

# **Complete Streets Demonstration Project**

## **N. Mason Street**

**City Council Presentation**  
**Tuesday, May 27, 2025**



# Community Connectors

A program to support leaders in small and mid-sized communities to **repair the damage of divisive infrastructure**, complementing the new federal **Reconnecting Communities Program** created in the 2021 infrastructure law





## **North Mason St and the Northeast NeighborHood**

The focus of the Community Connectors project in Harrisonburg





# Mason Street (1937)





# Mason Street (2023)





# Smart Growth America

Improving lives by improving communities

FBCI Form-Based  
Codes Institute

LOCUS  
Responsible Real Estate  
Developers & Investors



National Complete  
Streets Coalition



State  
Smart Transportation  
Initiative



Transportation  
for America

**Smart Growth America** envisions a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient.

We empower communities through technical assistance, advocacy, and thought leadership to realize our vision of livable places, healthy people, and shared prosperity.



# Complete Streets Leadership Academy



- Improve **collaboration and community engagement** and support learning
- **Test street safety improvements** through temporary **quick-build demonstration projects**
- **Identify and remove barriers** in local policies and practices to Complete Streets and quick builds



**Quick-build demonstration projects** are temporary installations to test new street design improvements for safety and accessibility



National Complete  
Streets Coalition





## Our goals for *our* Specific Academy and the demo project

1. Build and develop our collective knowledge of transportation, land use, and street design concepts.
2. Test out potential ideas for reconfiguring N. Mason, receive feedback on them, and build support for something permanent.
3. Provide a focal point for community engagement efforts in support of the ongoing small-area plan to guide future investments in the northeast neighborhood.



## Academy Participants

1. Matthew Bucher, Northeast Neighborhood Resident
2. Kyle Lawrence, Northeast Neighborhood Resident
3. Valerie Washington, Northeast Neighborhood Resident
4. David Stuart, Northeast Neighborhood Business Owner
5. Taya Whitley, Northeast Neighborhood Resident
6. Charles Byrd Sr., Northeast Neighborhood Resident
7. Karen Thomas, Northeast Neighborhood Association
8. Monica Robinson, Shenandoah Black Heritage Project
9. Andrea Dono, Harrisonburg Downtown Renaissance
10. Duane Bontrager, Harrisonburg Redevelopment and Housing Authority
11. Michael Parks, City of Harrisonburg
12. Matthew Huston, City of Harrisonburg
13. Nyrma Soffel, City of Harrisonburg
14. Thanh Dang, City of Harrisonburg
15. Tom Hartman, City of Harrisonburg
16. Jakob zumFelde, City of Harrisonburg
17. James Polhamus, City of Harrisonburg
18. Tim Mason, City of Harrisonburg
19. Amy Snider, City of Harrisonburg
20. Lauren Nofsinger, City of Harrisonburg



Provides **safe, accessible, and convenient transportation** regardless of mode





Complete Streets **Are** for Everyone Complete Streets  
**Aren't** One Size Fits All





# Timeline

January	February	March 13-14	April, May, June	July
<p>Academy training #1: Kickoff and Complete Streets Overview</p> <p>Academy training #2: Quick Builds 101</p>	<p>Academy training #3: Data and Storytelling</p>	<p>Walk audit of the street</p> <p>Community input meeting</p> <p>Design Workshop</p>	<p>Engineering of the design</p> <p>Procurement of materials</p> <p>Event Planning</p> <p>Community meeting June 2 at Lucy Simms Center 5pm-7pm</p>	<p>Make the road changes July 7-10</p> <p>Community event on Mason Street July 12 3pm-7pm</p>
Project Status	Define the problem	Engagement Begin project design	Finalize design Collect baseline data	Install the project!

---

## Walk Audit

- Walked the N. Mason Street Corridor
- Documented pros/cons of existing conditions
- Gathered experiences from people we encountered

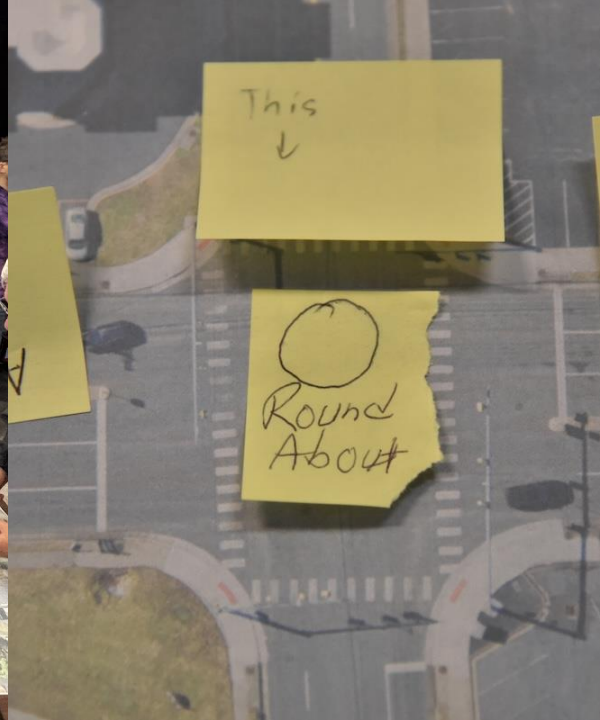




---

## Open House

- A hands-on public meeting inviting the neighborhood to tell us what they want to see changed about N. Mason Street





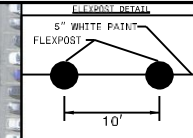
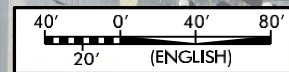
---

## Design Meeting

Academy participants then used the knowledge we gained through training and information learned through the walk audit and the Open House to collaboratively design the changes to N. Mason Street







N MASON ST

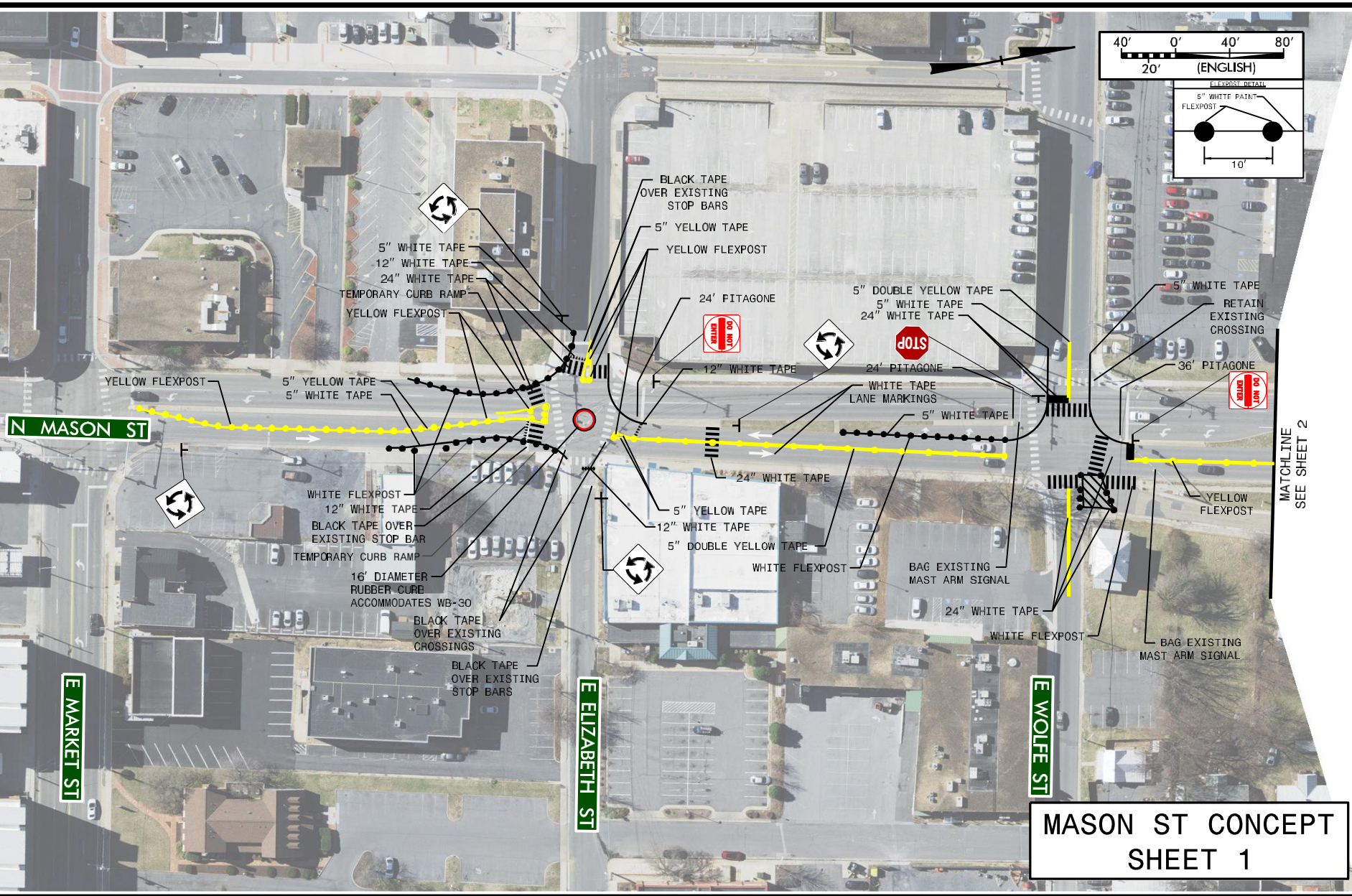
E MARKET ST

E ELIZABETH ST

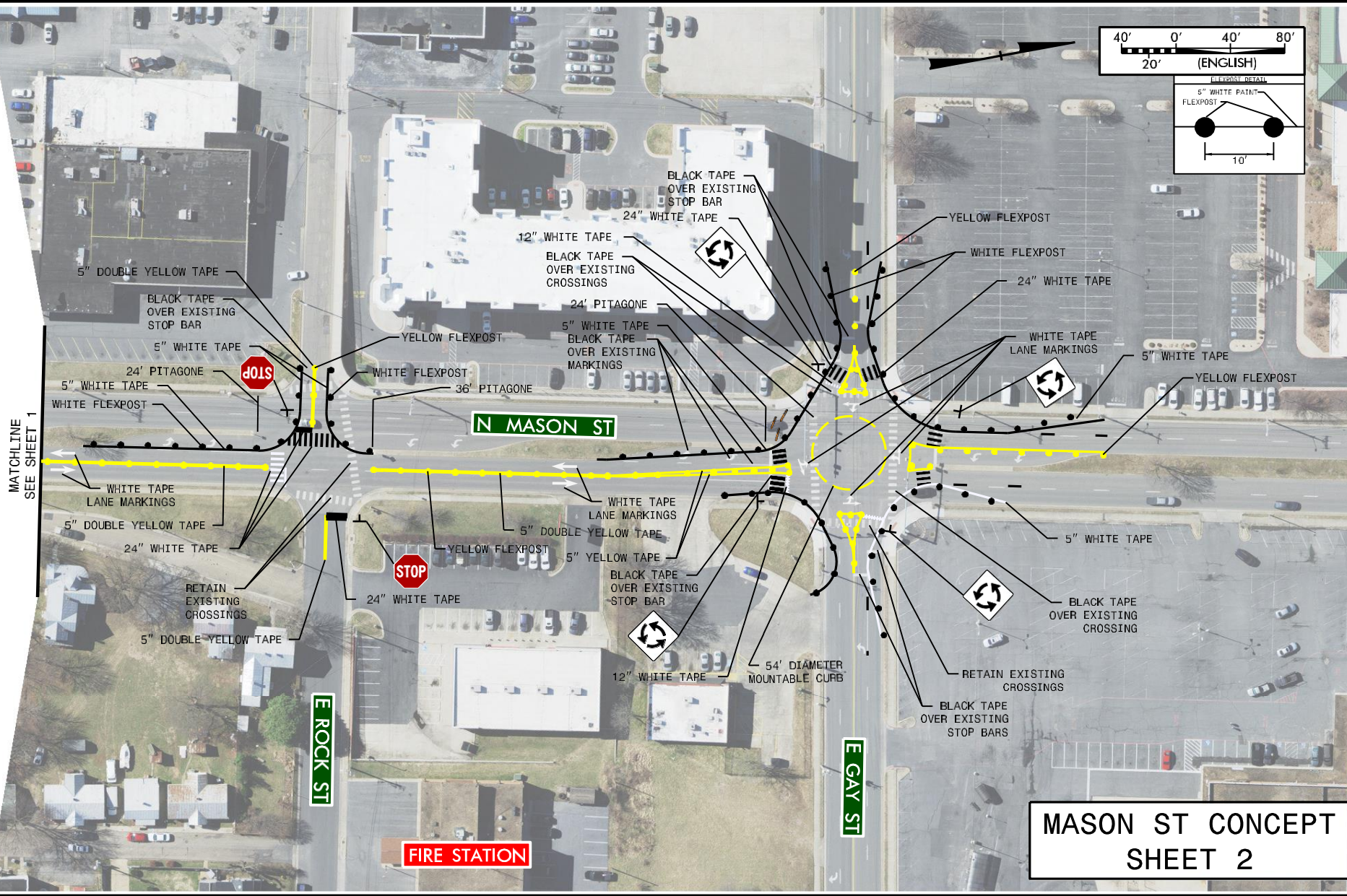
E WOLFE ST

MASON ST CONCEPT  
SHEET 1

MATCHLINE  
SEE SHEET 2





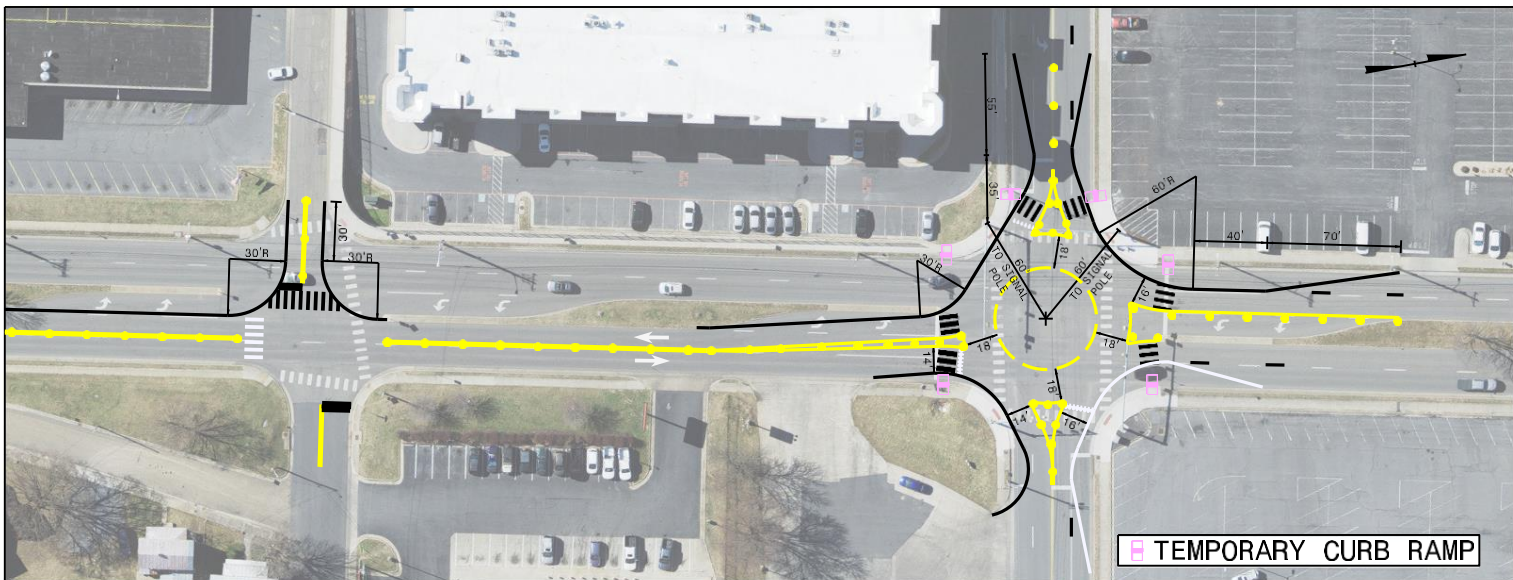
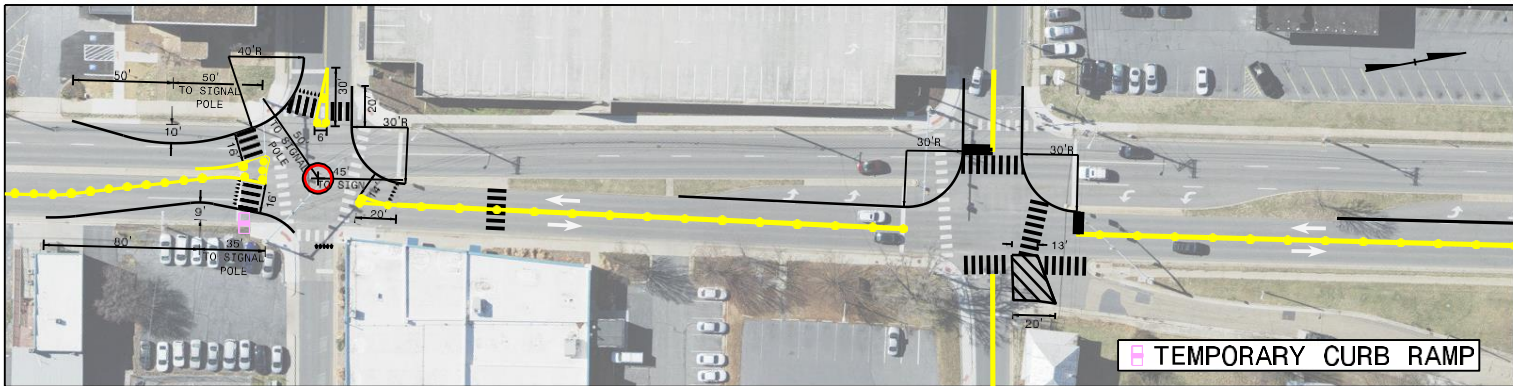


MATCHLINE  
SEE SHEET 1

MASON ST CONCEPT  
SHEET 2



# MASON ST CONCEPT SHEET 3



# **What We will Measure**

**We will gather data before and during the demonstration project to measure the impact of the street changes.**

## **Traffic Counts**

Daily Vehicle Volumes

Average Speeds

Trip Diversion

## **Pedestrian Counts**

Intersection Crossing Volumes



# The Future of N. Mason Street

The demonstration project is an opportunity for the City to partner with community members to re-envision N. Mason Street and test out possible changes to it. The experience gained from the demonstration project and data collected will help inform the City's planning for the future of N. Mason Street.



**Questions?**