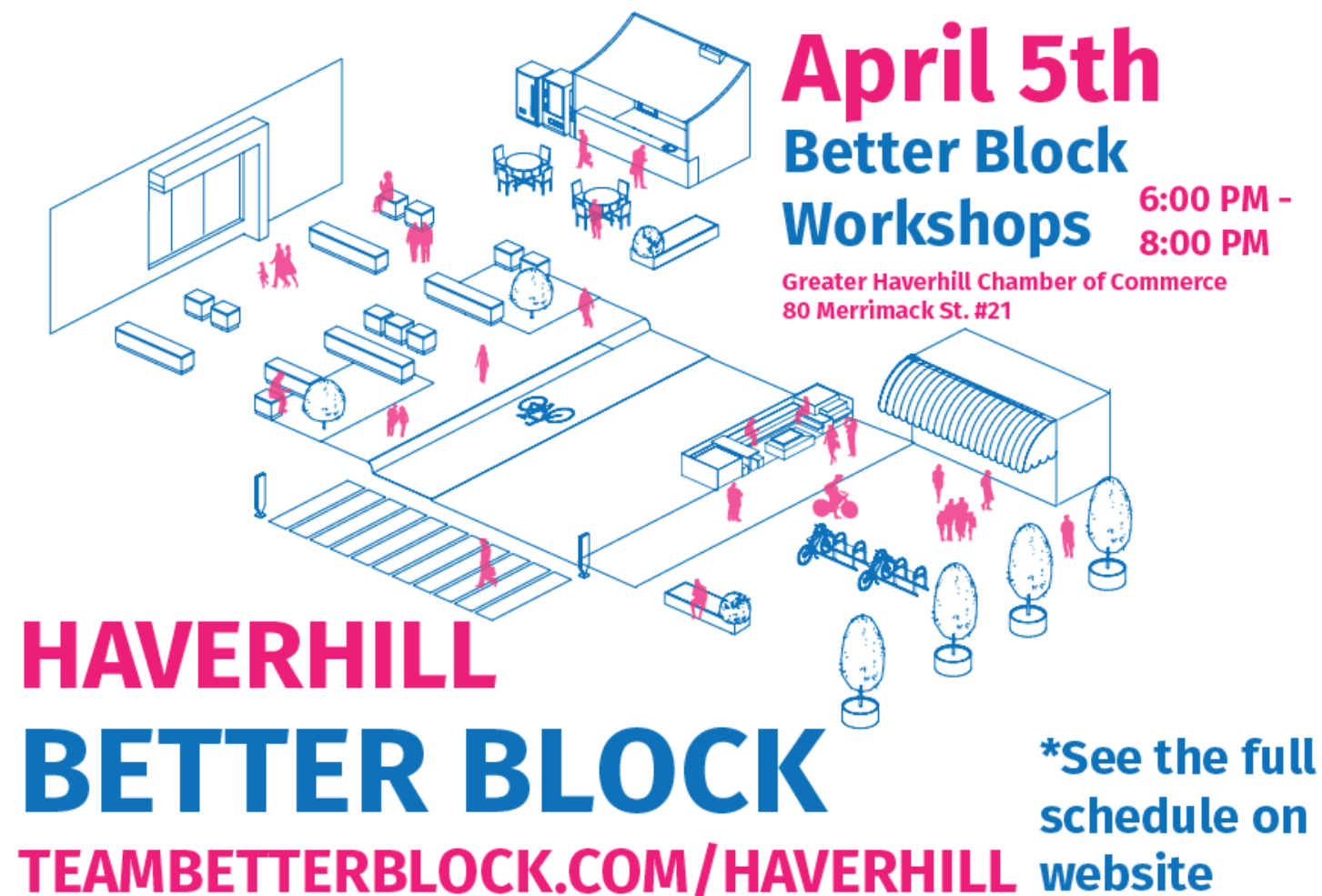
- 1:00 PM – 3:00 PM
- 3:00 PM – 5:00 PM
- 6:00 PM – 8:00 PM
- 8:00 PM – 10:00 PM

May 6<sup>th</sup>

Better Block

- TBD

# Next Steps



- Sign up to volunteer at [teambetterblock.com/Haverhill/#volunteer](https://teambetterblock.com/Haverhill/#volunteer)
- Respond to invite from TeamBetterBlock.Slack.com to join the discussion or request at <https://teambetterblock.slack.com/signup>
- Share social media and website links on your own accounts
- Join us April 5<sup>th</sup> for the Better Block Workshops, 6:00 PM