



DOWNTOWN SHERIDAN

STREETScape ACTION PLAN

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PROJECT PARTNERS



Downtown Sheridan Streetscape Project
www.sheridanmainstreet.com



City of Sheridan
www.sheridanwy.net



Wyoming Department of Transportation
www.dot.state.wy.us



Community Builders
www.communitybuilders.org



Charlier Associates, Inc.
www.charlier.org



Studio Seed
www.studioseed.org

ABOUT COMMUNITY BUILDERS

Community Builders (CB) is a non-profit dedicated to helping local leaders create strong and prosperous communities in the American West.

CB provides information, analysis, assistance and trainings to support the many people and organizations working to build better places by aligning their community's planning and economic goals.

The goal of the Community Builders' assistance program is to provide communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories that inspire and inform other places.

Information about Community Builders' technical assistance program can be found at:

www.communitybuilders.org

ABOUT THIS REPORT

This report is the product of a collaborative effort between the City of Sheridan, Community Builders, the Wyoming Department of Transportation, the Downtown Leadership Committee, Charlier Associates, Studio Seed and the community.

This report is meant to be a guide to the City of Sheridan on how to achieve the community's goals for downtown Main Street. Included in the report are strategies and recommended actions. Some of the actions identified in this report will necessitate further study and collaboration among local partners.

TABLE OF CONTENTS

| | |
|---|-----------|
| EXECUTIVE SUMMARY | 3 |
| WHAT IS THE DOWNTOWN SHERIDAN STREETScape PROJECT? | 4 |
| PROJECT PURPOSE | 4 |
| KEY NEXT STEPS | 5 |
| PUBLIC PROCESS AND PROJECT GOALS | 7 |
| DOWNTOWN LEADERSHIP COMMITTEE (DLC) | 8 |
| COMMUNITY VISION | 9 |
| DESIGN RECOMMENDATIONS | 11 |
| MAIN STREET ENHANCEMENTS | 12 |
| 1. LANE CONFIGURATIONS | 14 |
| 2. PARKING | 20 |
| 3. SIDEWALKS | 21 |
| 4. CURB EXTENSIONS | 23 |
| 5. GRINNELL PLAZA DESIGN OPTIONS | 27 |
| 6. ALLEY ENHANCEMENTS | 30 |
| 7. BICYCLE CONNECTIONS | 32 |
| 8. GOOSE CREEK TRANSITION AREA | 35 |
| 9. 4TH & MAIN “NODE” | 37 |
| ACTION PLAN | 39 |
| PARTNERSHIP WITH THE WYOMING DEPARTMENT OF TRANSPORTATION (WYDOT) | 40 |
| QUICK WIN PROJECTS | 41 |
| ACTION PLAN THROUGH 2019 | 42 |
| APPENDIX | 45 |
| DATA SUMMARY: | 46 |
| CRASHES AND CLOSE CALLS | 46 |
| PARKING AUDIT METHODOLOGY | 48 |



EXECUTIVE SUMMARY



WHAT IS THE DOWNTOWN SHERIDAN STREETSCAPE PROJECT?

In the four years leading up to the Wyoming Department of Transportation's surface rehabilitation project for downtown Main Street, the City of Sheridan and local partners wanted to provide the community an opportunity to discuss, plan for, and implement improvements along and around the corridor. The hope is to secure and increase the economic success of Main Street businesses by improving safety and comfort for all users of the street. The Downtown Sheridan Streetscape Project report outlines options for how the community can accomplish this goal and sets forth an action plan for implementation.

PROJECT PURPOSE

I-90 Business Route becomes Main Street through Sheridan's historic downtown. Main Street is currently configured as a 4-lane road with on-street parking. There are two travel lanes in both the north and south directions and no designated turn lanes at intersections.

Several major projects are planned for the downtown segment of Main Street over the next four years. These projects include an anticipated WYDOT project in 2023 that will include surface rehabilitation, ADA improvements, and repairs to storm drains where impacted by ADA improvements. The City also has plans to replace some underground utilities at the same time as the WYDOT project.

In light of these pending projects, local partners obtained assistance from Community Builders to explore ways that upcoming projects could be leveraged to improve the safety, comfort and economic viability of the corridor for all users. The assistance project brought together a variety of stakeholders in order to create a shared vision for Main Street. The key objectives identified for this effort were:

- Establish a **community-driven vision** for the downtown portion of Main Street
- Deliver **recommendations** for streetscape improvements
- Assess **placemaking opportunities** and viability of implementation



KEY NEXT STEPS

The community engagement that occurred during this project serves as a foundation for realizing positive changes along Main Street. However, successful implementation will depend on continued collaboration among local partners, stakeholders and the community. In addition, further study and community discussion is needed to decide upon specific improvements. This report lays out options, and a way to continue that discussion. For a detailed description of all recommended next steps, as well as a timeline, go to page 42.

Next steps that are key to sustaining momentum include:

PARTICIPATION IN WYDOT'S PLANNING AND DESIGN PROCESS

City staff should actively participate in WYDOT's planning and design process for the 2023 surface rehabilitation project. Lane reconfiguration of Main Street, curb extensions and sidewalk widening should be discussed with WYDOT to evaluate the feasibility of constructing these improvements if the community so desires in conjunction with the 2023 project.

The City also needs to **work with the Downtown Leadership Committee** to strategically carry forward the community conversation around identifying the ideal design for the street. There are benefits and challenges to both a 4-lane configuration and 2-lane configuration, as laid out in this report. Before WYDOT goes into project design, the community needs to **reach a strong consensus** on what it wants to see on Main Street.





COMMUNITY-DRIVEN ENHANCEMENTS

Along with participation in WYDOT’s planning and design process, local partners should pursue implementation of other improvements identified in this report, which include:

GATHERING SPACES:

- Improve **Grinnell Plaza** into a year-round gathering and event space
- Clean up **alleys** to open up outdoor dining space and gathering places
- Test out the installation of **parklets** on key side streets

BUSINESS GROWTH:

- Develop a **parking management plan**
- Create a **“fact sheet”** for businesses on allowances and processes for sidewalk displays and façade treatments
- Gather baseline data on sales tax and door turns to **gauge improvements’ impact** on local businesses

IMPROVE BICYCLE CONNECTIONS:

- Stripe **bike lanes** and provide directional **wayfinding** to increase safety and wayfinding to and around downtown
- Install **bicycle parking** in strategic locations on side streets

CULTIVATING FUNDING OPPORTUNITIES

- Provide regular updates on Main Street to City Council and encourage the dedication of resources to the project within the **Capital Improvement Plan**
- Meet regularly with **WYDOT**
- Engage with the Wyoming Business Council to explore **funding opportunities** for parklet construction





PUBLIC PROCESS AND PROJECT GOALS





The Downtown Sheridan Streetscape Project is a community-driven effort that established goals and strategies for downtown Main Street, as well as identified the tools, resources and leadership capacity needed for implementation.

The City, Community Builders and the Downtown Leadership Committee developed a robust and fun public engagement process that put the community in the driver's seat for envisioning Main Street's future.

DOWNTOWN LEADERSHIP COMMITTEE (DLC)

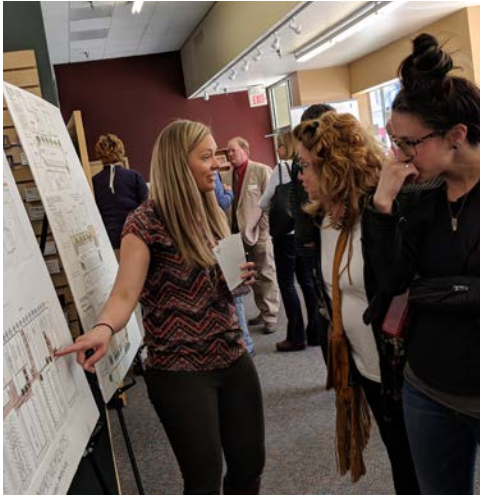
At the start of the project, the City and Community Builders partnered with a committee of local leaders from downtown businesses, non-profits, and government agencies. This Downtown Leadership Committee (DLC) was tasked with helping to identify project goals and developing and carrying out an effective public engagement process.

The following people are recognized for their participation in the DLC:



- | | |
|--------------------|--------------------------------------|
| • Amy Albrecht | CiViC (Center for a Vital Community) |
| • Julie Greer | CiViC |
| • Zoila Perry | DSA (Downtown Sheridan Association) |
| • Peg Martin | DSA |
| • Kary Matthews | North Main Association |
| • Nancy Drummond | North Main Association |
| • Erin Butler | WYO Theater |
| • Dixie Johnson | Chamber of Commerce |
| • Nate Williams | Chamber of Commerce |
| • Wendy Smith | Sheridan College |
| • PJ Treide | Bighorn Design |
| • Theresa Rice | Java Moon |
| • Caryn Moxie | Bomber Mountain Cycling Club |
| • Erik Kulvinskas | Bomber Mountain Cycling Club |
| • Brad Bauer | Sheridan Community Land Trust |
| • Mark Demple | PO News Cafe |
| • John Kirlin | Antelope Butte |
| • Scott Taylor | WYDOT |
| • Michelle Edwards | WYDOT |
| • Laura Dalles | WYDOT |
| • Dave Hubert | First Interstate Bank |
| • Roger Miller | Mayor of Sheridan |





COMMUNITY VISION

A high priority was placed on working with the community to identify their hopes for Main Street. Several engagement opportunities were offered to gather input, including:

- Online community survey
- Interactive online mapping activity
- Idea boxes at events
- Stakeholder meetings
- Open house meeting during on-site workshop

From the input gathered, six goal statements were crafted to define what a successful future Main Street looks like to the community. These goal statements are important as they provide the framework for action and guide long-term decision making for downtown Main Street.

DOWNTOWN SHERIDAN STREETScape PROJECT GOALS



MAIN STREET IS SAFE, COMFORTABLE AND ACCESSIBLE FOR ALL MODES OF TRAVEL AND ALL AGE GROUPS.



MAIN STREET IS ECONOMICALLY VIBRANT.



MAIN STREET FUNCTIONS AS A GATHERING PLACE FOR THE COMMUNITY.



MAIN STREET IS CONNECTED TO NATURAL AREAS AND PARKS.



THROUGH TRAFFIC IS MITIGATED ON MAIN STREET.



WHAT PEOPLE LOVE ABOUT MAIN STREET IS PRESERVED.

Community meetings held during the on-site workshop in April 2018 resulted in design strategies, design concepts, and implementation recommendations to further the project goals. They are outlined in this report. **To jump forward to the Action Plan, go to page 39.**



DESIGN RECOMMENDATIONS

MAIN STREET ENHANCEMENTS

EXISTING CONDITIONS

The Downtown Sheridan Streetscape Project study area may be thought of in terms of three distinct corridor segments, as both traffic volumes and adjacent land uses change throughout the 12-block corridor.

As depicted in the graphic opposite, several intersecting streets (W. 5th/WY30/330, E. 5th /WY336, Loucks/WY331, S. Main/WY332, Coffeen/I90 BUS/US 14 BUS/US 87 BUS) feed various traffic volumes onto Main Street. This is why as WYDOT and the Sheridan community weigh the pros and cons of various options for reconstructing Main Street, the role of the corridor must be considered in terms of the city's overall street circulation system to more fully understand transportation needs.

NORTH MAIN

(5th Street to 1st Street)

North Main is an area of transitioning land use, with some buildings located at back of sidewalk, while other structures are set farther away from the street to accommodate off street parking and auto-oriented uses.

The segment of Main north of 1st Street is not included in the upcoming WYDOT project. Transportation infrastructure was improved in 2011, with a raised median included in the street section and 8-foot wide sidewalks located at back of curb. On-street parking is provided, but is not heavily used, with the number of spaces limited by frequent commercial driveways. 2016 Average Daily Traffic (ADT) between 1st and 5th Streets is moderate, but traffic volumes increase substantially heading north of 5th Street.

DOWNTOWN CORE

(1st Street to Loucks Street)

This is the heart of Downtown Sheridan that is home to many pedestrian-oriented businesses and the location of multiple community events and festivals. Unique and varied historic buildings face and embrace the street, creating a pleasant street enclosure and sense of place that is uniquely Sheridan.

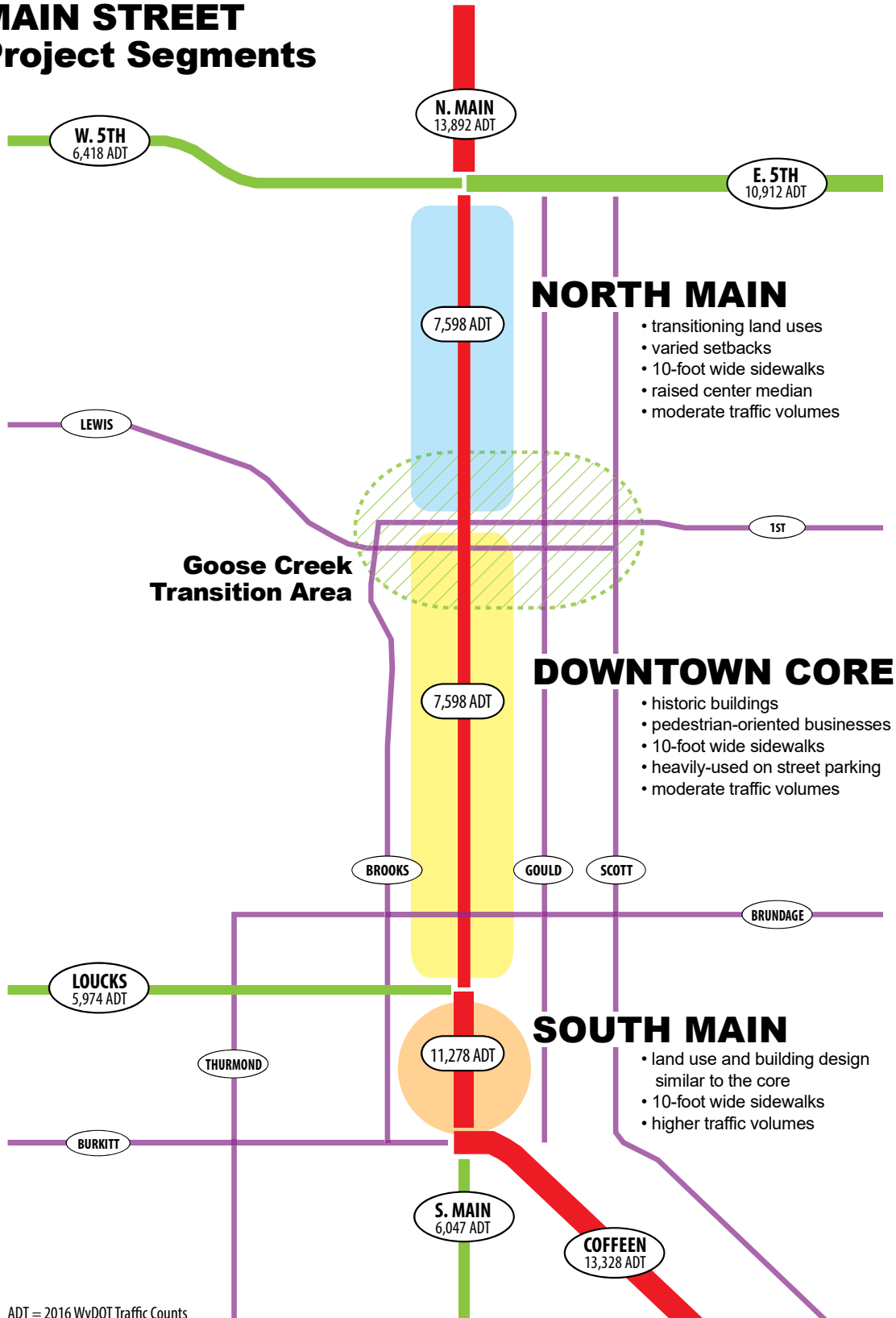
Traffic volumes are moderate, noise levels seem high, and sidewalks, while 10 feet wide, are narrow for a downtown setting. In general, buildings line the sidewalk, which is where the street right-of-way begins. Some businesses have created additional sidewalk space by providing recessed entrances to accommodate merchandising displays and/or outdoor seating. On-street parking is heavily used.

SOUTH MAIN

(Loucks Street to Coffeen Avenue)

This street segment is much like the Downtown Core in terms of both land use and building setback and design. The difference is that traffic volumes are heavier, with this portion of Main Street used for traffic circulation between Coffeen Avenue (I90 BUS/US 14 BUS/US 87 BUS) and Loucks Street/WY331.

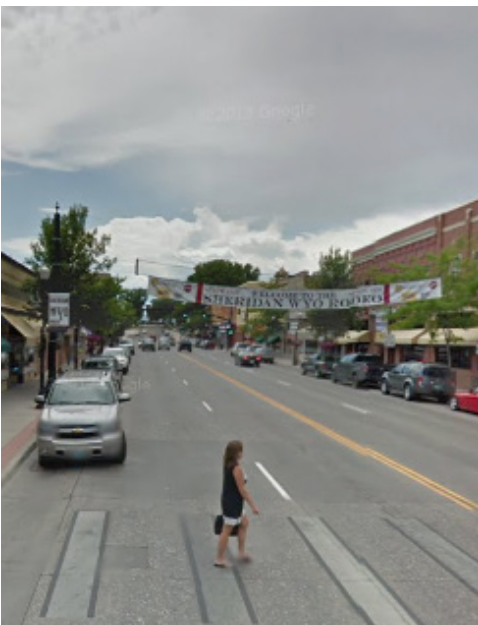
MAIN STREET Project Segments



ADT = 2016 WyDOT Traffic Counts



North of 1st Street, the cross-section of Main Street will remain as-is, as this section of roadway was reconstructed by WYDOT in 2011.



South Main, where State Highway 87 (Business I-90) transitions to a local, downtown street.

1. LANE CONFIGURATIONS

Currently, all segments of Main Street include four lanes of travel – two northbound and two southbound. All lanes are 11 feet wide, with 7.5 to 8 feet of street space designated for on-street parking. At the northern end of the study area, a fifth lane is provided as a left turn to accommodate vehicles turning onto W. 5th Street. South of Works Street, on the southern end, another half block of a 5-lane cross-section provides dual southbound left turn lanes onto Coffeen Avenue.

The 2023 infrastructure improvement project is planned to be a joint public investment by WYDOT and the City of Sheridan. WYDOT needs to rehabilitate the travelway and make streetscape upgrades to comply with the Americans with Disabilities Act (ADA) relating to sidewalk grades, curb ramp designs and other elements that fall under Public Right-of-Way Accessibility Guidelines (PROWAG). The City of Sheridan needs to replace aging water lines and storm sewers that run under the street. Working cooperatively represents an opportunity to save project costs and jointly re-examine how to best allocate space to meet multiple objectives with a constricted 80-foot right-of-way.

The following motor vehicle travel lane options are being considered for each segment of the Downtown Sheridan Streetscape Project corridor. No bicycle lanes are proposed to be added to Main Street, which instead are planned for the parallel route of Brooks Street. (See “7. BICYCLE CONNECTIONS” on page 32.)

NORTH MAIN

No lane reconfigurations, resurfacing or restriping will be made for the North Main segment, as this section of roadway was recently reconstructed in 2011.

SOUTH MAIN

No lane reconfiguration is being recommended for the South Main segment in an effort to accommodate the higher traffic volumes found between Coffeen Avenue and Loucks Street. Based on recent counts by the WYDOT Planning Program and 10- to 20-year design projections based on Census data trends, WYDOT is using the following estimates for traffic volumes on the South Main segment:

- 2017 ADT = 11,500 vehicles
- 2027 ADT = 12,700 vehicles
- 2037 ADT = 14,000 vehicles

Signalized streets with four travel lanes and left-turn accommodation (or prohibition) can carry daily traffic volumes of at least 34,000 (at Level of Service D.) As shown above, traffic forecasts provided by WYDOT indicate traffic volumes along Main Street are expected to be much lower than this and the current street cross-section should be more than adequate to accommodate traffic flows far into the future.

RIGHT-SIZING THE STREET

A roadway reconfiguration known as street right-sizing typically involves converting an existing four-lane, undivided roadway segment to a three-lane segment consisting of two through lanes with a center, two-way left-turn lane.

According to the Federal Highway Administration (FHWA), the resulting benefits include a reduction in crashes of up to 47 percent, reduced vehicle speed differential, improved mobility and access by all road users, and integration of the street into surrounding uses that results in an enhanced quality of life. A key benefit is that it allows reclaimed space to be allocated for other uses, such as turn lanes, pedestrian refuge islands, bike lanes, sidewalks, parking or landscaping.

Why consider right-sizing the street? Four-lane streets experience relatively high crash frequencies –especially as traffic volumes and turning movements increase over time – resulting in conflicts between through traffic, left-turning vehicles and other street users. FHWA has deemed this treatment as a proven safety countermeasure and promotes them as a safety-focused design alternative to a traditional four-lane, undivided street.

FHWA considers streets with 10,000 – 15,000 ADT to be good candidates for right-sizing in many instances. Agencies should conduct an intersection analysis and consider signal retiming to determine any effect on capacity. There are several examples across the country where these treatments have been successful with traffic volumes as high as 26,000 ADT.

Source: safety.fhwa.dot.gov/road_diets

THE DOWNTOWN CORE

In between Loucks and 5th, volumes on Main Street drop to <8,000 Average Daily Traffic (ADT) as traffic disperses across the City's street grid. This presents an opportunity to have discussions around potentially conducting a street right-sizing project to reconstruct this central portion as a 2-lane street with center left turn lanes (refer to highlighted text to the left).

Removing one motor vehicle travel lane would allow space within the right-of-way for sidewalks to be widened from 10 feet to 15 feet (see "3. Sidewalks" on page 21.) This would help meet Sheridan's goals of furthering a Main Street that is economically vibrant, a gathering place for the community, and a street that is safe, comfortable and accessible for all modes of travel.

Alternatively, the street segment can remain as a 4-lane design if the community decides it does not wish to see changes in the lane configuration. If this is the desired street design, curb extensions can be integrated into the project to achieve a wider sidewalk in locations near intersections and decrease crossing distance (see "enhanced four-lane" section graphics on page 17.)

In reaching consensus on a preferred design, considerations raised by participants in the April 2018 workshop include the need to address snow removal practices, consider pedestrian safety and crossing distances at intersections, meet emergency responder needs, retain slow travel speeds through downtown, and be able to accommodate any future increases in traffic. There was also some disagreement regarding the need for wider sidewalks. The action plan in the final section of this report includes recommendations for how the City can progress this conversation within the community. The City Staff will not advocate for any specific lane configuration option, but rather will provide facts and facilitate opportunities to test alternative configurations if desired by the City Council and the public.

WYDOT has begun some very preliminary work to look at the feasibility of reducing this portion of Main Street to 2-lane traffic with a center turn lane. Key to this process will be understanding how intersections and turning movements impact traffic capacity, also known as Level of Service (LOS). WYDOT analysis shows that currently, based upon 2015 baseline traffic volumes, intersections from Loucks Street to 1st Street would operate at an acceptable LOS "B" in a 3-lane configuration. Additional study is needed for 20-year projected traffic volumes, including conducting turning movement traffic counts at various intersections and performing additional analyses to determine how turning traffic volumes and signal timing may or may not work with a 2-lane treatment.

EXISTING CONDITIONS

Main Street currently has four traffic lanes with on-street parking on each side.

At intersections, there is a short curb extension that is about half the width of the parking lane.

Sidewalks are 10 feet wide.

BENEFITS

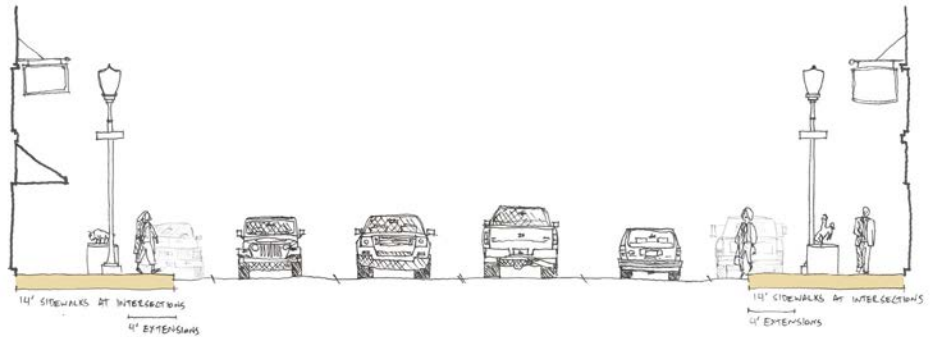
- There is no change in the street and it remains as is.
- Leaving the street “as is” costs the least amount of money.

TRADE-OFFS

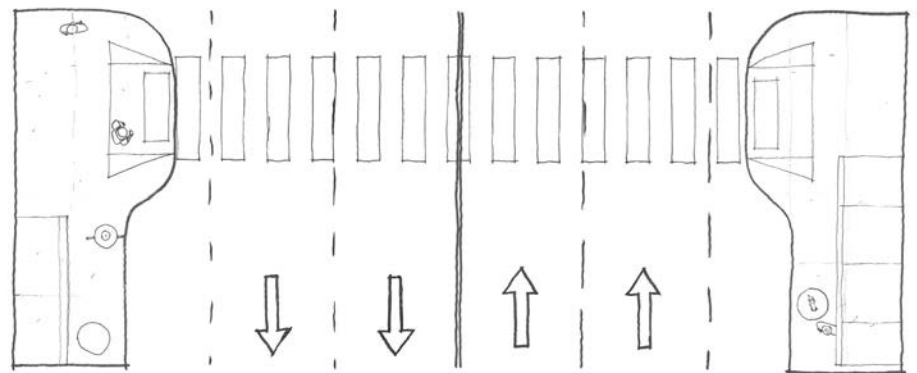
- The sidewalk remains too narrow to accommodate outdoor dining and other activity.
- Crossing distance remains long.

EXISTING CONDITIONS

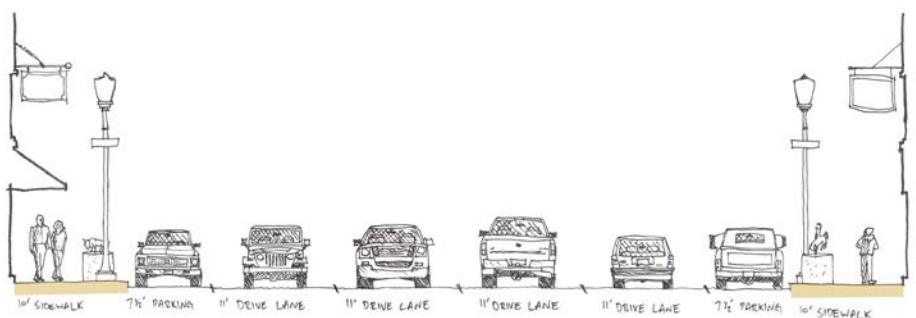
CROSS-SECTION AT INTERSECTIONS



PLAN VIEW

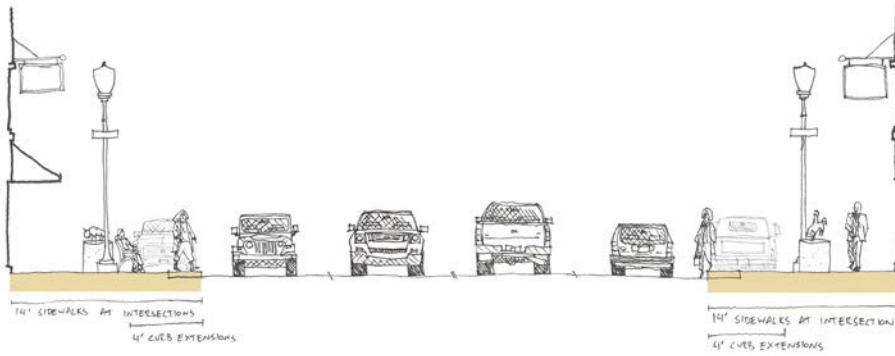


CROSS-SECTION MID-BLOCK WITH PARKING

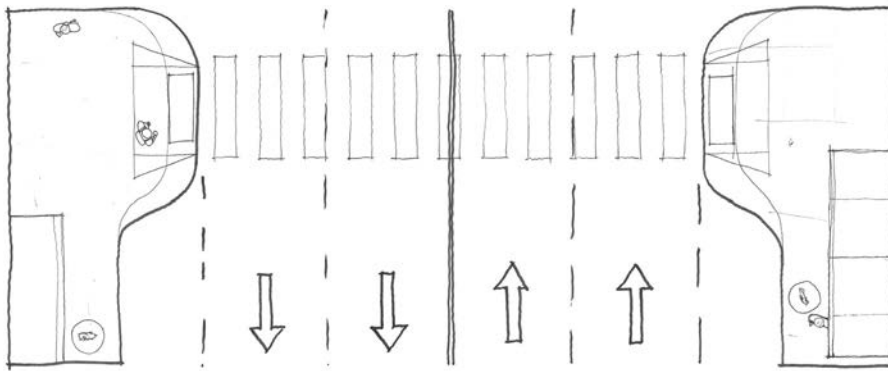


ENHANCED FOUR-LANE

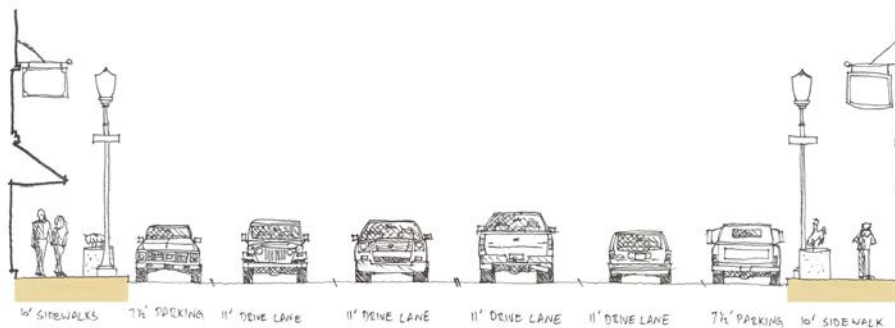
CROSS-SECTION AT INTERSECTIONS



PLAN VIEW



CROSS-SECTION MID-BLOCK WITH PARKING



ENHANCED FOUR-LANE

The traffic and parking lanes remain the same in this design, with wider curb extensions that extend the entire length of the parking lane, shortening the crossing distance significantly.

BENEFITS

- Traffic flow remains the same.
- An opportunity exists to widen curb extensions while preserving four lanes of traffic.

TRADE-OFFS

- The sidewalk remains too narrow to accommodate outdoor dining and other activity.
- Could lose some on-street parking spaces if curb extensions extend beyond the corner.

TWO-LANE WITH CENTER TURN LANE

Traffic lanes are reduced to two lanes with a designated center turn lane.

On-street parking remains, with curb extensions that extend the full length of the parking lane, with 15 foot sidewalks on either side.

BENEFITS

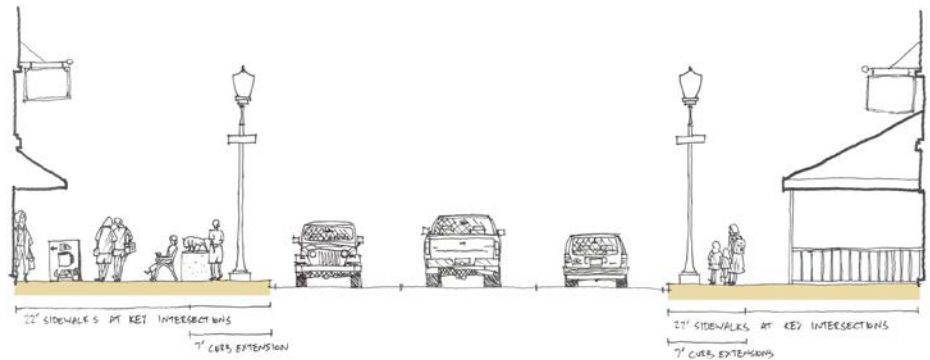
- The sidewalk can be widened to provide space for outdoor dining and other activity.
- Crossing distance is narrowed significantly.
- A designated turn lane provides space dedicated to turning movement.

TRADE-OFFS

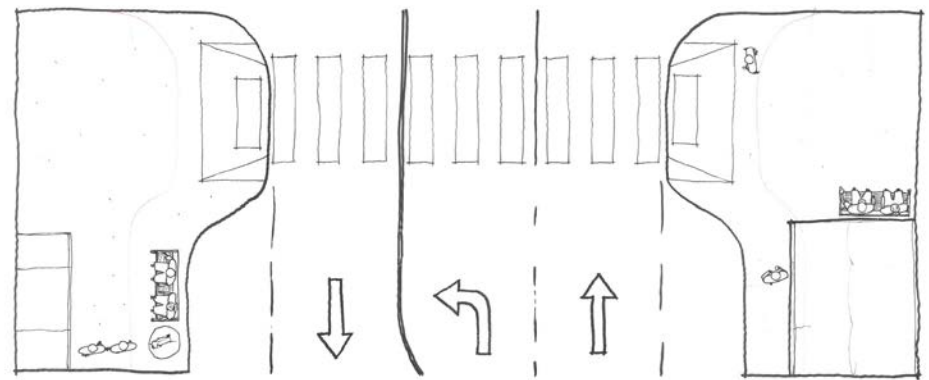
- Traffic delays can occur when cars are parallel parking.

TWO-LANE WITH CENTER TURN LANES

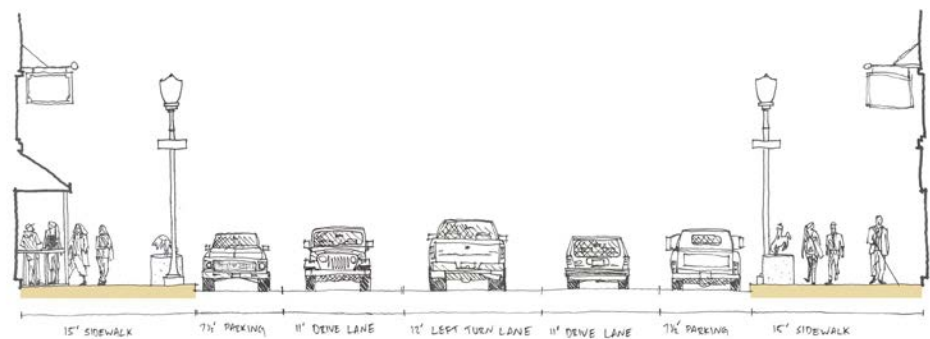
CROSS-SECTION AT INTERSECTIONS

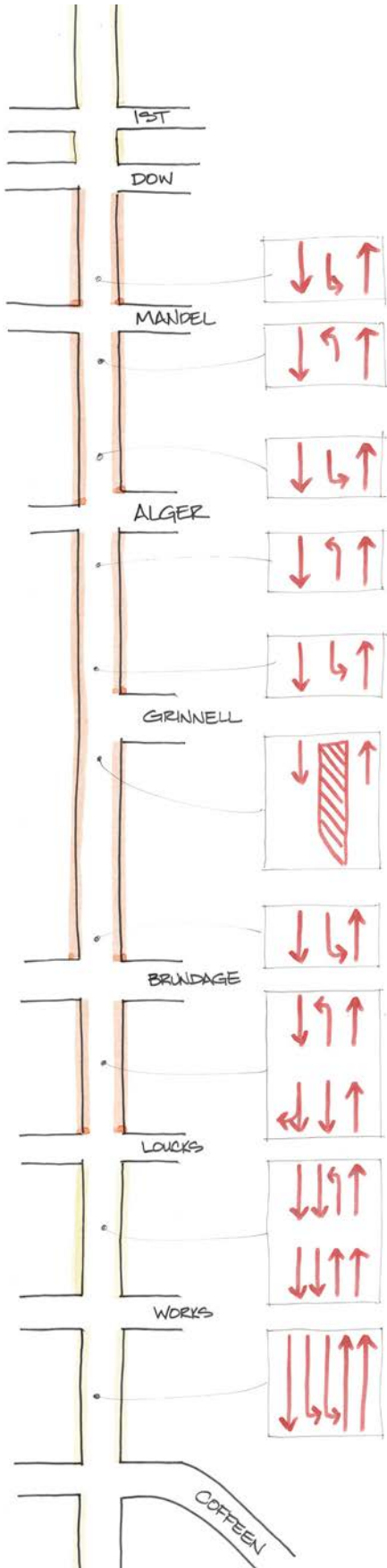


PLAN VIEW



CROSS-SECTION MID-BLOCK WITH PARKING





CONCEPT FOR LANE TRANSITIONS

Since traffic volumes drop significantly between Loucks Street and 5th Street (see map of ADT volumes on page 13), Main Street offers potential to be reconfigured as a 2-lane street with center left turn lanes through the Downtown Core.

As depicted at left, four lanes would be retained south of Loucks Street to accommodate heavier traffic volumes that use this section of Main Street as the Business US14 / US87 / WY331 route. However, through the core, the center two lanes of travel may be combined into a turn lane to allow construction of wider sidewalks. During the project design phases, WYDOT will need to examine turning movement queue lengths at each intersection to determine size and configuration of the turn lanes for each block.

NEXT STEPS

The community needs to make an informed decision on what the preferred design is for Main Street before WYDOT begins project design. In order to carry forward this community conversation, the City should partner with WYDOT to understand traffic patterns and volumes, both on Main Street and key connector streets. Additionally, the City needs to do a parking audit to get data on the number of public parking spaces available and utilization. Finally, gathering baseline data on sales tax and door turns at stores will be helpful to track impacts of any improvements tested. Moving forward with these tasks in Summer 2018 is ideal, and then the information should be shared to all stakeholders and the community over the coming year.

The City has expressed the desire to “test” the two-lane configuration early in Summer 2019. This can be a helpful way to gain community input, but needs to be done strategically. A “recipe” for how this can be executed well can be found on page 41 of this report. All next steps are detailed in a timeline found in the “ACTION PLAN” starting on page 42.



Heavily utilized on-street parking along Main Street through the Downtown Core.

2. PARKING

All scenarios for lane reconfiguration retain on-street parking along the corridor. Parking is critical to the economic success and vitality of downtowns, especially traditional storefront business districts like Downtown Sheridan. The City is therefore committed to a guideline of “no net loss” of parking supply in the downtown core.

This means that for every parking space removed (for example, to improve sight visibility at an intersection) one replacement parking space will be provided nearby. This may be accomplished by re-evaluating existing parking configurations on side streets, providing new public off-street parking lots, enhancing signing and wayfinding to existing public lots, and/or developing shared parking agreements with owners of private parking.

The City of Sheridan will move forward with addressing downtown parking management through a strategic framework supported by data. The City plans to conduct a parking audit in Summer 2018 to determine the inventory of parking spaces currently available in downtown, as well as hourly field counts to determine how the parking spaces are being utilized. Understanding parking turnover rates and utilization by customers, employers and employees is critical to understanding existing conditions and developing future parking policies for Downtown Sheridan. (See Appendix page 48.)



Under-utilized off-street public parking lot located directly behind Main Street buildings in the Downtown Core.

NORTH MAIN

On-street parking to remain.

Future redevelopment opportunities should consider consolidation of driveway accesses (perpendicular to Main Street) and construction of buildings with small or zero lot line setbacks to allow for marginal increases in on-street parking spaces along Main Street and to support higher levels of shopping and pedestrian activity.

SOUTH MAIN

On-street parking to remain.

The southern half of the Coffeen-to-Works block will continue to have no parking on the east side of the street to accommodate the dual left turn lane onto Coffeen Avenue.

THE DOWNTOWN CORE

On-street parking to remain.

With either lane configuration, retaining on-street parking will be key to the continued vibrancy and economic success of the core business district. Additional recommended parking opportunities for downtown include enhancing side streets, alleyways and pedestrian crossings of Main Street, combined with enhanced wayfinding and signage, to make people aware of nearby parking opportunities.

3. SIDEWALKS

Parking is one element critical to the economic success and vitality of downtowns. So is providing a walking environment that is safe, comfortable and inviting. The pedestrian environment is as much about a sense of place (spaces for events, gathering places for conversation, enjoying art and green spaces, sidewalk cafes, window shopping, etc.) as it is accommodation for the most basic form of travel.

Every trip, including all automobile trips, begins and ends with walking. In well-planned, well-designed downtowns, pedestrians are abundant. These pedestrians support the mixed-use environment – making storefront retail feasible and adding value to both commercial and residential space. The presence of walkers enhances the pedestrian environment as “people draw people.” In considering street design, it is helpful to think if any proposed design would be safe, comfortable and inviting for people aged from 8 to 80. Such streets will be safe, comfortable and inviting for all pedestrians – regardless of age, ability or disability.

Communities that seek to create high-quality streets for pedestrian users recognize and plan for three distinct parts of every sidewalk. These are:



BUILDING FRONTAGE ZONE

This is the portion of the sidewalk that buffers pedestrians from doorways, merchandising displays, tent signs, outdoor seating and other storefront uses. Even if not planned for, a 2.5-foot frontage zone exists along all downtown sidewalks by default, as people will not walk immediately adjacent to a building wall.

THROUGH WALKWAY ZONE

This is the space where people can walk free from obstacles and obstructions. At minimum, it must be 5 feet wide. However, in downtown settings where vibrant street activity is the goal, the unobstructed through walkway should be at least 8 feet wide to allow two pair of pedestrians to meet and pass each other.

FURNISHINGS ZONE

This is the portion of the sidewalk space located next to the curb that provides a buffer between pedestrians and vehicles, and provides space for street lights, signs, tree plantings, trash receptacles, and Downtown Sheridan’s extensive collection of public art.



The building frontage zone is heavily used in front of Dairy Queen, creating a narrow remaining through walkway zone.



Sheridan Public Arts has installed an extensive collection of sculptures located within the curbside furnishing zones on downtown sidewalks.

Considerations for sidewalk design in the three segments of the Downtown Sheridan Streetscape Project include the following:

NORTH MAIN

Existing sidewalks are 8 feet wide, located at back of curb, with small street trees and decorative light posts located in the furnishings zone. The sidewalks contain minimal street furniture or items set out by businesses, as walkway space is limited.

Future redevelopment opportunities along the North Main segment should consider expanding the useable sidewalk width/frontage zone onto private property in areas where outdoor dining and other activities are desired to attract pedestrian customers and enhance street life.

SOUTH MAIN

Existing sidewalks are 10 feet wide, located at back of curb, but buffered from adjacent traffic by heavily utilized on-street parking. Additional pedestrian buffering is provided by the sidewalk furnishings zone, which contains shade trees, trash receptacles, many pieces of public art, and decorative light posts that are multi-purpose, often including street signs, banners and hanging flower baskets. The presence and frequency of these streetscape elements, while greatly enhancing the ambiance of the overall pedestrian environment, should still leave about 6 feet of unobstructed sidewalk space between these furnishings and the buildings.

Due to the plan to retain four lanes of traffic through the South Main portion of the corridor, the primary opportunity to gain additional sidewalk space would be to expand the existing curb extensions at select intersections. (See Curb Extension discussion following.)

THE DOWNTOWN CORE

Existing sidewalks are 10 feet wide, with street furnishings the same as in the South Main segment.

- **2-Lane Option** - If this design is implemented between Loucks and 1st, right-of-way space may be reallocated to widen sidewalks to 15 feet on both sides of the street. This would allow 4 feet for placement of streetscape amenities in the furnishing zone, 8 feet for the through walkway, and 3 feet for a frontage zone where benches, bistro tables, business signs and merchandising displays could be accommodated without obstructing the useable space of the sidewalk.
- **4-Lane Option** - If Main Street through the Downtown Core remains as-is with four lanes of traffic, opportunities to gain sidewalk space would be limited to expanding curb extensions at intersections, as discussed following.



Existing curb extensions on Main Street in Sheridan are narrow in width.



Wider curb extensions that extend the full width of the on-street parking lane in Longmont, Colorado, offer space for a wide variety of street furnishings and shorten the crossing distance.

4. CURB EXTENSIONS

In corridors with on-street parking, curb extensions (also called bulb outs) are widened areas of the sidewalk created by extending the line of the curb into the parking lane in select locations. Most often, curb extensions are located at street corners, and when combined with tight turning radii, offer notable benefits to the walking environment. These include increasing pedestrian safety by reducing pedestrian crossing distances and improving both pedestrian and motorist sight lines at intersections. Curb extensions placed at an intersection essentially prevent motorists from parking in or too close to a crosswalk and from blocking a curb ramp or crosswalk. Motor vehicles parked too close to corners present a threat to pedestrian safety, since they block sightlines, obscure visibility of pedestrians and other vehicles, and make turning particularly difficult for emergency vehicles and trucks.

By narrowing the width of the street and lengthening the curb return radius, curb extensions serve as effective traffic calming measures that help slow motor vehicle travel speeds. The added sidewalk space can be used for street tree plantings and/or sidewalk furnishings, and in corridors where sidewalks are attached to back of curb, curb extensions are often needed to successfully accommodate space to meet requirements of the Americans with Disabilities Act for gently sloping pedestrian curb ramps. (See “Design Considerations for Curb Extensions” on page 24.)

Curb extensions may also be strategically located mid-block, permanently or as a temporary/test application when installed as moveable “parklets” that provide seasonal outdoor public seating platforms within one or two parking spaces. Parklets increase public space and have been shown to increase revenues for nearby businesses. In winter months, parklets can be removed to prevent conflicts with snow plowing operations.

Typically, parklets and curb extensions are designed to extend the full width of the on-street parking lane, but the existing extensions on Main Street only widen the sidewalk space by 4 feet. In contrast, existing curb extensions on side streets, such as at the intersection of Gould and Brundage, extend for a full 7-8 feet in width.

DESIGN CONSIDERATIONS FOR CURB EXTENSIONS

Width – Existing bulb outs on Main Street are narrow. Best practice for curb extension design is to extend the bulb out just shy of the full width of an on-street parking lane to improve intersection safety and visibility for both pedestrians and motorists.

Widened curb extensions also make it easier to accommodate requirements for pedestrian curb ramp design per the Americans with Disability Act (ADA). Street curbs are typically constructed at a height of 6 inches. To accommodate the 1:12 slope required by ADA, six feet of ramp length is therefore needed, ending in a 4'x4' minimum size level landing. Widened curb extensions at intersections create extra space to be able to place two perpendicular curb ramps in alignment with the sidewalks and crosswalks.

Length – Existing bulb outs on Main Street are fairly short, extending for only about 10 feet beyond crosswalks. As illustrated in the graphic on page 17, a small bulb out will provide space to accommodate a pair of perpendicular curb ramps but offer little benefit in terms of creating additional public space.

By comparison, relocating 1-2 parking spaces off of Main Street onto side streets or into public lots will allow for some respite from narrow sidewalks and create places for pedestrian gathering. Relocation of one parking space will offer an additional 20 linear feet of expanded sidewalk space. Taper design of the curb extension will need to accommodate local snow removal needs and may require additional curb length.

Curb return radius - Curb extensions should be constructed with tight turning radii – typically a 15-foot radius is recommended for corners within a downtown context. The exception would be at intersections located on designated truck routes or bus routes, where a larger radius would be provided on specific corners that experience frequent right-turning movements by oversized vehicles – typically a 25 to 28-foot radius depending on size of the turning design vehicle.

Drainage - The design of all curb extensions will need to maintain storm water drainage and prevent ponding. Where application of a curb extension adversely impacts surface drainage, curb extensions may be designed as edge islands that can channel water through or around the extension.



Rifle, Colorado



Carbondale, Colorado



Louisville, Colorado

PARKLETS

A quick way to move the curb - Parklets are curbside parking spaces that have been converted to public seating. Most often applied in areas where sidewalks are too narrow or congested for outdoor seating or dining, parklets can help increase the amount of public space on a block and are shown to increase revenues for nearby businesses.

Because they are often constructed as free-floating platforms, parklets can also be employed on a temporary or seasonal basis. This allows the city to experiment with placement, or even remove the parklet for the winter months.



Wider curb extensions could expand the sidewalk space available to Sheridan businesses for display and dining.

Along Main Street, 4-foot curb extensions are currently located at the intersections of Works, Brundage, Alger, Mandel, 2nd, 3rd and 4th Streets. Potential enhancements to these and other areas include:

NORTH MAIN

Existing curb extensions will remain, as this section of roadway was recently reconstructed in 2011.

SOUTH MAIN

The upcoming WYDOT project presents an opportunity to widen existing curb extensions to the full width of the on-street parking lane. Existing 10-foot wide sidewalks may be increased to 17 feet in width in locations where curb extensions are used.

Curb extensions may also be lengthened as part of the WYDOT 2023 project to create additional public space. Determination of appropriate curb extension size at each intersection will need to balance desires for expanded pedestrian space with an examination of parking availability and the City's new parking management strategy. No net loss of parking throughout Downtown Sheridan is the goal.

THE DOWNTOWN CORE

The same design considerations also apply in the core segment of the study corridor. Reconstruction of curb ramps and bulb outs will be completed as part of the 2023 WYDOT project.



An example of widened sidewalks fulfilling multiple functions in the business district of Fort Collins, Colorado.

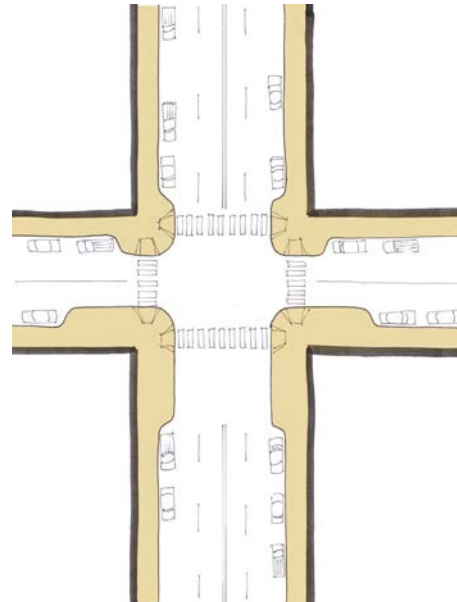
- **4-Lane Option** - If a 4-lane street design is ultimately chosen to be implemented, existing 10-foot sidewalks could be expanded to 17 feet in width at the location of curb extensions.
- **2-Lane Option** - If Main Street is reconstructed as a 2-lane street with center turn lanes, new sidewalks would be 15 feet wide for the entire length from Loucks Street to 1st Street. Here, curb extensions may not be necessary, but where desired, an expanded bulb out space 22 feet in width could be created at street corners.
- **Additional Opportunity** - The Downtown Core segment of Main Street offers an additional opportunity for placemaking by constructing a curb extension through the T-intersection of Grinnell Plaza. This additional sidewalk space could be accomplished without need to relocate any parking spaces. A long curb extension through the intersection may be implemented with either a 4-lane design, or with 2-lanes plus turn lanes, as depicted on page 26. An additional component of the 2-lane street design would be the potential to create a center median with street trees or public art to signify the intersection of Grinnell and Main as the center of downtown activity, since there is no need for a northbound left turn lane on this block.

TYPICAL INTERSECTION WITH CURB EXTENSIONS

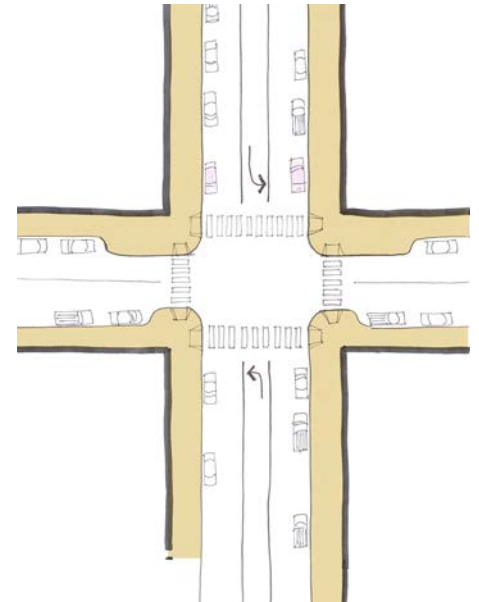
The pedestrian environment will benefit from the addition of wider curb extensions that may be installed in conjunction with either a 2-lane or 4-lane street cross-section.

As depicted at right, curb extensions will help to accommodate new curb ramps that can meet needed ADA accessibility standards. However, longer curb extensions, which would be created by relocating one parking space to a nearby location, may provide additional sidewalk space for pedestrian amenities.

The size and configuration of curb extensions at each intersection will be determined during final design of the WYDOT project.



4-lane option

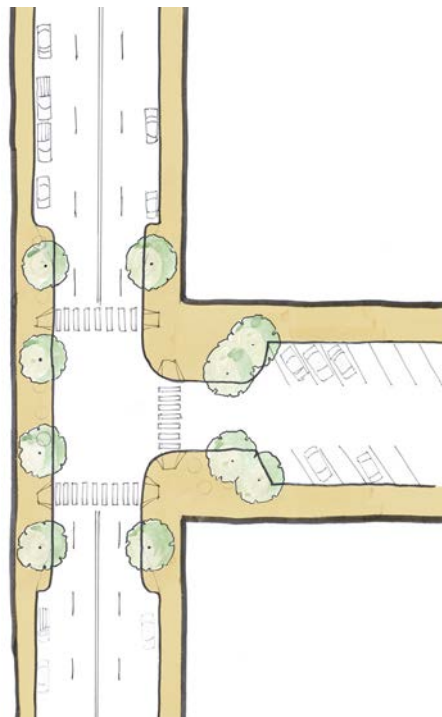


2-lane option

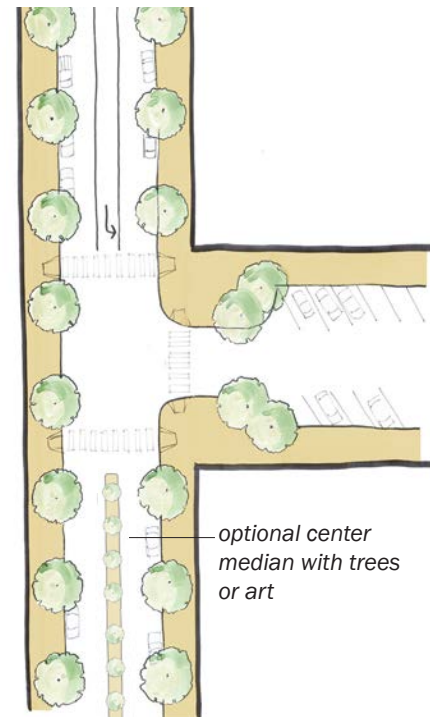
T-INTERSECTION AT GRINNELL PLAZA

An extended bulb-out treatment is recommended on Main Street through the Grinnell Plaza Intersection. This longer curb extension will help to slow motorists as they drive through downtown, provide enhanced pedestrian space, and create a focal point/gateway signifying the center of Downtown Sheridan.

If a 2-lane street cross-section is selected to be implemented, a left turn lane will not be needed at this intersection and provides opportunity to add a center island with landscaping and/or public art to further strengthen the downtown gateway concept.



4-lane option



2-lane option



On most days Grinnell Street is operates as a normal street, but design treatment on the street indicates it is different than other streets in downtown.



During events, Grinnell Street is easily closed to through traffic, allowing it to operate as an event space for the community.

5. GRINNELL PLAZA DESIGN OPTIONS

Located in the heart of Downtown Sheridan, Grinnell Plaza is a street designed to function as a plaza during special events, such as the Farmer’s Markets. Designed with the best intention, its life has served the community well over the years. However, many community members expressed the desire to rethink the next phase for this street/plaza. Concerns included:

- that it isn’t used enough and that there’s nowhere to hang out - relax, bring children, people-watch, etc. when it is operating like a street (most of the year);
- the design is becoming outdated and “worn out” looking (current design is from the 90s);
- it is a missed opportunity to create a community gathering space.

The community expressed interest in looking at options for a Grinnell Plaza “facelift.” Within this expressed interest were the following concerns and considerations:

- Parking is desirable here, as it is everywhere else in town. Losing parking could hurt businesses. If parking is removed, it must be replaced somewhere nearby;
- The public art and sponsorship pavers should be kept and relocated as needed within the new design;
- A place is needed for the judging of floats during the summer parade;
- A place for children to play is needed;
- Outdoor dining and display areas for adjacent businesses is desired;
- Overhead festival lighting would make it feel special and draw guests at all times of the day

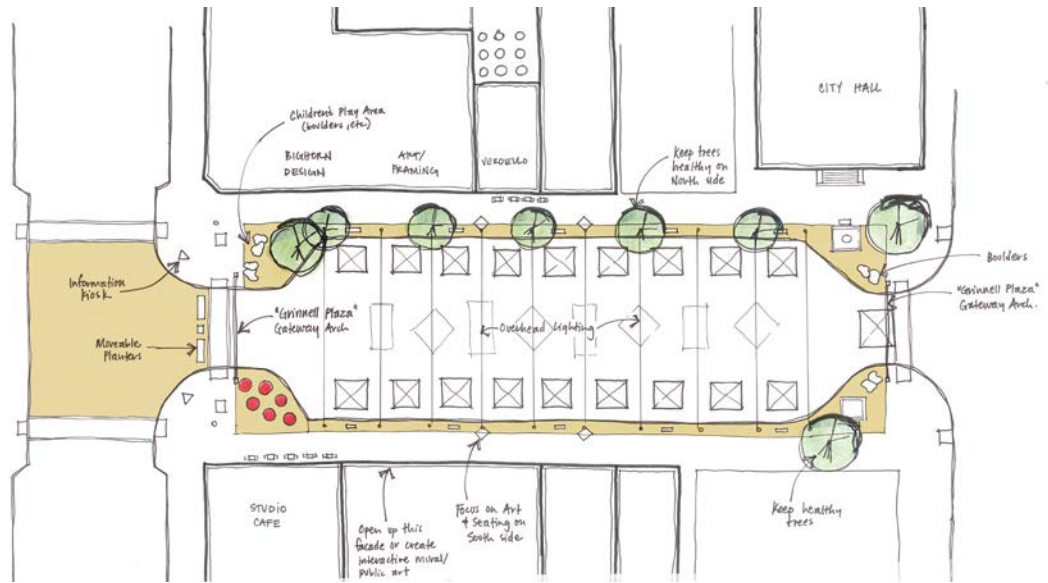
Three options are shown on the following pages. These options were intended to explore a low, medium, and high budget intervention. These are draft concepts and not intended to be final design recommendations. Once the community agrees on a general direction, full design should be explored.

GRINNELL PLAZA - OPTION A "QUICK FIX"

This option keeps curbs where they are today. Street would function the same. Improvements include:

- overhead lighting
- gateway arches
- boulders/play area for children
- cafe seating in curb extension for nearby cafes
- informational kiosks at corners

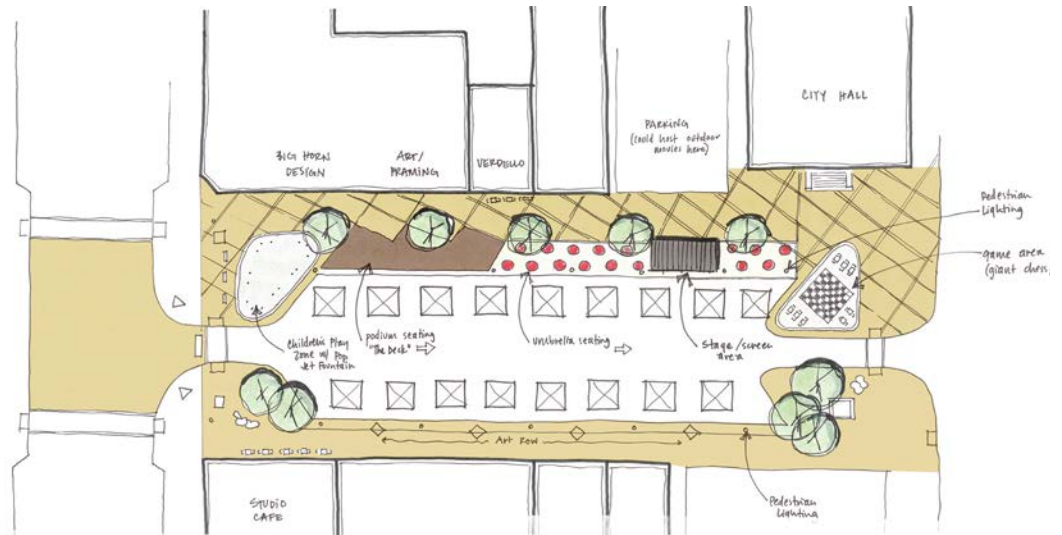
NOTE: this option is rendered as a festival. Parking would remain available during regular, non-event days.



GRINNELL PLAZA - OPTION B "ONE WAY"

This option changes Grinnell to a one-way street going East. Parking counts remain the same as today. An additional 10'-12' is gained on the North side (sunny side) of street to allow for "gathering space" and activation zone.

NOTE: this option is rendered as a festival. Parking would remain available during regular, non-event days.



GRINNELL PLAZA - OPTION C "FULL TIME PLAZA"

This option turns Grinnell Plaza into a true, full-time operating plaza for the community. This option includes:

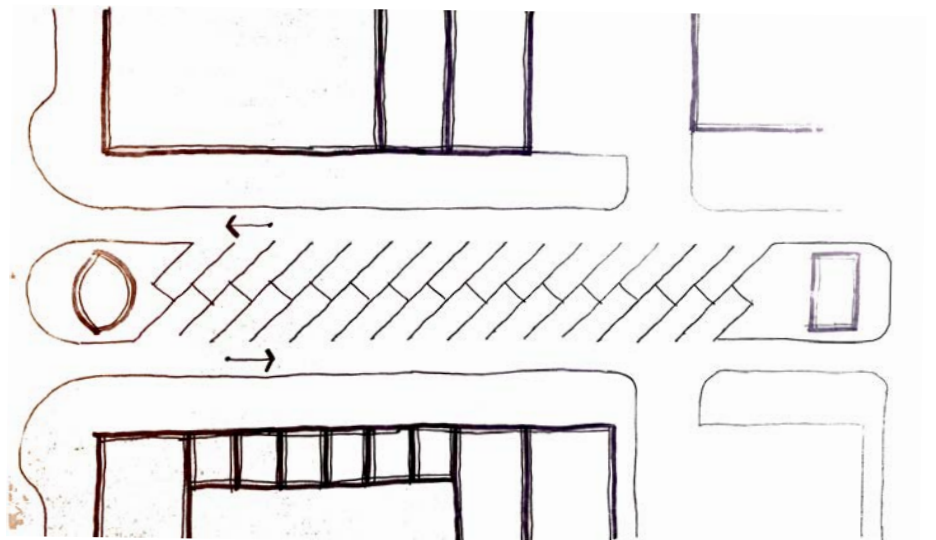
- A stage for bands and performances
- "nodes" for different activation - games, pop-jet fountain for kids, bistro tables/chairs, etc.
- Trees, planters and other landscaping
- Public art displays
- Open areas for gathering and flexible arrangement of space



GRINNELL PLAZA - OPTION A ALTERNATE

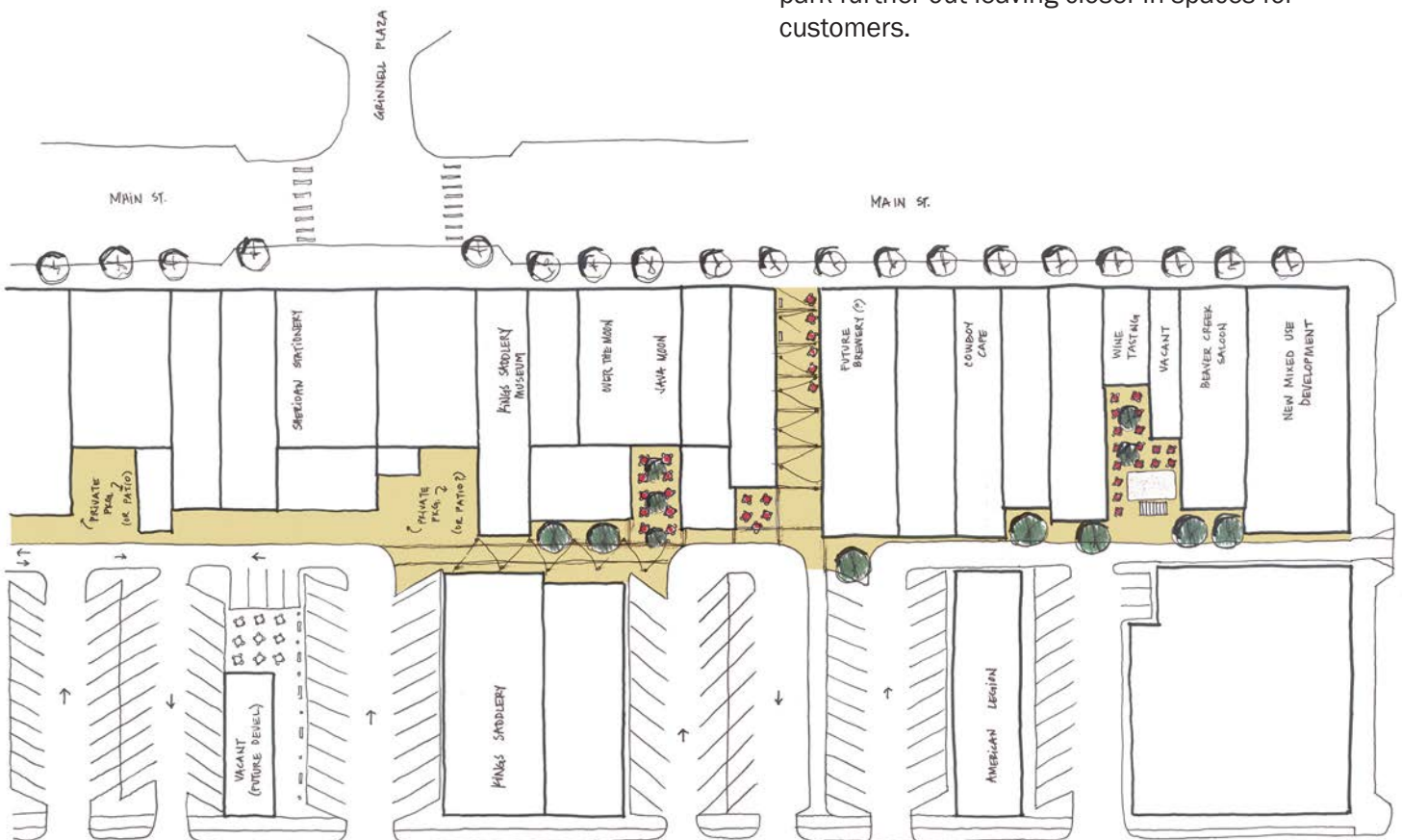
One community member added a fourth option for Grinnell Plaza, which would be an alternate to Option A - "Quick Fix." This option puts the parking in the center with travel lanes nearest the curbs. Structures located in the center on either side include:

- A stage for bands and performances and judging booth for parade
- Public restrooms



6. ALLEY ENHANCEMENTS

The closure of Smith Alley from auto access to create a pedestrian connection from parking lots to Main Street is the impetus for rethinking alley improvements in downtown. This concept was extremely popular with the public and business owners and should be explored further. This project primarily looked at the alley west of Main Street between Brundage and Alger Streets, but an alley beautification program could include all of the downtown core. Partnerships between the city and business and property owners could lead to an alley beautification program. Shared parking amongst businesses could translate into more overall parking, due to the different hours used by different businesses, and create a better experience for users. The parking management plan should address this issue, as well as having employees park further out leaving closer-in spaces for customers.



FORT COLLINS, COLORADO



LONGMONT, COLORADO



ALLEY BEAUTIFICATION PROGRAM CASE STUDIES

Fort Collins, CO – Fort Collins was one of the first contemporary examples of cities making improvements to alleys, transforming them from utility corridors into creative, fun and inspiring places. A Downtown Strategic Plan highlighted alleys as an untapped opportunity for pedestrian corridors. In 2006, Trimble Court was designed as a pilot project for enhanced alley treatment. In 2008, a master plan for alleys in the downtown was created. Currently, the city is implementing these alley improvements piece by piece. For more information on the Downtown Alley Program, visit: <http://www.downtownfortcollins.org/alleys.html>

Longmont, CO – Longmont started an alley beautification program for three blocks in 2010 with tremendous success. A set of design guidelines provide direction for improvements as well as priority zones for phasing improvements over time. Certain improvements are provided by the City and the Longmont Downtown Development Authority and are expected to be matched by property and business owners. The design guidelines can be found online at: <https://www.downtownlongmont.com/files/docs/100928-longmont-alleys-guidelines-sm.pdf>

7. BICYCLE CONNECTIONS

EXISTING CONDITIONS

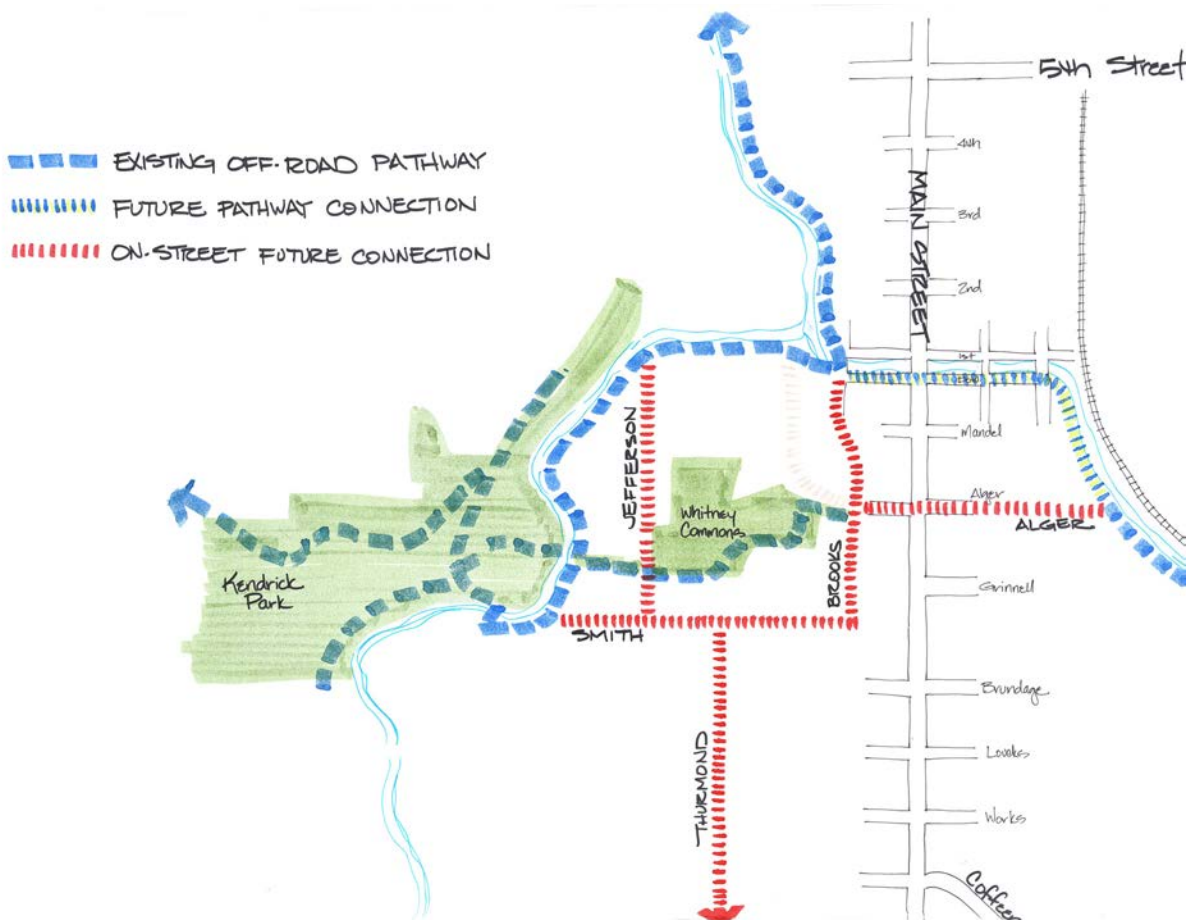
Downtown is a major destination for people on bicycles. Many people ride to shop, eat and work in Downtown Sheridan, and bicycling is a popular means of travel to the various large community events held on Main Street. Bicycles are currently prohibited from being ridden on Main Street sidewalks, and four lanes of Main Street traffic discourage all but the most experienced cyclists from riding in the street. The 2015 City of Sheridan Parks and Recreation Master Plan Update identifies various alternate routes to be used by bicyclists. Because of this, the Community Builders workshop conducted for the Downtown Sheridan Streetscape Project examined the feasibility of bicycle facility implementation within various corridors parallel to and intersecting with Main Street.

Completing the community's bicycling network through downtown will directly further the following three Downtown Sheridan project goals:

- Main street is safe, comfortable and accessible for all modes of travel.
- Main Street functions as a gathering place for the community.
- Main street is connected to natural areas and parks.



Bicycling along the City of Sheridan's existing pathway system is a popular activity and provides an alternative mode of transportation to access downtown.





An example of “inverted-U” parking racks located within the sidewalk furnishings zone and on a curb extension, as recommended for installation on side streets within Downtown Sheridan.



An example of a striped on-street bicycle lane, as recommended for implementation on Brooks and Alger Streets.

SHORT-TERM RECOMMENDATIONS

The City of Sheridan is encouraged to implement the following “quick wins” prior to WYDOT beginning rehabilitation work on Main Street.

STRIPE BICYCLE LANES

Per the City of Sheridan Parks and Recreation Master Plan, several streets are identified as “major ped/bike connections to Downtown”:

Brooks Street - Brooks Street is the identified major north/south connection for the Downtown Sheridan Recreation Hub. Located one block west of Main, Brooks provides direct connectivity to the Goose Creek Trail system at Mill Park.

Brooks is a relatively wide, somewhat busy street. Striping a pair of bicycle lanes on the street is therefore the recommended facility treatment. This may be accomplished by limiting parking to one side of the street, while honoring the “no net loss” parking policy through shared parking or other management strategies.

Alger Street - Striping bicycle lanes on Alger Street is another easy win to provide an east-west connection between existing trails within Whitney Commons and Kendrick Park to the west, and the trail along Little Goose Creek to the east. Sharrow pavement markings should be used for wayfinding on the last half block, where E. Alger Street narrows in width to serve as an alleyway providing access to parking located behind buildings fronting Broadway Street.

If on-street parking reallocation should become an issue on Brooks Street, continuation of striped bicycle lanes on W. Alger Street up to Mill Park could be an acceptable alternative route. A bike/ped crossing would need to be provided at Lewis/Dow Street, and will need to include a curb ramp and short piece of trail to directly access the existing pathway system from this location.

SIGN BIKE ROUTES

Residential streets of Smith, Thurmond and Jefferson are all narrow, low speed, and low traffic volume streets. Providing bike route wayfinding signage to identify these streets as major bicycling connections is the recommended design treatment.

PROVIDE BICYCLE PARKING

Once cyclists reach downtown, they need places to safely and securely lock up their bicycles. Bike racks should not be provided on Main Street sidewalks, but rather on curb extensions or other locations along intersecting side streets. Bicycle parking racks must not block the through walkway portion of any sidewalk, as depicted on page 21. An “inverted U” or similar style rack is preferred to allow bicycles to be secured with a solid, U-shaped lock or cable lock.



An example of an off-street trail segment along Cherry Creek in Denver, Colorado.

LONG-TERM RECOMMENDATIONS

MAKE TRAIL CONNECTIONS

A major gap in the community's multi-use pathway system exists along Little Goose Creek from Mill Park east to E. Alger Street. Various plans have been developed to make this connection, including a proposal for a segment of Downtown Riverwalk to be developed along 1st and Dow Streets. Bicycle accommodation through this area may be as striped on-street bicycle lanes, as a two-way segment of on-street cycle track, or as an off-street trail segment, depending on status of flood mitigation projects with the U.S. Army Corps of Engineers and proposed redevelopment projects by adjacent property owners. (See "Goose Creek Improvements" on page 36)

East of Broadway Street, public access easements will likely need to be negotiated with private property owners, the Burlington Northern Santa Fe Railway company and Montana Dakota Utilities to complete the pathway connection.

ONGOING IMPROVEMENTS

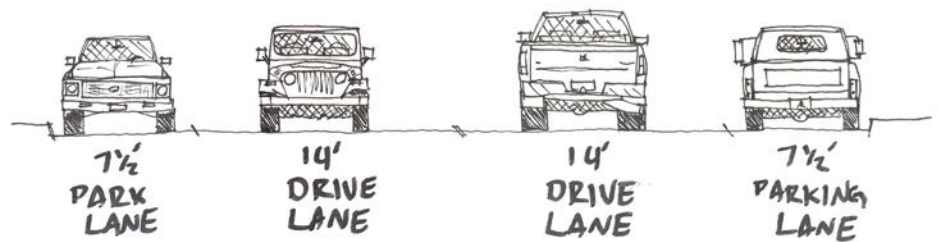
COMPLETE GAPS IN SYSTEM

Completing gaps in the bicycle system through Downtown Sheridan will be accomplished by striping on-street bicycle lanes on select streets, as depicted below, to link existing trail segments together.



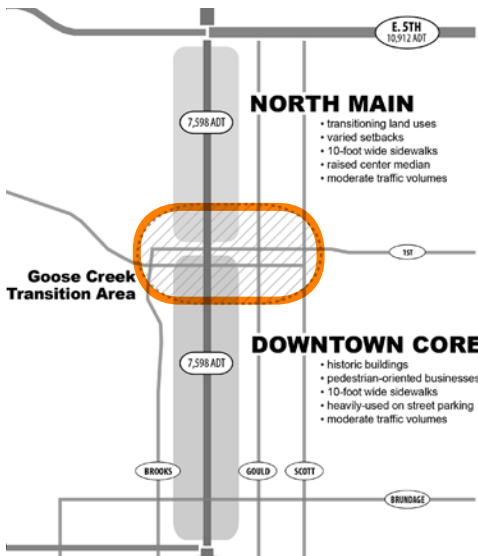
An example of an on-street bike lane in Breckenridge, Colorado.

EXISTING:



PROPOSED:





8. GOOSE CREEK TRANSITION AREA

The Goose Creek transition area has potential to become a unique place within downtown. This area feels different from both the North Main section and the Downtown Core section. The land uses transition from downtown retail to more auto-oriented destinations, like the bank and auto shop along Dow Street. Additionally, along 1st Street, buildings front onto the street and creek, creating a quaint walking street with views of the creek and mountain range beyond to the west. The creek and East-West orientation of 1st and Dow provide opportunity for future land uses to look onto a new and improved creek and street with protected bike lanes (see 1st and Dow recommended improvements on following page.)

This natural transition area offers an opportunity to create a “gateway” into Downtown. One idea explored was to create a floating public art piece over the intersection at 1st/Dow and Main Street (see rendering below.) Improvements to the streetscape with paving, pedestrian lights with banners, landscaping and benches to overlook the creek are also recommended for this area. Land uses could transition over time into more of a retail and restaurant “hub” as a continuation of the downtown business district or an arts district.

The Goose Creek Transition Area (orange highlight) - generally from Mandel Street to 2nd Street - should provide a unique place within downtown.

NOTE: RENDERINGS ARE FOR ILLUSTRATIVE PURPOSES ONLY TO OFFER IDEAS. THEY ARE NOT DESIGN SOLUTIONS.



A gateway concept for 1st/Dow and Main Street envisions streetscape improvements and a floating public art piece.

An example of land use changes show an auto body shop transitioning into a restaurant/brewery with outdoor seating.


LONG-TERM CREEK IMPROVEMENTS ARE STILL VALID

Previous renderings show Goose Creek as becoming unchannelized and more natural with an activated creek pathway where 1st Street is today. This concept should continue to be explored, but will take much longer to implement than the below recommendations.

Existing conditions (left) and proposed improvements (below).


GOOSE CREEK IMPROVEMENTS

The illustration above highlights some short-term improvements to Goose Creek and 1st and Dow Streets. They include:

- **Creek restoration and improvements** to provide more water for longer periods during the year and encourage recreation such as kayaking through the area. Perhaps in the long-term, the creek could be unchannelized, but for the short-term, less extensive improvements are needed.
- **A gateway feature and streetscaping** between 1st and Dow Streets on Main Street. The concept shown envisions an overhead art feature and improved streetscape with special paving, landscaping, lighting and benches/seating areas that overlook the creek.
- **Dow Street becomes a one-way going east** (west of Main Street only) and adds a **protected two-way bike path** along the creek.
- **1st Street becomes a one-way going west** and adds **diagonal parking and wider sidewalks** to support adjacent businesses. This would increase overall parking opportunities in the area.



The historic depot provides a terminus to and eastern destination along 4th Street. The yard to the south of the Sheridan Inn could be activated with festivals, a picnic area, or other uses as well.

9. 4TH & MAIN “NODE”

The area around 4th and Main Streets make for a natural “node”, or destination, within the North Main segment of the corridor. With historic buildings (in purple below) surrounding the area, opportunity for redevelopment on the southwest corner of 4th and Main, and ideal connections along 4th to the creek pathway (west) and historic depot (east), this area could transform into a popular destination with new uses, streetscaping and activation. With lower-scale buildings and setbacks, this area also provides views to the mountains looking west.

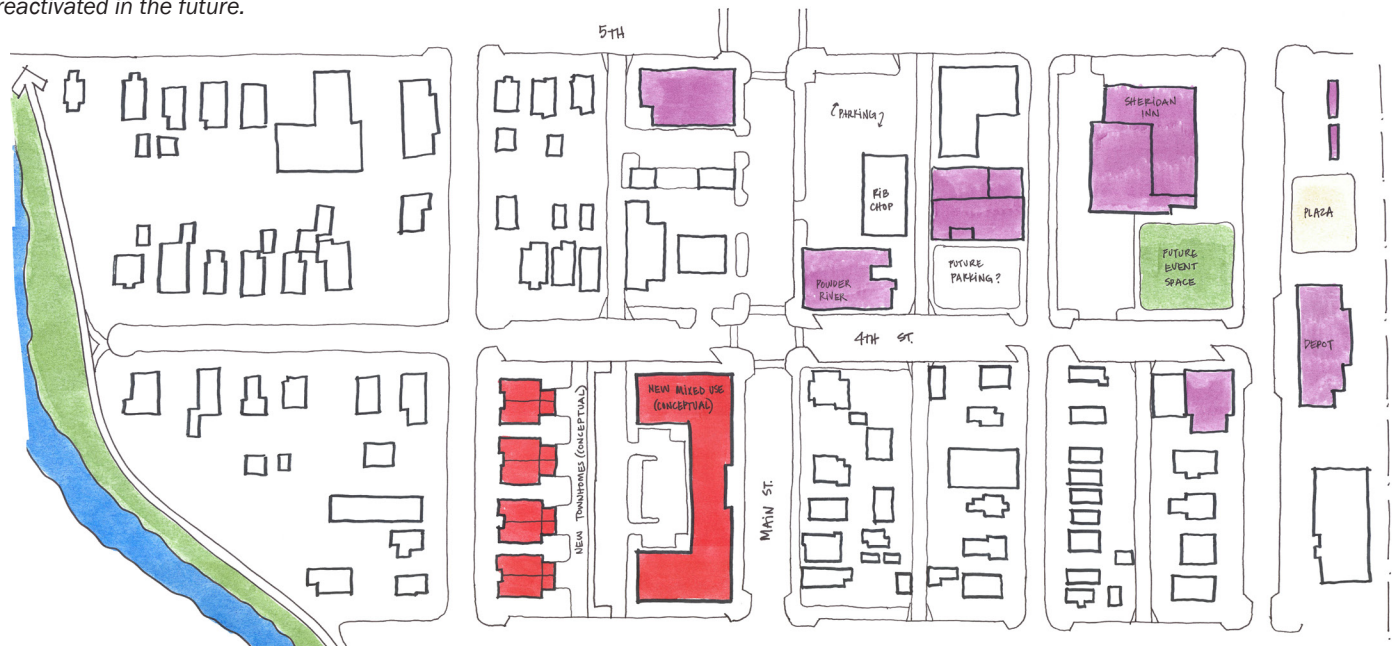
The city should work with property owners and developers to encourage rehabilitation of historic assets, like the Sheridan Inn did, as well as creating design standards and guidelines for new development in this area.

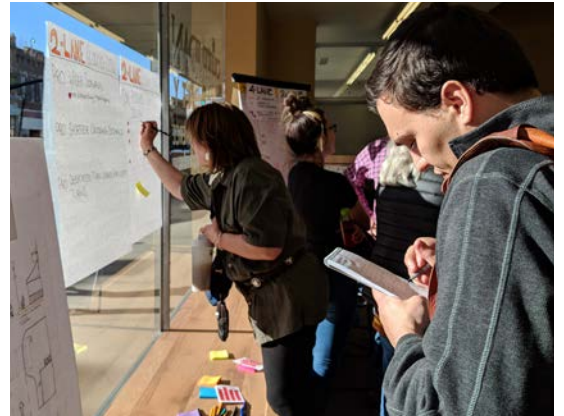
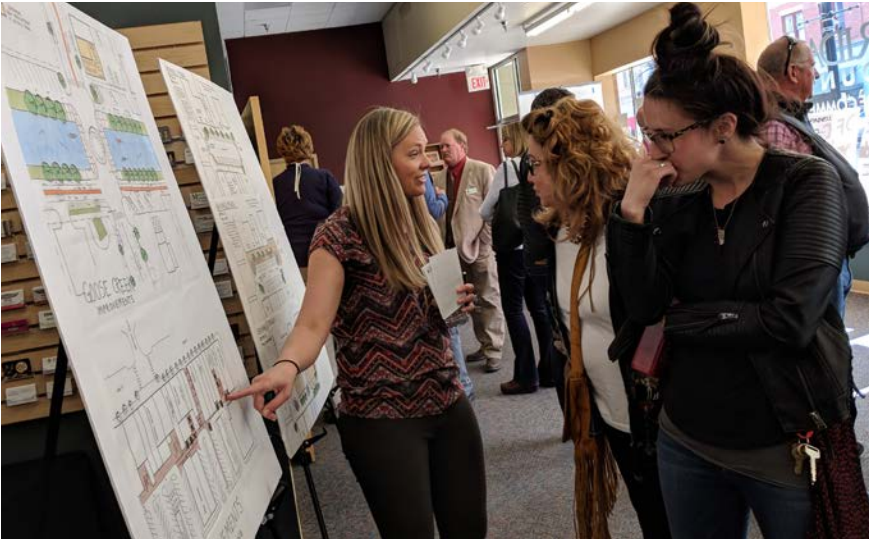


The historic Ford Sales building offers iconic architecture and story-telling for this area. This building should be restored and reactivated in the future.



The Sheridan Inn is a great example of revitalizing a historic structure.







ACTION PLAN

PARTNERSHIP WITH THE WYOMING DEPARTMENT OF TRANSPORTATION (WYDOT)



In the Statewide Transportation Improvement Plan, WYDOT has included a rehabilitation project for Main Street for 2023 from Burkitt Street to Dow Street. This project will include ADA improvements, repairs to storm drains where impacted by ADA improvements, as well as surface rehabilitation. The Downtown Sheridan Streetscape Project does not conflict with outcomes of this effort but aims to leverage the project into something that can be truly great for the downtown.

Both WYDOT and the City can benefit from a partnership in planning and designing improvements to Main Street (US87/US14). As the actual “main street” of Sheridan this corridor is of direct and significant economic, cultural and historical value to its residents. At the same time, as a key state highway, Main Street is important to traffic circulation and mobility, although its role in interregional and interstate travel has been diminished to some extent by the development of I-90 around the city. Successfully balancing these two, somewhat contradictory roles – state highway and main street – will require collaboration between the two entities.

STATE ROLE

WYDOT’s State Transportation Improvement Program (STIP) has funded a rehabilitation project along Main Street from Burkitt Street to Dow Street, scheduled for construction the year 2023. This project will include universal access (including ADA) improvements and revisions to storm drains where needed, as well as the pavement rehabilitation. The Downtown Sheridan Streetscape Project will support and leverage these improvements in a manner that enhances the street’s function as Sheridan’s Main Street.

The City can collaborate with WYDOT by encouraging, supporting and participating in the design development process for Main Street. This process will unfold over the next several years, so the City will work to maintain the momentum achieved through this Downtown Sheridan Streetscape Project. The City and WYDOT will work together to identify and evaluate design options for Main Street in downtown Sheridan by coordinating community involvement and stakeholder consultation and by supporting development of the traffic, parking and other relevant data needed for planning and design of the 2023 project.

CITY ROLES

The City should designate a project in the Capital Improvement Plan (CIP) to confirm Council’s support of the project and identify it as a priority project. An amount of \$50,000 could be a good baseline amount to signify a serious investment on the City’s behalf.

The City should also anticipate some related staffing and operations costs. They need to be an active part of the information flow during final design, right of way, and construction. WYDOT will follow its public information processes, but the City should plan to devote staff time to this and to establish information systems for use during construction: a project web page, a daily newsletter, etc. The goal should be: no storefront goes out of business because of Main Street construction.

Finally, as the design emerges from WYDOT’s planning and design process, the City should look at whether other work in the vicinity should be included or timed to coincide with WYDOT’s work. There may be an opportunity for cost savings for the City. For example, WYDOT will likely be setting up a materials site and cooking asphalt for the project. There may be a downtown street under local jurisdiction that needs resurfacing. Unit costs for this as part of the WYDOT project (funded by the City) would be lower than deploying a stand-alone City project. There may also be streets that will carry heavier traffic during construction on Main Street that should be resurfaced before or after. The same thinking could be applied to stormwater collection issues on side streets, or the need to improve pavement markings.

QUICK WIN PROJECTS

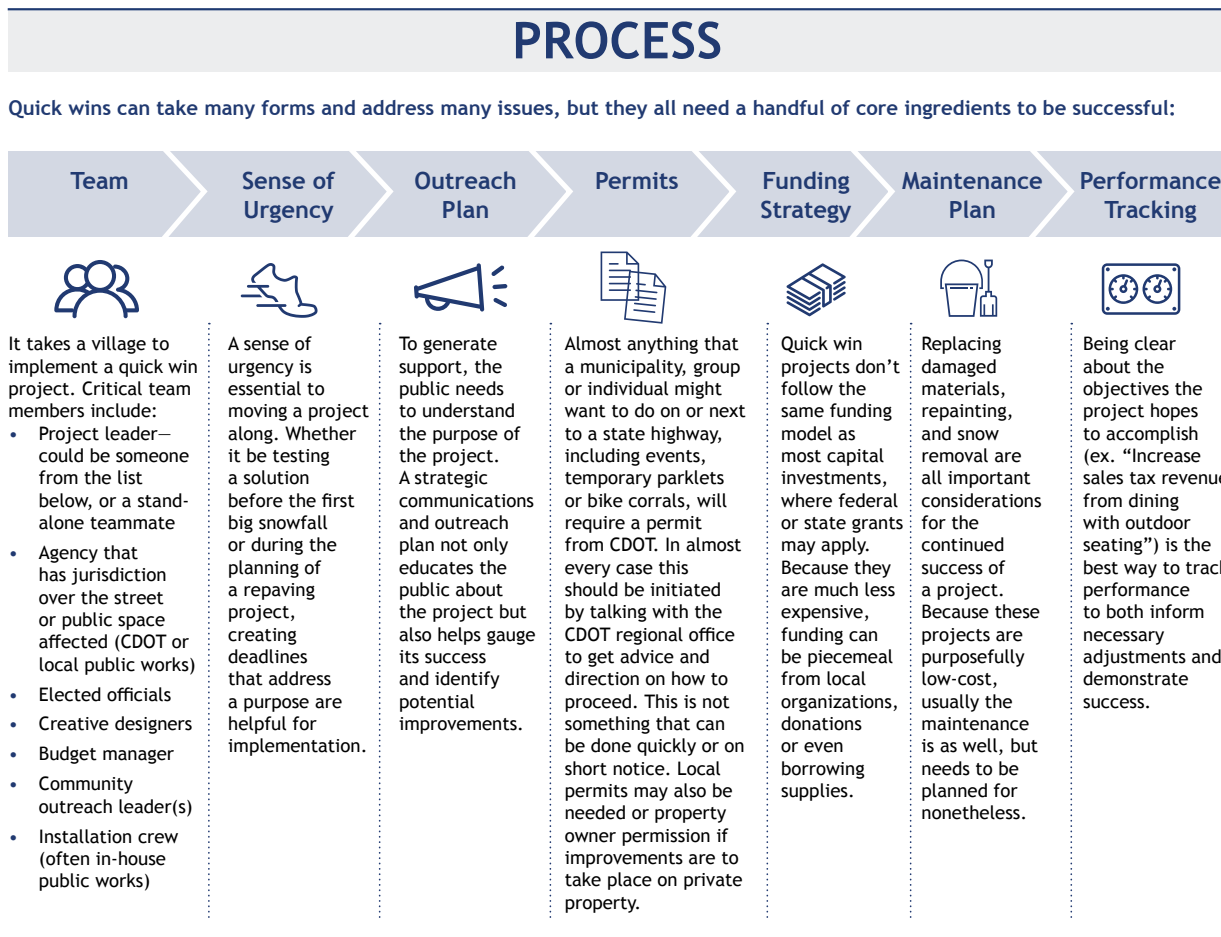
The majority of infrastructure improvements are expensive and labor-intensive and it is paramount to have strong community consensus and buy-in. Quick win projects can go by many names – tactical urbanism, quick builds or pop-up projects – but no matter the term, these simple, low-cost, and short-term solutions bring together diverse stakeholders in generating solutions and a collective vision.

Quick win projects give the community the ability to “test-drive” a design solution quickly and with direct community involvement. These projects commonly begin as a temporary, inexpensive alteration to a public space or streetscape that takes place while more long-range projects proce through lengthy processes.

The design strategies identified through the Downtown Sheridan Streetscape Project that are most ripe for “testing” through quick win projects include:

- **Grinnell Plaza Improvements**
- **Two-Lane Main Street Test Drive**
- **Parklets**
- **Alley Enhancements**
- **Striping Bicycle Lanes**

The graphic below depicts a process for executing these projects, as outlined in the Colorado Downtown Streets book that was developed by Community Builders.



ACTION PLAN THROUGH 2019

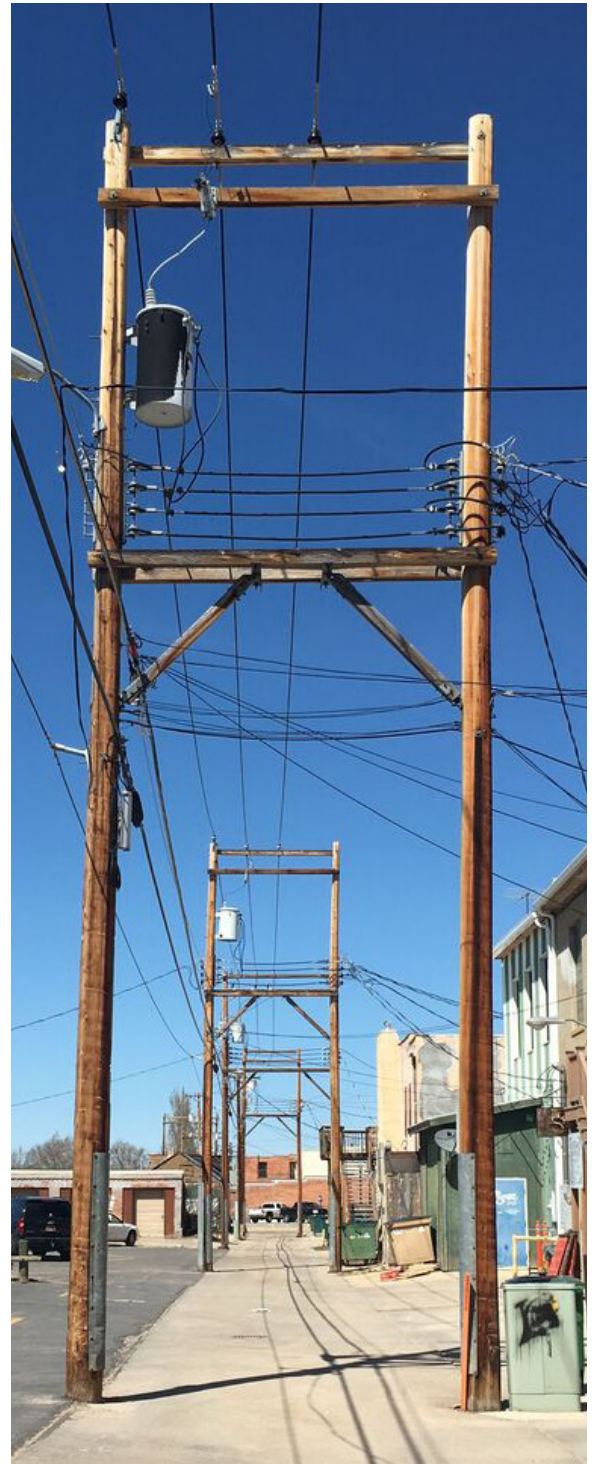
Listed below are action items to be pursued between now and 2023. Time frames have been assigned to each action listed, as well as expected assistance from various agencies. The City will be “lead” for all projects. Time frames and Abbreviations are defined as follows:

- **WINTER:** January - March
- **SPRING:** April - June
- **SUMMER:** July - September
- **FALL:** October - December
- **DLC:** Downtown Leadership Committee
- **WYDOT:** Wyoming Department of Transportation
- **STT:** Sheridan Travel and Tourism
- **DSA:** Downtown Sheridan Association
- **SC:** Sheridan College
- **Chamber:** Sheridan Chamber of Commerce

| ACTION ITEMS: | ASSIST: | 2018 SUMMER | 2018 FALL | 2019 WINTER | 2019 SPRING | 2019 SUMMER | 2019 FALL | 2020 | 2021 | 2022 | 2023 |
|--|--------------|-------------|-----------|-------------|-------------|-------------|-----------|------|------|------|------|
| Complete final report and action plan; share with the community. | DLC | | | | | | | | | | |
| <i>Share the final report and action plan with key stakeholders, including a presentation to City Council, DLC and Chamber of Commerce at Chamber lunch.</i> | | | | | | | | | | | |
| Initiate de-brief meeting with WYDOT; set quarterly meeting schedule. | WYDOT | | | | | | | | | | |
| <i>Share the final report and action plan with WYDOT at initial meeting and set a plan for traffic counting. Create a quarterly meeting schedule between the City and WYDOT to provide project updates.</i> | | | | | | | | | | | |
| Develop and implement public information campaign. | DLC, STT | | | | | | | | | | |
| <i>A detailed communications strategy is needed to keep the public informed on project developments. Reassembling the DLC can be helpful in determining the best ongoing communications channels, and engaging with the DLC to keep them updated one time per month is ideal. Updating the website and bringing information as it is developed to key groups like retailers and the HUB should be top priorities. Identifying well-attended downtown summer events and providing information at these venues is also a key opportunity to be considered.</i> | | | | | | | | | | | |
| Plan, organize and conduct a parking study. | DLC, SC | | | | | | | | | | |
| <i>Parking studies can be completed by volunteers within the community. A procedure for how to do this is in the appendix of this document. The parking study should be conducted during peak tourist season, but not during a special event.</i> | | | | | | | | | | | |
| Develop a parking management plan. | DSA | | | | | | | | | | |
| <i>Identify potential locations for additional parking and opportunities for enhanced signage. Implement a “no net loss” policy for parking management.</i> | | | | | | | | | | | |
| Review zoning to examine design guidelines along North Main Street (Burkitt Street to 5th Street). | N/A | | | | | | | | | | |
| <i>Ensuring that future development fronts and engages the street along Main Street is critical to safeguarding and creating a great pedestrian experience. The City zoning code should be examined to see if additional or different design guidelines are needed to be put in place and if so, a strategy for doing so should be developed.</i> | | | | | | | | | | | |
| Identify performance metrics and establish baseline data | DSA, Chamber | | | | | | | | | | |
| <i>Gather baseline data that can be used to measure improvements. This could include a phone app allowing consumers to rate their experience on Main Street, sales tax revenue, commercial vacancies, and door turns for stores. Data should not be gathered during a special event, but during the peak summer tourism season. The same data should be gathered during and after test projects such as the parklet and two traffic lane experiments.</i> | | | | | | | | | | | |

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|---|-----------------|----------------|--------------|----------------|----------------|----------------|--------------|------|------|------|------|
| Plan and design parklet pilot plan and two-lane Main Street conversion test. | DSA | | | | | | | | | | |
| <p><i>Developing a parklet plan needs to begin with identifying some businesses that would like to experiment with a parklet. and don't mind the trade-off of losing a storefront parking space in order to try it out. Working with this business to craft an exciting public engagement plan, including volunteer builders, will be critical to the success of a parklet project. Once these pieces are in place, the DLC and the City should apply to the Wyoming Business Council for the funding for parklet construction.</i></p> | | | | | | | | | | | |
| Develop storefront improvements toolkit. | DSA, Chamber | | | | | | | | | | |
| <p><i>Create a "fact sheet" for business owners that outlines the permitting process and city allowances for improvements to storefronts. Utilize the DSA and Chamber to distribute the information.</i></p> | | | | | | | | | | | |
| Develop bicycle improvement plan. | WYDOT | | | | | | | | | | |
| <p><i>Create a plan for the implementation of identified improvements for the downtown bicyclist experience. This includes striping bike lanes on Brooks and Alger, as well as investigating impact on parking; identifying problem areas for green paint to enhance visibility; identifying spots where sharrows can be used to enhance wayfinding; and places on side streets that are appropriate for bicycle parking.</i></p> | | | | | | | | | | | |
| Plan and design improvements for pathway along Little Goose Creek. | Army Corps | | | | | | | | | | |
| <p><i>Initiate contact with the Burlington Northern Santa Fe, Montana Dakota Utilities, and the U.S. Army Corps of Engineers to discuss a long-term solution to completing a key missing segment in the community's pathway system, along the southwest side of Little Goose Creek from 1st/Dow Streets to Alger Street.</i></p> | | | | | | | | | | | |
| Plan and design improvements for Grinnell Plaza. | DSA | | | | | | | | | | |
| <p><i>Engage in a discussion with business owners around the Grinnell Street plaza area to vet potential improvements. Create a plan for testing out desired solutions, and map out a time to do the test, potentially at the same time as the two-lane test of Main Street. Following experimentation, develop a build plan for permanent improvements.</i></p> | | | | | | | | | | | |
| Collaborate with WYDOT on Main Street lane configuration and design. | WYDOT | | | | | | | | | | |
| <p><i>Collaborate with WYDOT on Main Street lane configuration and design.</i></p> | | | | | | | | | | | |
| Create plan for planning and prioritizing alley improvements. | DSA | | | | | | | | | | |
| <p><i>A policy and process should be created that allows businesses to utilize alley space behind their buildings. A plan for dumpster consolidation should be created, as well as ways to enhance the utility poles with art or other inexpensive improvements.</i></p> | | | | | | | | | | | |
| Update traffic analysis and patterns on Main Street. | WYDOT | | | | | | | | | | |
| <p><i>To progress community dialogue on a desired design for Main Street, more information is needed on traffic patterns and projections. The City should collaborate with WYDOT this summer to gather traffic information both on Main Street and connector streets. Data should not be gathered during a special event, but during the peak summer tourism season.</i></p> | | | | | | | | | | | |
| Build and test parklets on targeted side streets. | DSA, Chamber | | | | | | | | | | |
| <p><i>September was identified as the ideal time to launch test parklets. Brundage Street and Grinnell Street were discussed as good locations.</i></p> | | | | | | | | | | | |
| Conduct a two-lane test on one block of Main Street in the downtown core. | | | | | | | | | | | |
| <p><i>Test the 2-lane with a center turn lane traffic movement on at least one block of the downtown core. The ideal time discussed was before the rodeo. Communications around conducting this test is key – the whole community needs to understand in advance why the City is doing this, what information they are hoping to gather, and how to provide feedback.</i></p> | | | | | | | | | | | |

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|---|---------------------------|----------------|--------------|----------------|----------------|----------------|--------------|------|------|------|------|
| Gather performance metrics during pilot projects. | DSA, Chamber | | | | | | | | | | |
| <i>During pilot projects, gather the same data that was previously collected during project onset. This will help measure the benefits or negative consequences of projects tested.</i> | | | | | | | | | | | |
| Create an implementation plan for Little Goose Creek pathway improvements. | DSA | | | | | | | | | | |
| <i>Building on the identified designs, explore funding opportunities for future implementation of the project.</i> | | | | | | | | | | | |
| Create Local Business Support Plan to be used during WYDOT construction. | DSA, Chamber | | | | | | | | | | |
| <i>Work with local business owners and the Chamber of Commerce to develop a plan for avoiding any potential negative impacts on businesses during project construction. This should include a communications plan to keep business owners informed. The City should consider utilizing alleyway improvements and shared parking strategies to maintain business access throughout construction.</i> | | | | | | | | | | | |
| Launch public information campaign specific to WYDOT project. | WYDOT, DSA, Chamber | | | | | | | | | | |
| <i>Similar to the business support plan, develop a communications plan for keeping the community informed on project process, and raise awareness about business hours and access.</i> | | | | | | | | | | | |
| Provide frequent updates to public and business owners on project process and timeline. | WYDOT, DSA, Chamber | | | | | | | | | | |
| <i>Maintain communication from project onset to completion.</i> | | | | | | | | | | | |



APPENDIX

DATA SUMMARY: CRASHES AND CLOSE CALLS

When the Community Builders team begins working with a community on a transportation-related project, one of our first priorities is to conduct an analysis of crash data. We look for any clustering of crashes by geographic location and also by crash type, paying special attention to severe crashes that have resulted in an injury or fatality. In addition, we will often ask a community to report “close calls” that were near misses not reported to the police, and which can indicate additional areas of safety concern.

Our analysis, conducted using WYDOT and Sheridan Police reporting data, shows that the Sheridan community is fortunate to have a relatively safe downtown. As depicted on the following graphic, there have been no fatalities during a five-year span along the study segment of Main Street/Business 90, between 5th Street and Burkitt Street/Coffeen Avenue. Only 20 injury crashes occurred during this time period, with 85% of all reported crashes resulting in Property Damage Only (PDO). Four reported crashes involved pedestrians, and none involved bicyclists (although additional close calls were reported by cyclists on Jefferson Street).

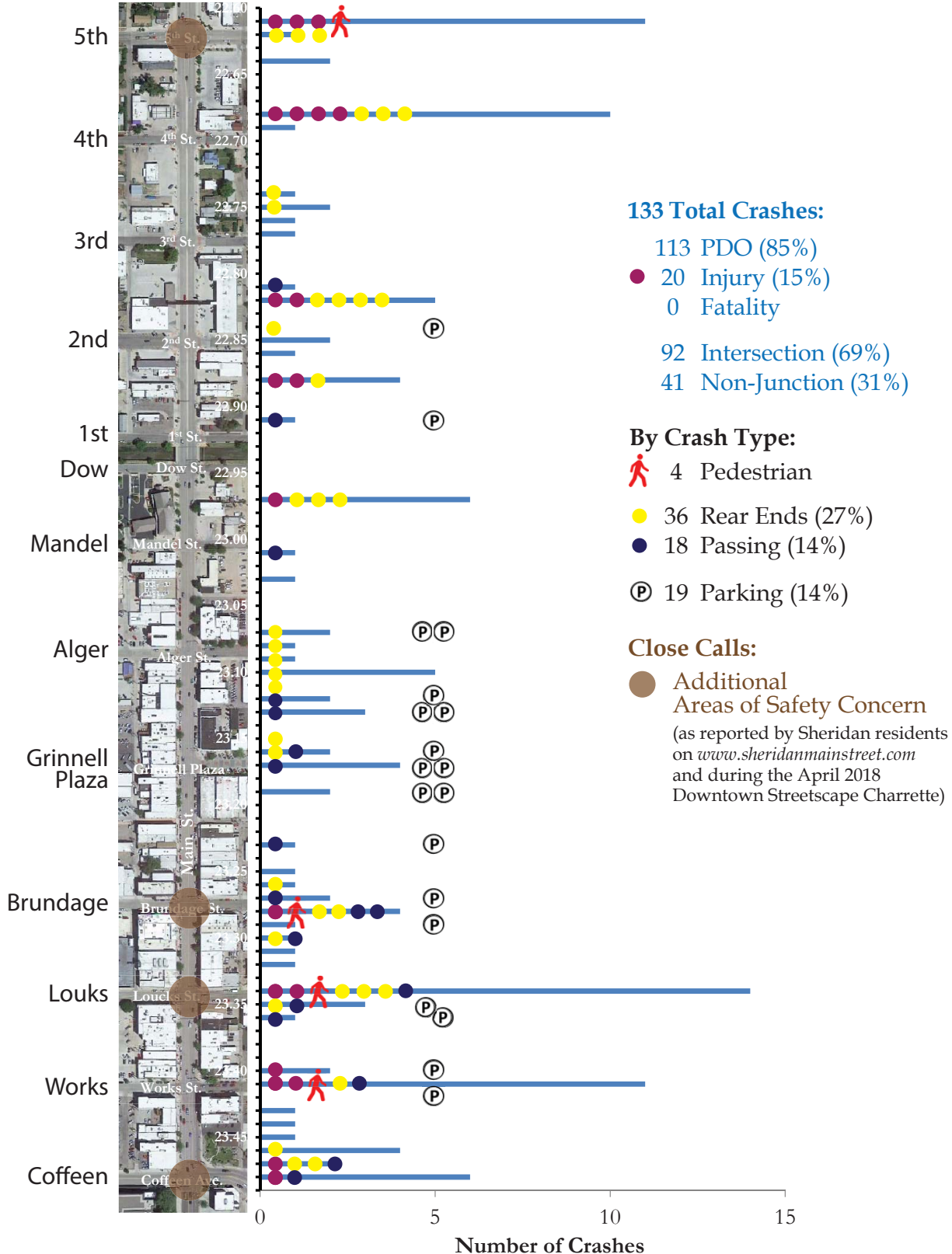
As is typical in most communities, the majority of crashes – whether involving car/car, car/bike, car/pedestrian or bike/pedestrian – happened at intersections. Sheridan’s data shows a somewhat high incidence of rear-ends and passing crash types (41% of total crashes), located at both intersection and driveway locations, which is assumed to occur when motorists fail to stop behind a stopped vehicle or make an error when changing lanes to pass slowing or stopped vehicles. In many communities, speeds that are higher than prudent within a downtown context result in an even higher percentage of rear-end accidents, but Sheridan is fortunate to have maintained a 20-30 mph speed limit along Main Street through its downtown, which has kept crash rates and average crash severity low.

In general, the most problematic intersection from a safety standpoint is Main and Loucks, with other crashes clustering at the 5th, 4th, Brundage, Works and Coffeen intersections. Crashes involving on-street parking happened most frequently along a two-block segment of Main between Brundage and Alger Streets.

Most crashes occurred during daylight hours and dry pavement conditions. Twelve crashes (9%) happened at night, and winter weather conditions contributed to 26 crashes (19%). Overall, crash rates have gone down during the study period, with the highest reporting in year 2013. This is in contrast with national crash rates, which have been increasing since 2011.



2013-2017
FIVE-YEAR CRASH HISTORY



PARKING AUDIT METHODOLOGY

OVERVIEW

Every person has an opinion about whether a downtown has too much or too little parking. Often, debates about parking occur in the absence of factual information about parking supply and utilization. It can be difficult to have a productive debate about policy when stakeholders are debating the facts. Parking audits enable cities to address parking management in a strategic framework supported by data.

The following methodology is provided by Charlier Associates, Inc. to assist the City of Sheridan in conducting a downtown parking audit. The term, “audit,” describes an approach that begins with an objective examination and evaluation of the current situation and likely future trends in support of a fair and accurate assessment of the City’s strategic choices. The four primary components of a parking audit are:

- parking supply inventory;
- parking utilization field counts;
- recommended parking management strategies; and,
- identification of “next steps.”

PARKING SUPPLY INVENTORY

The first step is to develop an inventory of the parking supply currently available in the study area. This is a count of the number of actual parking spaces. Inventory data should be mapped. Ideally, parking supply data should be mapped as a layer in the local GIS system and then can be updated over time and available for use by anyone, but in smaller cities this may not be feasible. Both formal (delineated) spaces and informal (places people park that are not marked) should be counted.

Parking supply data should be classified according to key characteristics, including as appropriate for the local situation:

- map location;
- type (on-street, off-street surface lot, parking structure);
- ownership (public entity, private owner, HOA)
- paid or not (including payment type – meter, app, permit);
- special use spaces (delivery vehicles, long spaces for recreational vehicles);
- reserved “handicap” spaces, and,
- time limits, if any (by length of time limit).

Spreadsheet tables should be created that are broken down by districts or areas shown on a map. This will simplify display of the inventory results and will set the stage for display of utilization data (below). The simple graphics tools available in PowerPoint can be adequate for graphics and display purposes. As a low-cost approach, it is often feasible to obtain a usable map image of the study area from one of the free on-line map sources (Google, Bing, etc.). That image can be pasted into PowerPoint slides and then can serve as a base for display of inventory and utilization data.

PARKING UTILIZATION FIELD COUNTS

At their simplest, field counts are conducted by people walking through the study area, recording the number of vehicles parked in spaces corresponding to the inventory. In larger areas, bicycles can speed the process. In very large areas or during inclement weather, counts can be conducted from inside vehicles, although this is less than ideal.

It also can be useful to record identifying information for parked cars to enable evaluation of parking duration and turnover. Because this is time-consuming and can slow down the count process, it is reasonable to identify a sample of specific spaces in both high-use and low-use areas to record license plates. This can give a fair representation of turnover and duration.

For intensive studies, intercept interviews can be conducted with people as they leave or approach their parked vehicles to determine trip purpose and number of occupants. This requires additional staffing for the audit field counts and normally is required only in areas where there are specific issues – residential neighborhoods impacted by overflow parking from a college campus, for example. Intercept interviews can be difficult to conduct as they may result in stressful encounters and occasional hostility.

Ideally, hourly parking counts are conducted during times when there is heavy parking demand, but not during major special events. (Special events require specific parking management techniques that are not needed the rest of the year.) Busy days during a peak season are ideal. Parking counts should be conducted on multiple days and should cover the hours of the day during which significant parking demand occurs. Often, counting a Thursday, a Friday and a Saturday can provide a usable range of data in support of an accurate representation of parking utilization. Although hourly counts are recommended, a low-budget audit could be done with counts every two hours.

The times of day for counts depends on study area land uses. In commercial areas, hourly counts that start at 9:00AM or 10:00AM and run through 7:00PM or 8:00PM are reasonable. In areas where there are movie theaters, popular destination restaurants, and/or brewpubs, counts should run through 9:00PM. In areas where office buildings or a college campus are overflowing into neighborhoods counts should start earlier.

There are a number of techniques for equipping people doing parking counts, including digital tablets (e.g., I-Pads). But the simplest, least-expensive approach is to design and print count sheets with boxes into which numbers can be written. These can be carried on ordinary clipboards for a fully-functional, low-tech approach. If rain or snow is a possibility, small plastic bags to protect the inventory sheets can be a good idea. The printed tables should be designed to correspond directly with the digital tables into which the data will be entered, to minimize workload and errors.

PARKING MANAGEMENT RECOMMENDATIONS

Once accurate data has been gathered and organized for presentation, the stage has been set for discussion of potential management strategies. This is where professional service support can be most effectively employed, as parking management is a technical and rapidly-evolving subject.

It is important to engage in some amount of goal-setting before embarking on policy discussions. What are our objectives? Do people agree and support those objectives? How will we measure success? What metrics should be used to monitor performance of our chosen strategies?

Parking management strategies that should be considered include:

- land use plans and resulting future parking demand;
- enforcement (of time limits, reserved uses, etc.);
- wayfinding and signing (helping drivers locate parking during busy times);
- travel demand management measures (bus passes, etc.);
- potential role of parking pricing;
- potential role of technology (parking apps to help drivers access parking, etc.);
- comfortable, safe walk environment to support “park once” districts;
- special needs parking (long recreational vehicles, deliveries);
- minimum ADA/handicap supply and location criteria;
- emerging mobility technology trends (carshare, Uber, etc.);
- special event management; and,
- if absolutely needed, additional supply (including location and funding).

Development of parking management recommendations requires active participation by stakeholders, local decision-makers and the general public. Parking is one of the most controversial subjects that cities must tackle, and care must be taken to foster transparent, informed debate. Full consensus is unlikely, but there is usually enough common ground to support specific strategies and next steps.

NEXT STEPS

It is important that a parking audit result in a short list of “next steps” – specific action items that will be undertaken in the near-term (over the next 18 months). Most parking “studies” collect dust on shelves at city hall and quickly fade from memory. Successfully addressing parking needs and strategies requires positive energy and momentum. A longer-term plan or strategy is also important, but will never come to pass unless there are near-term, incremental successes that set the stage for future actions. The “big plan” can be the enemy of progress. Look for “low-hanging fruit” – actions that can be done within existing funding and authority.