Engaging the Public

Changing our Relationship with the Community

Darcy Jameson

BEACON communities
Controlled Transparency
Accessible Information

Project Background
Timeline
Updates sent via Email or Text
Documents
Forum moderated by coUrbanize
Authentic Communication

Katherine Schmeiser
Dec 6, 2016

Small play area
It would be great to have a small, safe, play area for kids to play while adults gather, relax, and have coffee/treats. All the parks in Amherst are so isolated from food/adult entertainment.

Beacon Communities
Dec 8, 2016

Thanks for your comment Katherine! We just added a rendering that shows an expanded view of the play area. Check it out and let us know what you think. We'll also be at Town Hall tonight at 6:00pm, presenting the project at a Public Zoning meeting. We'd love to meet you if you have time to stop by!
Activated Audiences
Something new could be brewing over here.
What kinds of restaurants and shops would you like to see in this spot?

Text your idea to:
(413) 200-3024
North Square at the Mill District
see your idea and what others are saying at cowork.carmill.org

BEACON communities
Small play area
Dec 06, 2016 by Katherine Schmeiser

It would be great to have a small, safe, play area for kids to play while adults gather, relax, and have coffee/treats. All the parks in Amherst are so isolated from food/adult entertainment.

Cobenefits to students and town residents
Dec 11, 2016 by Laurel Dickey

Developing this area with mixed income housing and retail would greatly benefit both students and town residents. Students are an asset to the town, and we need to be sure to provide them with needed housing and amenities.
Fold into the Public Record

Outreach Report | courb.co/crystal | June 28, 2018

Audience Reached
- 1,691 Unique Visitors
- 726 Comments
- 264 Followers

Community Sentiment
- 69% Neutrality
- 20% Support
- 11% Opposition

Engagement Over Time
- 726 (30 days)

Poll: Corner Building
What improvements would you prioritize at the corner of 18th and Crystal Drive?
- 36% Outdoor dining space
- 33% More evening/weekend activity
- 18% Improved Metro access
- 7% Outdoor community events
- 7% No other changes

Comments by Topic
- 59%
- 20%
- 11%

1. Market food/artisan market w/ rotating vendors
2. More entertainment options and more lush/intimate green spaces in Crystal City. This is a robust project that would bring an
   unexpected transformation to this part of Crystal City. Please let us how
   this can help make this happen as fast as possible!
3. I love an adult bar/restaurant on the corner. Great programming, fun (adult-only) swings - sense of
   community? Micro community garden? Vertical gardening?

Contact:
- 760 Atlantic Ave, Staten, MA 02101
- (508) 562-8622
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BEACON communities
Appendix
What if North #Amherst had its own town square with pedestrian-friendly shopping & housing?
courb.co/northsq

Dear Friends and Colleagues,

Beacon Communities has partnered with coUrbanize to share information and gather your input for the North Square at the Mill District project. You’re invited to join the conversation on our project page.

Visit the North Square Page

Text your idea to:
(413) 200-3024

North Square at the Mill District
See your idea and what others are saying at courb.co/northsq