NORTH MAIN:
THE NEXT GENERATION
March 24, 2015
North Main Study Session

• Project Introduction & Motivation
• Study Area Overview
• Proposed Process & Intended Outcomes
• Timeline
• Public Improvement Financing Options
PROJECT MOTIVATION

• Accomplish City Council Goals & Address Public Interest
• Integrated, Innovative Transportation & Land Use Planning
• Interdepartmental, Inter-Agency Collaborative Effort
• Address Concerns from Adjacent Neighborhoods
• Proactive Direction to Property Owners & Developers
• Model for Future Efforts
Goal 4: Envision *Durango’s Sense of Place* by creating character districts, promoting responsible land use planning, and maintaining the community’s sense of identity.

- Create districts in the community that embrace the unique character of that area.

Goal 1: Promote *Community Sustainability* through Fiscal, Organizational, and Environmental Resiliency.

- Provide a safe environment and encourage responsible stewardship of natural and cultural resources.
Boundary Statistics

- 14th Street (South End)
- Animas View Dr. (North End)
- Alleys (East & West Sides)
- High School, Rec Center & Fairgrounds (only areas adjacent to right-of-way included)
- MU-A Zone (provides for desirable mixed-use development with staff level review)
Vital Statistics

- Project Area
  - **63.7 acres**
- Individual Parcels
  - **120**
- Total Property Owners
  - **91**
- Median Parcel Size
  - **10,500 sq. ft.**
MOTEL ROW

Motel Stats
Motels – 16
Motel Rooms – 495
Motel Parking Spaces – 590
Motel Land – 11 acres
(481,341 sq.ft.)
TRAFFIC

CHARACTER ASSESSMENT – North Main Avenue

Source: CDOT Traffic Database

Regional Traffic Volume

- Hwy 160 @ Walmart: 35,000 ADT
- North Main Ave.: 32,000 ADT
- Hwy 550 @ South Montrose: 26,000 ADT
- Hwy 6 @ Downtown GJ: 25,000 ADT
- Hwy 160 East @ 3 Springs: 22,000 ADT
- Hwy 50 @ Downtown GJ: 21,000 ADT
- Hwy 550 @ Trimble: 13,000 ADT
PROPOSED PROCESS & INTENDED OUTCOMES
PHASE 1: PAST EFFORTS

- LUDC Update
- Multi-Modal Transportation Plan
- Council Goals
- Effective Partnerships
- Comprehensive Plan & Design Guidelines
PHASE 2: MOBILITY & LAND USE

LAND USE

ACTIVITY PATTERNS

ACCESSIBILITY

TRANSPORTATION

North Main Avenue Corridor Planning
NEW MOBILITY WEST PROGRAM

“Communities around the West are coming together to share ideas about how to build smarter, more flexible transportation systems. As a result, they are building stable economic platforms that are fiscally responsible and will bring lasting benefit for generations to come.”

www.newmobilitywest.org
North Main Avenue Corridor Planning

VIDEO
MOBILITY PLAN
UPCOMING MEETINGS

May 4th – May 6th
Consultant-led Analysis & Charrette
Monday, May 4
Stakeholder Meetings

Tuesday, May 5th, 5:30 PM @ Carver’s
PUBLIC MEETING to Provide Input

Late June
Draft Mobility Plan Delivered
Tuesday, June 23rd, 5:00 PM @ Carver’s
Transportation Forum
CHARACTER ASSESSMENT

- Data Collection
- Photo Inventory
- Land Use Analysis
- Property Ownership Research
- Hotel/Motel Information Gathering
- Parking & Landscaping Patterns
- Design Vernacular
- Barriers to Redevelopment
PHASE 3: VISIONING, INTEGRATION & REDEVELOPMENT PLAN

- Mobility Plan
- Character Assessment
- Policy Proposals & Financing Assessment
- Community Visioning & Input
NORTH MAIN CORRIDOR REDEVELOPMENT PLAN

- **Community-based vision** for the future of the corridor
- **Visual preferences** indicating the form & aesthetic of future redevelopment
- **List of priorities & investment strategy** for public improvements
- **Possible amendments** to Land Use and Development Code
- Updated Corridor-Specific **Design Guidelines**
- **Evaluation of Public Financing** Opportunities
North Main Avenue Corridor Planning
CORRIDOR REDEVELOPMENT PLAN
Overall Outcomes

- Improved connectivity along & across the corridor
- Safer bike & pedestrian access to community facilities
- Community-based guidance to CDOT on how to re-design the N. Main roadway
- Nicer gateway to our community
- Confidence for adjacent residential neighborhoods
- Clarity for property owners & developers regarding City expectations
- Improved development review process for compliant projects
- Momentum towards high quality redevelopment
- District identity & cohesiveness
PARALLEL INITIATIVES

- CDOT/City Survey Work
- TAP Grant – ADA Improvements
- Streets Division Sidewalk Work
- CDOT Intersection Improvements
  - 22nd & Main
  - 32nd & Main
TIMELINE

Phase 2: 2015 - 2016

- New Mobility West Project
  - North Main corridor mobility plan;
- NMW Plan Delivered
  - NMW Charette
    - 5/5 - 5/7;
- Desired Future Conditions Planning
  - Public input visioning process;
  - Stakeholder discussions;
  - Policy review;
  - Conducted through December;
- CDOT TAP Projects
  - Design improvements;
  - Collaborate with CDOT;
  - December completion;
- March
  - 4/29 Boards & Commissions Meeting
- April
  - Right-of-Way Surveying
    - Conducted by CDOT;
    - Completed in July;
- May
  - Corridor Character Assessment
    - Land use analysis;
    - Existing condition assessment;
    - Desired future condition projections;
    - Mapping and data assembly;
- June
  - 7/2 NMW Final Plan Delivered
- July
  - Intersection Improvement Process
    - Coordinated with CDOT;
    - 22nd St. & Main Ave.;
    - 32nd St. & Main Ave.;
    - Completed in December;
- August
  - Redevelopment Planning Process
    - Conducted through winter 2016;
    - Merge Mobility Plan & Character Assessment;
    - Financial analysis & design standards;
- September
- October
- November
- December
- January 2016
- February 2016

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