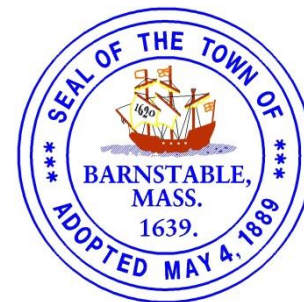


PRESS RELEASE

FOR IMMEDIATE RELEASE

February 3, 2021



PUBLIC INPUT SOUGHT FOR PLACEMAKING ACTIVATION STRATEGIES IN DOWNTOWN HYANNIS

(BARNSTABLE, MA) The Town of Barnstable, in partnership with MassDevelopment's Transformative Development Initiative [TDI], invites local Barnstable stakeholders, such as year-round and seasonal residents, business owners, nonprofit organizations, and their employees to participate in an on-line survey to share their opinions regarding the potential for existing public spaces in downtown Hyannis to become more vibrant, safe, and active. The goal is to better utilize these public spaces in order to improve the pedestrian connection between important assets within the neighborhood.

The Downtown Hyannis Public Spaces Activation Survey is designed to facilitate decision-making and brainstorming around design and activation strategies in three key sites of downtown Hyannis: the East End of Main Street; the Village Green and Main Street; and Harbor Overlook and Aselton Park. The survey results will help inform recommendations from the consultant, Utile Architecture & Planning.

There are three sections of the survey, one section for each site. In each section of the survey, there is a site map that identifies major zones for design and activation. Survey participants are asked to locate design improvements, activation strategies and programming ideas within these zones. The survey allows for more than one option as well as space to write in other ideas.

The survey should take less than 15 minutes. Feedback received from the survey will assist the project team in the development of a planning framework for the project. Participants are asked to complete the survey by end of day, February 12, 2021. The public is invited to register for the follow-up **public information session, scheduled for February 17, 2021 at 3:30pm time to review community input and next steps.**

TO COMPLETE THE SURVEY: PLEASE SUBMIT BY FEBRUARY 12, 2021

Before taking the survey, it is recommended to review the "Hyannis Public Spaces Activation Toolkit."

This document will serve as a reference for your participation in the survey

Review the tool kit here: <https://we.tl/t-KE7kEsJHwN>

SURVEY LINK: <https://forms.gle/Biywqc8oGvnbxK9t5> **Please submit BY February, 12, 2021.**

Results of the survey will be reviewed during a **public information session via Zoom:**

February 17th at 3:30pm to share community feedback and view presentation slides.

Those interested in attending this meeting are asked to pre-register:

<https://zoom.us/meeting/register/tJAuce6qrzwoH92GpFzY-VbmezJ2cRiSuTmC>

ABOUT THIS PROJECT:

COVID-19's impact on American cities has brought new urgency and attention to the uses and functionality of urban open spaces. Funded through MassDevelopment's TDI program and under the guidance of the Hyannis TDI Partnership, UTILE is researching short-term activation and design strategies for three designated open spaces in downtown Hyannis. Utile has provided an "activation toolkit" that includes observations about each of the three open spaces and outlines a set of visual specifications that are coupled with options for public space activation. These design concepts may include but are not limited to outdoor recreation, arts/cultural programming, signage and wayfinding, public artwork, outdoor commercial and dining spaces for COVID-impacted businesses, socially distant gathering areas, etc. The underlying objective of this work is to create stronger psychological connections between these three key areas in the neighborhood.

ABOUT MASS DEVELOPMENT:

MassDevelopment, the state's finance and development agency, works with businesses, nonprofits, banks, and communities to stimulate economic growth across the Commonwealth. During FY2020, MassDevelopment financed or managed 341 projects generating investment of more than \$2.69 billion in the Massachusetts economy. These projects are estimated to create or support 10,871 jobs and build or preserve 1,787 housing units.

ABOUT UTILE:

Utile is a planning and architecture firm that is built like a think tank. By developing well-researched, locally specific design methodologies for each project, we offer original and effective solutions that integrate existing conditions while setting the standards for the cultivation of a meaningful urban realm.

Utile specializes in unique regulatory, political, and design challenges. We are committed to the revitalization of the American city through proactive planning and design that bridges public and private jurisdictional boundaries. As a result of this professional framework and our well established reputation, Utile has tackled a diverse range of challenging projects including urban design proposals for new districts, colleges and universities embedded within cities, and aging industrial districts. In all of the firm's planning work, development economics, community engagement strategies, and the appropriate neighborhood character are carefully considered and balanced.

###

Overview Map

