

Implementation & Equity 201:

The Path Forward to Complete Streets

Making the Most of Main Street: Complete Streets & Walkable Communities

Webinar begins at 1PM EDT



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition

Making the Most of Main Street: Complete Streets & Walkable Communities

May 17, 2017

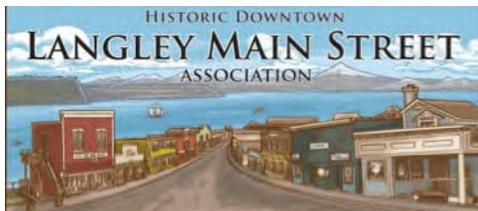


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Streets Coalition



**AMERICA
WALKS**



City of
Langley Washington

Making America a Great Place to Walk



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Emiko Atherton

Director

NCSC

@CompleteStreets



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Streets Coalition



Ian Thomas

State and Local Program Director
America Walks
@AmericaWalks

Making the Most of Main Street: Walkability and Rural Economic Revitalization

Ian Thomas

State and Local Program Director, America Walks
Wednesday, May 17th, 2017



AMERICA
WALKS

AMERICA WALKS

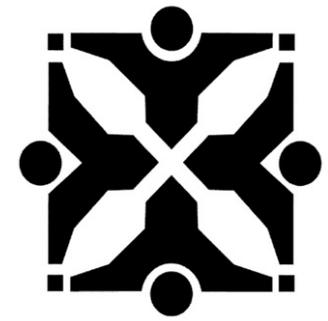
Making America a Great Place to Walk



AMERICA
WALKS



IAN
Thomas
4th Ward



COLUMBIA,
MISSOURI



Making the Most of Main Street: Walkability and Rural Economic Revitalization



Takeaways:

1. Automobile-oriented sprawl has led to the decline of rural Main Streets
2. Small-town mayors are very effective champions for Main Street revitalization projects
3. Walkability improvements in rural downtowns can catalyze economic development

Making the Most of Main Street: Walkability and Rural Economic Revitalization



Outline:

- About America Walks
- Batesville, Arkansas – a rural case study
- Mayor Rick Elumbaugh – public engagement champion
- Designing Main Street for people, not cars
- Community and economic impacts

AMERICA WALKS

Making America a Great Place to Walk

www.americawalks.org  @americawalks  americawalks



Walking events, programs, promotion/education, and communications

AMERICA WALKS

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Walkability advocacy for policy and built environment changes

Batesville, Arkansas

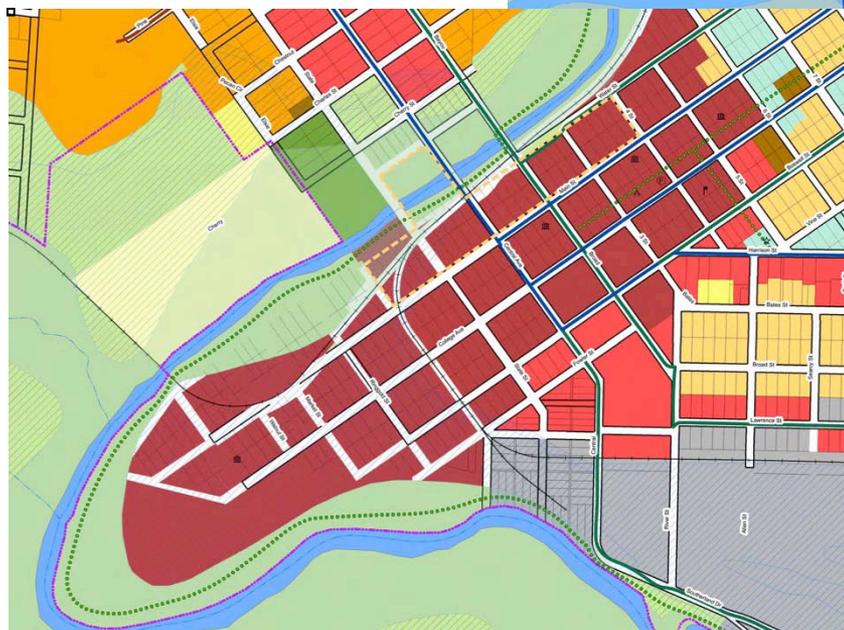
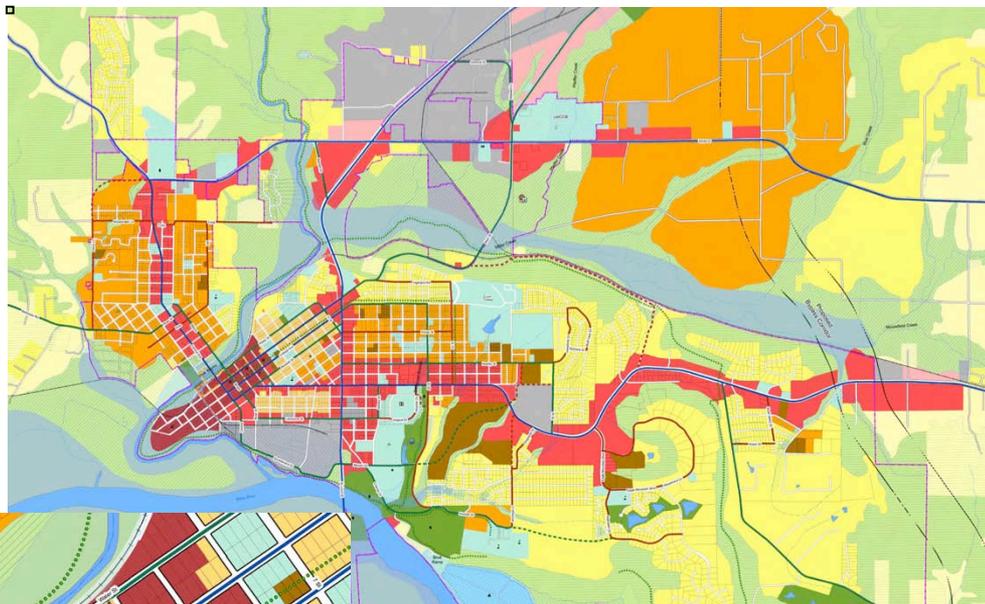


Community Profile:

- Population: 10,248 (2014)
- Incorporated area: 10.6 square miles
- Founded: 1810s (oldest living city in Arkansas)
- Industries: Food processing, health care, education



Downtown Batesville



Main Street (2014)



- Wide, dreary streets with speeding problems
- Of 56 retail buildings: 23 empty (41% vacancy rate)
- Limited business hours (no night life)

Mayor Rick Elumbaugh

- First elected: 2007, 2011, and 2015
- Previous career: Physical education instructor, Batesville Public Schools



I want Batesville to be a healthy community that attracts young families and entrepreneurs.

That means we need a vibrant Main Street and walkable Downtown.

- Rick

Dan Burden and the WALC Institute (February, 2014)



Community Engagement



Next Steps

- Organizing committee
- Identify critical stakeholders
 - Main St. residents
 - Main St. business owners
 - Who else?? *building owners*
- Engage and listen / flex if necessary
- Connect project with foundation
 - Other key partners
 - Lyon College
 - Hospital / Medical Center
 - "Most beautiful bones" in the world
 - Bob Carls

100-Day Challenge

- Organizing committee
- One week downtown festival
- temporary street design
- collect public input
- goal of 1,000 comments



Main Street Walkability/Revitalization Plan

The 100-Day Challenge:

- Formalize/expand the *Main Street Batesville Coalition*
- Create a draft *Main Street Walkability/Revitalization Plan*
- Organize the *Main Street Batesville Spring Festival*

Low-Hanging Fruit:

- Collect public input from at least 1,000 residents
- Remove three sets of traffic signals from Main Street
- Conduct a year-long evaluation of a modified layout for Main Street
- Launch a zero-interest loan program for building improvements
- Establish the 'Main Street Batesville Foundation'



Main Street Walkability/Revitalization Plan (continued)

Mid-Range Projects:

- Adopt a *Historic District Sign Ordinance*
- Adopt an *Accessory Dwelling Unit Ordinance*
- Re-envision the residential portion of Main Street
- Expand community events downtown

Long-Range Initiatives:

- Establish a *Tax Increment Financing (TIF) District*
- Design the transition points - two Main Street 'Gateways' and a roundabout at Main/Central
- Bring the Poke Bayou to its full potential with riverside trails and downtown parks











Community and Economic Impacts

#1: New Streetscape

- All five blocks of Business District reconfigured
- Landscaped areas (10 per block) with irrigation, adopted by groups
- Grants for facades, sidewalks
- *The People's Block*



Community and Economic Impacts

#2: Pocket Parks and Public Spaces

- Half-acre Maxwell Park about to be dedicated
- Farmers' Market with produce, entertainment, and crafts
- Boating business on Poke Bayou



Community and Economic Impacts #3: Economic Development

- Vacancy rate = 0%
- New restaurant building
- 20 loft apartments under construction or planned
- Melba Theater renovated
- Property values rising



Community and Economic Impacts

#4: The Barnett Building

- Built 1903 as Department store
- Declined over years and donated to City in 2015
- Business incubator program through Rockefeller grant
- Main Street org. rents upper level
- County Library now spending \$2.7 million to renovate entire building and move in, increasing floor space by a factor of four
- 300 people/day expected to be attracted to Main St.





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Lorinda Kay

Program Manager

Langley Main Street Association



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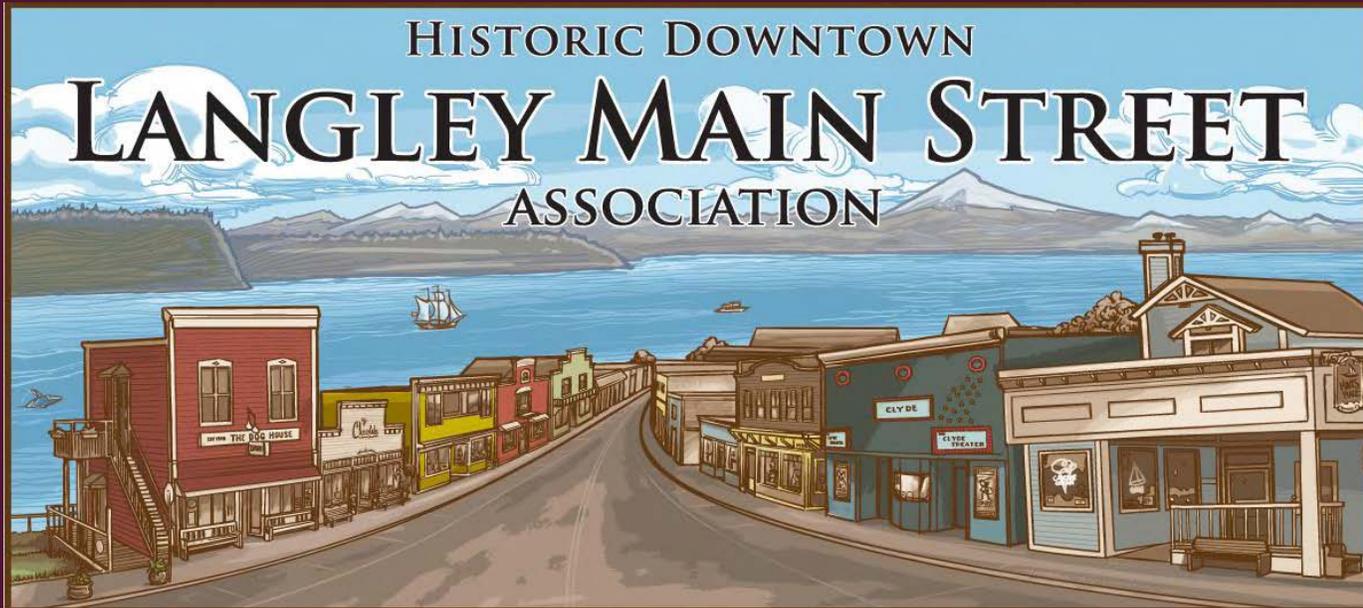
Brigid Reynolds

Director of Community
Development

City of Langley, WA

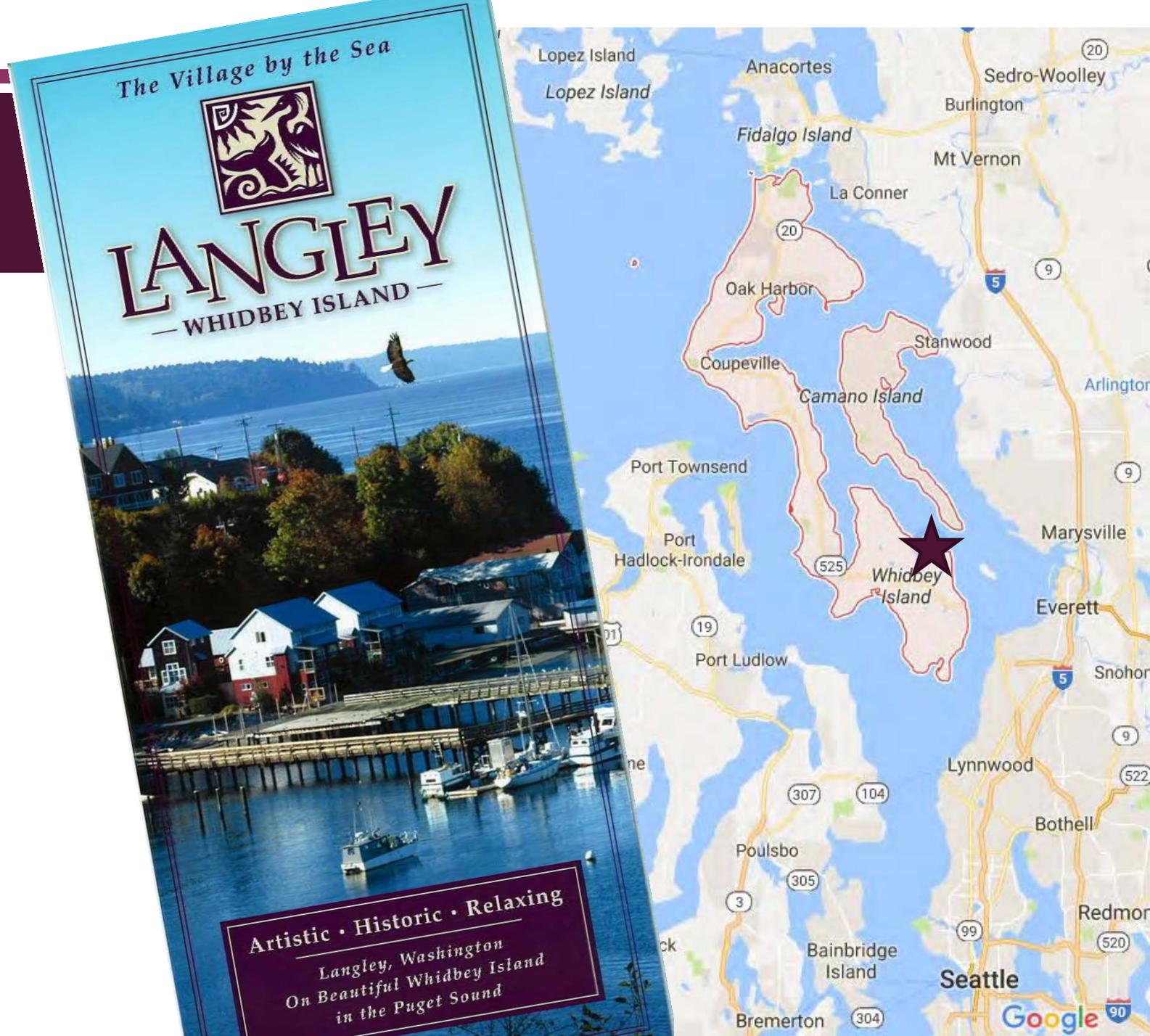
CITY OF LANGLEY & LANGLEY MAIN STREET

COMPLETE STREETS



CITY OF LANGLEY

- Incorporated in 1913
- A friendly walkable seaside village
- One square mile
- Service center for South Whidbey



CITY OF LANGLEY

- Council Citizen Committees: Arts, Design Review, Historical Preservation and more
- Langley Main Street Association
- Langley Chamber of Commerce
- Cultural Vitality Index is 3.06



SECOND STREET



- Infrastructure project with opportunities to enhance the community and street design
- Community-based design
- Design to accommodate all modalities

SECOND STREET

- Community engagement was key



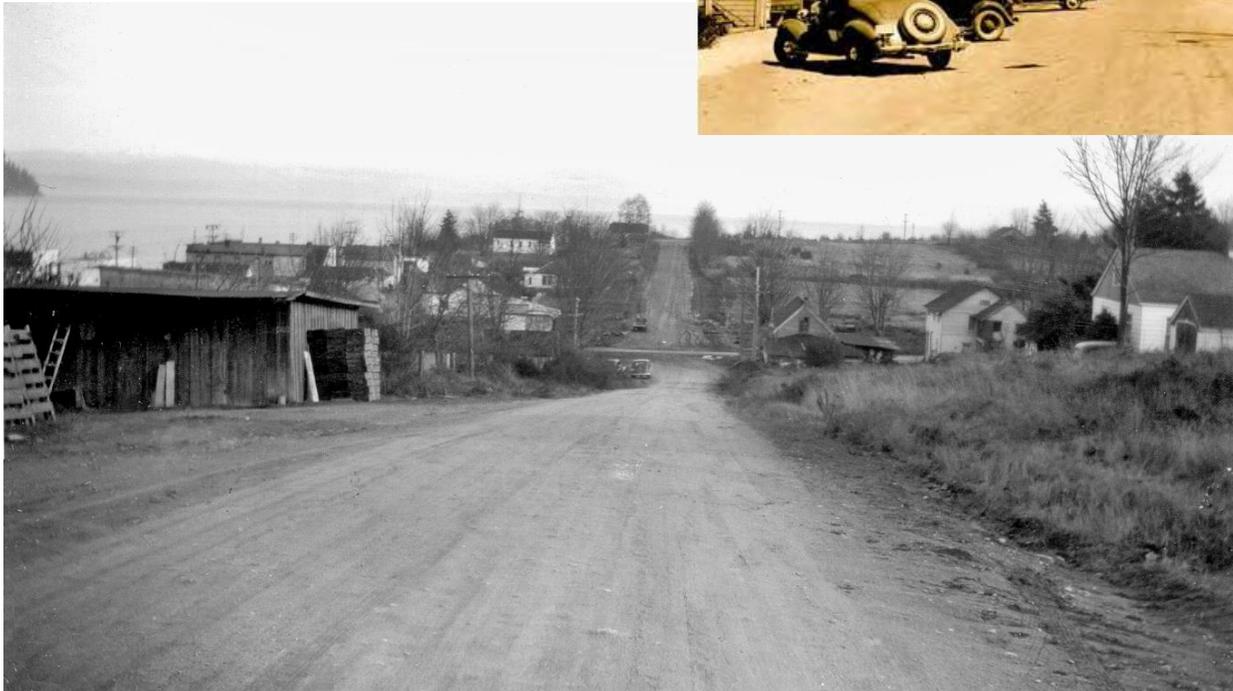
SECOND STREET



SECOND STREET



FIRST STREET



FIRST STREET



Basic infrastructure improvements

- Pedestrian cross walks made more visible
- Resurface wearing road pavement
- Make five curb ramps ADA compliant
- Partial sidewalk widening
- New lighting



FIRST STREET



- Narrow sidewalks
- Car is king
- No bicycle facilities
- Inadequate pedestrian crossing
- Lacking connectivity to Boy and Dog Park, Whale Bell Park and alleys to 2nd Street

FIRST PLANNING EVENT



- Crosswalks
- Parks
- Seating
- Bike Features
- Lighting
- Landscaping
- Signage
- Parking
- Street

First Street LANGLEY MAIN STREET

Improvements

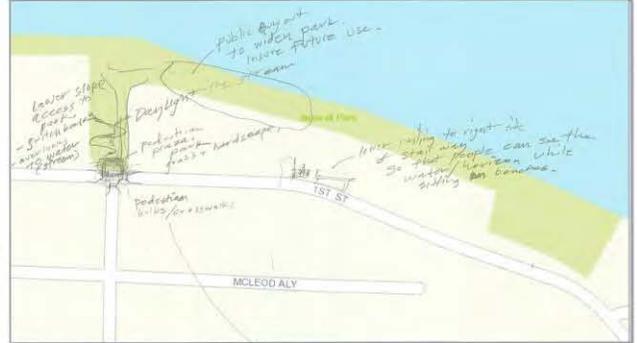
*Do you have suggestions to improve First Street?
We want to hear them!*

A community conversation is being held
Wednesday September 21st
Langley United Methodist Church,
 Fellowship Hall
 6:00pm to 7:30pm



For more information call City Hall 360 221-4246 and speak with the Mayor, Stan or Bridg
 This event is being hosted by the City of Langley in partnership with Langley Main Street

First Street Improvement Ideas
























Handwritten notes on map:
 - major slope access to south side
 - Public Buy-out to widen park - more future use -
 - Pedestrian path
 - Bicycles more room for pedestrians
 - Remove center striping
 - Relocate benches at post office
 - Second bike rack?

NEXT STEPS



- Community meeting in early fall
- Establish an advisory committee
- Clarify the scope of work
- Develop the RFP
- Hire consultant



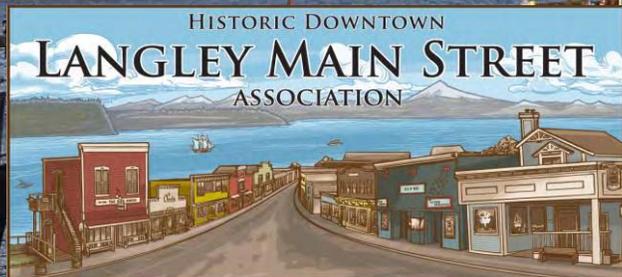


The
City of

LANGLEY

— WHIDBEY ISLAND —

THANK YOU



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Questions?

Type your questions in
the ReadyTalk chat box

Implementation & Equity 201:

The Path Forward to Complete Streets

Stay tuned for upcoming events



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