



# Fourth Street Revitalization And Redesign Planning Update



Prepared by:  
**sites**  
southwest

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GATEWAY PLANNING  
A VIALTA GROUP PARTNER

# STAKEHOLDER AND PUBLIC MEETINGS ...HELD THUS FAR

- **Charrette and Public Meetings (2)**
- **Business and Property Owner Focus Groups (2)**
- **Surveys (2)**
- **Public Meetings (1 stand alone)**
- **Board of Trustee Meetings (3)**



# BUSINESS AND PROPERTY OWNERS

## 4<sup>th</sup> Street Concerns

- Traffic and Speed
- Pedestrian Safety
- Industrial Feel
- Quality Traffic (Not Through Traffic)
- Walkability
- Functionally Obsolescent
- Business Composition
- Drainage

## Revitalization Wish List

- Beautification/Landscaping
- Cross Walks
- Lighting
- Bike Paths and Sidewalks
- Public Parking
- Underground Utilities
- Storm Sewers



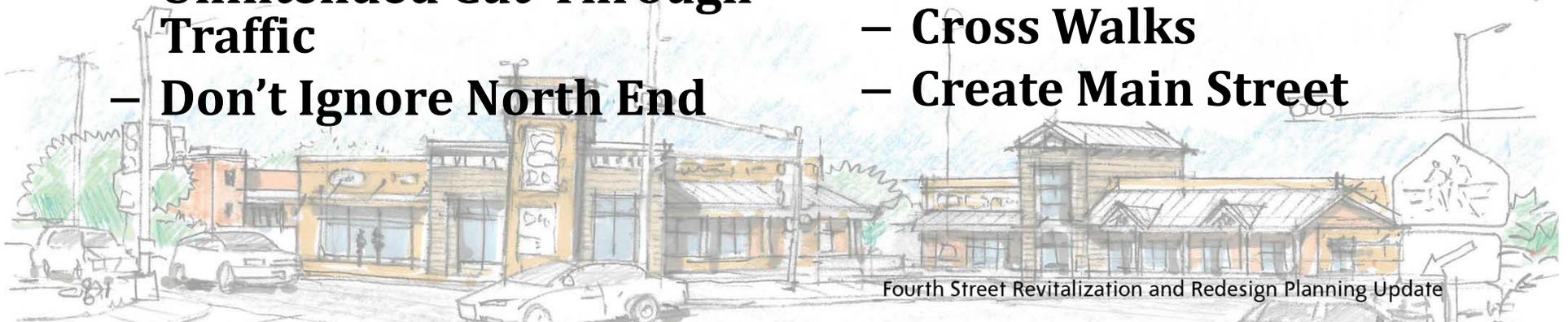
# COMMUNITY STAKEHOLDERS

## Revitalization Concerns

- Increase in Traffic
- Increase in Crime
- Follow Historic Patterns
- Retain “Rural” Feel
- Funding Sources?
- Leave it Alone
- Dark Skies
- Unintended Cut-Through Traffic
- Don’t Ignore North End

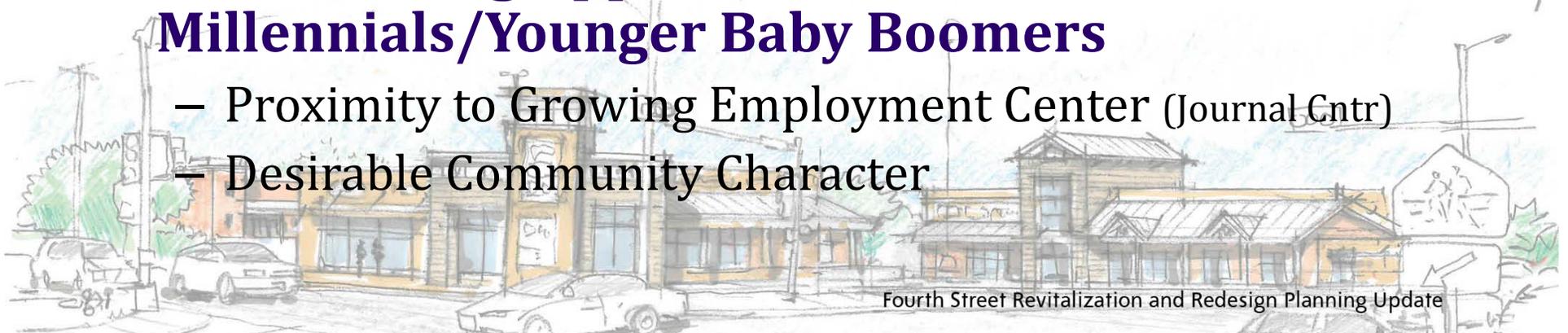
## Revitalization Wish List

- Street Lighting
- Landscaping/Aesthetics
- Better Access to Commercial Buildings
- Improved Drainage
- Underground Utilities
- Sidewalks and Bike Paths
- Three-Lane Option
- Cross Walks
- Create Main Street



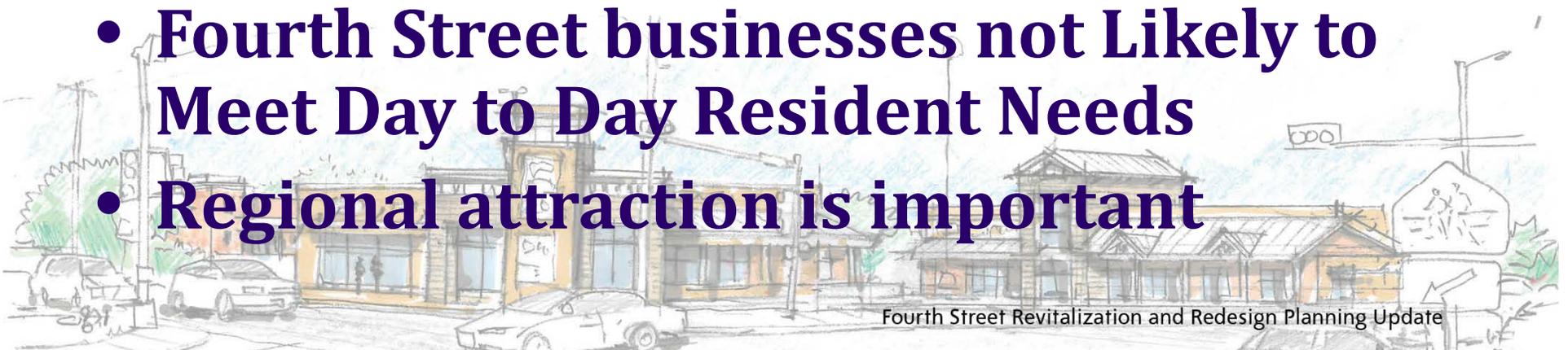
# MARKET STUDY

- **Businesses Appeal to Regional Customer Base**
- **Differentiation Creates Opportunities Regional Markets**
  - Rural and Agricultural, Natural Environment, Ranch Style, Verdant Landscape
- **Gaps in Village Market**
  - Small Specialty Grocery Store
  - Restaurants
- **Infill Housing Opportunities on 4<sup>th</sup> Street for Millennials/Younger Baby Boomers**
  - Proximity to Growing Employment Center (Journal Cntr)
  - Desirable Community Character



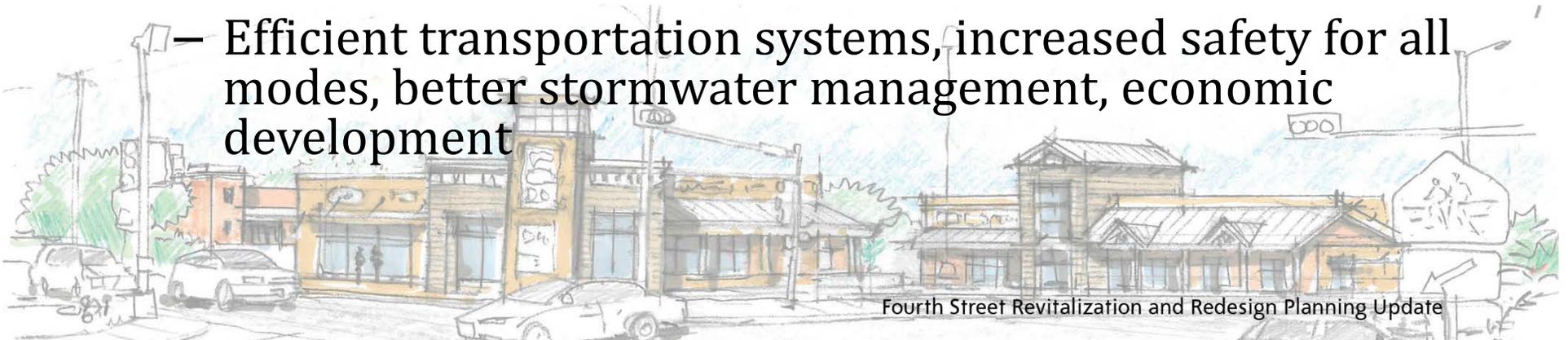
# MARKET STUDY

- **Local Customers Patronize Some Local Stores**
  - Hardware Stores
  - Restaurants
  - Pharmacies
- **Local Customers Shop at Big Box stores (not suited to Fourth Street)**
- **Fourth Street businesses not Likely to Meet Day to Day Resident Needs**
- **Regional attraction is important**



# MARKET STUDY

- **Business Clusters Include Antiques, Health and Wellness, Agricultural**
- **Like/Complementary Businesses can take Advantage of Customer Traffic**
- **Studies Show Positive Results from These Investments:**
  - Appearance and walkability increase business activity, tax revenues and jobs
  - Properly designed street improvements reduce crashes and O&M costs
  - Efficient transportation systems, increased safety for all modes, better stormwater management, economic development



## KEY

Excellent = 3 points  
 Good = 2 points  
 Fair = 1 point  
 No Affect = 0  
 Poor = -1  
 Very Bad = -3

## Goals

- Create a Framework for Economic Development
- Develop an Identity for Fourth Street
- Create a Safer Environment for Everyone: Cars, Pedestrians, Bicyclists
- Keep and Attract Quality Businesses
- Review Re-Zoning Opportunities
- Attract Private Investment
- Improve Street Performance for Everyone: Cars, Pedestrians, Bicyclists

## Assumptions

- This analysis assumes an improved street as the final outcome with curb and sidewalk (some landscape for 4 lane option and much more for 3 lane option)
- Street speeds are assumed to be high if over the existing 35 MPH; low if under the 35 MPH speed

Traffic Considerations	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
<b><i>Vehicular</i></b>			
- High Street Speeds	2	1	-1
- Low Street Speeds (traffic calming)	1	2	3
- Maneuverability (turning movements)	2	3	2
- Capacity	3	2	1
<b><i>Pedestrian</i></b>			
- High Street Speeds	0	1	3
- Low Street Speeds (traffic calming)	-1	2	2
- Room for Sidewalks (capacity)	1	3	3
<b><i>Bicycle</i></b>			
- High Street Speeds	-1	1	1
- Low Street Speeds (traffic Calming)	-1	1	2
- Room for Bike Lanes (capacity)	-3	1	1
<b><i>Transit</i></b>			
- Room for Bus Stops	2	3	0
<b>Subtotals</b>	<b>5</b>	<b>20</b>	<b>17</b>



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Market Considerations	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
<b>Framework for Economic Development</b>			
- Larger Parcel Format (medium or big box)	0	0	0
- Smaller Village Scale Format	1	2	2
- Village Scale Identity Creation	1	2	2
- Keep and Attract Quality Businesses	0	0	0
- Attract Village Scale Private Investment	1	1	1
- Affect of Amenities such as Wider Sidewalks and Landscaping	1	3	3
<b>Subtotals</b>	<b>4</b>	<b>8</b>	<b>8</b>



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Engineering and Environmental	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
- Drainage: Low Impact Development Potential	-3	2	2
- Potential to Lessen Visual Clutter of Power Lines	3	-3	-3
- Ability to Add Lighting	-2	1	1
- Ability to Add Landscaping	-1	1	2
<b>Subtotals</b>	<b>-3</b>	<b>1</b>	<b>2</b>



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Expense	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
- Cost for Demolition	3	-1	-1
- Cost for Street and Sidewalk Construction	1	2	2
- Cost for Other Infrastructure (utilities)	1	0	0
<b>Subtotals</b>	<b>5</b>	<b>1</b>	<b>1</b>
<b>Totals</b>	<b>11</b>	<b>30</b>	<b>28</b>



Fourth Street Revitalization and Redesign Planning Update

# THANK YOU



Fourth Street Revitalization and Redesign Planning Update

# ALTERNATIVES

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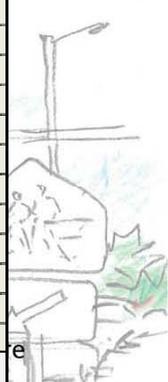
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	Score	Score	Score
<b>High Street Speeds</b>			
- Vehicular	2	1	-1
- Bicycle	-1	1	1
- Pedestrian	0	1	3
High Street Speeds Average	0.33	1.00	1.00
<b>Low Street Speeds (traffic calming)</b>			
- Vehicular	1	2	3
- Bicycle	-1	1	2
- Pedestrian	-1	2	2
Low Street Speeds Average	-0.33	1.67	2.33
<b>Vehicular</b>			
- Maneuverability (turning movements)	2	3	2
- Capacity	3	2	1
<b>Pedestrian</b>			
- Room for Sidewalks (capacity)	1	3	3
<b>Bicycle</b>			
- Room for Bike Lanes (capacity)	-3	1	1
<b>Transit</b>			
- Room for Bus Stops	2	3	0
<b>Subtotals</b>	<b>5.00</b>	<b>14.67</b>	<b>10.33</b>



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