



2024 Downtown Streetscape

Council Meeting Presentation May 1



Downtown Revitalization

Downtown revitalization is a comprehensive and strategic effort to renew and improve the economic, social, and physical aspects of a city's downtown area.

- **Scope:** Downtown revitalization is a broader and more comprehensive concept that involves the revitalization and redevelopment of an entire downtown area.
- **Goal:** The primary goal of downtown revitalization is to breathe new life into a city's core, making it more vibrant, economically viable, and attractive to residents, businesses, and visitors.
- **Components:** It may involve a range of initiatives such as infrastructure improvements, adaptive reuse of historic buildings, economic development programs, cultural and recreational amenities, and overall urban planning strategies to create a thriving urban center.

Streetscape Enhancement

A streetscape enhancement is a component of downtown revitalization that involves the improvement and beautification of the physical appearance and functionality of a street or public space within an urban area.

- **Scope:** Streetscape enhancements focus specifically on the physical and visual aspects of the streets within a given area, often a downtown.
- **Goal:** The main goal of streetscape enhancements is to improve the aesthetic appeal, functionality, and overall experience of the streets for pedestrians, cyclists, and motorists.
- **Components:** Streetscape enhancements can include elements such as sidewalk widening, landscaping, street furniture, public art installations, lighting, signage, and other design elements aimed at creating a more attractive and pedestrian-friendly environment.

Downtown Revitalization History

University of Arizona 2008

- Goal to Connect Economic Revitalization, Connectivity and Heritage
- Potential Housing and Mixed Use Projects
- Technical & Financial Resources for Small Businesses to Thrive
- Approaches to Regulate Parking
- Public Space/ Civic Plaza
- Connectivity to promote pedestrian, bicycle and auto access
- Improve streetscape elements – safety, beautification, restrooms, environmentally sustainable
- Enhance Tourism – Cohesive Identity
- Recommend an Organization to carry out revitalization efforts



Downtown Revitalization History

Downtown Douglas Revitalization Plan 2011

- Celebration of Douglas' heritage through the restoration of historic resources and implementation of streetscape improvements that will encourage a strong downtown community.
- Long-term property and business value.
- Open space integrated into the downtown fabric.
- Pedestrian and non-motorized connectivity
- between the downtown, the border, border retail and other key Douglas attractions.
- Integrated and mixed uses in renovated and new downtown buildings.
- A variety of retail, dining, tourist, and cultural experiences.
- Environmentally responsible practices in building and design.



University of Arizona 2008

CONNECTIVITY

OBJECTIVE: *Provide a safe environment for all modes of transportation to and within Downtown.*

Strategy Recommendations

- Strategically place planters to slow traffic
- Place speed bumps
- Narrow street (painting side lines closer in)
- Lane closure
- Make crosswalks clearly visible
- Paint bike lanes
- Install bump-outs at intersections to slow traffic
- Install crosswalk signals along G Ave
- Install adequate lighting on sidewalks
- Build planted medians on G Ave to narrow street and slow traffic
- Widen sidewalks
- Construct grates over drainage systems
- Ensure all sidewalks along G Ave are friendly to all users
 - Include curb cuts at the corners that are ADA compliant

Downtown Douglas Revitalization Plan 2011

OBJECTIVES

- Create three downtown districts.
- Make downtown an attraction.
- Renovate, restore and re-tenant the historic buildings along G Ave
- Expose downtown to a wider market.
- Tie downtown revitalization to local assets and other city and regional economic development projects
- Increase the number of brand for which Douglas is known
- Physically enhance the visibility and accessibility of downtown
- Encourage sustainable development as a part of all downtown revitalization
- Stabilize and solidify downtown retail uses
- Enhance the physical appearance of the downtown
- Reduce the appearance of areas that appear neglected
 - Redesign G Avenue to enhance the pedestrian environment, celebrate the downtown, accommodate parades and celebrate the history of Douglas.
 - Implement the Physical Plan



Downtown Douglas Revitalization Plan 2011

Strategy Recommendations

- Adopt and implement the 2011 Plan
- Publish regular updates about downtown upgrades and improvements
- Place the images describing each district that are included in the Plan in storefront windows to inform and excite the community about downtown revitalization.
- Work with SEAGO to include street improvements in accordance with the Plan in the TIP
- Work with local merchants to implement portions of the Physical Plan.
- Complete the renovation of the Phelps Dodge Building
- Exercise city enforcement authority to encourage the rehabilitation and reuse of downtown buildings.
- Require Design Review Board and City Council approval of all requests for demolition permits for downtown buildings.
- Upgrade the Gadsden Hotel
- Restore the Grand Theatre
- Rehabilitate the Historic YMCA building
- Construct Senior Housing Project
- Encourage the development of market rate housing downtown
- Consider selling city-owned vacant historic and other downtown buildings for \$1.00 with a contract that the owner will renovate the buildings within 3 years
- Install signage to draw people to the downtown
- Use vacant lots to create vest pocket parks and community gardens
- Construct traffic circles
- Crosswalk enhancements
- Install 15-20 ft high pedestrian lights
- Enhanced paving at intersections



Downtown Elements

Recommended Strategies	UA Study 2008	AECOM, PLAN*et, Vint+, BWS Architects 2011	J2
Traffic Study			
Planters			
Speed Bumps	✓		
Narrow Street/ Bike Lane	✓		✓
Lane Closure – Make part of G Ave a One Way	✓		
Visible Pedestrian Walkways	✓	✓	✓
Bump Outs	✓		✓
Lighting	✓	✓	✓
Medians/ Roundabouts	✓		
Wider Sidewalks	✓		✓
Grates over drainage systems	✓		✓
Redevelop Alleys	✓	✓	✓
Rehab Buildings	✓	✓	
Remove Non-Historic Buildings	✓	✓	



Streetscape Design & Alternative Design Concepts

Concept 1 (3 Blocks)

- 14' 11" Sidewalks
- Pedestrian Bump Outs
- 35' 2" Crosswalk
- Two drive lanes, one middle lane
- Angled parking
- Temporary Street Bollards
- **Infrastructure upgrades: electric conduit & irrigation**
- **Mill & Overlay 1st - 14th Street**

Concept 4 (3 Blocks)

- 17' 6" Sidewalks
- Pedestrian Bump Outs
- 30-ft Crosswalk
- Two 15' drive lanes
- Removal of turning lane
- Angled parking
- Temporary Street Bollards
- **Infrastructure upgrades: electric conduit & irrigation**
- **Mill & Overlay 1st - 14th Street**

Concept 3 (3 Blocks)

- 24-ft Sidewalks
- Pedestrian Bump Outs
- 36-ft Crosswalk
- Two drive lanes, one middle lane
- Parallel Parking - Angle parking eliminated
- Temporary Street Bollards
- **Infrastructure upgrades: electric conduit & irrigation**
- **Mill & Overlay 1st - 14th Street**

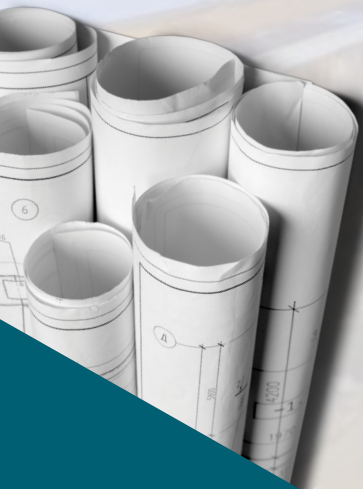
What We Heard

- Maintain Current Trees – No more Trees
- Keep Parking Angled – Consider More Parking
- High Curbs – Safety Issue – Need Better ADA Accessibility
- Downtown Buildings – Business incentives, Façade, Vacant Buildings
- Keep Historic
- Sidewalk Extensions Yes and No
- Wide Streets Yes and No
- Cost of Project
- Fix Streets



How do we get to Yes

- Importance of a Design Concept and existing J2 investment*
 - Disturb once
 - Grant Ready/Shovel Ready typically means 30%, 60%, 90% engineering design concepts
- Breakdown each topic and consider separately
 - Trees
 - Parking
 - Per Block Customization
 - Light Poles
 - Other lighting
 - Sidewalks
 - Disabled Parking
 - Bulb Outs
 - Storm Drains/Gutters
 - *Infrastructure before Street Rehab (conduit, gutters, irrigation, electrical upgrades, sensors, Etc.)
 - *Street Rehab (mill and overlay of G Ave of all G Ave, Phased Approach, Scattered/Intermittent improvements, etc.)
 - Stamped Asphalt
 - Other



Trees

- We heard our trees lack maintenance
- We heard trees cover facades
- Trees are too tall
- Impact Awnings
- No more trees
- Trees damage sidewalks

Sidewalks

- We heard sidewalks should be repaired
- We heard City should extend sidewalks to allow for outdoor seating.

Parking

- We heard low visibility at intersections
- Keep angled parking
- Additional parking
- Purple Heart parking
- Address disabled parking
 - Grandfather clause
 - ADA compliance understanding
 - Curb heights



Bulb outs

- We heard narrowing the street should not be an option
- We heard keep the wide streets
- We heard bulb outs add safety and allow for line of sight

Lighting

- We heard lighting isn't bright enough
- We heard the need for better lighting
- Install pedestrian lighting
- Keep string lights on year-round

Quick Solutions

Streetscape

- Begin sidewalk repair and determine priority areas
 - Requires consensus and direction on custom street width
- Develop Tree Maintenance Program
- Determine Purple Heart parking areas
- Paint current streetlight poles

Buildings

- Façade/Awning Improvement Program – New and Improved
- Historic Preservation Kickoff – Summer 2024

Historic Preservation Efforts

- Pass Historic Preservation Ordinance
 - Enhance Design Review Board to become Historic Preservation Commission
 - Added duties and authorities to approve nominated properties to a local historic register, and recommend approval of funding requests associated with historic preservation efforts
- Certified Local Government status
 - Opens state and federal funding and technical assistance for historic preservation
- Historic Preservation Grant Program
- Designation of "Redevelopment Area"
 - "Slum & Blight" per ARS may include neglected buildings needing investment
- Boost Façade Improvement Awards and Reduce Matching



Points to Remember

- Code Enforcement Restrictions
- Engineering Concepts are required for infrastructure and street improvements. One impacts the other and best to align together for minimal disruption.
- All pending funding requests are specific to Downtown Streetscape efforts.
- J2 Concepts have contributed to eligibility and strength in pending funding requests as it made us grant eligible
- J2 does not need to be the one to construct project
- We continue to remain eligible for additional grant funding because of J2 concepts

Next Steps

- Select Concept from today's Consensus
- Finalize 30% design with J2
 - \$ 80,035 already invested toward this project
 - \$ 13,950 needed to complete 30%
 - Budget impact may exist due to delay of project
- Move toward 100% design
 - \$261,500 to get from 30% - 100%*
- Seek design and engineering of all G Ave for both infrastructure and street, outside of 3 block streetscape focus.

*Cost estimate only



Available and Pending Funding Opportunities

- \$1.3 M for Quick Solutions and/or engineering costs and/or matching funds
- \$2.9 M Congressional Spending Request – Awarded
- \$6.2 M STBG Request through SEAGO
 - Surface Transportation Block Grant

\$10.4 M Downtown Revitalization Awards yet TBD

Questions?



2024

Thank you!
Douglas Updates

