



Memorandum

To: Planning Commission
From: Thomas Dansie, Director of Community Development
Date: January 13, 2023
Re: Review of Streetscape Plan

The Town has partnered with Kimley-Horn and Associates, a Civil Engineering and Landscape Architecture firm, to complete a streetscape plan for the Town. The Plan provides recommendations on how the Town can improve the streetscape to better promote the Town's village character through enhanced aesthetics, provide a safer and more enjoyable experience for pedestrians and bicyclists, and create a more inviting environment for community activity in the streetscape.

The General Plan directs the Town to actively plan for streetscape improvements (see Land Use and Town Appearance Sub-Goal D). The recently completed streetscape plan is a step toward accomplishing this General Plan Goal. The streetscape plan builds on the recently completed Active Transportation plan to enhance pedestrian and cyclist safety.

The Town created a streetscape committee to assist the consultant, Kimley-Horn, with the streetscape plan. The Committee is composed of one town council member, one planning commissioner, and staff from all the departments impacted by the streetscape (Police, Parks, Streets, Community Development).

The consultant engaged the community in the preparation of the plan through an online visual preference survey, stakeholder outreach groups, a design charrette with elementary students, and a community open house and walking tour. Based on community feedback the consultant prepared recommendations for enhancements and improvements to the Town's streetscape. These recommendations are summarized below:

- The Town's existing streetscape improvements are highly appreciated by the community and set a good tone and pattern for future improvements to follow. The stone benches, shuttle stops, Springdale bicycle racks, and other similar improvements should serve as a template for future enhancements.
- The Town's existing cross-walks can be enhanced for greater visibility and safety through a few relatively simple improvements. These improvements should be made in a way that enhances safety and at the same time preserves the Town's village character.
- There are good opportunities to add interest and variety to the streetscape through public art, interpretive signage and monuments, etc.
- Shaded areas, benches, outdoor dining areas, strategic use of misters, and other similar improvements will enhance comfort and convenience for pedestrians and will help encourage more activity on the streets.

- The Town has an excellent opportunity to enhance the streetscape through development of the vacant SR9 property near the Best Western Hotel. By developing this area with shaded areas, seating, interpretive information, and public restrooms the Town can make a significant positive impact on the streetscape.

The plan consists of two documents: 1) the final plan with recommendations, and 2) appendices which include the results of the public involvement and other supporting information the plan is built on. Both of these documents are available in the links below:

[Streetscape Plan](#)

[Appendices](#)

Commission Action

The Commission should review the plan and be prepared to offer comment, feedback, or suggestions. Staff will forward those comments to the consultant. The consultant can then incorporate that feedback into the final version of the plan.