



## Better Block Case Studies

City: Memphis

Date: November 19-20, 2010

Memphis reported an estimated 13,000 people at their Better Block and has seen drastic changes to the street including filled storefronts and the first two-way cycle track in the southeast with raised planter protection. They have also seen a slew of new businesses including a bike shop, bakery, micro-brewery, and ballet school. In addition to this investment, they received two separate grants to make culture-related street improvements. The leaders of the project also report that progressive changes have been made to Memphis' complete streets and traffic engineering code. Additional reports note \$8 million in new investment.



Source: BetterBlock.org

City: Brownsville, TX

Date: May 2012

During Better Block Brownsville, all 3 restaurants in the Better Block area reported one of their best days ever and one vacant space has been converted into an art gallery. This was one of multiple Better Block projects put on by Brownsville.



Source:  
<http://betterblock.org/brownsville-better-block-wrap-up/>



## Better Block Case Studies

City: Denver-Jefferson Park

Date: June 23, 2012

The first Denver Better Block took place in the Jefferson Park area one year ago. Project leaders report that multiple businesses had significant increases in revenue during the event. Permanent changes to the area consist of a street mural done by a local artist and the current formation of a Business Improvement District. 5 new restaurants have opened, or are in the process of opening, as well as a fitness center and bike share station. The Better Block project is also given credit for improved community engagement, increased advocacy for bike and pedestrian improvements to a bridge to downtown, and concerts in a nearby park. The city of Denver is now taking a friendlier stance towards public artwork on streets and alleys.



Source: <https://www.facebook.com/BetterBlockJP>



## Better Block Case Studies

City: Norfolk, VA

Date: April 12-13, 2013

Some businesses part of the Norfolk Better Block reported their best sales day ever. The street has been given a new life with pedestrian crosswalks, new lighting, and a fresh coat of paint on multiple buildings. The area has also seen a surge in real estate activity. Patrick McGill of CBRE reports that a 15,000 sf. was building was purchased for \$1.1 million within a week of the Better Block.

Existing businesses expanded into a vacant space, and a pop-up shop went permanent. Perhaps most importantly, sweeping zoning changes have been

passed that allow for galleries, live-work spaces, and temporary businesses.



Source:  
Hamptonroads.com



## Better Block Case Studies

City: Baton Rouge, LA  
Date: April 13, 2013

During the Baton Rouge Better Block, all but one business reported an increase in sales. Project leaders are currently working on making the street changes permanent by applying for two Safe Routes to School grants that will help make a better bike and pedestrian connection between neighborhoods and two different schools. As a result of the Better Block project and other efforts, the area is seeing multiple building renovations, a compact housing development, a juice bar, a home furnishing store, a magnet school, and a concert series. Project leaders say funding and coordination between state and city-parish officials are potential obstacles for change.



Source: <https://www.facebook.com/BetterBlockBr>



## Better Block Case Studies

City: St. Joseph, MO  
Date: May 11-12, 2013

The few businesses on the Better Block in St. Joe reported the best sales numbers they have ever seen. Following the Better Block, trees and flowers were planted. Trees were trimmed. A bike rack was installed, and existing businesses painted outdoor lighting fixtures and building ornaments. A yoga studio has also taken over a vacant store and the area is seeing an increase in revenue.



Source: [BetterBlock.org](http://BetterBlock.org)



## Better Block Case Studies

City: Denver- Five Points

Date: May 23, 2013

It's still pretty early to determine the impact of the second Denver Better Block. So far, a street mural, and planter protection decorative fences have become permanent improvements.



Source: <https://www.facebook.com/BetterBlockFivePoints>

City: Duncan, SC

Date: June 15, 2013

The Duncan Better Block was used to celebrate and promote the planned streetscape improvements and pocket parks in the area. A project leader says that the project made local officials more excited and eager to work for more improvements having seen the popularity of the ones that were being demonstrated. Additionally, "Better Block Duncan set the stage to move discussions forward to tweak and finalize draft pedestrian overlay zoning...[and] perhaps initiate a process to develop a town-wide form based code regulating plan".



Source: <https://www.facebook.com/projectforpublicspaces>