



Memorandum

To: Town Council
From: Thomas Dansie, Director of Community Development
Date: February 2, 2023
Re: Review and possible adoption of a Streetscape Plan for the Town of Springdale

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](#)

Planning Commission Action

The Planning Commission reviewed the Plan in their January meeting. While the Commission was not required to provide a formal recommendation on the Plan, they did provide feedback and comment on the draft plan. The Commission's feedback included the following:

- The proposed streetscape improvements should include accommodations for people with disabilities, consistent with the Americans with Disabilities Act.
- Crosswalks are currently dangerous. The Town should prioritize pedestrian safety at crosswalks.
- The flashing lights at crosswalks should be minimized, with preference for lights located in the street pavement and not on crosswalk signage.
- Locations for benches and public art should be carefully selected to prevent an overconcentration of such amenities in any one area of Town.
- Misters at the shuttle stops and shade areas should be carefully considered, weighing pedestrian convenience and comfort with water conservation.

In addition to these comments, one Commissioner expressed an opinion that the Town should be careful moving forward with the Streetscape Plan. The Commissioner thought there was too much emphasis on benches, public art, and pedestrian accommodation in the Plan.

Staff has forwarded the Commission's concerns and suggestions to the Streetscape Consultant. They have reviewed the Commission's input and have revised the Plan accordingly. The version of the Plan in the links above is the most recent version, including revisions made based on Commission input.

Council Action

The Council should review the Streetscape Plan to determine whether it is in keeping with the goals and vision of the General Plan, and if the proposed strategies in the Plan will further promote the Town character envisioned in the General Plan. If so, the Council should make a motion to adopt the Streetscape Plan. If adopted, the Plan will be a guide for the Council, Commission, and Staff in making capital improvement decisions, land use regulations, and other policies related to the streetscape.