WEST MAIN STREET ACTION PLAN...

A PLACE FOR EVERYONE!

August 5th, 2014
Public Meeting
AGENDA

» 6:30 PM - 7:00 PM
  Sign-In & Welcome
  Visit Stations

» 7:00 PM - 7:30 PM
  Streetscape Master Plan & Urban Design Framework
  Project Presentation

» 7:30 PM - 8:00 PM
  Information, Ideas, & Conversations
  Q&A Session, Visit Stations
THE STUDY AREA
PROJECT PURPOSE

1. A Streetscape Project
   - Street Configuration
   - Public Realm Design

2. An Urban Design Project
   - New Development Massing Study
   - New Development Standards & Code
   - Economic Impact Analysis
   - Parking Management Study
PROJECT SCHEDULE

- Review & Analysis
- Public Meetings
- Alternative Design Concepts
- Code
- Fiscal Impact Analysis
- Master Plan
- Construction Documents

Timeline:
- **FALL 2013**
- **WINTER 2013-2014**
  - 1
  - 2
- **SPRING 2014**
- **SUMMER 2014**
  - 3

[Diagram showing project phases and timelines]
1. Parking Inventory & Utilization
2. Parking Demand Projections
3. Demand-Management Opportunities
4. Public Parking Expansion Opportunities
WHAT WE HAVE LEARNED
CULTURAL & RECREATIONAL RESOURCES
THE STREET NETWORK
COMMUNITY INVOLVEMENT
PUBLIC MEETING #1- “TASTE OF WEST MAIN”
COMMUNITY INVOLVEMENT
PUBLIC MEETING #2- “A SECOND VISIT TO WEST MAIN”

3 Street Configuration Alternatives

A. “Woonerf” / Shared Street
   • Shared roadway for cyclists & drivers

B. Asymmetrical / Green Street
   • Shared roadway for cyclists and drivers
   • Curbside parklets

C. Boulevard / Cycletrack
   • Dedicated bicycle facility separate from vehicles
   • “Boulevard”
COMMUNITY INVOLVEMENT
PUBLIC MEETING #2 - “A SECOND VISIT TO WEST MAIN”

Urban Design Analysis

A. “The bridge-east” - historic & small scale.
B. “The bridge-west” - larger / university oriented scale.
C. “Stepback” new development along West Main Street and adjacent to existing neighborhoods.
D. Encourage varied building facades; discourage monolithic “superblocks”.
There needs to be better predictability in the development approval process. Form-based zoning makes sense for this corridor as it will allow for more predictability.

What land uses are strategic opportunities along the corridor?

- Retail
- Hotel
- Workforce / Affordable Housing
- For-Sale Housing
- Parking
STEERING COMMITTEE
THE APPROVED STREET CONFIGURATION

From 9th St. to Jefferson Park Ave.

From Ridge-McIntire Rd. to 9th St.
STREETSCAPE MASTER PLAN...

A PLACE FOR EVERYONE!
MASTER PLAN PRINCIPLES

1. Create a Multimodal Street
2. Encourage a Mix of Land Uses
3. Establish Neighborhood Connections
4. Link Cultural Landscapes
5. Accommodate Parking
6. Activate the Street
7. Foster Environmental Stewardship
8. Retain Views
9. Celebrate History
10. Create an Eclectic Streetscape
The design for West Main Street will encourage cars to move more slowly along this street, in order to create an environment that is comfortable for all modes of travel: pedestrians, bicyclists, joggers, bus riders, and vehicles.
The streetscape along West Main will provide opportunities for a variety of vibrant new uses and public art opportunities that can encourage strolling, shopping, eating, living, working and the celebration of public events.
West Main Street will become the “front door” for its adjacent neighborhoods through the provision of improved pedestrian and vehicular connections between West Main and those neighborhoods.
The design for West Main Street should recognize the character differences between its east and west ends while, at the same time, ensuring that both work together as a unified, coherent and vibrant whole.
Accommodate Parking

On-street parking will be provided along West Main Street in order to support the local businesses and institutions on the street and to contribute to traffic calming.
West Main Street in the future will become a street that invites walking – during daytime and evening hours -- because it is attractive, interesting, safe and comfortable.
West Main Street will serve as a “green design” street model for the City.
The mountain vistas from West Main Street are important to its character, and these will need to be retained in key locations.
Retain and reflect the history of West Main Street whenever possible, while creating a lively public space for all.
The diversity of West Main Street is its “charm”, and the plan should encourage this diversity of character along the entire street.
TRANSPORTATION FRAMEWORK

1. Reduce Traffic
   - Reduce traffic on West Main.
   - Divert traffic onto parallel, high capacity roadways - Preston Ave, Cherry Ave, Rugby Rd, etc.
   - Slow travel speeds on West Main.
   - Additional study needed for streets receiving increased volume of traffic.

2. Increase Pedestrian Connectivity
   - Increase pedestrian connections from West Main into adjacent neighborhoods.
   - Link community assets (including the Jefferson School and Starr Hill Park) to West Main.

3. Improve Bicycle Access
   - Provide alternate routes for bicyclists.
   - Increase access to West Main.
   - Improve the bicyclist's experience on West Main.

4. Enhance Transit
   - Improve transit stop amenities.
   - Improve travel time and reliability.
   - Retain West Main as a major transit corridor.
THE STREETSCAPE MASTER PLAN

West Main St.
THE STREETSCAPE MASTER PLAN
FROM RIDGE-MCINtIRE RD. TO THE BRIDGE
THE STREETSCAPE MASTER PLAN
FROM THE BRIDGE TO JEFFERSON PARK AVE.
GATEWAYS

1. Jefferson Park Ave. Intersection
2. The Bridge
3. Ridge-McIntire Rd. Intersection
GATEWAYS
THE BRIDGE

1. Existing Bridge
2. Existing Railing
3. Proposed Shade Structure
4. Proposed Seating Options
5. Proposed Viewing Platforms w/ Glass Railing
6. Proposed Bike Lane

Views
Goal: Create a signature gateway to West Main Street that includes a safer intersection for pedestrians, bikes and cars.

A. Re-aligned South St. onto Water St.

B. Elimination of “slip-lane” from West Main St. onto Ridge St.

C. Refined intersection geometry to reduce intersection crossing times

D. Reconfiguration of travel lanes on Ridge, Ridge-McIntire & Water Streets to accommodate bike lanes
TYPICAL STREET CROSS SECTION
WEST MAIN STREET: FROM RIDGE-MCINTIRE RD TO 9TH STREET
SIDEWALK & PROTECTED BIKE LANE
WEST MAIN STREET: FROM RIDGE-MCINTIRE RD TO 9TH STREET
STREET CONFIGURATION
BICYCLE INFRASTRUCTURE

Sidewalk-Level Protected Bike lane

Street-Level Bike Lane with Buffer
CROSS SECTION TRANSITIONS
6TH & 7TH STREET CHICANES

7th Street Chicane

6th Street Chicane
CROSS SECTION TRANSITIONS
6TH & 7TH STREET CHICANES

Chicane Examples

Bike Lane Transition to Protected Bike Lane
TYPICAL STREET CROSS SECTION
WEST MAIN STREET: FROM 9TH STREET TO JEFFERSON PARK AVENUE
TYPICAL STREET CROSS SECTION
WEST MAIN STREET: FROM 9TH STREET TO JEFFERSON PARK AVENUE

Planting Examples

Public Art Examples
On-Street Parking Totals

- 85 Existing
- 55 Proposed

=30 Parking Spaces Lost

Parking Options Being Studied Include:

A. Shared Parking
B. Metered Parking
C. Time Limits
D. Valet Parking
Retain traffic lights at:

- Ridge-McIntire Rd.
- 7th St.
- 10th St. / Roosevelt Brown Blvd.
- 11th St.
- Jefferson Park Ave.

Add stop signs at:

- 4th St.
- 5th St.
- 6th St.
- 8th St.
- 9th St.
LOW IMPACT DEVELOPMENT (LID)

- **Travel Lane**
- **Bike Lane**
- **Tree Zone**
- **Sidewalk**

- **transpiration + evaporation**
- **habitat**
- **microclimate control**
- **runoff**
- **filtration**
- **underdrain**
- **drip zone**
- **no compaction zone**

1. Crushed aggregate
2. Paver-grate
3. Planting soil
4. Structured soil
5. Reflector dome
LOW IMPACT DEVELOPMENT (LID)
VEGETATION OPTIONS

Large Canopy Trees--Street Worthy Oaks & Natives with a Focus on Fall Color

- Shumard Oak
- Northern Red Oak
- Swamp White Oak
- 'Columnare' Maple

Medium Canopy Trees:

- Black Oak *
- Amur Maple
- 'Heart of Gold'
- Red Maple *

Columnar Trees:

- Bur Oak *

Small Trees (Median):

- 'Lemon Candy'
- Ninebark

Bioretention Perennials & Grasses--Tough, Ground-Holding Plants

- Aromatic Aster
- Golden Groundsel
- Penny Stove Grass
- Swamp Sunflower
- Arkansas Bluestem
- Prairie Sedge
- Creek Sedge
- Common Rush
- Switchgrass
- Golden GROUNDSEL

* Indicates species appropriate in bioretention tree pits
FURNISHINGS OPTIONS
SEATING

Stone Veneer or Concrete finish

Wood slat finish

Wood slat finish
FURNISHINGS OPTIONS
LIGHTING
Potential locations for Public Art / Interpretation
WAYFINDING & SIGNAGE

Potential Wayfinding Signage Locations
**ZONING MAP**

**ECONOMIC ANALYSIS DATA**

<table>
<thead>
<tr>
<th>PROPOSED DISTRICTS</th>
<th>ADJACENT DISTRICTS</th>
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<tbody>
<tr>
<td>NORTHWEST QUADRANT</td>
<td>MIXED USE</td>
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<tr>
<td>SOUTHWEST QUADRANT</td>
<td>RESIDENTIAL</td>
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<td>NORTHEAST QUADRANT</td>
<td>COMMERCIAL</td>
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<td>SOUTHEAST QUADRANT</td>
<td>INDUSTRIAL</td>
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**EXISTING STRUCTURES**

- ADC DISTRICT
- ECONOMIC ANALYSIS LOT(S)
- CONTRIBUTING
- OTHER

**NOTE:**

No additional square footage has been added for the transfer level because it is assumed that any square footage added at the transfer level has been removed from the ground floor area.

**EXISTING**

- Lot A: 26,476 SF
- Lot B: 11,713 SF
- Lot C: 7,974 SF
- Total Lot size: 46,163 SF
- Buildable SF:
  - By Right: 241,210 SF
  - Special Permit: 112,635 SF
  - Appurtenance: 9,382 SF
  - Total: 363,227 SF

**PROPOSED**

- Lot A: 19,024 SF
- Lot B: 11,713 SF
- Lot C: 7,974 SF
- Total Lot size: 46,163 SF
- Buildable SF:
  - By Right: 57,072 SF
  - By Right: 33,126 SF
  - Bonus: 14,072 SF
  - Total: 104,270 SF

The economic analysis data includes the following:

- **Lot A size SF:** 7,197
- **Lot B size SF:** 7,409
- **Total Lot size:** 14,606
- **Buildable SF:**
  - Lot A by right: 21,072 SF
  - Lot B by right: 21,687 SF
  - Total: 42,759 SF

**ECONOMIC ANALYSIS DATA**

- **Lot A size SF:** 26,476
- **Lot B size SF:** 11,713
- **Lot C size SF:** 7,974
- **Total Lot size SF:** 46,163
- **Buildable SF:**
  - By right: 221,750 SF
  - Bonus 1: 40,733 SF
  - Bonus 2: 34,787 SF
  - Total: 297,270 SF

- **Lot size SF:** 19,024
- **Buildable SF:**
  - By right: 97,748 SF
  - Special Permit: 44,769 SF
  - Appurtenance: 3,731 SF
  - Total: 146,238 SF

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TYPICAL CROSS-SECTION EAST OF BRIDGE

EXISTING BY-RIGHT
USUALLY THREE STORIES

EXISTING SPECIAL PERMIT
EXISTING APPURTENANCE

BONUS

SETBACK AT R-2
20'

PROPERTY LINE

WEST MAIN STREET
URBAN FORM STREET
POTENTIAL DEVELOPMENT

POTENTIAL DEVELOPMENT

EXISTING BY-RIGHT
USUALLY FIVE STORIES

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PROPERTY ONLINE
PROPOSED ADJUSTMENT FOR ZONING ENVELOPE

EXISTING BY-RIGHT (RESIDENTIAL ZONE R-2)

EXISTING SPECIAL PERMIT

EXISTING APPURTENANCE

BONUS

EXISTING ZONING ENVELOPE

PROPOSED ZONING ENVELOPE

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EXISTING BY-RIGHT (COMMERCIAL ZONE B-2)

EXISTING BY-RIGHT (COMMERCIAL ZONE B-2)

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FORM-BASED CODE

1.0. GENERAL PROVISIONS
1.1. Title
Includes a short title for convenience.
1.2. Purpose
Defines the purpose and intent of the new code.
1.3. Applicability
Describes the activities to which the new rules apply.
1.4. Transitional Provisions
Describes how projects currently in the permitting process are handled.

2.0. DISTRICTS
2.1. Districts Established
Lists the 4 new districts. These districts will replace the existing zoning (they are not an overlay).
2.2. Rules Applicable to All Districts
Sets out rules of measurement for dimensional standards that apply in the new districts.

2.3. WM-NE: West Main Street Northeast
Graphic and tables with district dimensional standards.
2.4. WM-SE: West Main Street Southeast
Graphic and tables with district dimensional standards.
2.5. WM-NW: West Main Street Northwest
Graphic and tables with district dimensional standards.
2.6. WM-SW: West Main Street Southwest
Graphic and tables with district dimensional standards.
2.7. Design Standards
Additional design standards. Includes compatibility standards for transitions to adjacent districts.
Help us understand parking patterns along West Main Street so we can make it easier for you to travel and park within the area!

https://www.surveymonkey.com/s/westmainparking