

## Coolidge Corner & JFK Crossing Rapid Recovery Plan: Quick Reference Projects Overview

PROJECT NAME	ENHANCES COMMERCIAL AREA...	ESTIMATED BUDGET	ESTIMATED TIMEFRAME
Re-envision Centre Street Parking Lot/Multi-purpose parking deck on the Centre St Lot	Aesthetic, Activation, Function	Large, multi-million-dollar project ~\$30,000/parking space	3 - 5 years
Development of a commercial area parking utilization and management plan	Function	~ \$60,000 – 80,000	4 – 8 months
Commercial Area Streetscape Improvement Project	Aesthetic, Activation, Function	Will vary widely depending on project scope. Less than \$1 million for minor improvements. Multi-million-dollar project for larger scale improvements.	2 – 3 years
Pop-Up Pilot Program (multi-faceted project, which includes creating a resource to support optimization of retail mix)	Activation	< \$100,000	~ 9 months
“Art in Found Places” Program (Public art installations, murals, etc.)	Aesthetic	\$50,000 - \$75,000	< 9 months
Branding and Marketing Strategy	Aesthetic, Activation	~ \$150,000 – \$200,000	1 – 3 years
Creation of an Arts & Culture Events Series (in partnership with the Coolidge Corner Theatre)	Activation	~ \$50,000 – \$100,000 (plus Town staff time and in-kind contributions)	< 9 months
Creation of a Business Improvement District (BID)	Administrative Capacity	< \$50,000	< 5 years
Creation of an Outdoor Dining Toolkit	Aesthetic	< \$5,000	3 – 6 months
Creation of an Events Planning Guide for Brookline	Activation	~ \$5,000 (plus Town staff time)	3 – 6 months
Streamlining business licensing and permitting regulations	Function	< \$50,000 (primarily Town staff time)	< 5 years