REVITALIZING MAIN STREET

The Vision and Implementation Plan

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EXECUTIVE SUMMARY

Livability refers to the quality of life of an area; it is directly affected by the quality of the built environment, especially the completeness of our transportation systems. Streets are attractive and safe for all users, or they are not. Streets encourage a variety of transportation options, including walking and bicycling, or they limit choices. Streets enable social interaction, or they do not. Streets put a person at ease, or they do not. Streets help businesses thrive, or they do not.

Farmington is full of community assets —a treasure trove of homes, buildings, churches, schools, and streets—some that celebrate the best of livability and some do not. At the heart of the community is Main Street, the City's historic, cultural, arts-based, and spiritual center.

During two visits at the invitation of the City of Farmington (March 17-19 and May 15-18, 2015), Dan Burden, director of innovation and inspiration and national walkability expert, associate Samantha Thomas, and Michael Wallwork, international complete streets and roundabout traffic engineer and expert of Blue Zones, LLC facilitated focus groups, walking audits and a multi-day design charrette. The visits were aimed at developing community-owned and backed conceptual designs for revitalizing Main Street. The project area is Main Street from Wall Avenue to Auburn Avenue.

The goals of the conceptual design process are to:

- **Illustrate** how street design and existing land use development and redevelopment can support all people and all modes of transportation;
- **Promote** a shared language among residents, business leaders, property owners, planners, engineers, designers and elected leaders;
- **Build** 'social capital,' or collective value, over time, helping business leaders and city leaders in taking the next-steps to achieve Main Street transformation;
- **Design** a conceptual Main Street revitalization plan that is technically viable and designed with the community; and
- **Inspire** each participant in the movement towards healthier, more people and business-friendly streets.

Many positive signs and trends, including emerging Main Street business leadership, pride of place, diversity of building stock, and a sense of community were found. The community demonstrated positive indications that people are ready to work together.

The community participants found, tested, and confirmed the conceptual designs presented in this document. These include:

- Right-sizing Main Street by reducing the travel lanes from four to two;
- Increasing intersection capacity and safety by 50-percent with the use of the modern roundabout while creating four authentic gateways that celebrate the historic and cultural character;
- Increasing on-street parking by 37-percent with head-out angled parking;
- Creating a safer corridor that is more people and business-friendly;
- Reclaiming the historic function of Main Street, being a community hub for commerce, social interaction and civic pride; and ultimately
- Adding value to the adjacent land by designing a more walkable, people and place-centered street.

These designs are conceptual, but provide enough detail and technical validation to allow the City of Farmington and Metropolitan Redevelopment Agency to move into the next steps, leading to implementation. Revitalizing Main Street paves the way for future reinvestment in the downtown and the greater Metropolitan Redevelopment Area, improving the health and well-being of the community through better built environments.

INTRODUCTION

The traditional Main Street is one of the most iconic images of America. Main streets started out as the center of town on the most important—and sometimes only—road. As a town grew, the street grew with it. At first, main streets provided access through proximity and were the social and commercial hubs of communities. Everything was on or near Main Street: city hall, the post office, groceries, bank, doctor, shops, tavern, restaurants, and entertainment. Many people lived downtown. Although the original main street may have served a large surrounding area of ranches, farms, or tribal lands the emphasis of the street was on providing access to one-stop shopping for daily needs. Since post-World War II, suburban development favoring shopping malls and single-use zoning have driven resources away from these vital community centers.

Furthermore, the devaluing of main streets occurred as advanced engineering was applied to move more cars and move them faster. Main streets that accommodate cars and deter people from stopping to shop, walk, bike, and socialize became an inevitable result. Most southwestern and western main streets started out with a 60 to 100 foot wide right-of-way, the space needed to turn around a horse and wagon. Everyone shared the public right-of-way—wide sidewalks were constructed, usually of boards so people didn't have to walk in the mud. Many of today's main streets have not just two lanes but often three, four and five in the same right-of-way. The prioritization of one mode (cars) serving the few rather than the many kills a street's overall sense of place and diminishes its value for all users.

Fortunately, various trends are changing the projections for future travel demands; that is, they are changing our understanding of the type of transportation systems people will want and need in the future. Aging population, a growing place-based economy, volatile fuel prices, increasing health and environmental concerns, increasing need for social connectivity, and changing consumer preferences are all placing more demand on how streets preform. Main streets are uniquely positioned to fulfill this growing need. Being geographically located within walking distance of neighborhoods, main streets are suited perfectly to evolve into the great destinations of the 21st century.

Numerous organizations and communities are working to restore the historic functions of main streets and reestablish them as the centers of towns and cities. Nationally, every dollar a community uses to support its Main Street leverages an average of $18 in new investment, making Main Street one of the most successful economic development strategies in America (www.nmmainstreet.org). Farmington, New Mexico is among the cities working towards revitalizing its Main Street, turning back on its economic engine.

Farmington is located on the confluence of the San Juan, Animas and La Plata rivers and is a major recreational, cultural, retail, and energy producing (oil and gas) center for the Four Corners region. At one time Farmington's Main Street was the retail center—a place for exchange of goods, services, culture, and knowledge—for the City and the greater region, but its role has diminished over the years. Today, only a few trading posts selling Native American handicrafts, art galleries, a locally owned shoe store, and several burgeoning restaurants are scattered along Main Street. Many storefronts are vacant, including many upper levels of the multi-story buildings along Main Street.

The City of Farmington and its leadership in the form of the Mayor, City Council and City Staff have become aware of the needed improvements to its Main Street. These needs have been recognized and addressed in a number of studies and plans which the City has undertaken in the past few years. The work includes a Metropolitan Redevelopment Designation (2006), the creation of the Metropolitan Redevelopment

Plan (2009) and the Metropolitan Redevelopment Agency (2007). The need to address the downtown area, and especially Main Street, has also been mentioned in the City of Farmington 2002 Comprehensive Plan, the Farmington Parks and Recreation and Cultural Affairs Plan of 2014, as well as, the Complete Streets Design Guidelines that are currently being completed by the Farmington Metropolitan Planning Organization (FMPO) for the region. As a result, the Farmington Metropolitan Redevelopment Agency invited Blue Zones to assist in creating a streetscape for Main Street, which is more true to its historic past of being a place for all levels of exchange between its citizens and visitors by creating a welcoming place for all modes of transportation, improving the retail environment and providing for personal interactions. This Blue Zones study and report takes all the previous work and the visions of the community and provides the blueprint to actually implement the previous plans. It is the logical continuation and fruition of the work already done by the City of Farmington.

The MRA Plan correctly notes that redevelopment often entails public investment in physical infrastructure to create market demand to stimulate private investment. Farmington does not need to look far for a prime example of this. Manitou Springs, Colorado main street, Manitou Avenue, had been declining for decades. Community leadership adopted a shared vision to turn a four-lane main street into a distinctive, character-driven, two-lane street with a key roundabout, serving as a gateway. Manitou Springs invested public funds in right-sizing Manitou Avenue, which spurred full retail occupancy in the downtown district.

Farmington's Main Street has incredible and unrealized potential. However, information compiled by the Farmington Metropolitan Planning Organization (FMPO) indicates that from the years of 2009 – 2012 there were four (4) accidents with one fatality that involved pedestrians on the portion of Main Street that is included in this plan area. This information was provided to the FMPO from the Data Source at the University of New Mexico Traffic Research Unit. The community is committed to improving Main Street in the downtown area to provide a safe destination—place where people want to meet, eat and shop.

Roadway improvements detailed in the 2009 Metropolitan Redevelopment Area Plan (Catalyst Projects; C. Public Improvement/Capital Projects; 1. Roadway Improvements) include some of the following:

- Reducing travel lanes
- Slowing vehicular traffic
- Improving safety
- Increasing on-street parking
- Creating an attractive street
- Enhancing distinctive identity– gateways and signage– and commercial vitality
- Strengthening pedestrian and bicycle connections to adjacent neighborhoods and the Animas River

Right-sizing and revitalizing Main Street as a place for people will be a catalyst for achieving the vision and redevelopment goals for the MRA. Towards achieving a new future for Main Street, the City and Metropolitan Redevelopment Agency recognized the next step was to create a community-owned conceptual design plan that studied the corridor. The vision is strong, wanting to apply street treatments that exemplify best practices in traffic-calming, Complete Streets, walkability and livability, all of which add value to adjacent land.

On March 17-19 and May 15-17, 2015 the Blue Zones team, at the request of the City of Farmington, facilitated a series of focus group meetings, walking audits, and a conceptual design charrette, for Main Street, Farmington. This report captures the input, existing conditions, key findings and design treatments (broken into three phases) that support the revitalization of Main Street. These designs are conceptual, but provide enough detail to allow the City of Farmington to move towards the next steps, leading to implementation.

> "[Metropolitan Redevelopment Area] is a safe, vibrant activity center for the Four Corners region where people can live, work, and play as a community.
>
> - 2009 Metropolitan Redevelopment Area Plan

Reclaiming Main Street, Towards a More Prosperous Future

> We all know where our Main Streets are, but do we know what they are and why they matter? Whether they are named First Avenue or Water Street or Martin Luther King Boulevard, what they represent is universal. Main Street is the economic engine, the big stage, the core of the community. Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work, and play.
>
> - National Main Street Center

Main Street is more then the sum of its parts. The street records human endeavors through time: the progression of architectural styles, types of businesses, cultural exchange, social changes, and the evolution of street design. One Farmington resident and charrette participant shared how a founding Farmington family—AF and Julia Miller—divorced in the late 1800s. In the divorce they divided up their land; Julia got the land on the north side of Main Street, AF the land on the south side. Julia vowed that their streets would never unite, and thus to this day many of the streets—Orchard, Court, Miller—are offset. Unanimously people shared during the design charrette that Main Street is the heart of the community; it still holds the history, character and civic life of Farmington.

Farmington, like many communities, has realized that they have lost the sense of place in the downtown. Whatever the cause— economic recession, changes in land use patterns (particularly strip development and large indoor shopping malls), lack of street modifications that support all users—Farmington is working hard to recapture Main Streets sense of place.

Perhaps most importantly, taking the steps to reclaim and revitalize Main Street will improve the overall quality of life in the heart of the community. By working to create a more walkable Main Street and focusing on placemaking Farmington can capitalize on local assets in order to create an appealing and unique place where people want to live, work, and play. When used for economic development, placemaking seeks to help a community attract and retain talented workers and the businesses that employ them.

Where to Invest First?

To shift from current sprawl and strip inducing practices that largely characterize Farmington will require a disciplined plan and program. Farmington understands this through the creation of the MRA. The City is now taking strategic steps to invest in its downtown and Main Street. This is encouraging because cities that are reinvesting in their downtowns, first, are attracting and retaining young professionals and growing their economic base, which Farmington has been making an effort to accomplish this over the years. A recent study titled: Core Values, Why American Companies are Moving Downtown, further confirms what companies are looking for in a downtown of any size:

- Walkable with close-by live/work/play neighborhoods;
- Convenient access by a range of transportation options;
- The right office space;
- A welcome mat; and
- Clean, safe streets

These overarching qualities validate the direction Farmington is embarking upon when it comes to rebuilding Main Street, and achieving it's overall MRA vision.

Walkability and its associated placemaking is the source of future job growth. Walkability helps incentivize the placement

of buildings, streets, parks and other infrastructure in ways that reduce the growth of traffic and ease congestion. In addition, walkability reduces environmental and economic costs associated with expanding roads, parking, and drainage. Walkable communities put people in healthy motion.

Walkability helps to keep taxes low. Recent research reveals that over the same 10-year period sprawl-friendly Atlanta, Georgia had to increase its taxes 27-percent during a period where Portland, Oregon, more walkable in focus, reduced their taxes 21-percent (Measuring Sprawl 2014, Smart Growth America).

Decisions about where to build [capital projects] roads, sewers, water facilities, and utilities will have implications for 1/3 of a typical municipality's budget. Building a walkable community can save cities 38-percent on infrastructure costs while generating 10-times more tax revenue per acre than conventional suburban development (Measuring Sprawl 2014, Smart Growth America). A study for Raleigh, NC, concluded that a six-story building downtown produces 50 times as much property tax revenue per acre as an average Walmart store. Even a three-story residential building produces more property tax per acre than a major shopping mall (Measuring Sprawl 2014, Smart Growth America).

Reclaiming and revitalizing Main Street will turn on Farmington's economic engine. It will serve as a model project and catalyst for future public and private investments within the MRA.

Main Street, Why Now?

Farmington envisions a greater role for its Main Street so it can be a place to create and allow the sense of community to flourish.

While streets are the most fundamental public spaces in communities, they may also be the most conflicted and under recognized. Streets can no longer be viewed simply as arteries for conveying cars; streets must add value to the community along the way.

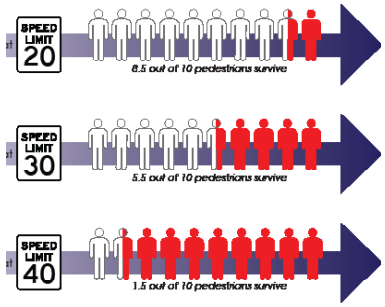
Great streets build communities as well as provide ways of connecting to other great places. The City and community's vision is to see Main Street and downtown Farmington as a destination. Vibrant business life needs traffic—foot traffic. Great main streets are putting people first and addressing pedestrian access as their priority.

In commissioning this report, the City of Farmington wants to emphasize safety as a priority for all the users of Main Street. According to a study by Smart Growth America, titled Dangerous by Design, 2014, Farmington ranks number one for the most dangerous cities in New Mexico to walk—19-percent of traffic deaths were pedestrians (2003-2012). Main Street has the highest percent of pedestrian accidents in the City, according to the Farmington Metropolitan Planning Organization and data from the University of New Mexico Traffic Research Unit.

Too many arterial roads—expected to move the most automobile traffic possible with minimal delay over long distances— are built wide and for higher vehicle speeds to achieve this purpose, even in urban areas or town centers. At the same time these roads are the main streets of many communities and are typically lined by historic buildings with shops, restaurants, offices and apartments. This is true for Farmington's Main Street.

Farmington's Main Street is an undivided four-lane road which exceeds the traffic needs of this area; its design induces greater speeds that are inappropriate for the historic downtown retail context (many motorists have been recorded going over 25 mph speed limit). Four-lane undivided streets are one of the most dangerous roads that can be built for people walking and driving because of the increased potential for multiple-threat crashes, in which one vehicle stops and screens the pedestrian, while another motorist continues on in the thru-lane. The pedestrian and motorist cannot see each other. Although a motorist in one lane has stopped to allow the crossing, it does not necessarily mean that the motorist in the next lane can see the pedestrian or will respond in the

The graphic below shows a pedestrian's likely survival rate if hit by a vehicle traveling 20, 30, 40 miles per hour.

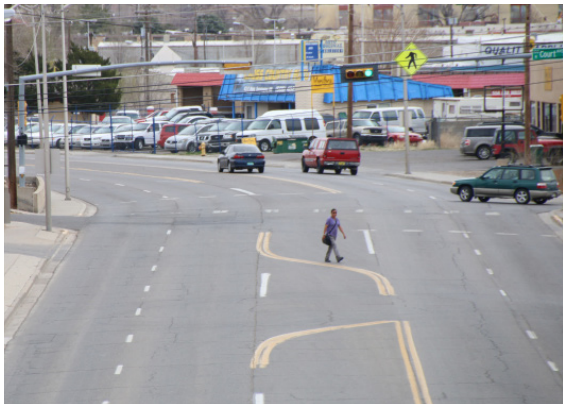


Source: Smart Transportation Guide, Planning and Designing Highways and Streets that Support Sustainable and Liveable Communities. Chapter 6. Designing the Roadway http://www.state.nj.us/transportation/community/mobility/pdf/

same way. And the faster a car is going, the more severe the injuries in the event of a crash. Also, the wider a roadway the further a pedestrian has to cross, the longer the pedestrian is exposed to the threat of a crash, and the longer a motorist is held back. These factors are caused by an outdated general practice in the transportation profession, which has been to set design speeds higher than the target speed: the speed at which the designers (and community) want cars to travel. The way streets are designed is changing. More and more communities are adopting Complete Streets and context-sensitive design approaches, applying proven safety treatments and traffic-calming tools to better balance the needs of all users.

In the fall of 2014, U.S. Department of Transportation (USDOT) Secretary Anthony Foxx announced a new initiative aimed at reversing the rise in pedestrian and bicycle deaths: "Safety is our highest priority and that commitment is the same regardless of which form of transportation people choose, including walking and biking." He challenged all Mayors to join his call towards creating safer streets for all people, addressing the need to implement more 'road diets', converting four-lane roads to three or two-lane roads, especially on four or five-lane roads carrying 8,000 to 15,000 vehicles a day. The Federal Highway Administration (FHWA) has singled out road diets as one of nine proven safety countermeasures. Coupled with proven safety intersection treatments, such as roundabouts, more business-friendly streets which attract a vibrant community of people can be achieved.

The good news is that great [street] design matters. Communities choosing to prioritize pedestrian safety— balancing the needs of all users, all ages, abilities and modes of travel— and investing in walkability and placemaking see fewer deaths and injuries, while improving the overall health and quality of life of the community. As motorists see more people in their environment their behavior changes. They form a "signature" of a person on foot or bike, and therefore alter their searching and behavior, such as yielding. Real safety is a result of having many more people walking and bicycling. The



Above: The images on this page show Farmington's Main Street as it exists today. Utilizing the roadway improvements listed on page 7 will improve the street design and leverage transportation investments to prime the development desired. Farmington is like many communities in that the wider the road in front of us, the faster we tend to drive, even in a posted 25-mph zone. Wider roads cause longer wait time for motorists at signalized intersections because more green time is awarded to a person crossing on foot. In order to prime development, creating a true activity center within the MRA, Main Street requires new intersection and corridor design treatments..

big dividend, streets that are designed to not only be safer for people driving, but to also be more comfortable and inviting for people walking and bicycling, increase business as well.

The need to move vehicles does not mean that downtowns have to sacrifice the qualities that bring people to it. Many stakeholders who participated in Farmington's Main Street design process noted distracting and uncomfortable conditions—traffic noise, over-sized vehicles, uninviting walking environment and less retail foot traffic. These conditions have happened over time. It will take trusting, compassionate, and a collective spirit with visionaries able to effect change and bring to fruition the conceptual design plan and recommendations in this document. Farmington is excited to change its Main Street!

Above: Farmington envisions a greater role for its Main Street so it can be a place to create and allow the sense of community to flourish. A photo vision illustrating how Main Street can be revitalized, moving beyond the sole function of moving people [in cars] from point A to point B, to a place for people, adding value to the community and adjacent land.

PROCESS: VISIONING TOGETHER

> Main Street will be the most delightful street in the City, a place centered on public safety and fellowship. A place to see others and be seen; a place to hang-out and pass through; a place for families and visitors, alike; a place for unique-to-Farmington stores; and a place where positive energy can be shared.
>
> - Resident of Farmington, and design charrette participant

Successful main street projects need local governments and community stakeholders to work together, collaborate in planning and decision-making, and share responsibility for bringing a project to implementation—construction and maintenance.

Blue Zones places community at the center of a street-making process, leading to better answers and a deeper public ownership of the future—after all, what is a city, but its people? Technical solutions can be easily developed. However, community acceptance is the key to being able to transform the ideas to reality.

The Blue Zones team listened to community wisdom through focus groups, walking audits and a design charrette —multi-day planning and design sessions where issues and opportunities are confirmed, alternatives are proposed and tested, and solutions are discussed and agreed upon—to ensure co-creation, co-ownership and that conceptual designs for Main Street, presented here, were designed with the community.

SHARED VALUES

(Identified by design charrette participants)

- **Connection and Proximity to Nature**
- **Sense of Community and Community Character**
- **Family and Friends**
- **Climate**
- **Culture and History**

FOCUS GROUPS & WALKING AUDIT

March 17-19, 2015: The Blue Zones team facilitated six focus groups and a walking audit along Main Street. The majority of participants commented on the need to attract new life onto Main Street. They were enthusiastic about ideas that would slow down vehicles, reduce noise, and create gateways, such as roundabouts, while preserving traffic efficiency, making the area more people and business-friendly. Additionally, many expressed the need for better connections to the river. One business owner presented her concerns for accessibility of her clients, and the need to maintain or increase parking.

ART WALK

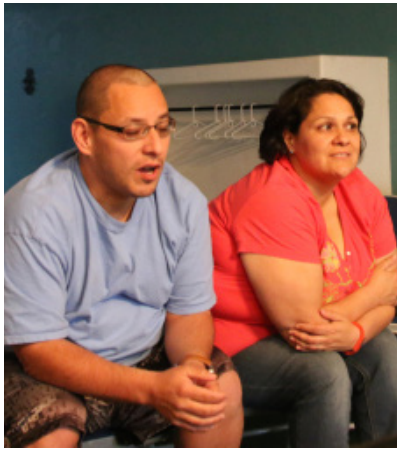
April 10, 2014: John McNeil, Cindy Lopez, Mary Holton and Duane Wakan handed out a questionnaire to people participating in Farmington's Art Walk on Main Street. The questionnaire had two questions with space for comments. Two hundred and two (202) people answered the questionnaire with the following responses:

What brings you downtown?
73% said Restaurants
65% said Events
41% said Shopping
35% said Socializing
14% said Live/Work Nearby
14% said Business

Which of these will be helpful to improving downtown?
33% said add more trees/landscaping
27% said add more parking
26% said add more lighting
25% said slow down traffic
24% said clear/widen sidewalks
11% said reduce number of traffic lanes
9% said nothing/leave the same.

DESIGN CHARRETTE

May 15-18, 2015: the Blue Zones team facilitated a three-day design charrette with an opening public presentation and visioning, values and priority setting session (42 people participated); a full-day design workshop (30 people participated); a technical meeting with City of Farmington directors and staff, Fire and Police, and electric utility director; a public closing presentation (40 people participated); and presentation to City Council.

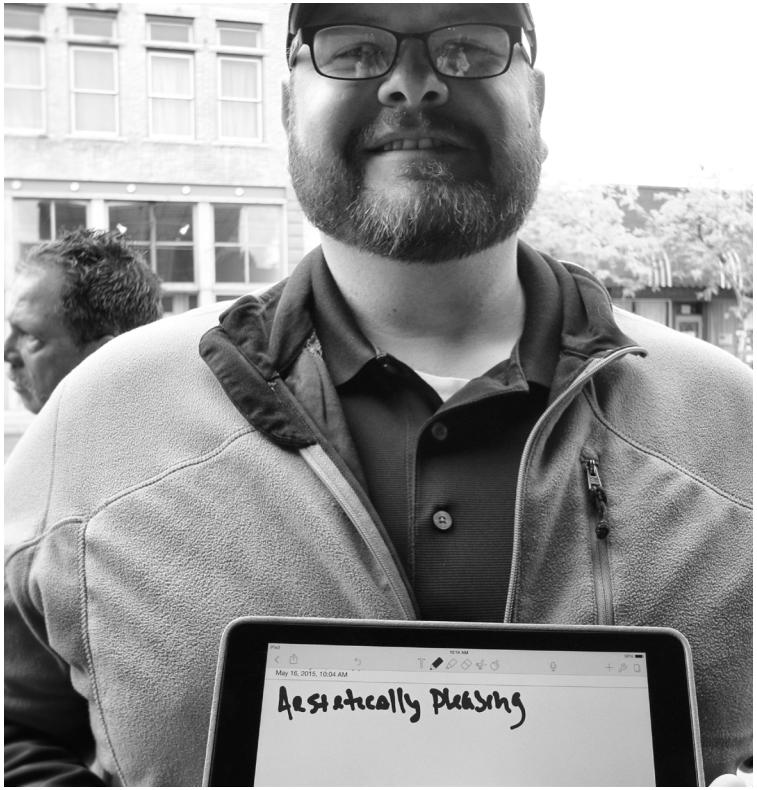


Participants discuss and draw, applying possible treatments to Main Street during the Conceptual Design Charrette. Together, the community who participated came up with the ideas that ultimately are shown in the final conceptual plans.

MAIN STREET IS :

It's Our Canvas;
Our Community!

During the walking audit, participants were invited to write down ideas, opportunities and solutions they envisioned that would help make Main Street more walkable, livable, and overall a more vibrant place for people and business.



DESTINATION
NO PUBLIC RESTROOM

SAFETY

FUN
ARTS & CRAFTS

Ambiance

MAIN STREET: TODAY

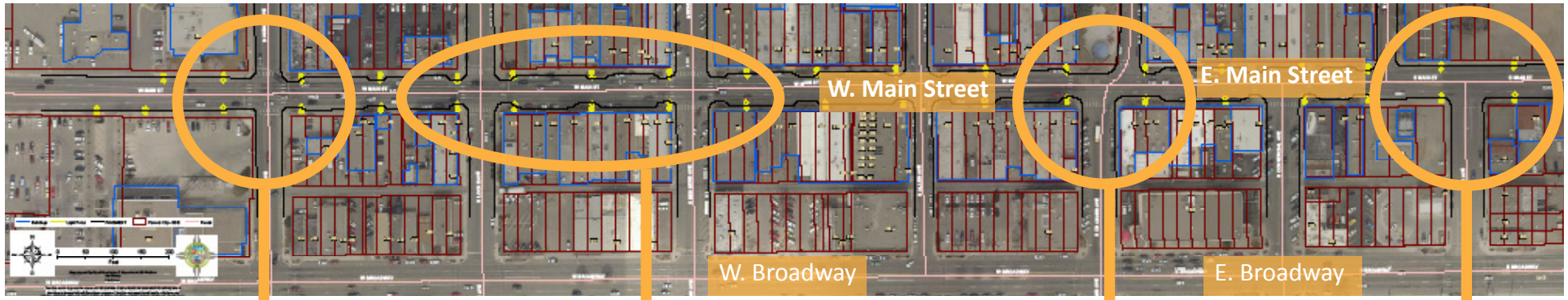
Project Study Area: Main Street between Auburn Avenue and Miller Avenue- .42 mi

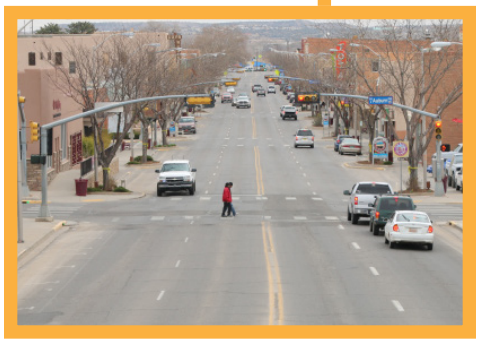
Context/Character: Farmington's Main Street has strong building form—buildings that front the street, providing a sense of enclosure— and ideal short block lengths (on average 300-360 feet) within an existing grid street network. Main Street is a window into Farmington's history, with a number of historic buildings with Navajo designs. Main Street, has the "bones" for a highly walkable corridor, one that promotes a place for people and celebrates art, culture and history within the center of downtown, and the greater MRA. The challenge to achieving a walkable Main Street is that, today, Main Street is overbuilt for vehicular traffic.

Main Street is a four-lane undivided road tasked to carry 12,000 vehicles per day. For perspective, one travel lane uninterrupted (theoretical) can carry 18,000 vehicles a day (Highway Capacity Manual). The images on this page show how Main Street is over designed for one mode (the vehicle) and how it fails to meet the needs of all users and the context of the streets historic function—exchange of goods, services, culture, knowledge.

The walking environment (sidewalks) is fair to adequate and can benefit greatly from minor improvements. The placement of street furniture interrupts the pedestrian 'walk-talk zone,' narrowing the effective sidewalk space intended for walking, and causing discomfort for two people to walk side-by-side, let alone pass someone sitting. Improved pedestrian lighting, as designed in the MRA's gateway elements, would help increase the sense of safety and encourage pedestrian traffic if incorporated along the entire study area. By lighting storefronts and windows and by adding pedestrian oriented lighting to existing or new street lights people would be encouraged to stroll the sidewalk spaces at night.

Main Street can be reclaimed, restored and revitalized.





Auburn Avenue & W. Main Street

W. Main Street between Locke Avenue & Behrend Avenue

Orchard Avenue & Main Street

S. Miller Avenue & E. Main Street

Main Street & Orchard Avenue, Existing Conditions

STREET IS *FAT*, NEED FOR RIGHT-SIZED TRAVEL LANES

Main Street is overbuilt with too many travel lanes for the amount of vehicle traffic that exists today and in the future. Main Street carries 12,000 vehicles a day. One travel lane uninterrupted can carry 18,000 vehicles a day (Highway Capacity Manual). Intersections affect the capacity of a travel lane due to turning movements; intersections are widened not to carry more vehicles, but to store vehicles stopped at a traffic signal. Signals increase crossing distances, speeding between lights because of a lack of visual cues, and create more noise because of the need to come to a full stop, and then fully accelerate again.

A person crossing Farmington's Main Street needs to cross over 44 feet. The Manual for Uniform Traffic Control Devices (MUTCD) sets the walk interval for signal timing at a walking speed of 3.5 feet per second. Thus the signalized intersections must provide approximately 14 seconds for the walk interval, before moving into the clearance phase. In addition, signals are often a deterrent to an area that wants to be pedestrian rich because they only permit people walking to cross the street at certain times, often with a significant wait even though there are few, or no, vehicles present. There is a need for safer and more efficient intersections that better balance the accessibility and needs of all users. Intersections should also contribute to a greater sense of place and our recommendations take this into account.

NEED TERMINATING VISTAS TO OPTIMIZE PUBLIC ACCESS

Terminating vistas anchor destinations and establish a sense of place. The proper design of the street will define downtown Farmington as a key destination as opposed to a thoroughfare. Today, Farmington's Main Street is not as attractive as it could be, it is somewhat uncomfortable for the pedestrian and it does not prime the type of development desired. New design treatments to the street will satisfy these needs. The next pages envision a healthier street based on the community design charrettes.

ENVISION A HEALTHIER STREET

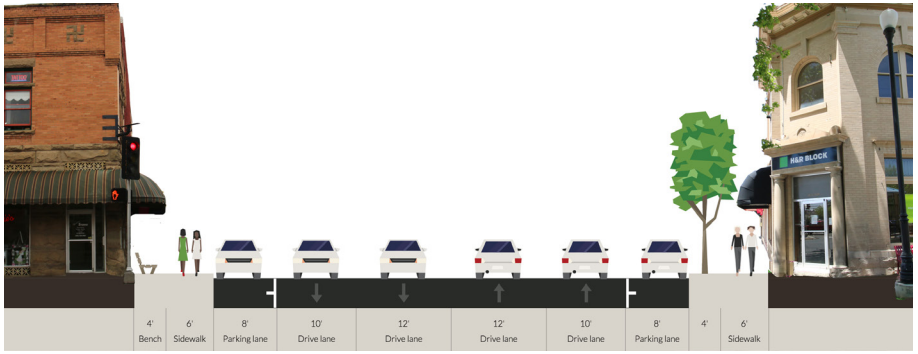
Main Street & Orchard Avenue, Future Conditions

The community envisions: Main Street goes on a 'road diet.' The street is narrowed from four-travel lanes to two-travel lanes; the lanes are narrowed to 10-feet. The additional space is used for on-street parking—parallel parking and head-out angled parking (the safest way to park the car)—increasing parking on the corridor by 37-percent. A colorized 'transition' or 'park assist' lane allows people to park and un-park with ease and provides a place for motorists to pull over to let an emergency vehicle pass, in addition to providing a de facto space for bicyclists.

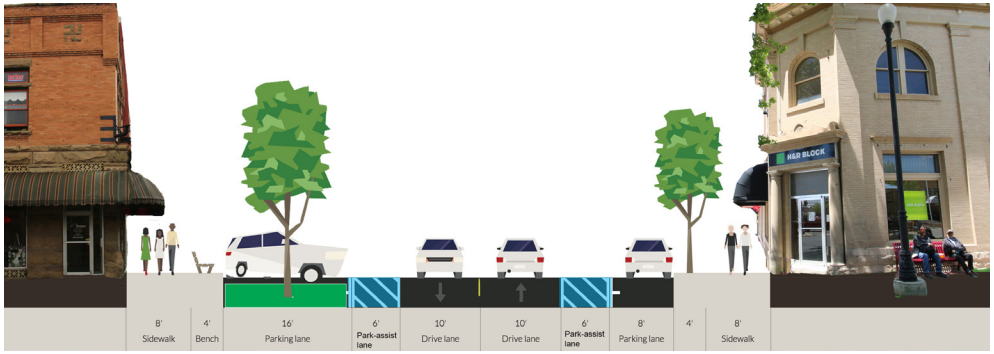
Intersections become safer and create gateways—place—with the installation of roundabouts, which removes the major safety, capacity, noise, access and mobility challenges that presently exist. As pictured, the intersection of Main Street and Orchard Avenue becomes well-managed, improving the access, safety and efficiency for all users. The roundabout will move 30% more traffic while keeping speeds through the corridor 20-23 mph. The lower speed of traffic makes it easier to park a car, walk, bicycle, and locate and approach a business. In Golden, Colo., retail sales increased 60-percent after the addition of a string of roundabouts—and that was during the 1989 recession.

A road diet in combination with roundabouts reduces crossing distances for people on foot, from 44-feet to two 14-foot crossings. Properly placed crosswalks are setback one car length from the circulating lanes. The Orchard roundabout's coral truck apron accommodates the thru-movement of the largest semi-truck and fire-truck (left-hand turning movements of these vehicles can occur at the Auburn Avenue roundabout). This intersection becomes a gateway that welcomes people to the heart of Main Street and downtown, and connects people to the river, civic and hospital district. Placemaking is improved through the intersection design and right-sizing of the road, setting the stage for new buildings and businesses that honor the street.

ENVISION A HEALTHIER STREET



Existing R.O.W. = 80 Feet



Future R.O.W. = 80 Feet

Existing Conditions:

Main Street is a Place for Cars

Today, 80-percent of Main Street's public right of way (ROW) is dedicated to the sole function of moving (and parking) cars. This kills sense of place and the pedestrian (people) and business environment. Main Street:

- Is fat with four vehicle thru-lanes
- Promotes speeding due to the design
- Is less comfortable for people to park due to higher vehicle speeds
- Lacks gateways, or a sense of welcome and arrival
- Has safety issues, by design it sets up the risk of a multiple threat crash and promotes bad crossing behavior of pedestrians due long waits at signalized intersections
- Lacks bicycle parking (racks)
- Lacks adequate lighting and has security issues (real and perceived)
- Has adequate sidewalks, but due to the placement of street furnishings the effective sidewalk space is narrowed to 3 or 4 feet

Future Design:

Main Street is a Place for People

The key to business-friendly and walkable Main Street is to bring down speeds to 20-23 mph on the Main Street corridor through:

- Right-sizing (road diet) the street: converting four-travel lanes to two-travel lanes
- Narrowing travel lanes to 10-feet
- Increasing on-street parking by 37% by adding head-out angled parking on one side, parallel on the other
- Adding a "transition" or "park assist" lane, helping motorists park and un-park, providing an additional buffer between people walking and driving, and a place for motorists to pull over to let an emergency vehicle pass as well as a de facto bike lane
- Seven remade intersections, four of which are based on one-lane modern roundabouts, providing 50% more capacity
- Wider sidewalks lined by trees and dotted with benches, bicycle racks, streetlights and other useful additions help create a lively, attractive streetscape

From Place for Cars... To Place for People

REVITALIZING MAIN STREET

Main Streets are for walking, browsing, lingering; while also being efficient for those looking for a particular item or needing to move through the corridor onto their next destination. Main Streets have to be highly walkable to succeed. Thriving Main Streets are achieving a target speed of 20 mph by applying design treatments that calm traffic, improve safety and accessibility for all users and fosters a greater sense of place. Establishing streets as places means raising standards when it comes to street design and leveraging transportation investments to prime the development desired.

This leads to a lot of potential design features, including ample sidewalks; convenient, well-defined crosswalks; vehicle traffic at calm speeds; entertaining and transparent storefronts abutting or very close to the sidewalk; relatively short block lengths; and in particularly hot climates, shading. The design charrette identified the following core principles/priorities for the future Main Street:

- Encourage people to drive the target speed of 20 mph.
- Improve the aesthetic appearance (and noise) of the street.
- Enhance the street environment, particularly for people walking, biking and parking.
- Minimize conflicts between street users: pedestrians, bicyclists, freight carriers, and motorists.
- Provide other routes for truck traffic.
- Strengthen connections to existing neighborhoods, districts and the river.
- Address security issues (both real and perceived).
- Increase the economic vitality of the community.

The following pages provide background into the best practices of street treatments, which are fundamental tools to achieving the community-held priorities and vision for Main Street. These include:

Tool 1: Right-Sizing Streets- The Road Diet
Tool 2: Narrow Travel Lanes
Tool 3: Safer Intersections - The Modern Roundabout
Tool 4: On-Street Parking
Tool 5: Street Trees
Tool 6: Security and Lighting
Tool 7: Sidewalks and Street Furnishings
Tool 8: Wayfinding

These were presented to the community as part of their toolbox in the charrette process. Those who participated in the design charrette applied many, if not all, of these principles and tools to the corridor. The treatments were further studied by the technical team (Blue Zones) to ensure applicability. Several local businesses even took it upon themselves to revitalize their own storefronts due to this process. Ownership and community pride is apparent.

The vetted and tested conceptual designs, fully presented starting on page 29, will support the City, MRA, Main Street businesses and property owners, and greater community in revitalizing Main Street into a place that is more inviting for people to walk, browse, linger, socialize, work, play, and live; while also being efficient for those who need to move through the corridor onto their next destination.

TOOL 1: RIGHT-SIZING STREETS
THE ROAD DIET

Research suggests that injuries from vehicle crashes rise as the width of a road increases. To protect both pedestrians and drivers, many communities are putting their roads on "diets" by reducing street widths and vehicle lanes. The gained space is being reallocated toward other ways of getting around — such as walking, bicycling and public transit—or on-street parking.

Road diets work best on streets that have daily traffic volumes of 8,000 to 20,000 vehicles. When done properly, a road diet improves the performance and efficiency of the street and makes it safer for all users.

For instance, by enabling pedestrians to cross only one lane of traffic at a time — rather than up to four or more lanes — a road diet reduces the risk of crashes and serious injuries. At the same time, motorists experience a shorter delay while waiting at traffic lights and other crossings.

A road diet can help a street and area become a more desirable place to live, work and shop, which in turn can be a boost to businesses and property values.

Thousands of road diets have been implemented on American roads. Right-sizing streets emphasizes the need for context sensitive solutions and design flexibility. Planners and engineers need to think beyond old conservative roadway designs.

SUCCESS STORY:
Main Street (Route 62), Hamburg, NY

Hamburg's Main Street was redesigned in 2010 with two lanes, narrowing travel lanes to 10 feet. This created more space for trees; on-street parking, which is good for business; and "park-assist lanes," which provide room for drivers to open car doors safely, move out of the travel lane for emergency responders and helps bring the target speed down to bicycle-friendly speeds. The results:

- Car accidents dropped by 66-percent;
- Injuries decreased by 60-percent;
- $7 million was spent on 33 building projects;
- The number of building permits rose from 15 in 2005 to 96 in 2010; and
- Property values along Main Street more than doubled over the same 5-year period.

Main Street in Hamburg, N.Y., was rebuilt to slow traffic and aid pedestrians. The changes have inspired business investment and civic activity.

BENEFITS OF ROAD DIETS TO DRIVERS

- Reduce: risk of rear end and sideswipe crashes. When crashes do occur, after a road diet they are less severe.
- Reduce: vehicle speeds by 3-5 mph.
- Reduce: number of vehicles traveling more than 5 mph over the posted speed limit by 70 percent.

TO PEDESTRIANS

- Reduce: distance pedestrians need to cross, which reduces the amount of time they are exposed to the risk of being hit.
- Reduce: risk of multiple-threat crashes, in which one vehicle screens the pedestrian.

TO BUSINESSES

- Increase: business activity by slowing traffic speeds and adding more on-street parking (which helps motorists notice shops, eateries they're driving alongside).

TOOL 2: NARROW TRAVEL LANES

Throughout the City of Farmington, including Main Street, there are opportunities to reduce vehicle lanes to 10 feet wide. This should be the default lane width. Lane widths of 10 feet are appropriate in people-rich settings and have a positive impact on a street's safety without impacting traffic operations (National Association of City Transportation Officials nacto.org).

Restrictive policies that favor the use of wider travel lanes have no place in constrained urban or Main Street settings, where every foot counts. Research has shown that narrower lane widths can effectively manage speeds without decreasing safety, and that wider lanes do not correlate to safer streets. Wider travel lanes are correlated with higher vehicle speeds. Lane widths less than 12 feet have also historically been assumed to decrease traffic flow and capacity, a claim new research refutes. "The measured saturation flow rates are similar for lane widths between 10 feet and 12 feet...There is no measurable decrease in urban street capacity when through lane widths are narrowed from 12 feet to 10 feet (Florida Department of Transportation, 2007)." Moreover, wider travel lanes also increase exposure and crossing distance for pedestrians at intersections and midblock crossings.

In addition to lowering vehicle speeds, this practice saves on materials, reduces environmental impacts, and provides physical space for wider sidewalks, or bike lanes, or wider buffers between sidewalks and passing vehicles.

If needed, such as when there are high numbers of large trucks on the road or where there are significant curves, permission can be given to build wider lanes, but the narrower lane should be the default. Truly, when it comes to the width of vehicle lanes, less can be more.

Above: Route 62 or Main Street in Hamburg, NY is a major state truck route. In the street redesign travel lanes were narrowed from 12 feet—highway-size strips that invite drivers to go fast—to 10 feet. This and other street treatments helped Hamburg achieve their target speed of 20-23 mph.

Above: To achieve a road diet on Main Street in Manitou Springs, CO (also a major truck route) the City narrowed the travel lanes and center turn lane to 10 feet.

TOOL 3: SAFER INTERSECTIONS
THE MODERN ROUNDABOUT

Roundabouts provide:

90%
reduction in fatal crashes

75%
reduction in injury crashes

30-40%
reduction in pedestrian crashes

10%
reduction in bicycle crashes

30-50%
increase in traffic capacity

Lower maintenance costs with no signal equipment to install, repair and rebuild, which has a saving of **$13,000 to $20,000** per year for every signalized intersection

Modern Roundabouts are proven safer than signals. The U.S. Department of Transportation has deemed them a "proven safety counter-measure" (Proven Safety Countermeasures, FHWA). The Federal Highway Administration (FHWA) strongly encourages state and local leaders to look at roundabouts first, as an alternate to conventional intersection design.

Modern roundabouts increase safety, reduce delays at intersections, reduce crashes, traffic delays, fuel consumption, air pollution, construction costs and maintenance costs. Roundabouts enhance the beauty of intersections and effectively control speeds. Compared to signzalized intersections, studies show that roundabouts provide a:

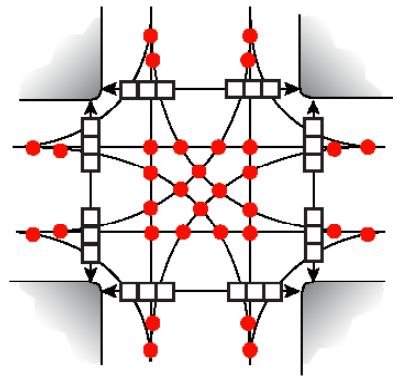
- 90-percent reduction in fatal crashes
- 75-percent reduction in injury crashes
- 30- to 40-percent reduction in crashes involving pedestrians

When designed properly, roundabouts result in safe vehicle speeds—between 15 and 23 mph, depending on the size and objective of the roundabout—which increases drivers' ability to judge and react to other vehicles and pedestrians. The slower vehicle speeds also are one of the keys that make roundabouts work for pedestrians: drivers are more inclined to yield as required when they're already going slowly. Conditions are easier for older and novice drivers.

All modes of transportation are safer and integrate better in a roundabout. Despite the slower speeds, roundabouts tend to increase traffic efficiency—sometimes by as much as 50 percent—because they keep traffic flowing (AARP Livability Fact Sheets http://www.aarp.org/content/dam/aarp/livable-communities/documents-2014/Livability%20Fact%20Sheets/Modern-Roundabouts-Fact-Sheet.pdf).

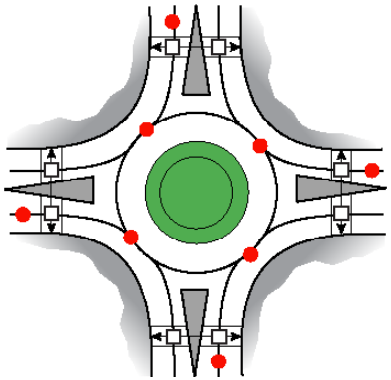
In some places, including the Bird Rock neighborhood of San Diego, CA, single-lane roundabouts successfully carry 25,000 vehicle trips per day. Today, roundabouts grace about 2,000 intersections in the U.S., with more planned (http://roundabout.kittelson.com/Roundabouts/Search).

Roundabouts also reduce environmental and noise impacts, and require much less maintenance and repair than signalized intersections. Roundabouts improve the visual quality and character through landscaping, sculptures and other gateway features that celebrate place while providing traffic calming benefits.



Conflicts at a conventional intersection with single lanes in each direction

- ● 32 vehicle-to-vehicle conflicts
- □ 24 vehicle-to-person conflicts



Conflicts at a single-lane, modern roundabout

- ● 8 vehicle-to-vehicle conflicts
- □ 8 vehicle-to-person conflicts

The Walkable and Livable Communities Institute and Alternate Street Design

TOOL 4: ON-STREET PARKING

Off-street parking is the most expensive type of parking. Each space typically uses 300 to 350 square feet, costs between $3,000 and $27,000 to build and about $500 a year to maintain and manage (Transportation Cost and Benefit Analysis I: Parking Costs. http://www.vtpi.org).

On-street parking is more efficient and can be a revenue generator. If a single on-street parking space turns over frequently — about 12 to 15 uses a day — it brings in as much as $300,000 in revenues to nearby businesses (Instead of Free Parking. http://shoup.bol.ucla.edu/InsteadOfFreeParking.pdf).

Head-out angled parking is the safest form of on-street parking, while maximizing parking space. It offers multiple benefits, including creating a sight line between the people driving and other road users, such as people biking, when un-parking. For people driving with young children, seniors or others who need extra help, the open doors direct passengers to the safety of the sidewalk, not into traffic. Getting into a head-out angled parking spot is simple—a person driving signals their intention, slows, pulls past the spot and then backs into it, which is equivalent to making only the first maneuver of parallel parking.

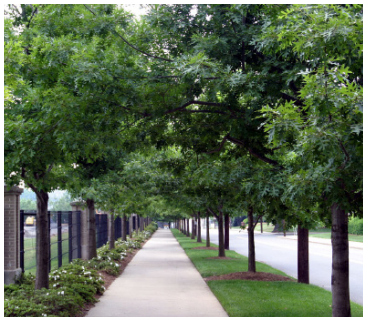
Above: Drivers are more easily able to park and un-park with a transition lane on La Jolla Boulevard, San Diego, CA,. It should be noted that La Jolla Boulevard is a higher volume street then Main Street [Farmington], carrying 23,000 vehicles a day in two-lanes.

Above: Head-out angled parking is being used in more cities from Des Moines, IA (left) to Seattle, WA (right). It allows an un-parking motorist to better see oncoming traffic, including bicyclists.

Right: Head-out angled parking is the safest way to park a car, sending your children or seniors to the safety of the sidewalk, not into moving traffic.

Left: Tree-wells inset the parking, add vertical height and green the street, contributing to the traffic-calming and placemaking.

TOOL 5: STREET TREES



For a planting cost of $250-$600, a single street tree returns over $90,000 of direct benefits, not including aesthetic, social and natural, in the lifetime of the tree (Source: U.S. Forest Service). Vertical walls of green create a sense of enclosure, help to hold down vehicle speeds, and create a nice walking and biking environment. Street trees, generally planted 4 feet to 8 feet from curbs, provide many benefits to those streets they occupy. Generally street trees are placed 15-30 feet apart. These trees are carefully chosen and positioned to allow adequate sight triangles at intersections and driveways, illumination of the street from overhead lamps, and to work with utility lines above or below ground. Street tree varieties can be carefully chosen and used in all climates, including semi-arid and even arid conditions. Properly placed and spaced, street trees provide many benefits. Farmington should continue to provide for planting, replacing and maintaining shade-producing street trees. Benefits of street trees include:

- Appropriate Traffic Speeds. Street trees create vertical walls framing streets and a defined edge, helping motorists guide their movement and assess their speed, leading to overall speed reductions. Street safety comparisons show a reduction of runoff- the-road crashes and a reduction in overall crash severity when street tree sections are compared with equivalent treeless streets.

- Safer Walking Conditions. Trees create more pleasant walking environments, bringing about increased walking, social engagement, community pride, and care of place. Therefore, the community takes actual ownership and surveillance of homes, blocks, neighborhoods, plazas, businesses and other civic spaces. Trees call for planting strips or tree wells, which further separate motorists from pedestrians, buildings and other town fabric.

- Improved Business. Town centers with shaded streets generally yield 12 cents on the dollar higher retail sales. Realtor based estimates of treed versus non-treed comparable streets relate a $15,000-$25,000 increase in home or business value on treed streets. This often adds to the tax base and operations budgets of a city allowing for added street maintenance.

- Less Infrastructure Cost. Trees absorb the first 30 percent of most precipitation through their leaf system, allowing evaporation back into the atmosphere. This moisture never hits the ground. Up to 30 percent of precipitation is absorbed back into the ground and taken in and held onto by the root structure, then absorbed and then transpired back to the air. Some of this water also naturally percolates into the ground water and aquifer. Storm water runoff and flooding potential is, therefore, reduced on treed streets. Studies conducted in a variety of California environments show that the shade of urban street trees can add 40-60 percent more life to costly asphalt.

- Convert Emissions. Automobile and truck exhaust is a major public health concern. Tailpipe emissions are adding to asthma, ozone and other health impacts. Impacts are reduced significantly in proximity to trees. Trees in street proximity absorb 9 times more pollutants than more distant trees, converting harmful gases back into oxygen and other useful gases.

- Lower Air Temperature. Streets and parking lots are known to increase temperatures 3-7 degrees. A properly shaded neighborhood, mostly from street trees, can reduce energy bills for a household from 15-35 percent. Temperature differentials of 5-15 degrees are felt when walking under tree canopied streets.

- Improved Well-Being. People are impacted by ugly or attractive environments where they spend time. Trees have a calming and healing effect.

- Connection to Nature. Trees act as essential environments for song birds, squirrels and other town life. Indeed, street trees establish natural and comfortable environments. Our favorite streets are usually those that have a good canopy effect.

TOOL 6: SECURITY & LIGHTING

The feeling of security is created through surveillance and ownership. Surveillance doesn't mean hanging a security camera on every corner—although some cities have done that—it means that there are enough people on the street during most hours to make you feel that someone will see you if something happens. A lively main street with a diversity of people walking, working, shopping, and living downtown reduces actual crime (especially vandalism) and increase perceived safety. Physically, a sense of security is created through adequate lighting, removal of overgrown vegetation and other "hiding places." Buildings set close to the sidewalk, with 70 to 90-percent window transparency help put "eyes on the street" (natural surveillance). It doesn't hurt to have foot or bike police, either.

Ownership is a related principle. When the community is proud of its downtown, everyone who owns a business or works and shops on main street feels ownership. When the sense of ownership is strong, the street is well-maintained, and bad behavior is not tolerated. Creating a feeling of security demands a great deal of energy and resources. Safety issues are complex. However, good design can greatly decrease the impacts of these problems on a main street.

Lighting provides essential nighttime illumination to support pedestrian activity and safety as well as vehicle safety. Well-designed street lighting enhances the public realm while providing safety and security on streets, bike paths, and pedestrian paths including sidewalks, paths, alleys, and stairways. Historically significant street light poles (human-scale) and fixtures should be maintained and upgraded where appropriate. Pedestrian lighting should be coordinated with building and property owners to provide lighting attached to buildings, illuminating storefronts and sidewalks and alleys. In addition Main Street businesses should collectively light window displays until a certain hour in the evening (10 or 11 pm), providing security and comfort for people out on an evening stroll.

Above: Ensuring alleys and other passageways are well lit at night helps contribute to the areas sense of security.

Lighting Guidelines:

Location and Spacing

(1) Street and pedestrian lighting should be installed in the sidewalk furniture zone; (2) light fixtures should not be located next to tree canopies that may block the light; (3) street light poles should be human-scale; (4)design should relate and recognize the history and distinction of street; (5) buildings provide attached lighting to facade, alleys and window displays.

Light Color

(1) All light sources should provide a warm white (yellow, not blue) color light; (2) As appropriate, dark sky-compliant lighting should be selected to minimize light pollution cast into the sky while maximizing light cast onto the ground.

Energy Efficiency

As appropriate choose solar light fixtures, or LED where solar light fixtures are not appropriate or possible.

Above: Durango, CO illuminates best practices in lighting on its Main Street.

TOOL 7: SIDEWALK & STREET FURNISHINGS

Sidewalks along city streets are the most important component of pedestrian accessibility. The quality of a sidewalk is affected by pathway width, slope, space for street furniture, placement of utilities, trees and landscaping, and building access. Sidewalks have four basic zones: the frontage zone, the pedestrian zone (or, 'walk-and-talk" zone), the furniture zone, and the curb zone.

Frontage Zone

The frontage zone is the portion of the sidewalk located immediately adjacent to buildings, and provides "shy" distance from buildings, walls, fences, or property lines, typically 2 to 3 feet.

Pedestrian Zone

The pedestrian zone, situated between the frontage zone and the furniture zone, is the area dedicated to walking (and talking) and should be kept clear of all fixtures and obstructions. It should be at least 5 feet wide to provide adequate space for two people to comfortably pass each other or to walk side by side.

Furniture Zone

The furniture zone is located between the curb line and the pedestrian zone. The furniture zone should contain all fixtures, such as street trees, bus stops and shelters, parking meters, utility poles and boxes, lamp posts, signs, bike racks, news racks, benches, waste receptacles, drinking fountains, and other street furniture to keep the pedestrian zone free of obstructions.

Curb Zone

The curb zone defines where the area for pedestrians begins, and the area for cars ends. It serves primarily to prevent water and cars from encroaching on the sidewalk.

Street furnishings add vitality to the pedestrian experience and recognize the importance of the pedestrian to the fabric of a vibrant Main Street environment. Street furnishings encourage use of the street by pedestrians and provide a more comfortable environment. Street furnishings include benches and seating, bollards, flower stands, kiosks, news racks, public art, sidewalk restrooms, signs, refuse receptacles, parking meters, and other elements.

Street furnishings achieve improved vitality in many ways:

- They make walking, bicycling, and public transit more inviting.
- They improve the street economy and common city prosperity.
- They enhance public space and create a place for social interaction.

Placement of street furnishings should be provided:

- At concentrations of pedestrian activity (nodes, gathering areas)
- On streets with pedestrian-oriented destinations. Pedestrians may gather or linger and enjoy the public space.
- Site furnishing placement should be secondary to the layout of street trees and street lights as street trees and street light develop a street rhythm and pattern. Site furnishing should be placed in the furniture zone in relation to these elements with adequate and consistent spacing.

TOOL 8: WAYFINDING

Farmington is working towards implementing a wayfinding and gateway project, with one of the main wayfinding signs proposed for the corner of Orchard Avenue and Main Street. The designs for this sign are auto-focused in scale. The information that is planned to be depicted on the signs is for attractions in the greater area.

The City and MRA should refocus wayfinding efforts to ensure signage is human-scale and helps people travel with ease within the downtown. Regional wayfinding signage can be placed further along Main Street as people head out of town.

Good wayfinding systems make people feel welcome and comfortable, reinforce the destination's essence, or core offering, and communicates to people what kind of experience they should expect when they visit. It is very important that the signage is based on an area's authentic offerings—the factors that truly make it a special place.

Focusing on signage and wayfinding ensures a coordinated system to get vehicles, bicyclists, and pedestrians to and around a community by providing a hierarchical system of signs and symbols.

An effective signage and wayfinding plan includes the following principles:

- Create an identity at each location, different from all others.
- Use landmarks to provide orientation cues and memorable locations.
- Create well-structured paths.
- Create regions of differing visual character.
- Don't give the user too many choices in navigation.
- Use maps.
- Provide signs at decision points to help wayfinding decisions.
- Use sight lines to show what's ahead.
- Encourage walking and biking by including either walking times or biking times between destination points.

Farmington boasts authentic assets from which a strong brand emerges, including connecting to the river, good restaurants, strong cultural identity, and more. Already, the area welcomes recreational enthusiasts, geology and history buffs, and shoppers looking for an authentic southwest town to explore. Mid- to long-term Farmington is well positioned to connect people from the downtown to the area's surrounding natural assets (rivers and bluffs) by foot or bike. The Farmington MRA has done extensive work to create designs and plans for gateways, as wells as, lighting improvement ideas for downtown Main Street.

THE DESIGNS FOR REVITALIZING MAIN STREET

Traffic volumes can be better handled with roundabouts then with traffic signals, Pedestrian flow across Main Street can occur with minimal or no delay under safer conditions. Each of the intersection designs suggested will bring entering and exiting speeds on all legs of the roundabout down to an average of 15 to 20 mph. Conflicts points between motorists and pedestrians are greatly reduced, as is noise, pollutants, the severity of accidents if they do occur, and other negative factors.

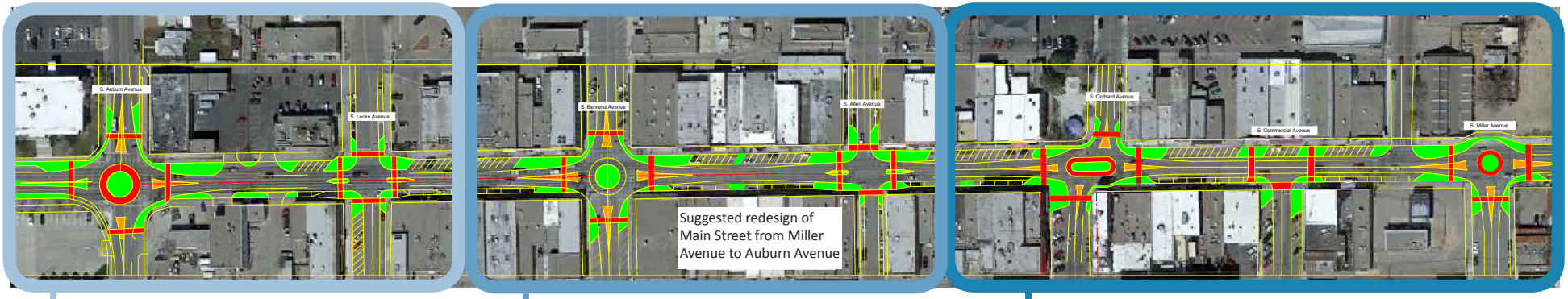
Each roundabout features channelized islands that reduce crossings on all sides to a distance of 14-feet to a crossing island (splitter island) and then another 14-feet to the sidewalk.

A series of roundabouts help to lower overall corridor speeds since the roundabouts work in tandem, holding corridor speeds at or below 25-mph at all times, creating a gateway to the downtown district that allows a true Main Street and activity center to develop. This is due both to the geometry of the deflection paths in the roundabouts and the appearance to the motorist coming out of each roundabout that the next roundabout is within clear view. There are no advantages to speeds above 25-mph for Main Street or area businesses or residences.

Single lane roundabouts successfully carry 25,000 vehicles per day. Main Street only needs to carry 12,000 vehicles per day, thus it has more than adequate capacity (it is at 50%) to provide a very good level of service along the entire route, while creating a high quality of life.

Installation of single lane roundabouts will limit turns for the largest semi trucks and the largest fire equipment (a vehicle pulling a trailer can still make turns), except for the roundabout at Auburn Avenue that has been expanded to accommodate the turning movements of the largest vehicles. (Page 33 provides more detail.) Downtown Farmington has strong street connectivity, which supports more efficient traffic circulation. (Page 34 provides more detail.)

The following pages provide the conceptual engineering details for the Main Street corridor, presented in the recommended project phasing. The next step is to bring these concepts into full construction documents.



PHASE THREE:
Locke Avenue to Auburn Avenue
Detail on page 33

PHASE TWO:
Allen Avenue to Behrend Avenue
Detail on page 31

PHASE ONE:
Miller Avenue to Orchard Avenue
Detail on page 30

PHASE ONE

Miller Avenue to Orchard Avenue

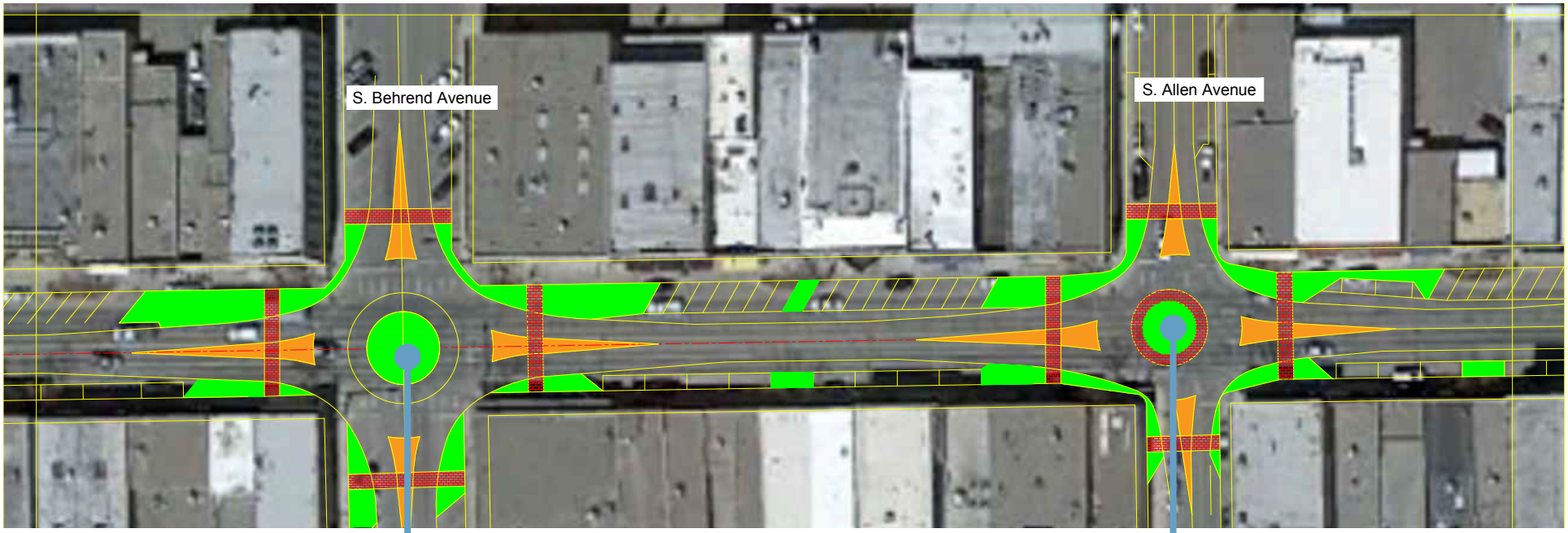
Above: The Orchard Avenue intersection with Main Street features an elliptical roundabout that stitches together the offset entering side streets of Orchard. The community refers to this intersection as “ground zero” as it is the center of Main Street and the downtown. This new intersection allows for important connections to the river, civic/convention district and the surrounding neighborhoods. This coincides with recommendations made in previous studies. Stores to the immediate Northeast side of this intersection are for sale, and could be bought and rebuilt within a few years. This intersection along with Miller Avenue may well be the first demonstration project along the corridor given their significance. Main Street deserves a grand entrance and this sets the stage for a downtown improvement that values place.

Above: Crossing distances are significantly reduced, improving the accessibility and efficiency for all users. In addition, the curb extensions provides better sight lines for motorists and pedestrians. The transition lane and on-street parking provide a greater effective radius, increasing the ease with which large vehicles can make a turn at slower speeds.

Above: This T-intersection incorporates 10 to 20 feet of private property—owned by the Taylor Family— in order to perform its traffic movement and slowing function. The Miller Avenue roundabout is of high importance because it serves as a gateway, which is needed here to slow traffic to appropriate levels as motorists transition into the area. Note that this area is also prime for a gateway as a vacant property sits to the North, and the Southwest corner is an abandoned gas station property that over time should be a more appropriate and valuable use, such as a restaurant. A former gas station on Magnolia Avenue in Fort Worth, TX was remade into a restaurant after the City implemented a road diet, and adopted a form based code overlay district.

PHASE TWO

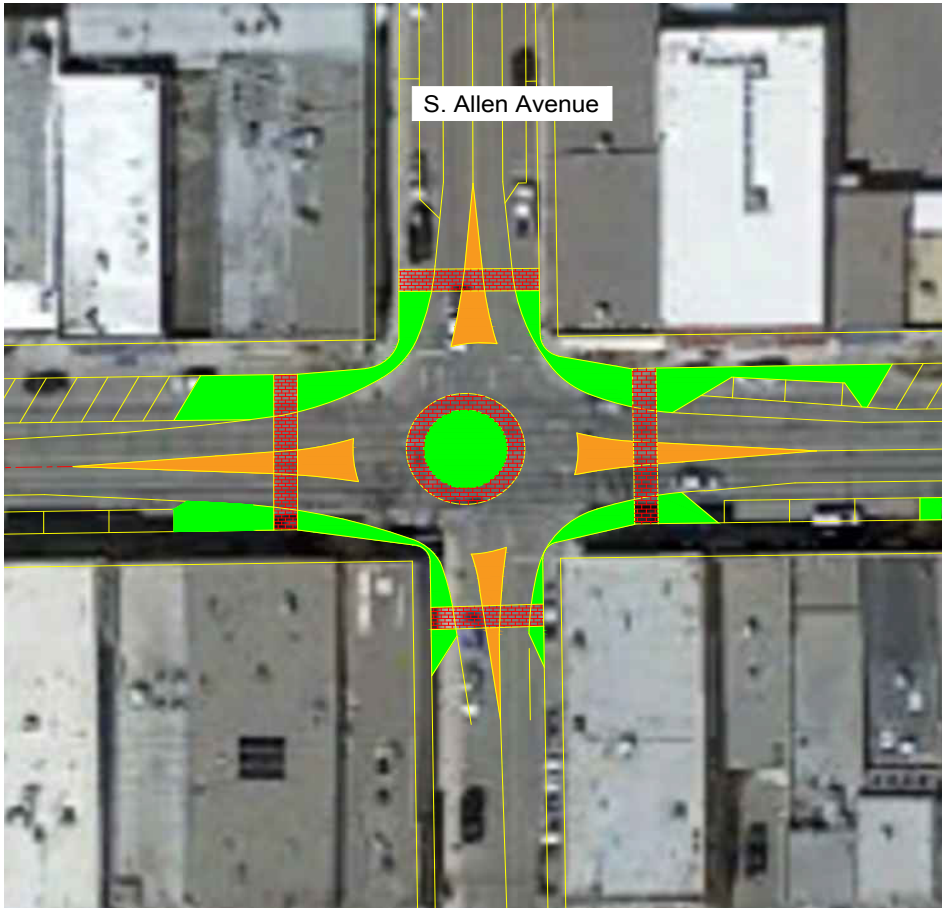
Allen Avenue to Behrend Avenue



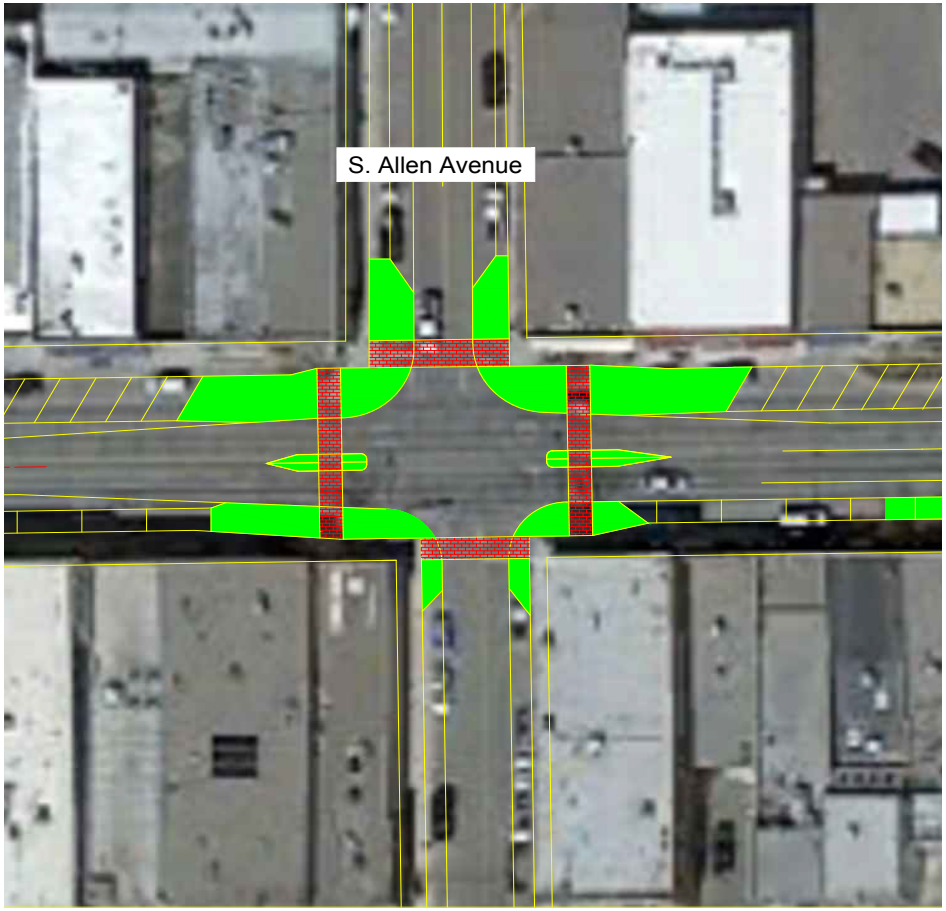
Above: An example of a sign, directing truck traffic to go only straight through a roundabout in Grand Junction, CO. These should be applied at all of the proposed roundabouts on Main Street except for Auburn Avenue.

Above: See details for Allen Avenue on the next page (32).

Allen Avenue and Main Street w/ Roundabout



Allen Avenue and Main Street w/ Compact Intersection



The side streets of Allen Avenue and Locke Avenue appear to have low traffic volumes, complete data was not available, but likely traffic signals may not be warranted. The next step is to get traffic volumes for a traffic signal warrant study. A local engineer can do the warrant study in less than an hour. Based on the results, Allen Avenue can either move forward with a compact intersection design (right) or a roundabout (left). It should be noted that due to spacing and the string of roundabouts (4) that are currently being recommended and the strong street network that exists, a signal can be removed for other reasons, such as the incompatibility with the ultimate design of Main Street.

PHASE THREE

Locke Avenue to Auburn Avenue

Above: The roundabouts being proposed, except at Auburn Avenue, are unable to allow for the turning movements of the largest semi-trucks and fire equipment due to the confined right-of-way and the need to preserve the historic character. In other words, these vehicles can only go straight along Main Street. Vehicles pulling a trailer will be able to make turns. Learning that the new fire station is being built on N. Auburn Avenue the roundabout at Auburn was expanded to accommodate the turning movements of all large trucks and all expected fire vehicles. To achieve this large design some minor corner clips of right-of-way will be required. Auburn is another important gateway into the Main Street. It is at this intersection where the suburban-style of Main Street transitions into its historic form.

Above: The intersection of Locke Avenue can be compact in design, including channelized islands (crossing islands) that reduce the crossing distance to 14 feet and one direction at a time. Note that in this design curb extensions (bulb-outs) should be added on the North and South portions of Locke to inset the parking and reduce the crossing distance of Locke Avenue.

Left: An example of a crossing island on a road that was reduced from 5 lanes to 2. Crossing islands can be as little as 8 feet wide. Generally they are 20 to 40 feet long. Adding low ground cover and tall trees helps with the detection of the islands and crossings.

ADDRESSING TRUCK TRAFFIC- UTILIZING STREET NETWORK

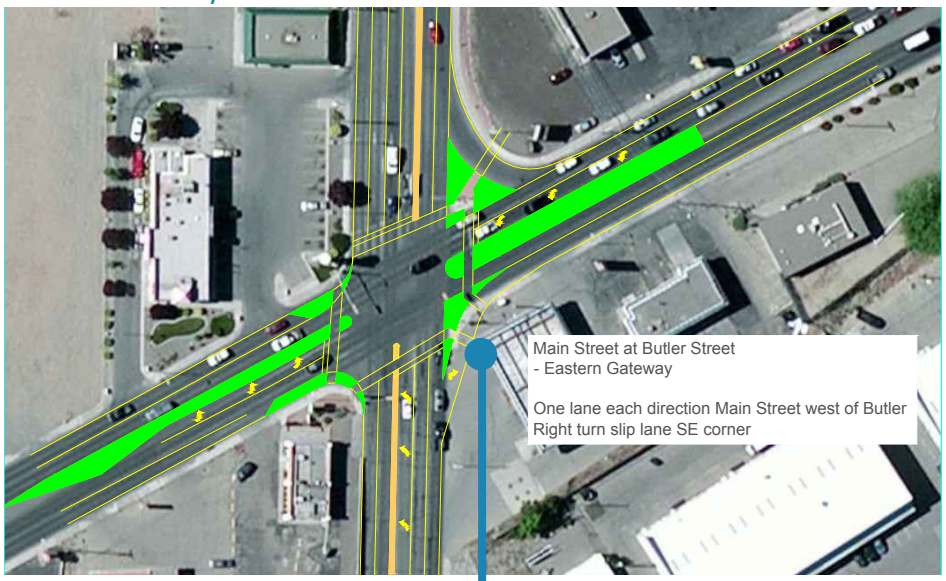
As many community members noted, there is no need for large semi trucks to be coming down Main Street, rather they should use the designated truck route that already exists. For delivery trucks the alleys should be the access point where deliveries are made. Fortunately, downtown Farmington has a strong street network (connectivity), which helps disperse traffic, creates better traffic circulation and through design geometrics and signing can better direct certain traffic, like large semi trucks, down the appropriate route. To achieve this, two channelization or gateway projects should happen. One at the intersection of Butler Street and Main Street (below left), the other at the intersection of Broadway Avenue and Main Street (below right). These designs will direct truck traffic and thru-traffic onto Broadway.

Broadway Avenue is one block South of Main Street. It is a four-lane divided road carrying only slightly higher traffic volumes, 13,500 to 14,000 vehicles per day. Therefore, it can still accommodate a significant amount of thru-traffic.

With these design changes and proper signage from the Eastern Gateway, many of the largest semi trucks could be re-routed to the Bypass Route 64, if this is the truck management plan the City wants to adopt.

Both gateways, if done fully, reduce the number of lanes going into the Main Street area. The Western Gateway could be constructed anytime as it only affects one left turn lane in the AM peak hours. In the interim, this lane reduction could be done by just using paint. The Eastern Gateway reduces east and west lanes on Main Street to one thru-lane at the intersection of Butler Street. This gateway can be constructed last as it is a project in itself —full signal, intersection and lane reconfiguration.

Eastern Gateway: Butler Street and Main Street



Intersection if fully reconfigured to provide one thru-lane into and out of Main Street. Raised table crossings should be placed at the channelized right-turn crossings. Durango, CO has a prime example of this.

Western Gateway: Broadway Avenue and Main Street

One left-turn lane is removed from Broadway entering Main Street. It is replaced with a landscape median (or paint initially).

ADDITIONAL OPPORTUNITIES

The following are additional mid- to long-term opportunities that were made during the walking audits and site visits to the community.

Turn "B" streets into "A" streets with alleys, plazas, paseos (passageways).
Primary streets, like Main Street, in a downtown core are the "A" streets, and in too many places, the "B" streets are left only for parking and deliveries, which doesn't produce revenue or contribute to a sense of place. In Farmington there are many opportunities to convert B streets into places where walking trips are important, commerce can take place and people will feel more safe.

Reinvestment in alleys, in spaces between buildings, and in other public space brings added value to all buildings and homes on a street and in the surrounding town center. Place-making must create a strong, compelling sense that makes time spent in these spaces rewarding and memorable. Consider the public and private realm of a Main Street as a public/private partnership. Places can be funky and relaxed, but they must be thoughtful, sensitive to place, and maintained.

Alleys, plazas and paseos must be carefully crafted to bring about proper levels of enclosure, transparency, human scale, complexity, imageability and comfort. Many communities are reinvesting in their alleys. Marion, IA created "Imaging Art in the Alley" and was the first community in the state of Iowa to receive a grant of 350K from Artplace America with matching funds from the City of Marion to reconstruct a portion of an alley into a place that better serves the practical functions of an alley--delivery and waste/recycling--while making it a more inviting place for people and business.

Use Paint to strengthen active transportation connections to Main Street and the river by removing the centerline. If a centerline exists on local streets and traffic volumes are under 6,000 vehicles a day, consider the removal of the yellow centerline. Paint bold edge stripes (eight to 10 inches) leaving a driving space of 18 feet. This preserves the life of the road, calms traffic, and provides cues to the motorist to give more room to a person walking, bicycling, parking or unparking. Below are examples.

Above: College Street in Burlington, VT, successfully carries over 6,000 vehicles a day with no centerline.

Above: Fairhope, AL is a leading city implementing centerline removal.

NEXT STEPS

1. **The City Council and Metropolitan Redevelopment Agency (MRA) should adopt this report —the Main Street Revitalization Conceptual Plans; and**

2. **Create a Main Street Revitalization Task Force who in partnership with the City and MRA board work to see the project to fruition.** Revitalizing Main Street comes at an ideal time (once in a lifetime) for the City as major capital infrastructure projects need to happen underground (i.e. water, stormwater and electric utility work). This is an opportunity for the City to make the at-grade improvements in conjunction with the utility work, if possible, to reduce streetscape and intersection (project) costs. In addition, the City has a wayfinding and gateway project that needs to be adjusted based on the design concepts presented here. The primary goal with wayfinding in the downtown is to keep people in the downtown, directing them to local destinations. The gateway treatments should be bold, but promote human-scale design and relationship with the street. Redesigning the gateways to fit into the center of the roundabout should be explored.

   In short, there are many positive, but moving pieces that need to be coordinated and aligned to make the improvements to Main Street that the community has envisioned and that are recommended in this document. Implementation, engineering designs and timelines (of this project and utility work) should try to be coordinated, as much as possible, to minimize overall costs. In addition, close coordination with Main Street businesses will need to be developed to ensure business access and "we are still open" visibility during construction. Using the alleys and back entrances is one strategy. Fortunately, downtown has an abundance of off-street parking, so parking should not be an issue.

3. **Secure funding for the next phase: bringing concepts to full construction documents.** Once funding is secured, release a request for proposals (RFP) for a civil engineering firm. Sub-consultants to the project should include a transportation engineer who is experienced in designing and balancing the needs for all street users (Complete Streets), road diets, walkable streetscapes, Main Street design, and roundabouts. Additionally, a landscape architect or urban design sub-consultant who is experienced in sidewalk design and green infrastructure design (i.e. rain gardens, bio-swells, street trees, and permeable surfaces) is a plus.

Additional City policy steps that should be considered to further support the revitalization of Main Street and future street projects include: (1) adopting a street design guide; (2) adopting a roundabout first policy; (3) adopting narrow travel lanes as the default.

1. Adopt or endorse National Association for City Transportation Officals (NACTO) Urban Streets Design Guide or LA County's Living Streets Design Guide. Municipalities depend on street design manuals as they retrofit or modify existing streets to improve performance and encourage sustainable development. A manual should not prescribe how to design every segment of every street; rather, after clearly defining what a community wants to accomplish with its streets, designers can apply this framework along with the specific treatment guidance to ensure investment meets the community's goals. Adopting a modern street-design guide further enhances the community by supporting local engineers and engineering firms working to improve the quality of streets.
2. Adopt a "roundabout first policy." Whenever a roadway project includes reconstructing or constructing an intersection, analyze the feasibility of using a roundabout instead. Roundabouts are one of nine proven safety countermeasures of the U.S. Department of Transportation's Federal Highway Administration (UDOT/FHWA). A roundabout first approach is recommended by the UDOT/FHWA and backed by the Insurance Institute for Highway Safety. The City of Bend, OR has adopted a "roundabouts first" policy and the city continues to use a context-sensitive and systems approach to assess the site- specific conditions or other factors that may ultimately necessitate other intersection forms.
3. Adopt narrower travel lanes as the default. Florida Department of Transportation (FDOT) recently embraced the default lane width of 11 feet for divided 4-lane roads posted at 45 mph. They are strongly encouraging 10-foot lanes as the default width for streets within urban areas with a posted speed of 35 mph or less. For lane widths, AASHTO suggests that "local" roads be between 9 and 12 feet wide, "collectors" be between 10 and 12 feet wide, and that "arterials" be between 10 and 12 feet wide (between 11 and 12 feet in rural areas). When it comes to lane widths, less is more. NOTE: A fire lane is 20 feet wide, so reducing vehicle lanes to 10 feet still allows 20 feet of clear space on a two-lane roadway.

FUNDING OPTIONS

Projects are more successful at being awarded funding when there is a community-owned plan and design. This is just such a plan. The following are potential opportunities for securing funding, although not an exhaustive list, towards the implementation of the Main Street revitalization improvements:

New Mexico Local Economic Development Act

HUD Main Street Grant
(http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/programs/ph/hope6/grants/mainstreet)

New Mexico Main Street
http://nmmainstreet.org/resources.php

Highway Safety Improvement Program (HSIP)
This is a data driven process based on the safety needs— five years of accumulated crash data (both bike/ped & vehicular). The State of New Mexico is currently updating the program and will likely start excepting applications again in 2016.

Federal-Aid: Transportation Alternative Program (TAP)
The New Mexico Transportation Alternatives Program (TAP) is administered by the TAP coordinator in the Government to Government (GTG) unit. TAP is a Federal-Aid funding program authorized through MAP-21. TAP funds can generally be used for bicycle and pedestrian infrastructure and activities, in addition to other projects, as outlined in the NM TAP Guide. Each state's department of transportation administers the program using its own competitive process, in accordance with the law. Approximately every two years, NMDOT coordinates with the state's seven Regional Transportation Planning Organizations (RTPO) and five Metropolitan Planning Organizations (MPO) on soliciting TAP applications.

ArtPlace America (www.artplaceamerica.org)
ArtPlace America's National Grants Programs funds a broad spectrum of creative placemaking practices across the United States Approximately 50% of the $10 million to be disbursed in 2015 is completely [geographically] unrestricted. In addition, several of ArtPlace's foundation partners have deep commitments to their local and regional communities and have provided funding to ensure grants are made in specific communities. As a result, the remaining 50% is restricted to the specific communities including rural communities throughout New Mexico. National Grants Program awards typically range from $50K-$500K for an 18-month grant period.

ArtPlace America uses the below definitions in all of its work:
Creative Placemaking- strengthening the social, physical, and economic fabric of a community through arts and culture.
Community- a group of people related by primarily by geography.

At ArtPlace believes that successful creative placemaking applicants do four things:

- Define a community based in geography, such as a block, a neighborhood, a city, or a region
- Articulate a change the group of people living and working in that community would like to see
- Propose an arts-based intervention to help achieve that change
- Develop a way to know whether the change occurred

CONCLUDING THOUGHTS

Changing the way we approach transportation planning ensures our communities are desirable places to live, learn, work and play. Many parts of Farmington over-accommodate the vehicle at the expense of other social and community needs. Implementation of this plan would improve this situation for Farmington's Main Street.

Recognizing the need to focus growth and investments back in Farmington's historic downtown is commendable, and key to attracting the jobs of the future. The City and Metropolitan Redevelopment Agency correctly note in the MRA Plan that redevelopment often entails public investment in physical infrastructure to create market demand to stimulate private investment. You cannot bring back a village, a town center, a downtown without bringing back a street.

Main Street holds the records of Farmington's collective endeavors through time: the progression of architectural styles, types of businesses, cultural exchange, social changes, and the evolution of street design. Farmington is ready to invest in its economic engine, its Main Street.

The Main Street revitalization design process illustrates and recognizes the significance of moving away from a car-centered way of planning. Residents, business leaders, property owners, civic leaders and other stakeholders recognize that right-sizing Main Street will improve the safety of the corridor for all users, protect resources, celebrate place, promote active living, improve business health, and provide opportunities for residents to interact.

Change is not easy; the challenges we face are opportunities. It is critical to remember that our communities are incredibly dynamic and ever changing, so this work takes patience, collaboration and vision. The conceptual design plan recorded here reflects the collaborative vision for Main Street, Farmington. The City is embarking on historic change by investing in and revitalizing its Main Street, the heart of the community. This plan will help secure the funding that will bring the conceptual designs to final construction documents, leading to the ribbon cutting of the revitalized Main Street. A transformation the whole community will be proud of and celebrate.