ADID Special Project: Business Support During Downtown Construction

Approach and Overall Scope

Implement a $175,000 Downtown Construction Impact Mitigation Program supporting businesses and commercial corridors affected by upcoming City-led infrastructure projects on North Lexington Avenue, Coxe Avenue, and the Eagle Street/Eagle Market Street corridor.

The funding will be utilized to support coordinated efforts to reduce construction-related disruption, maintain business visibility and accessibility, and encourage continued visitation throughout construction.

The program for each identified project will focus on three primary strategies:

1. Business continuity and stakeholder coordination
2. Construction-phase placemaking, access, and wayfinding
3. Corridor marketing and activation

Activities will include enhanced business communications and outreach, temporary signage and pedestrian wayfinding, parking and access information and coordination, corridor-specific marketing campaigns, small-scale public space activations, and other efforts to help customers navigate and continue visiting affected areas.

The allocations are: $30,000 for North Lexington Avenue; $100,000 for Coxe Avenue; and $45,000 for Eagle and Market Street. The program will begin with North Lexington Avenue, with detailed scopes to be developed in coordination between ADID and City staff with input from impacted businesses and other stakeholders as construction schedules, anticipated impacts, and corridor-specific needs become clearer.

Funding will support coordinated activities that provide a broader benefit to affected corridors and the general public.

Alignment with City-Established ADID Objectives

This special project aligns with ADID's objectives to increase business activity, support small independent businesses, and improve the downtown experience for all. By coordinating business communications, maintaining access and visibility, and supporting corridor marketing and activation during upcoming major construction projects, the initiative provides targeted support to businesses experiencing construction-related disruption. It also reflects ADID's role in championing downtown improvements and responding nimbly to changing district needs.