

## Implementation & Equity 201:

The Path Forward to Complete Streets

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

Webinar begins at 1PM EDT



**Smart Growth America**  
Improving lives by improving communities



National Complete  
Streets Coalition

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

May 17, 2017

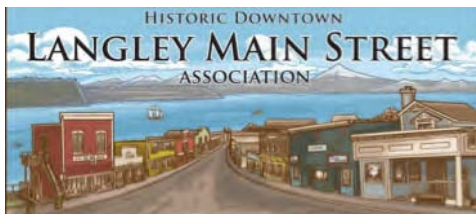


**Smart Growth America**

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**AMERICA  
WALKS**



*City of*  
**Langley** Washington

Making America a Great Place to Walk



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# Emiko Atherton

Director

NCSC

@CompleteStreets



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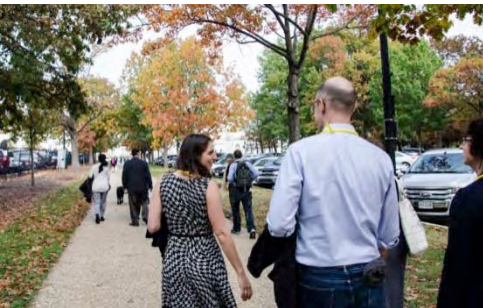
# Ian Thomas

State and Local Program Director  
America Walks  
[@AmericaWalks](#)

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

Ian Thomas

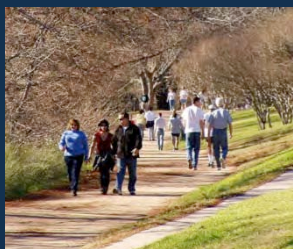
State and Local Program Director, America Walks  
Wednesday, May 17th, 2017



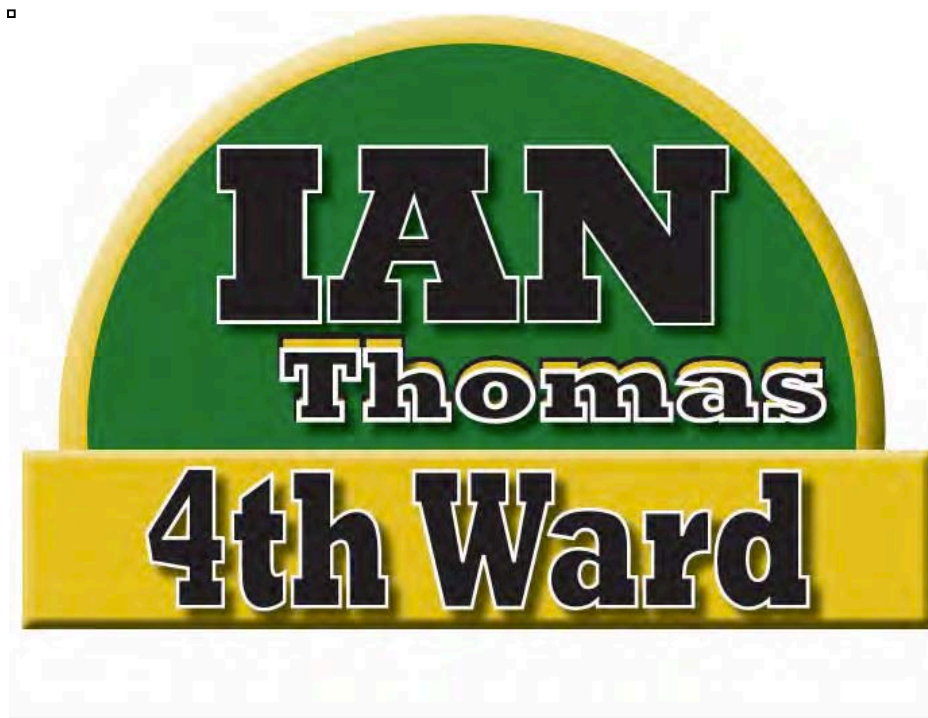
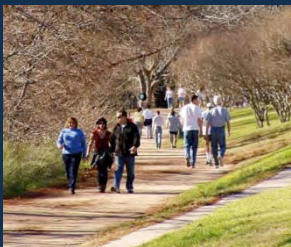
AMERICA  
WALKS

# AMERICA WALKS

Making America a Great Place to Walk



AMERICA  
WALKS



COLUMBIA,  
MISSOURI



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



## Takeaways:

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

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



## Outline:

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

# AMERICA WALKS

Making America a Great Place to Walk

[www.americawalks.org](http://www.americawalks.org)  @americawalks  americawalks



**Walking** events, programs, promotion/education, and communications

# AMERICA WALKS

Making America a Great Place to Walk

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**Walkability** advocacy for policy and built environment changes

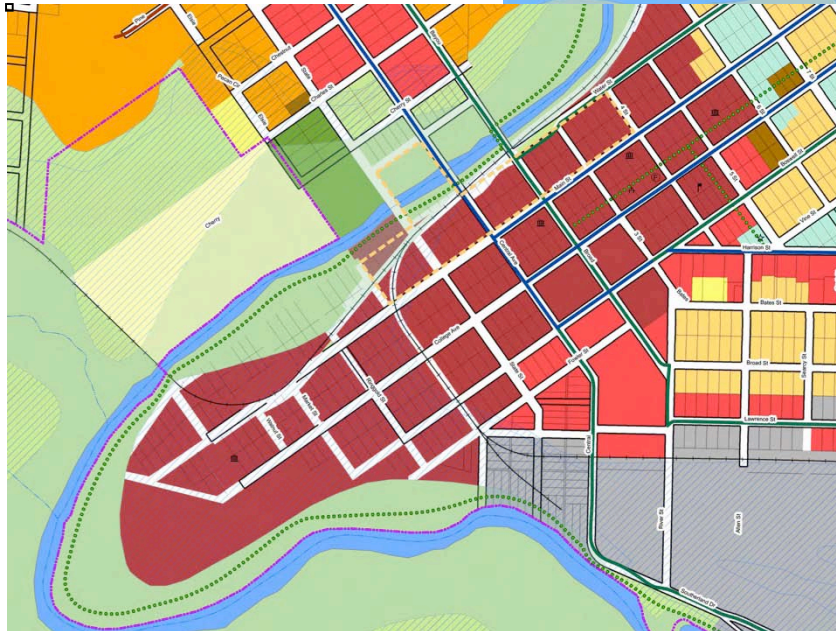
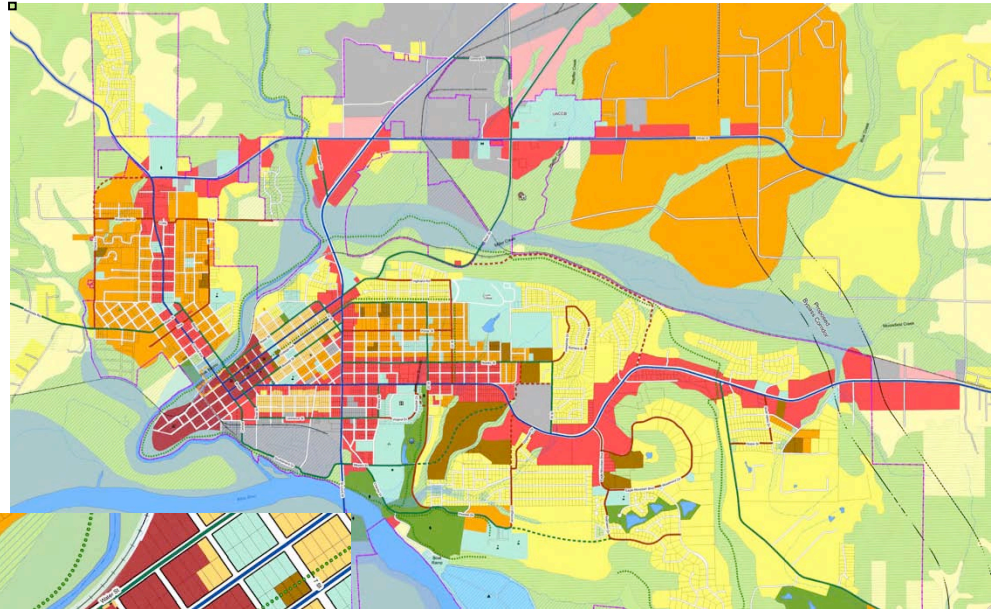
# Batesville, Arkansas



## Community Profile:

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

# Downtown Batesville



## Main Street (2014)



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

# Mayor Rick Elumbaugh

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



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

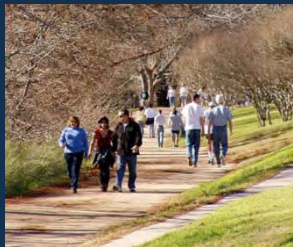
*That means we need a vibrant Main Street and walkable Downtown.*

*- Rick*

# Dan Burden and the WALC Institute (February, 2014)



# Community Engagement



# Main Street Walkability/Revitalization Plan

## The 100-Day Challenge:

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

## Low-Hanging Fruit:

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



# Main Street Walkability/Revitalization Plan (continued)

## Mid-Range Projects:

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

## Long-Range Initiatives:

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







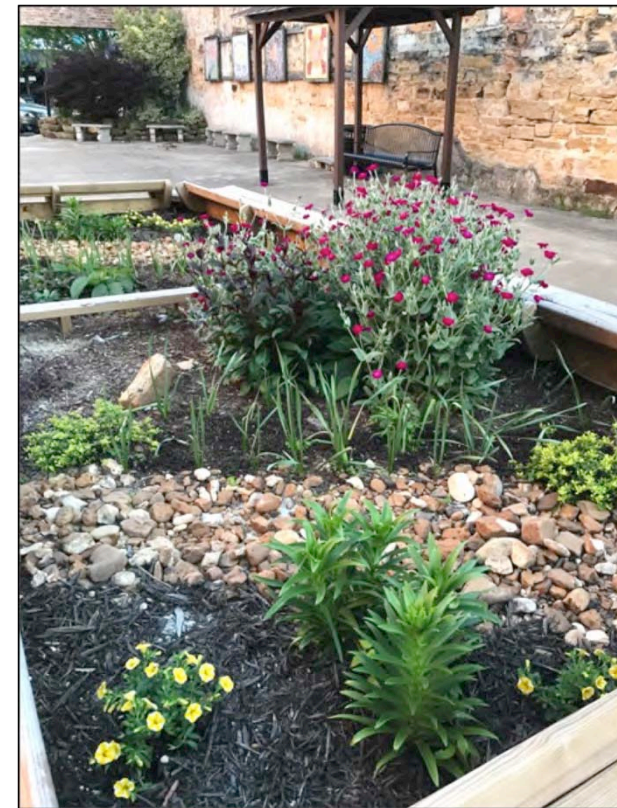




# Community and Economic Impacts

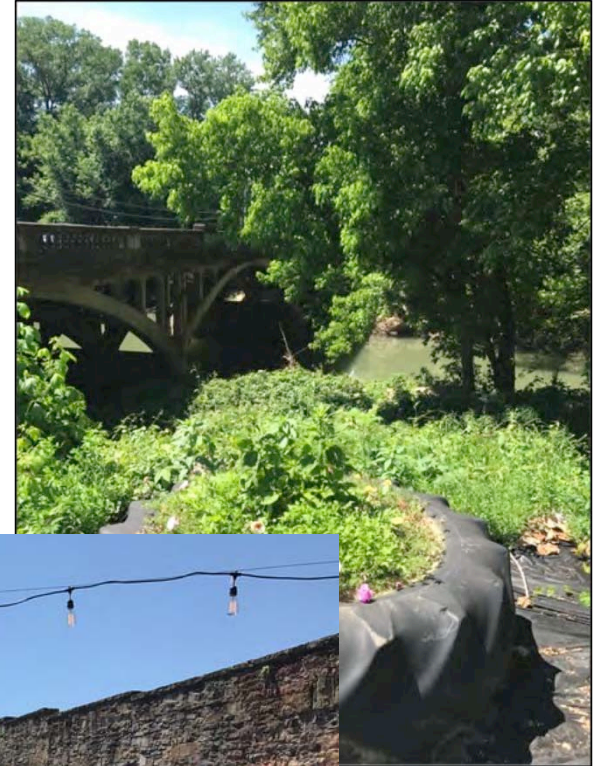
## #1: New Streetscape

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



## Community and Economic Impacts #2: Pocket Parks and Public Spaces

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



## Community and Economic Impacts #3: Economic Development

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



## Community and Economic Impacts

### #4: The Barnett Building

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





Ian Thomas, PhD  
State and Local Program Director  
America Walks

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# Lorinda Kay

Program Manager

Langley Main Street Association



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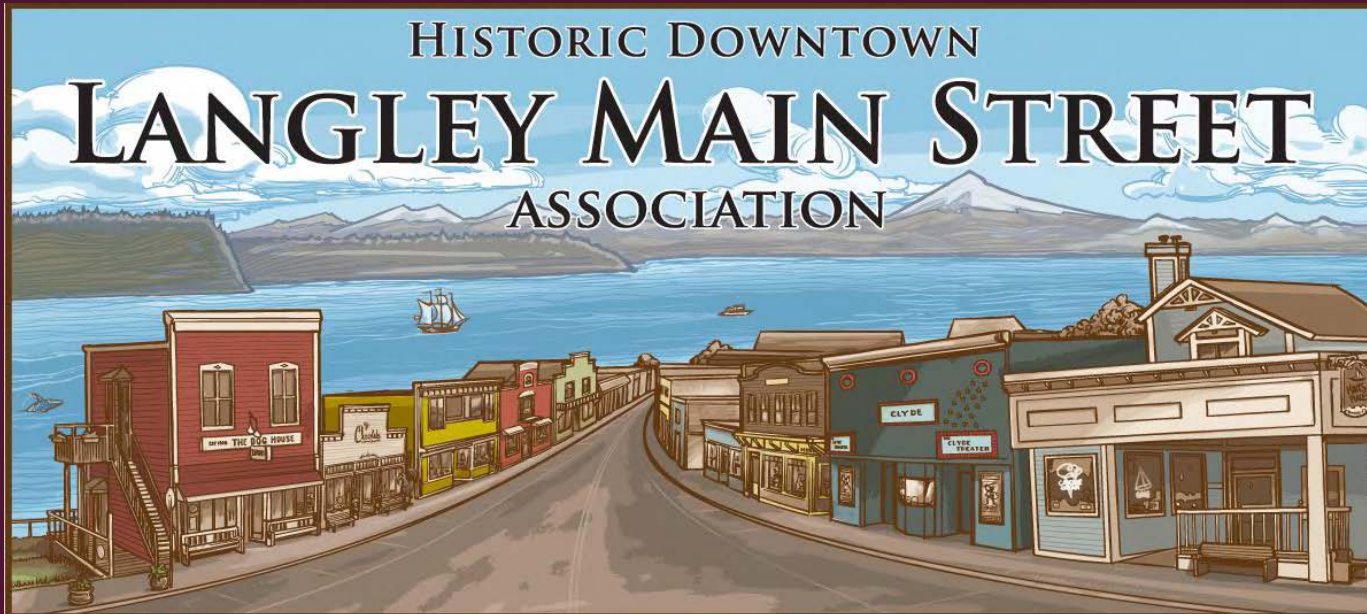


# Brigid Reynolds

Director of Community  
Development  
City of Langley, WA

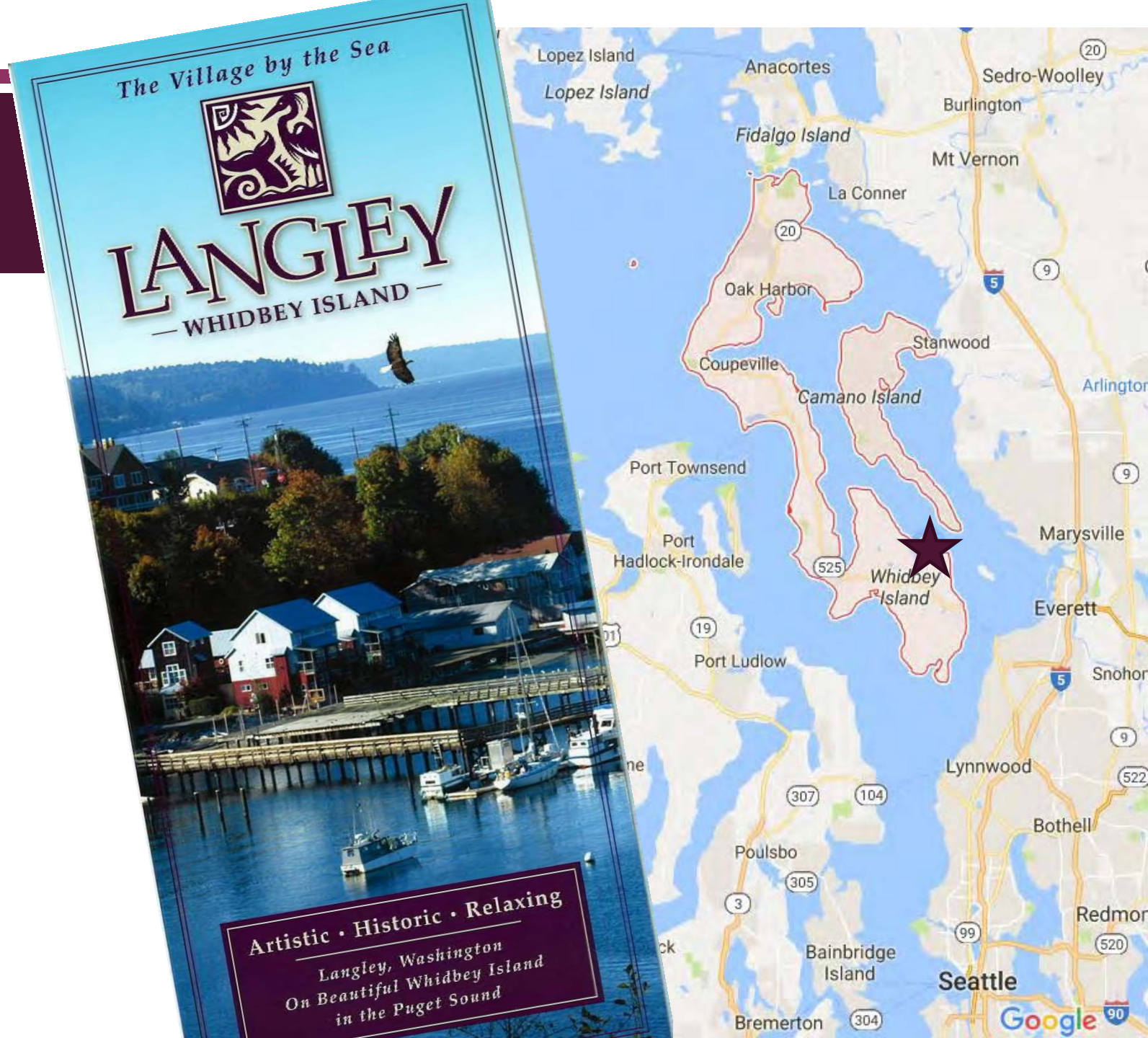
# CITY OF LANGLEY & LANGLEY MAIN STREET

COMPLETE STREETS



# CITY OF LANGLEY

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



# CITY OF LANGLEY

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



# SECOND STREET



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

# SECOND STREET

- Community engagement was key



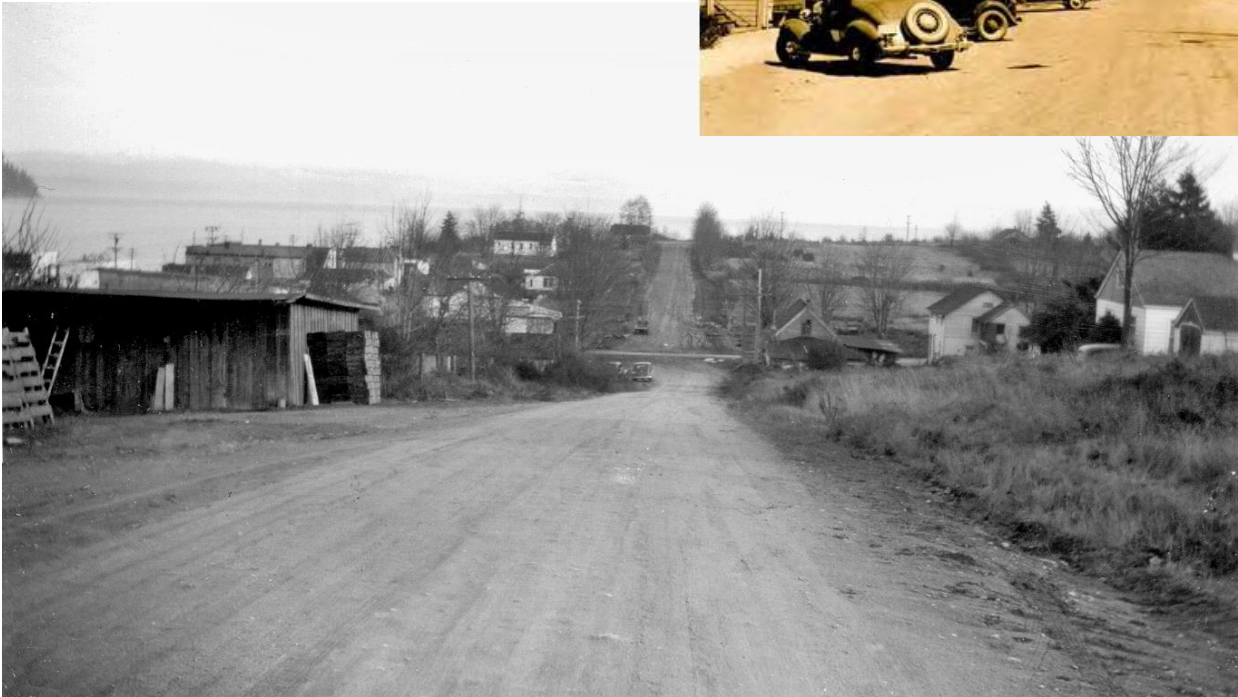
# SECOND STREET



# SECOND STREET



# FIRST STREET



# FIRST STREET



## Basic infrastructure improvements

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



# FIRST STREET



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

- Signage
- Parking
- Street



# First Street

## Improvements



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***Do you have suggestions to improve First Street?***

***We want to hear them!***



**A community conversation is being held**

**Wednesday September 21<sup>st</sup>**

**Langley United Methodist Church,**

**Fellowship Hall**

**6:00pm to 7:30pm**



For more information call City Hall 360 221-4246 and speak with the Mayor, Stan or Brigid

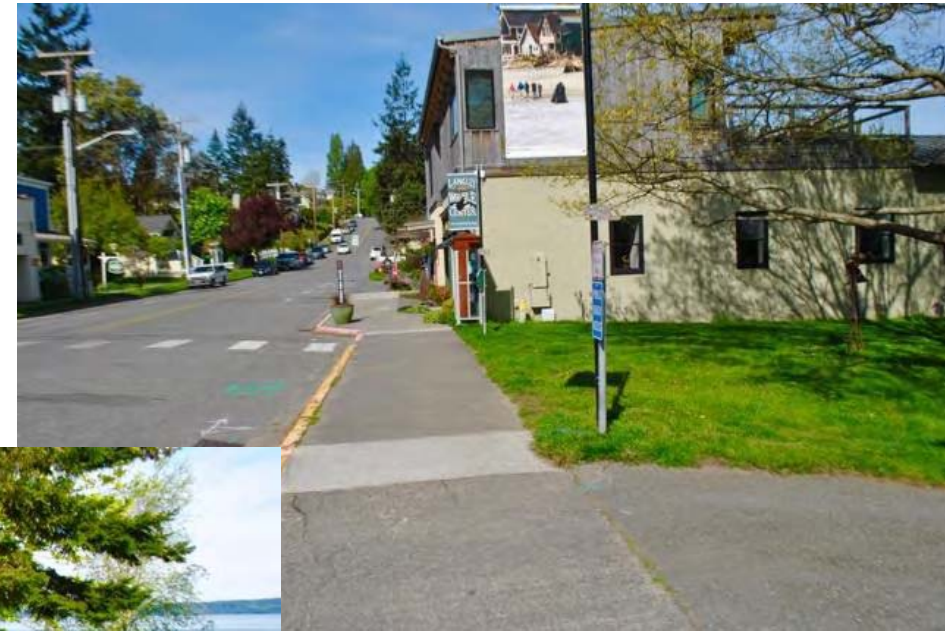
This event is being hosted by the City of Langley in partnership with Langley Main Street

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## NEXT STEPS



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



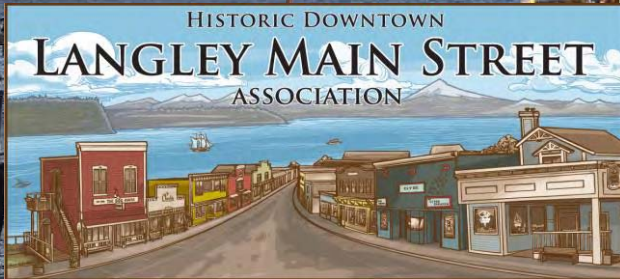
The  
City of



# LANGLEY

— WHIDBEY ISLAND —

## THANK YOU



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designLangley

Brigid Reynolds  
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# Questions?

Type your questions in  
the ReadyTalk chat box

# Implementation & Equity 201:

## The Path Forward to Complete Streets

Stay tuned for upcoming events



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