

Create a Multimodal Street

The design for West Main Street will encourage cars to move more slowly along this street in order to create an environment that is effective for all modes of travel: pedestrians, bicyclists, joggers, bus riders, and vehicles.

Encourage a Mix of Land Uses

The streetscape along West Main Street will provide opportunities for a variety of vibrant new uses and public art opportunities that will encourage strolling, shopping, eating, living, working and the celebration of public events.

Establish Neighborhood Connections

West Main Street will become the “front door” for its adjacent neighborhoods through the provision of new pedestrian and vehicular connections between West Main Street and those neighborhoods.

Link Cultural Landscapes

The design for West Main Street should recognize the character differences between its east and west sides 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.

Activate the Street

West Main Street in the future will become a place that invites walking - during daytime and evening hours - because it is attractive, interesting, safe and comfortable.

Foster Environmental Stewardship

West Main Street will serve as a “green design” street model for the City.

Retain Mountain Vistas

The vistas of mountains from West Main Street are important to its character. Vistas will be retained and enhanced in key locations.

Celebrate History

Retain, reflect and interpret the history of West Main Street whenever possible.

Create an Eclectic Streetscape

The diversity of West Main Street is its “charm”, and the plan should encourage this diversity of character along the entire street.

