



ACTIVATING HAILEY

PLACEMAKING & STREET DESIGN

This document is intended to assist in scoping and executing the placemaking improvements, while also providing vision and potential starting points for a larger overhaul of the Main Street.

This report is accompanied by an online tool that allows viewers to experience many of the report recommendations in an interactive 3D environment.

About New Mobility West

New Mobility West (NMW) provides communities across the Rocky Mountain West with the tools and resources necessary to become stronger, more prosperous places through building smarter transportation systems. NMW offers technical assistance to communities in this region looking to generate real, on-the-ground progress with targeted issues and opportunities at the nexus of transportation planning and community development. Beyond their local impact, these assistance projects create models that inform and inspire smart transportation and land use throughout the region.

This report is the product of a collaborative effort between NMW team members and Hailey, Idaho. It provides an overview of the project's goals, process, outcomes and recommended next steps.

NMW is an initiative administered by Community Builders, a non-profit organization that supports people who are working to create great places and more prosperous communities. Information about the New Mobility West technical assistance program can be found at www.newmobilitywest.org/community-assistance.

About Project for Public Spaces

Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. PPS's pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

PPS was founded in 1975 to expand on the work of William (Holly) Whyte, author of *The Social Life of Small Urban Spaces*. We have since completed projects in more than 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on placemaking. More than 700 people worldwide are members of our Placemaking Leadership Council.

Project Partners

City of Hailey
Mountain Rides
Idaho Transportation Department
Blaine County School District
Blaine County Recreation District
Project for Public Spaces
New Mobility West

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INTRODUCTION

PROJECT BACKGROUND

In July of 2015 the City of Hailey and Mountain Rides applied for and were selected to receive technical assistance through New Mobility West, an initiative of Community Builders. The technical assistance centered around exploring design alternatives for Hailey's Main Street and downtown core that would encourage increased economic activity and vitality in the community.

Over three days from Wednesday, October 9 to October 11, 2015, the surveys, workshops, meetings, and audits brought in over 300 Hailey residents and businesses who participated and provided feedback for this report.

PROJECT GOALS

As identified through previous public outreach and planning exercises in Hailey and the Wood River Valley, this project focused on three overlapping goal areas:

1. Develop vision shared throughout town about the role/function of Main Street/Highway 75;
2. Identifying short and long term improvements for Main Street/Highway 75; and
3. Providing an implementation and management plan for short and long term improvements.

ALLIED EFFORTS

In 2014 Blaine County, The City of Hailey, Mountain Rides and other local partners developed a bicycle and pedestrian master plan for the county. Through extensive public outreach, this plan identified valley-wide infrastructure needs as well as a strong desire for improved bicycle and pedestrian facilities in the City of Hailey.

Local partners also attended a Community Mobility Institute Training hosted by New Mobility West in Boise, Idaho, where a strategic focus on addressing economic vitality through improved pedestrian activity resonated with attendees and demonstrated a range of effective tactics that towns like Hailey can deploy.



DESCRIPTION OF WORKSHOP ACTIVITIES

A number of engagement tools were combined with public outreach, stakeholder interviews and on-site observations to begin to develop Main Street design alternatives, streetscape improvements and placemaking opportunities.

Online Survey

The first and broadest form of engagement was a short online survey which asked Hailey residents about their use of Main Street, frequent destinations and concerns. Results indicated concerns about safety, comfort and under-performing businesses.

Placemapping

The majority of the ideas presented in this report were generated at the placemapping event, which was attended by over 60 people and hosted by the Wood River Sustainability Center. Participants ranked the most important destinations in Hailey, under-performing areas and some of the biggest opportunities they saw for improving the town.

Street Audits

An afternoon street audit was conducted by the team and attended by community members as well as roughly 20 students from the Sage School. The street Audit focused on the blocks of Main Street between Bullion and Walnut, and community members worked in groups to identify successful and under-performing elements of the streetscape.

Stakeholder Interviews

In-depth interviews were conducted with Main Street business owners, local officials, non-profits, property owners and other stakeholders. These interviews focused on gathering information and ideas from the people who use Main Street the most.

Holiday Square Event

The site visit was fortunate to take place at the same time as Hailey's Annual Holiday Square. The project team took advantage of this opportunity to conduct additional street audits and display a draft version of the Main Street Visualization.

Results

Diverse and well-attended outreach resulted in broad views of Hailey's many assets and most acute challenges.

The process led to a list of inexpensive placemaking tactics (see the appendix for a description of Placemaking and other strategies discussed in this report) that Hailey can deploy to achieve significant improvements in safety, vitality and connectedness within town. Results also included a range of larger and more ambitious changes to the configuration of Main Street, that the city and partners can carry forward as an ongoing dialogue with citizens of Hailey and the Idaho Transportation Department

VOICES OF HAILEY

Better bike routes and walkways to get around. More shops!

Safer for pedestrians, more bike friendly, more inviting downtown core.

I don't want to worry about my children crossing the street.

We need more places for kids and teens...Also young adults have nothing to do in town. If you want a lively downtown Hailey, make it appealing as a destination.

Wider sidewalks.
Slower traffic.

Too many people driving through town don't watch for pedestrians - I have seen many people almost get hit in the cross walk.

Hailey is a GREAT place to live. Can you make sidewalks wider? That would be great!

Hailey downtown will never be pleasant as long as there is an 80-ft wide wound through its core.

More public areas would be great. More trees. Maybe food trucks at lunch time?

A VISION FOR HAILEY

We see Hailey as an energetic mountain town with a big heart. It is vibrant, walkable and safe; a flourishing place for families, thrill-seekers, entrepreneurs and wanderers alike.

WHAT WE HEARD

Great place to raise a family, but...

Everyone felt that Hailey was a safe place, and many people described it as a great place to raise children. However, feelings of safety stopped at Main Street. There was almost universal agreement that Hwy. 75 was very difficult to cross, posed a barrier to pedestrian and bicycle activity and threatened safety. School officials expressed a need to allow safer crossings by the schools to increase the safety of children walking and biking to schools. Families wanted safer walking and biking routes to the downtown area from the Wood River Bike/Pedestrian Path.

Too loud

Many residents felt that Main Street was loud and restaurant owners said that they couldn't offer outdoor seating on Main Street because the noise from vehicles was prohibitive.

Fantastic amenities, but not connected

The BCRD, Skate Park, Rodeo Grounds, Draper Preserve and Quigley Canyon were just some of the many amenities that surfaced among community members. Many people expressed frustration that the only safe routes between these places and were in cars. The spread out locations of popular destinations make walking impractical for many in-town trips, but would be easily manageable by bike.



A large turnout, and delicious beer kindly donated by the Powerhouse made for a very successful, and energetic Placemapping exercise

Tall Drink of Water

Whether a kayaking wave on the Big Wood River or the return of hot springs to Hailey, residents were eager for more ways to get in the water and many see it as an important potential economic development angle for the city.

Wayfinding

People felt that better wayfinding would help visitors and residents navigate to Hailey's numerous destinations.

Narrow Gauge Sidewalk

Downtown sidewalks are too narrow to accommodate comfortable walking, much less any edge uses of the sidewalks.

WHAT WE HEARD



Alleycats

Hailey's two paved alleys buttressing Main Street were brought up numerous times as potential opportunities for placemaking and possibly improved settings for outdoor dining or business access. Alleys in Hailey are also used extensively by cyclists and pedestrians as a safer and more comfortable alternative to Main Street. However, they present their own dangers to pedestrians and cyclists due to lack of visibility and unmarked intersections.

Snow

Concerns were voiced about snow removal on Main Street as well as the current snow storage facility in Lion's Park.

Festivals

Many expressed a desire for more events and festivals in town.

Visual Appeal

Many locals see Hailey as 'place to get through' - on the way to Ketchum and Sun Valley - rather than a place that attracts visitors in it's own right. Business owners expressed desire to slow traffic, create visual interest, and add to the vitality of the streets and sidewalks, the encouraging more pedestrian use of the sidewalk area, to stop, hang out, eat, drink and shop.

What to do?

Young people noted that there needed to be more reasons to visit and places to spend time in Hailey. Many residents currently go to Ketchum for social activities.

Traffic

Thoughts about traffic were mixed. Some feared that any changes to the current lane configuration on Main Street would result in increasing travel times. Many others felt that some increased congestion at peak travel times was an acceptable trade-off for a safer, more inviting Main Street.

Not So Grand Entrance

Many people felt that more appealing and better announced gateway into town would help encourage drivers to slow down, recognize pedestrians and adjust driving habits accordingly.

A River Runs Though It

....but it is hard to get to. Interest was expressed in a better connection along Bullion Street to the Big Wood River, as well as improve facilities in the Lion's Park area.

River Street

River street was discussed as both an alternate vehicle route for Main Street traffic and conversely as an alternate bicycle, pedestrian and commercial corridor.

DESTINATIONS

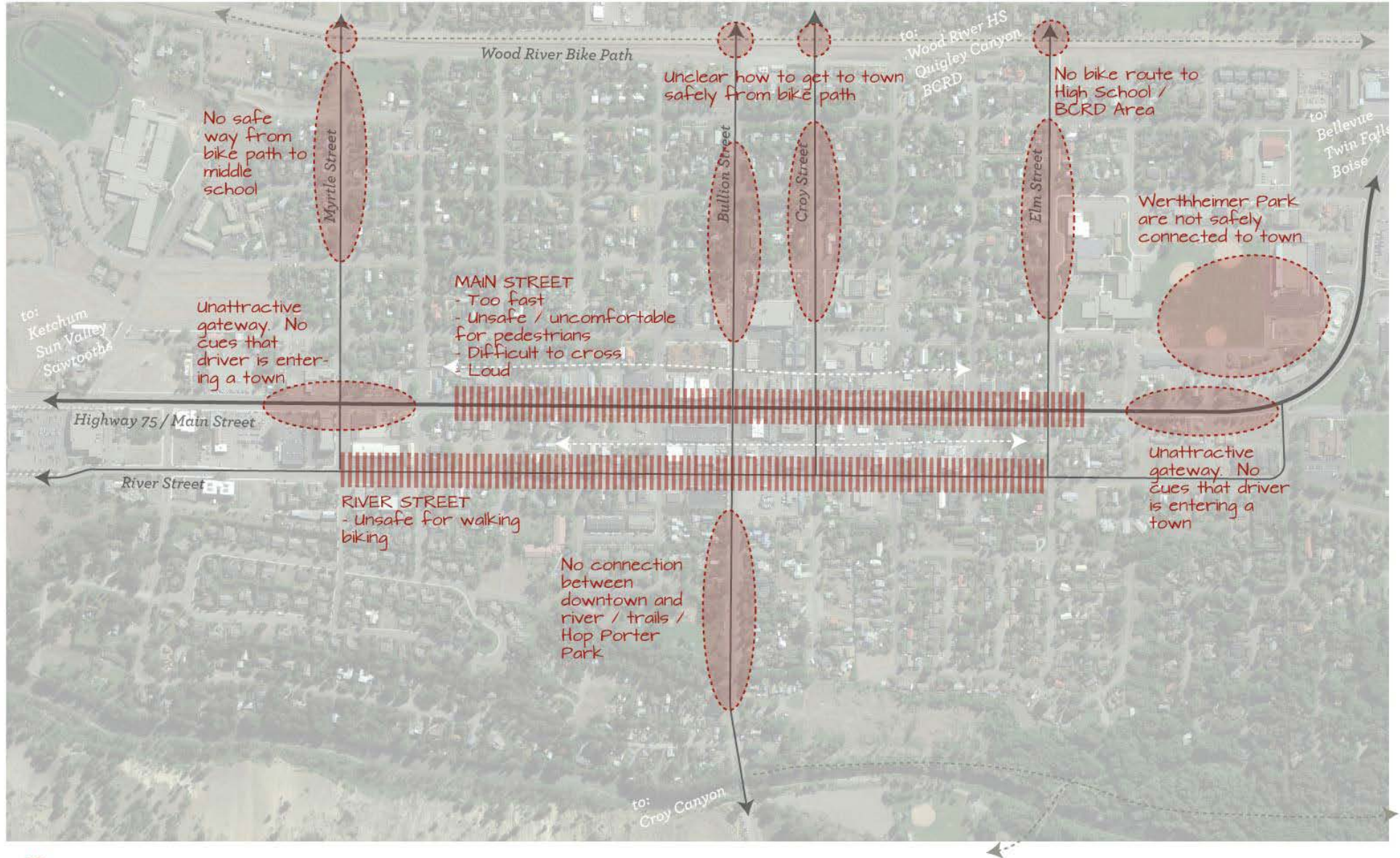


LOCAL DESTINATION ANALYSIS

The citizens of Hailey identified the places that contribute to a sense of place and quality of life in their community, as well as those places which are opportunities or impairments to such. That feedback, represented graphically here, provided the basis for analyzing how Hailey's places are performing individually and in concert.

-  Local Destinations and Assets
-  Trails
-  Alleys
-  Mountain Rides Transit Locations
-  Mountain Rides Bike Share Hubs

CHALLENGES



 Challenge Areas

 Trails

 Alleys

CHALLENGE AREAS ANALYSIS

Citizens of Hailey also identified 'Challenge Areas', places that act as barriers, or deterrents, to accessing important places and destinations in town by foot or bike.

PLACEMAKING

AN ACTION PLAN FOR 2016

SUMMARY | RECOMMENDATIONS

The City of Hailey should take an iterative approach, starting with inexpensive and exploratory interventions (Lighter, Quicker, Cheaper or LQC). This will allow residents to get a feel for the possible longer term changes, and build support for this vision by allowing residents to gradually become comfortable with a less auto oriented environment.

The placemaking recommendations fall into three strategic focus areas aimed at enhancing the sense of place on neighborhood streets, recapturing the pedestrian identity of Main Street and improving connections between Hailey's many assets.

These efforts will require sustained investment and engagement from both the community, partner organizations and the Idaho Transportation Department.

Bring Public Spaces to Life

Hailey is blessed with an excellent street grid and a diversity of attractive streetscapes from an urban Main Street to charming residential and rural street types. However, in many instances they are oriented entirely towards automotive use and do little to add to the pedestrian character and vitality of the town.

The City of Hailey should work with partners, businesses and citizens to change the feel of residential and downtown streets by creating temporary and inexpensive traffic calming devices, seating areas, pop-up public spaces and street painting. The City should work with citizens on an ongoing basis to evaluate the effectiveness of these interventions, and seek funding mechanisms to formalize the ones that are successful.

Visually Re-program Main Street

Like many western towns, Hailey's Main Street serves the double function of a state highway and historic downtown corridor. Because of this, goals for efficient traffic flow must be balanced with the community's goals of achieving a vibrant downtown core for pedestrians, families and many local businesses. This balance can be achieved by programming the streetscape with visual cues that encourage drivers to "downshift" from a highway driving mentality to town or neighborhood driving mentality. Visual cues can include pronounced gateway treatments, visible bike corrals, parklets, public art and textured or painted crosswalks and intersections. These improvements must be coordinated with the Idaho Transportation Department (ITD).

Network Assets

Few western communities have the abundance of natural and community resources that Hailey possesses. Unfortunately, many of them are difficult or dangerous to access on foot or by bike. Instead of encouraging people to bike through town on their way to a trail or the skate park, the current system encourages maximum car use and forfeits the social, cultural and economic exchanges that would occur if people were passing each other on downtown sidewalks or residential neighborhoods.

The trail heads at Quigley and Croy canyons, the skate park and icehouse complex, the BCRD, the Big Wood River and Hailey's downtown core should be networked, leveraging the accessibility and value of these assets. The City of Hailey should work with partners to expand bike lanes, greenways, alleyways and even explore fun transportation forms, such as an "urban single track." This growing infrastructure network should be accompanied by unique, fun and artful wayfinding and signage system for Hailey.

NEIGHBORHOOD STREETS

The Old Hailey neighborhood to the East side of Main Street is a gridded network of low volume residential streets.

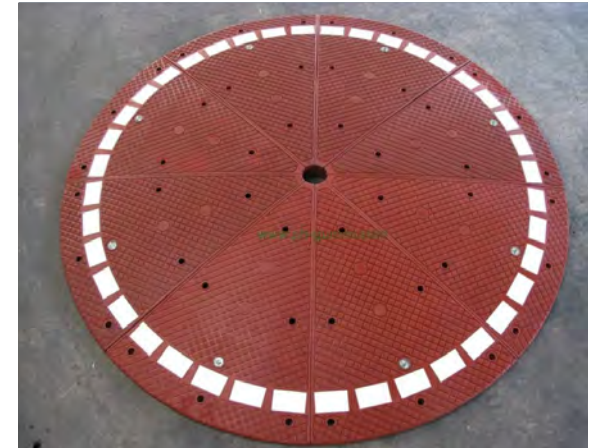
Because of the difficulty (made more so because using the median to merge is illegal) of turning left onto Main Street, many residents often use the side streets to make their way to the traffic light at Bullion Street using side streets. Side streets are often also used to avoid traffic delays during peak times on Main Street.

There are some concerns in town that residential streets may see increased levels of traffic, particularly on River St and 3rd and 4th Avenues, as placemaking improvements are made to the downtown core. There are also worries that commute times will be substantially increased if traffic is slowed on Main Street. While these concerns are natural, actual change in travel time is often less significant than feared. In fact, in most cases, increases in commute time are a result of a reduction of speeding violations from the posted speed limit, not congestion.

On neighborhood streets, it is important that traffic can make good time without endangering people walking, biking, playing or socializing on these streets. This is particularly true on 3rd Ave, adjacent to Hailey Elementary School. The City is

should consider using visual cues and fun interventions such as DIY mini-roundabouts as an alternative to stop signs which can be frustrating for drivers and contribute to noise and air pollution. Removing yellow center striping and adding bike lanes can also encourage drivers to exercise more caution on most streets.

The goal should be to create safe, consistently low speed environments that do not diminish travel times. Designing for a more constant slow-flow of traffic, is safer, quieter, and facilitates interaction between drivers and other street users.



Rubber mini-roundabout



LQC roundabout treatment using straw wattle, traffic cones, chalk, and tree



Example of a residential intersection repair project - Portland, Oregon

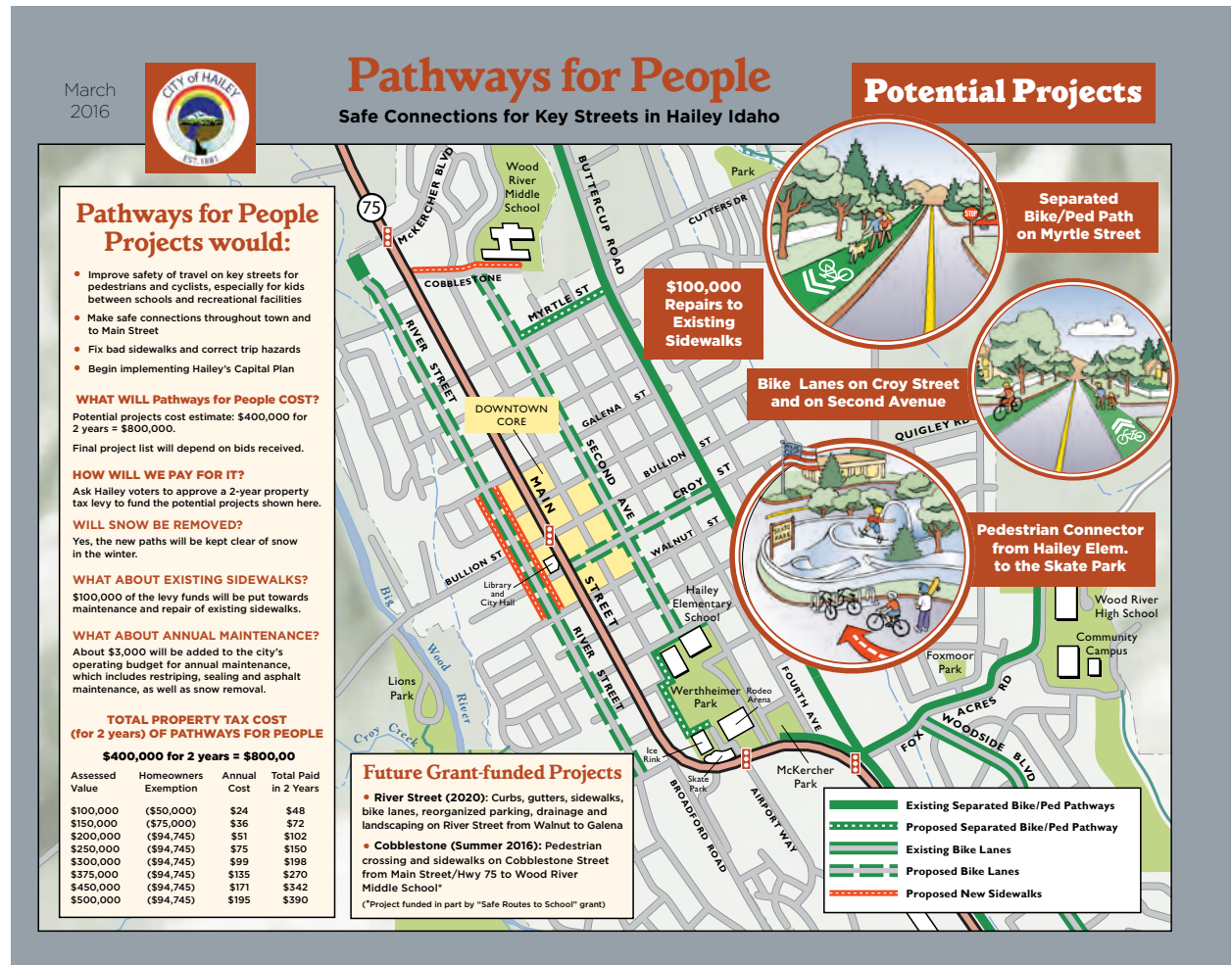
BIKING

Many residents stated a desire for Main Street and the streets connecting downtown to the bike path and other amenities to be more comfortable and safe for biking.

Most people on bikes on or near Main Street were observed riding where drivers would not necessarily be expecting them, on the sidewalk, riding against traffic on the left hand side of the street, or riding in the alleys. This demonstrates a need for a formalization of bike infrastructure.

Because it is under the Idaho Transportation Department's jurisdiction, making improvements to Main Street's infrastructure may take time. However, the city can create a usable bike network on other streets using LQC techniques such as striping bike lanes, installing mini-traffic circles, using on-street parking to create chicane effects, or simply removing the center-lines (see neighborhood greenway section). LQC experiments should happen during warmer months when demand is highest.

The city should encourage businesses to apply to the City for bike parking. Bike parking can take many forms, and it would be fun, and potentially good marketing for new bike parking to be representative of the resident business.



Proposed bike network



Bike lanes can be tested by using simple temporary materials such as planters and road construction tape



To most people, cycling on the sidewalk is currently preferable to riding along Main Street



Bike parking can be used to enhance of identity for local businesses



NEIGHBORHOOD GREENWAYS

Although traffic volumes on neighborhood streets are low, many residents expressed a need for safer and more comfortable biking and walking connections between the bike path and the downtown.

It is recommended that Myrtle Street and Elm Street are designated as Neighborhood Greenways.

The NACTO Urban Bikeway Design Guide describes [Neighborhood Greenways](#) as *"streets with low motorized traffic volumes and speeds, designated and designed to give bicycle travel priority. Bicycle Boulevards use signs, pavement markings, and speed and volume management measures to discourage through trips by motor vehicles and create safe, convenient bicycle crossings of busy arterial streets."*

Many places physically restrict through-traffic access along neighborhood greenways, but this may not be necessary on Hailey's low volume neighborhood streets

Making the Neighborhood Greenway intersections with Main Street bike friendly should be a priority. In the future, if there is a reduction of lanes on Main Street, roundabouts could work well in these locations.

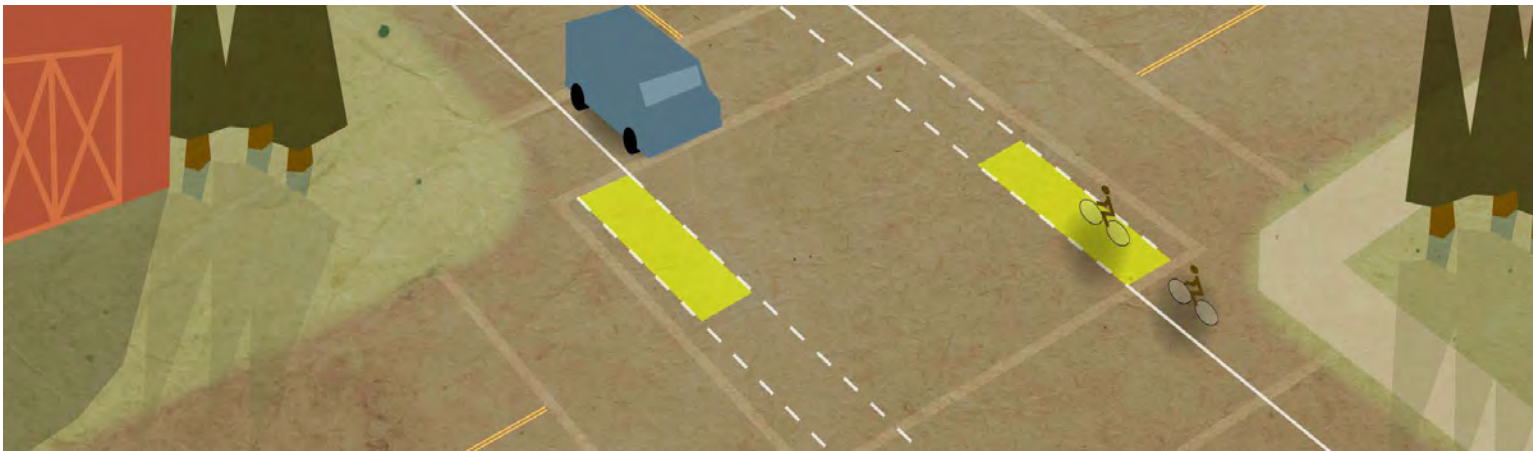
The opportunity to 'brand' these streets as part of the official bike network should not be overlooked.



Removing center lines and prioritizing bike travel



LQC techniques should be used to test Main Street intersection treatments before made permanent adoption



Consult the NACTO Bikeway Design Guide for innovative intersection treatments at Neighborhood Greenway and Main Street Crossings

LOCAL ART

Displaying local art can be a great way to showcase talent and soften the feel of a streetscape. Small installations can add character to a city fabric, and larger installations can allow residents, visitors and children to interact with the art in playful ways.

Ways to incorporate local art within the community include:

- A city program that identifies and prioritizes pieces of public infrastructure where artists can showcase their talents, such as utility boxes, planters and murals.
- Use small local public spaces, and even private spaces such as porches, to host pop-up music venues, introducing musicians to the community and expanding the role that places can play in the community.
- Arts walks, open houses and studio tours can encourage interaction between neighbors and residents. Even "shed tours," where residents can show off their sheds or creative imaginative displays in their garages have proven to be effective ways to build community.



Porchfest is a neighborhood music festival where musicians to play on residents porches





SEATING

Providing people opportunities to stop, rest, people watch, and enjoy 'just being' in downtown Hailey, is key to encouraging more pedestrian activity and fostering a sense of place.

Successful public seating has a few consistent qualities, it is:

- abundant
- comfortable in a range of temperatures,
- accessible to public
- located near other public and private amenities

Current seating options in downtown Hailey are scarce, and often for private business use only.

Moveable seating is important because people like to be able to make small adjustments, and to move seats to sit with friends, or to find sunnier spot. However, any opportunity to make

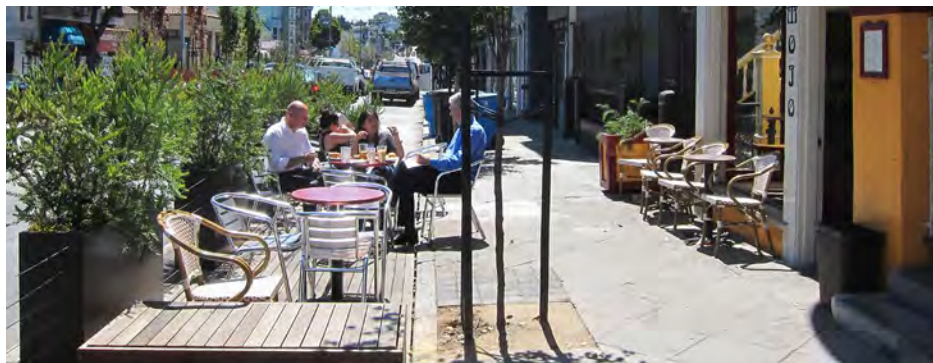
unmovable surfaces, such as ledges or steps, more attractive to sitting - by making them wider, or closer to a comfortable sitting height (around 17 inches) should be seized.

Old skis and snowboards can be repurposed to increase the amount of seating. This would add to the identity and image and would reinforce the idea that Hailey is a viable alternative destination to Ketchum.

Alternatively, old timber and shipping palettes can be reused/re-purposed as tiered seating along streets ar outside businesses.



Old skis make comfortable, unique seating options.

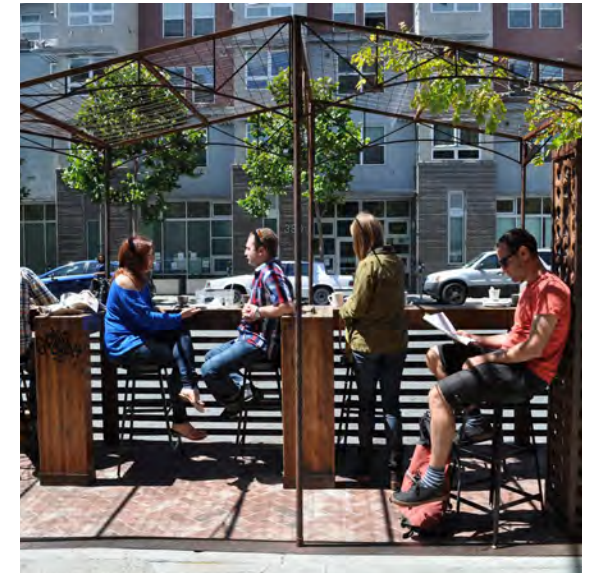


PARKLETS

Parklets are public seating platforms that convert curb side parking spaces into vibrant community spaces. Also known as street seats or curb side seating, parklets are the product of a partnership between the city and local businesses, residents, or neighborhood associations.

Suggestions for creating parklets in Hailey Include:

- A parklet program that allows business owners to apply for parklet assistance.
- Priority Parklets locations include 103/ Mule Shoe/Seasons, Liberty Theater and possibly at a location on River Street.
- Parklets on Main Street must be coordinated with ITD.



POCKET PARKS

Parks do not have to be big to be great places. On the contrary, smaller parks enhance intimacy and coziness, and are simpler to program and maintain.

Pocket parks should offer permanent, comfortable, moveable tables and seating that takes advantage of sunshine and shade to extend the time they are usable. (In colder months, seating along the south facing wall, temporary windbreaks, and overhead heaters could be utilized to reduce wind chill effect).

An obvious choice for a Pocket Park pilot project is the vacant lot between Jane's Artifacts and The Mint. This can also function as an alley cut-through to Atkinsons, and the walking route should be enhanced by painting pedestrian path through Atkinsons parking lot.

Pocket parks can also play host to events such as a holiday events, live music events, community movie nights, games such as giant chess/Jenga, or school art exhibits.

Any opportunities to turn vacant lots into attractive, welcoming, social, places - even temporarily - should not be overlooked.



The space between Jane's Artifacts and The Mint is an ideal location for a Pocket Park



ALLEYWAYS

The alleyways in Hailey have potential to become quiet, inviting walking routes that complement the existing sidewalk network, but free of the presence of motor vehicles. The alleyways, particularly on the west side of Main Street, which receives afternoon sun and has abundant open space for gathering, have the to opportunity to become unique and successful places.

Where appropriate, businesses should be encouraged to open onto alleyways, with seating, service and decorative signage.

Street-Alleyway intersections need to be better marked so that cars know to look out for pedestrians using the alleyways for transportation. Similarly, cyclists and pedestrians (especially children) need to be cued to exercise caution when approaching intersections.

Alleys in Hailey continue to serve an important role in delivery and garbage removal. These activities could be coordinated and streamlined to occur at times when the alleys are not being used by pedestrians. Dumpster locations could be consolidated to have less of a visual impact on alleyways and reduce dangerous obstacles for walking and biking.

Public art should be encouraged in alleyways, coordinating with businesses and local artists to produce murals and other unique expressions of Hailey's character.

Alleyways are perfect places for events and should be encouraged, from intimate music venues to beer gardens and larger public events.





PEDESTRIAN CROSSINGS

Block lengths in Hailey are relatively short (around 400 feet), and flags are available at crosswalks at major intersections to make pedestrians more visible. However, crossing at these locations can be intimidating because of the long crossing distances, lack of lighting, and the potential for high speed vehicles that can be approach from all directions.

LQC bulb outs should be incorporated at existing crossings to reduce vehicle turning speeds, reduce crossing distances, and increase pedestrian visibility. This will

reinforce the concept that Main Street is not solely for cars to rush through town.

Converting under-used sections of the left-turn lane to a median will provide opportunities for pedestrian islands.

Pedestrian crossings should be central to the gateway treatments, where they will help students cross Main Street.

Lighting is very important for pedestrian visibility, but must be human scaled and dark sky compliant to minimize any interference

with the view of the night sky

As people get more comfortable with the improved crossings, the city should also consider piloting some experimental temporary mid-block crossings in the downtown at Bullion and Myrtle, Elm and Maple.

Public perception of the mid block crossings should be monitored. If they prove popular, more permanent crossings can be developed with assistance from ITD.





GATEWAYS: MAIN STREET

The current highway infrastructure at the entrances to Hailey's downtown does not signify to drivers that the context of the street is changing from a highway to a downtown, where people on foot are likely to be present.

Gateway treatments welcome visitors to the city, and mentally shift people from highway mode to town mode, and can offer improved pedestrian crossing opportunities (especially important near schools).

Ideal locations for gateway treatments are on Main Street at McKercher Blvd. (Northern) and at the Airport Entrance 4th Ave or near Maple street. (Southern)

Northern Gateway: This location has a lot of Wood River Middle School foot traffic, and should improve pedestrian access to Albertsons.

Southern Gateway: The northbound lane addition just before Fox Acres road has the effect of encouraging drivers to speed and 'jockey' for position just before the downtown area. A temporary gateway intervention, which keeps the northbound roadway at one lane to the proposed gateway location, can be tested and evaluated. To ease fire Fire Department concerns, a FD Controlled Traffic signal to exit to Hwy 75 at 3rd Ave may be installed.



Northern entrance



Southern entrance



Poynton gateway art captures some local character and reminds drivers that they are entering a town - Ben Hamilton Baillie

GATHERING SPACE/FESTIVAL STREET

Hailey expressed a strong desire for a central gathering place in the community, such as a town square or a festival street.

The Carbonate street location, between River Street and Main Street, was depicted visually due its proximity to Main Street and the opportunity to include it in the online visualization. However, special attention should be given to locations that are not adjacent to Main Street, as comfort, safety and clean air are critical components of a town square or gathering place.

Seasonally appropriate events, lasting days, weeks or even months should be programmed continuously throughout the year.

Example events may include: Bike rodeos, pump tracks, live music, beer festivals, solstice bike ride party, Trailing of the Sheep

activities, Halloween parties, craft markets and food truck festivals.

Hailey's farmer's market, which occurs every Thursday from June to October would be an ideal ongoing event for the town square.

Long term, the possibility of formalizing streets as "shared spaces" should be explored. Shared space is a design approach that seeks to change the way streets operate by reducing the dominance of motor vehicles, primarily through lower speeds and encouraging drivers to behave more accommodatingly towards pedestrians. This effect can be achieved by ceding priority in the space from automobiles, through removal of highway infrastructure (traffic signs and lane markings and eventually curbs), and the installation of attractive paving materials, attractive seating, shade, and tables.



WAYFINDING

Many workshop participants felt visitors would not be able to easily locate key destinations in town. PPS recommends that LQC temporary signage be installed as soon as possible, and the development of more permanent signage that compliments the City branding of the Neighborhood Greenways.

Wayfinding signage does not have to be permanent at first. Encourage the use of temporary signage and allow people to respond on how much they like or dislike the signage. Useful signs can be converted to permanent, artful signage.

HOW IT WORKS

Walk [Your City] helps you boost your community's walkability, linking informational street signs for people with web-based campaign management and data collection to complement traditional approaches to wayfinding.



Plan and design your signs



We'll make and ship your signs



Install on your city's streets



Walkers scan signs for directions

Walk Your City (walkyourcity.org) is an organization that assists communities looking to create Light, Quick, Cheap Wayfinding Signage.



STREET DESIGN

FIVE DESIGN ALTERNATIVES FOR MAIN STREET

The New Mobility West team worked with the Hailey community to address their concerns regarding Main Street and develop street design concepts to promote public space activation. The following section expands on the idea of streets as places by exploring how short term experiments can evolve into more permanent solutions that will enhance bike culture, street safety and the pedestrian experience.

MAIN STREET

CONCERNS

Some common concerns expressed by residents and business owners related to the pedestrian comfort along Main Street. These included long pedestrian crossing distances, and sidewalk areas that are too narrow to function as social areas that allow comfortable walking in groups, and places to stop, sit, rest and gather. Business owners expressed a desire to extend the distance between store fronts and the noise and dust created by traffic. Drivers expressed concern about the difficulty of turning left onto Main Street, with many opting to do so in locations with traffic signals.

Residents saw an opportunity to address these issues by re-purposing the unused center-turn lanes, and reducing travel and parking lane widths along Main Street to give the street a less wide-open, more human scaled feel.

SHORT-TERM LQC FIXES

Highway 75 currently has a 76 foot curb-to-curb width. The center turn lane is 14 feet, and the travel lanes are 12 feet. Removing the current striping, and temporarily re-striping the existing lane configuration with



Hwy 75 - Existing Cross-section

nationally accepted 10 foot lanes would will allow experimentation with moving the curb to effectively increase the pedestrian area. This re-claimed space provides a buffer to the sidewalk and can serve any number of uses, from planting or seating areas, to street art, and cross country skiing lanes in the winter, or a safe zone for cyclists who would otherwise be on the sidewalk. This would have to be done in collaboration with ITD and could be accomplished with temporary striping.

The traffic volumes and observations suggest that left-turn lanes, where necessary, need only enough storage for 2-3 vehicles, meaning most of the center turn lane could be repurposed in some way. It is suggested that experimentation with LQC medians (see picture) be undertaken. These can function as: areas to display art,

pedestrian refuge islands (if combined with temporary crosswalks), and can even be positioned to allow easier, legal, 2-stage left-turns onto Main Street.

LONGER TERM CHANGES

If local support for the temporary changes is strong, experimentation with removing a travel lane in each direction (Rightsizing), and the addition of parking protected bike lanes could be undertaken, initially with temporary materials (See Designs 4 and 5).

In all configurations that are in place over the winter months, areas of the median must remain snow plow accessible. Resurfacing the unused turn-lane/median with pervious pavement should be considered as a technique to reduce the amount of required snow moving operations.

Consideration should also be given to storing snow in the parking lanes for those portions of Main Street where on-street parking spaces are usually not used.

With any changes to Main Street, coordination with ITD through the District office is essential.

EXISTING CONDITIONS (DESIGN ALTERNATIVE #1)



Design 1 is a representation of existing conditions. Travel lanes and the turn lane are 12' wide, with the outer lanes being 20' to accommodate parallel parking.

DESIGN ALTERNATIVE #2



Design 2 - Increase pedestrian realm

LQC fixes, such as narrower lanes, a painted median where left turn lanes are unnecessary, parking shifted away from the curb increase the pedestrian comfort zone and make cars more cautious. Space can be painted or texturized, and delineated with planters. Planters are shown at crosswalk locations to reduce pedestrian crossing distance, and improve pedestrian visibility. These changes may make driving fast feel a little more uncomfortable, but have no effect on traffic operations.



DESIGN ALTERNATIVE #3

Design 3 - Textured street features

The unused turn-lane is shown as a texturized or paved median area. Pedestrian refuge islands are also shown. Having a place to safely wait mid-way whilst crossing main street will allow easier crossings for people who use wheelchairs or are slower walkers. Pedestrian refuge islands can be enhanced simply with planters. These are easy to remove during snow plow season if required.

Trees can provide a buffer to through traffic and offer shade. Street furniture, such as tables and chairs, can be included to encourage people to linger on Main Street.

Street texturization is shown. This can be achieved simply with paint (see intersection repair), or installation of pavers. If this area is repaved, the use of permeable pavement is advised to allow storage, quick drainage and minimal in town hauling of snow.

If this space is to be programmed for events regularly, it may be worthwhile installing retractable bollards that can be raised and lowered quickly. (Push "R" to see bollards raise and lower in visualization!).



DESIGN ALTERNATIVE #4

Design 4 - Conversion to two lanes

There is a lot of local support for exploring the idea of converting Hwy 75 through Hailey to 2 lanes, with a left-turn lane. There is also much concern that this will adversely effect travel times.

According to ITD's [traffic counters](#), current average daily traffic (ADT) is around 12,000 vehicles.

The City of Seattle's rightsizing standards state that if ADT is below 10k, it is automatically a candidate for 5/4 to 3 lanes; and between 10k and 20k, it is a favorable candidate but final decision depends on local contexts.

There are real-life examples of converting thoroughfares with more than twice this volume to two lanes, for example South Grand Boulevard in [St. Louis](#), with 25,000 daily trips.

PPS Engineering staff agree that there is a chance that peak travel times may increase slightly, a 2-lane configuration with a center turn lane is worth testing and should be adopted permanently if popular and acceptable to emergency and public works staff.

Some examples of "Parklets" are also shown in this visualization, along with more permanent planters.



Planted medians can give an opportunity for local botanists to showcase their talent, to create visual interest. This is important to slow drivers and signal that this a place where pedestrians are to be expected. These can be designed to allow snow storage, and to treat snowmelt on site before discharge into ground.

DESIGN ALTERNATIVE #5

Design 5 - Increased bike access

This design alternative builds on the previous recommendations in Design 4, but adds texturized crosswalks and parking protected bike lanes. Parking protected bike lanes create low-stress routes for bicyclists to in-town destinations by providing a buffer between bikes and moving vehicles

The risk of conflict with vehicles parking or pulling out is eliminated.

The risk of a drivers door opening in front of a cyclist is eliminated.



VISUALIZATION

As part of this visioning project, Cupola Media was invited to create an interactive, real-time, 3D 'Street Visualization', to give a sense of how some of the community's recommendations would look and feel if implemented along Main Street.

The visualization consists of an existing layout, and 4 designs featuring possible LQC features, and longer term adjustments to the roadway.

It is intended to be a collection of ideas to be viewed, discussed, experimented with, and evolved, rather than a definitive design.

To view the visualization open the following link in Safari or Internet Explorer and follow the instructions to download the required plug-in <http://bit.ly/HaileyStreets>

HOW TO USE THE VISUALIZATION:

Press 1-5 to switch between the five designs

Press the right-most letter keys (marked in yellow below) to switch between cameras

If you're feeling more adventurous, try pressing "F" for the Fly Camera, the direction of which is controlled by the mouse, and the basic movement of which is controlled by the WASD or arrow keys. All of the Fly Camera's controls are marked above in red.



Complete key chart





DESIGN #1. Existing 4-Lane configuration



DESIGN #5. Possible 2 Lane configuration with parking protected bike lanes



DESIGN #1. Existing configuration at KB's Plaza



DESIGN #3. Possible re-configuration of KB's Plaza



DESIGN #1. Existing 4-Lane configuration



DESIGN #3 Effectively widening sidewalk by reducing lane widths to 11'



DESIGN #2. Possible LQC intervention to narrow lanes, shorten crossing distances, and stripe unnecessary turn-lane area.



DESIGN #4. Planters, a parklet, and a rightsized street

NEXT STEPS

This study resulted in a list of recommended interventions to improve the pedestrian use, safety and economic vitality of Hailey's downtown. The report is divided into two broad strategies to achieve those outcomes, placemaking and street design. Included here are a list of the steps necessary to make progress towards those outcomes.

Prioritize Projects: Using this report, and other resources, the City of Hailey should prioritize interventions based on feasibility, local interest and potential impact. The City should start with small and inexpensive projects, building appetite, momentum and refined vision for larger and more expensive projects, creating a "snowball" effect.

Identify Funding Sources: Potential funding sources will differ based on the location and nature of each intervention. Local revenue and grants are best suited to many of the Lighter, Quicker, Cheaper projects, while state and federal funding may offer opportunities for changes to street design, especially on Main Street which is owned by the Idaho Transportation Department.

Build Partnerships: The City of Hailey is fortunate to have many capable partner organizations and energetic individuals in the valley. Smaller projects and streetscape interventions should be undertaken with appropriate local partners, such as neighborhood associations and businesses. Larger projects should be undertaken with larger partner organizations such as Mountain Rides, Blaine County School District, Blaine County Recreation District and Idaho Transportation Department.

Evaluation: An important component of placemaking and Lighter, Quicker, Cheaper projects is evaluating their effectiveness and public response. The City of Hailey should establish a formal feedback mechanism. Feedback can occur on-site with chalkboard or paper forms, or via a handful of web resources, including comment boxes on the City's website.

Re-Prioritize Projects: It should be expected that evaluation of initial projects will reveal successes as well as failures. The City of Hailey should make good use of this feedback to improve overall

outcomes. Successful temporary projects can be prioritized for formalizing and future projects can be refined or tweaked.



APPENDIX

PLACEMAKING IN ACTION

The Placemaking process allows diverse constituencies to identify how a public space or a street can be reshaped to make it a welcoming, well-functioning and attractive place for people. This approach is based on a belief that it is not enough to simply develop design ideas or regulations and rules to improve or develop a place. Improvements need to reflect community values and needs. A public involvement process that defines and responds to community conditions and needs from the outset is one of the most

critical factors in achieving a public space that is truly vital to its community. Thus, Placemaking must begin with a thorough understanding of the dynamics, desires, and conditions within a community. It involves looking at, listening to, and asking questions of the people in a community about their problems and aspirations, then working with them to create a vision around the places they view as important to community life and to their daily experience.





LIGHTER, QUICKER, CHEAPER

Lighter, Quicker, Cheaper (LQC) is a process that helps create great products - sustainable places that highlight local assets and attract people. Say, for example, that you have a neglected park in your neighborhood, but your city or region can't afford the substantial cost of upgrading the space through traditional capital improvement processes. LQC is a way for communities and partners to think creatively about low-cost improvements that can be implemented quickly—like organizing public programs in the park, or a clean-up event with local volunteers. Even the smallest and simplest efforts can lead to big change. To be truly great, every public space needs long-term management and maintenance so that it can continually adapt to the emerging needs of the community it serves. Instead of planning places as end products, LQC celebrates them as ever-evolving works in progress. The implementation of LQC projects can bring multiple and wide-ranging benefits to communities:

- Bring life and amenities to previously lifeless public spaces
- Break down resistance to change, while empowering citizens and community leaders who may have lost faith even in the possibility of change
- Generate the interest of potential investors, both public and private
- Establish or affirm sense of community
- Inform best practices for later plan



LIGHT

The “light” in Lighter, Quicker, Cheaper refers to a project’s flexibility. An LQC strategy allows for experimentation over time. Places are always evolving alongside the needs and desires of the people that use them, and the flexibility of an LQC approach can nurture this dynamic relationship between people and place. An example of a “light” touch might involve a neighborhood block applying for a temporary street closure, or a small business owner or park organization opting for moveable outdoor seats and tables over permanent infrastructure modifications. “Light” is about making manageable and flexible improvements with little economic burden. Along with the satisfaction of seeing immediate results, this also means that if something doesn’t work, there is room to try something else.



QUICK

The “quick” in Lighter, Quicker, Cheaper means that to launch an LQC project, you don’t need to wade through the numerous bureaucratic codes, approvals, or licensing issues associated with full-build-out projects. Further, LQC projects are not held back by long planning timelines since the design and function of the place is determined by user experience over time.



CHEAP

Rather than referring to a specific dollar amount, the “cheap” in Lighter, Quicker, Cheaper reflects a fundamental shift away from design-led capital investments and towards affordable programming and management solutions. Some LQC projects can be extremely cheap while others might require more spending, but they are always cheaper than traditional public space design projects. Depending on the goals and budget of a particular project, “cheap” could be simply the cost of materials for making homemade planters to beautify a neighborhood sidewalk. On the other hand, larger-scale interventions may cost tens of thousands of dollars—still “cheap” in comparison to hugely expensive and time-consuming capital project.

WHAT MAKES A GREAT PLACE?

What makes places or a street great? Simply put, a great place is one that offers a variety of things to do in one spot, a place that is more than just the sum of its parts. These things can be very simple - a place to sit, a playground to play in, a garden to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet.

A downtown park is good. A park with a fountain, a playground, and a popcorn vendor is better. A library next to the park is even better, more so if the library features storytelling hours for children and exhibits on local history in the park. If there's a sidewalk café nearby, a bus stop, a bike trail, and an ice cream parlor, that combination of sites and activities is what makes a place great.

In our 40 years studying what makes a public places work, Project for Public Spaces has found that four attributes are key to a spaces' success.



City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

- 1 The first of these is Comfort and Image: users describe the space as "safe", "clean", "green", "charming", "attractive" and "historic". There is comfortable seating; the space feels inviting and comfortably scaled; walking into and through the space is appealing.
- 2 The second feature of a good public space is a variety of Uses and Activities that make the space interesting. Users describe the space as "fun", "special", "vital" and "real". Food vending and other retail activities may go on in the space; celebrations occur; children play there.
- 3 A third attribute is Access and Linkages: the space is visibly connected to other spaces, to transit facilities, to streets, to parking. The entrances and connections are inviting and can be understood at a glance, and the space is designed and located for convenience.
- 4 A good public space has Sociability: the elderly sit and gossip, chess or other board games are ongoing activities, people meet acquaintances and stop to visit, and there is a sense of ownership and pride in the place.

QUALITIES OF GREAT STREETS



WHAT MAKES A GREAT PLACE?



ATTRACTIONS & DESTINATIONS

Having something to do gives people a reason to come to a place—and to return again and again. When there is nothing to do, a space will remain empty, which can lead to other problems. In planning attractions and destinations, it is important to consider a wide range of activities for: men and women; people of different ages; different times of day, week and year; and for people alone and in groups. Create an enticing path by linking together this variety of experiences.

IDENTITY AND IMAGE

Whether a space has a good image and identity is key to its success. Creating a positive image requires keeping a place clean and well-maintained, as well as fostering a sense of identity. This identity can originate in showcasing local assets. Businesses, pedestrians, and driver will then elevate their behavior to this vision and sense of place.



ACTIVE EDGE USES

Buildings bases should be human-scaled and allow for interaction between indoors and out. Preferably, there are active ground floor uses that create valuable experiences along a street for both pedestrians and motorists. For instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Sidewalk activity also serves to slow vehicular traffic. At the very minimum, the edge connection should be visual, allowing passers-by to enjoy the activity and aesthetics of the indoor space. These edge uses should be active year-round and unite both sides of the street.



AMENITIES

Successful streets provide amenities to support a variety of activities. These include attractive waste receptacles to maintain cleanliness, street lighting to enhance safety, bicycle racks, and both private and public seating options—the importance of giving people the choice to sit where they want is generally underestimated. Cluster street amenities to support their use.



MANAGEMENT

An active entity that manages the space is central to a street's success. This requires not only keeping the space clean and safe, but also managing tenants and programming the space to generate daily activity. Events can run the gamut from small street performances to sidewalk sales to cultural, civic or seasonal celebrations.



Image courtesy: M. Fischetti

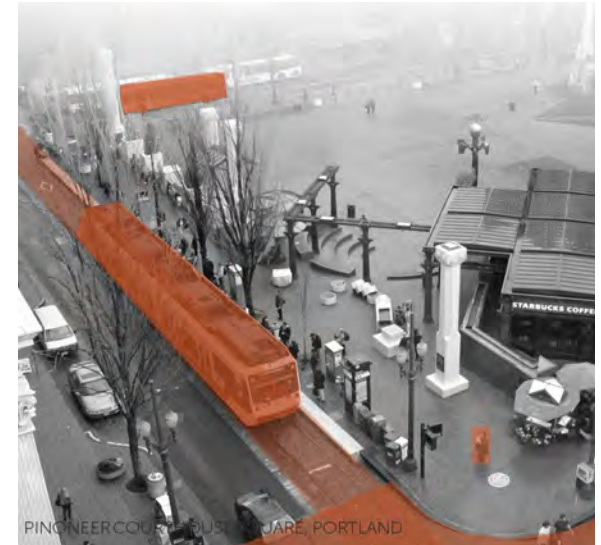
SEASONAL STRATEGIES

In places without a strong management presence or variety of activities, it is often difficult to attract people year-round. Utilize seasonal strategies, like holiday markets, parades and recreational activities to activate the street during all times of the year. If a street offers a unique and attractive experience, weather is often less of a factor than people initially assume.



DIVERSE USER GROUPS

It is essential to provide activities for different groups. Mixing people of different race, gender, age, and income level ensures that no one group dominates the space and makes others feel unwelcome and out of place.



PIONEER COURT JUST SQUARE, PORTLAND

TRAFFIC, TRANSIT & THE PEDESTRIAN

A successful street is easy to get to and get through; it is visible both from a distance and up close. Accessible spaces have high parking turnover and, ideally, are convenient to public transit and support walking and biking. Access and linkages to surrounding destinations must be a part of the planning process. Automobile traffic cannot dominate the space and preclude the comfort of other modes. This is generally accomplished by slowing speeds and sharing street space with a range of transportation options.



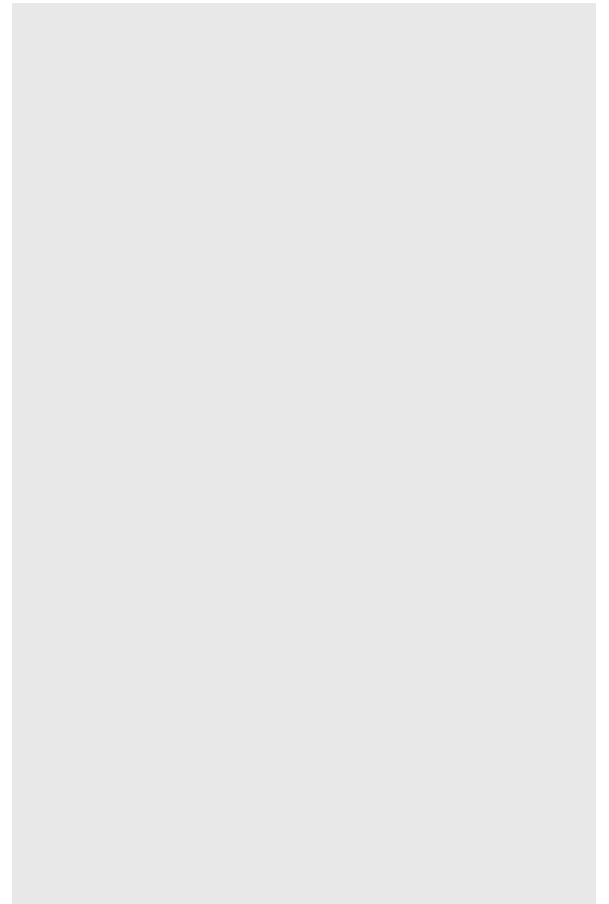
BLENDING USES AND MODES

Ground floor uses and retail activities should spill out into the sidewalks and streets to blur the distinction between public and private space. Shared street space also communicates that no one mode of transportation dominates.



PROTECTS NEIGHBORHOODS

Great streets support the context around them. There should be clear transitions from commercial streets to nearby residential neighborhoods, communicating a change in surroundings with a concomitant change in street character.



STREET AUDIT

WHAT MAKES A GREAT STREET?



Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Our pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

PPS was founded in 1975 to expand on the work of William (Holly) Whyte, author of *The Social Life of Small Urban Spaces*. We have since completed projects in more than 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on Placemaking. More than 600 people worldwide are members of our Placemaking Leadership Council.

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STREET AUDIT

A Tool for Initiating the Placemaking Process



December 9-11, 2015
Hailey Main Street Vision



SITE # _____ GROUP # _____

 **A EVALUATE THE STREET**

Stop at your designated street and complete part A of the evaluation. Put yourself in the shoes of someone who lives or works in the community and evaluate this site's performance.

ACCESS, LINKAGES & INFORMATION	POOR			GOOD
Pedestrians can easily walk to and through the area.	1	2	3	4
Pedestrian access is safe and convenient.				
Sidewalks connect to adjacent areas and are continuous.	1	2	3	4
Crosswalks are well-marked.	1	2	3	4
Crossing times are adequate.	1	2	3	4
Crossing distances are minimal.	1	2	3	4
Bicycling is easy.				
Routes are safe and convenient.	1	2	3	4
Routes are well-marked.	1	2	3	4
Storage/parking is adequate.	1	2	3	4
There is adequate directional signage, maps and location information.	1	2	3	4

Comments/Notes:

C INTERVIEW

Ask one or two people on the street what they like about it and what they would do to improve it. If a particular issue from the ratings has emerged, ask them their opinion about it.

Their Answer:

USES & ACTIVITIES	POOR		GOOD	
The place is busy with people.	1	2	3	4
There are several choices of things to do.	1	2	3	4
The uses of adjacent buildings/spaces are easily visible and inviting for pedestrians.	1	2	3	4
There is a variety of land uses and activities on the street.	1	2	3	4
The ground floors of adjacent buildings are active and welcoming.	1	2	3	4
Spaces for a range of activities are provided, including:				
Shopping	1	2	3	4
Dining	1	2	3	4
Playing/Recreation	1	2	3	4
Resting/Relaxation	1	2	3	4
Community events and exhibits	1	2	3	4
The amenities and features of the street support adjacent uses. (i.e. benches/seating outside of coffeeshops or cafes)	1	2	3	4

Comments/Notes:

SOCIABILITY	POOR		GOOD	
There is evidence of volunteerism and stewardship of the place.	1	2	3	4
There is evidence of informal gatherings and people in groups.	1	2	3	4
Strangers make eye contact; people smile and display affection.	1	2	3	4
There is a mix of ages, sexes and ethnic groups that generally reflects the community at large.	1	2	3	4
There are features of the street that reflect local culture or pride.	1	2	3	4

Comments/Notes:



LIBERTY



COMPANY OF FOOLS
THE UNBROKEN ONE BEAT
Frog and Toad

