



“Make no small plans”

But, on the other hand...

With all due respect to Mr. Burnham, sometimes a small plan is exactly what is called for - small, targeted, and affordable.

With Main Street Makeover, K2 Urban Design offers short-term solutions and achievable pilot projects that will immediately enhance your city’s walkability. The fast pace and quick results will show stakeholders that not all progress must be preceded by a lengthy “big project” process.

We will come to your community with a sense of urgency, identify the low hanging fruit that offers the most return at the least expense, and provide a complete set of tools (design, policy, and management) to get started now.

The journey of a thousand miles starts with a single step. There’s no time like the present. Don’t put off until tomorrow what you can do today. Carpe diem. Need we say more?



**Kevin
Klinkenberg**

Two Day Engagement: \$6,000
Five Day Engagement: \$12,000

Add-ons:

Three colored renderings of key interventions: **\$5,000**

A public presentation of the interventions and the market for walkability: **\$2,000**

K2 will work directly with a combination of city staff, elected officials, appointed officials, and up to three key interest groups. To maximize efficiency, time will be scheduled (up to 12 hours per day) through a local point person well in advance of the visit. Fees include all expenses but do not include construction costs of interventions recommended.

For a more in depth discussion of your needs and specific deliverables, please contact Kevin Klinkenberg at:

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For more info on Kevin, go to:

www.KevinKlinkenberg.com



URBAN DESIGN

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MAIN STREET MAKEOVER

*Change Doesn't Need
to Take Years*

Putting Plans into Action

A wide variety of temporary or semi-permanent pilot projects can be employed affordably to demonstrate proof-of-concept for longer-term and more comprehensive efforts to improve walkability. Many of these have in recent years been collected under the heading of “tactical urbanism.” Since these projects often rely heavily on the physical participation of area residents, they often have the added benefit of building trust between the citizenry and the public sector through active side-by-side engagement.



If a pilot project proves popular and feasible, it can be made more permanent and expanded. If it proves unpopular, or fails for some other reason, the lesson has been learned inexpensively, before a deeper commitment of time and money has been made.

Policy & Management

Not every pilot project needs to be a physical change. K2 will also identify key zoning, policy, and management adjustments for immediate impact. Pairing these with urban design sets your community up for success.

Projects might include:

- Pilot Parks & Plazas
- Pilot Bike Lanes/Tracks
- Temporary Structures
- Pop-up Retail/Dining
- Car/Bike/Ride Sharing
- Food Trucks
- Farmers Markets
- Open Streets
- Pedestrian Improvements

