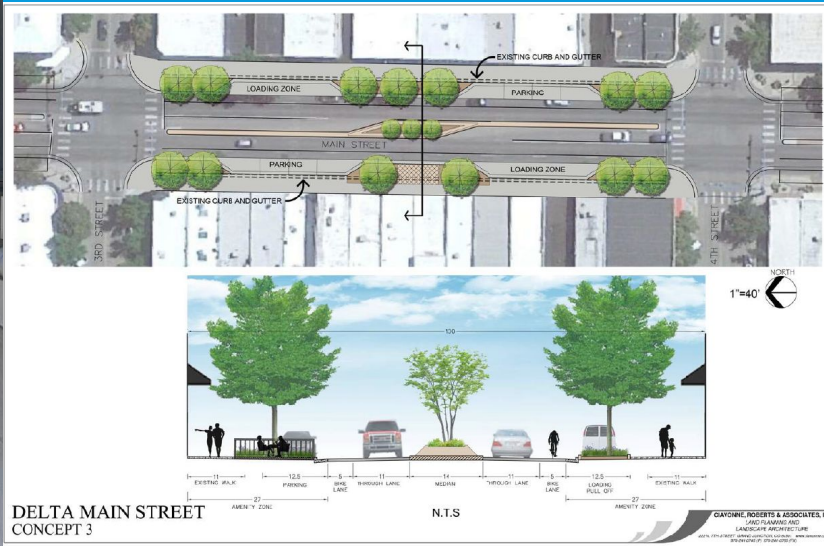


FUTURE OF MAIN STREET



GROUND RULES

- Please be respectful
- This meeting is being recorded so it can be shared with others not able to attend.
- This is an informational meeting. Questions will be taken at the end of the presentation.
- If you have comments or concerns, you are invited to share those at a future City Council meeting during Citizen Comments or in writing. There will also be future input sessions.
- Cell phones should be on silence.

THIS PRESENTATION COVERS:

- History of Downtown Revitalization
- Initial Test Project
- Data
- Lessons Learned
- Phase 2 of Test Project
- Engineering & Design
- Funding Effort



WHAT ARE THE CHALLENGES?

- Community Connectivity
 - i.e. multi-modal, pedestrian/bike friendly
- Community Perception
- Store Front Vacancies
- Cars and semi's TOO fast on Main Street
- Missed economic opportunity
- Safety
 - Exiting/parking a car
 - Crossing street
- Hazardous materials in heart of our community



HTTPS://WWW.YOUTUBE.COM/WATCH?V=QBIWD95DDBS

- <https://www.youtube.com/watch?v=qBlwD95ddbbs> – 9 Years ago
- <https://www.youtube.com/watch?v=5WoFAmJIGdE>
- <https://www.youtube.com/watch?v=SEB6gBEPfhw> – October 2021

Observations?

HISTORY

- 1947: Get trucks off Main Street
- 2008: Voters approve Bypass \$\$
- 2014: Bypass completed
- 2019: City works with CDOT



1. July 30, 1947 – Mr. Fowler complains about truck traffic congestions on Main Street due to Holly Sugar.

6. May 23, 1983 – Letter from Gene Allen to CDOT about the possible truck route location. While he does not show a preferred alternative, it is clear that the route recently adopted was one of the routes studied.

9. November 17, 1986 – Manager Schrock reports of recently meeting with CDOT about the possibility of an alternate route in the City.

10. August 17, 1993 – Mayor Harding refers to deciding a proper location for the alternate route.

11. September 1, 1993 – Letter from CDOT to City about lack of funding to build a truck bypass.

12. "Delta Retail and Commercial Master Planning Project" December 21, 1999 – The location of a truck route is studied by numerous community leaders (see list labeled Attachment 1). The three routes identified are the exact three studied in the Major Street plan re-write of 2000.

13. Major Street Plan Technical Report #4 2000 – Attached is the memo from Rich Sales to Council prior to adoption. Also included is the entire Technical Report. Finally, find copies of the minutes from Planning Commission (October 4 and December 6, 2000) and from City Council (February 15, 2000) where the plan was discussed publicly and adopted formally. Lastly, find a copy of the resolution formally adopting the Major Street Plan.

14. June 13, 2006 – Delta Chamber of Commerce Straw poll of membership showing 70% approval rating of current plan.

[HTTPS://STORYMAPS.ARCGIS.COM/STORIES/9CA51909A8BA4693BAE6DD05BBEE5099](https://storymaps.arcgis.com/stories/9CA51909A8BA4693BAE6DD05BBEE5099)

US 50 Delta Downtown Study



US 50 Delta Downtown Study

Future of Main St. from 1st St. to Confluence Dr.

A joint effort by the Colorado Department of Transportation & the City of Delta

A joint effort by the Colorado Department of Transportation & the City of Delta



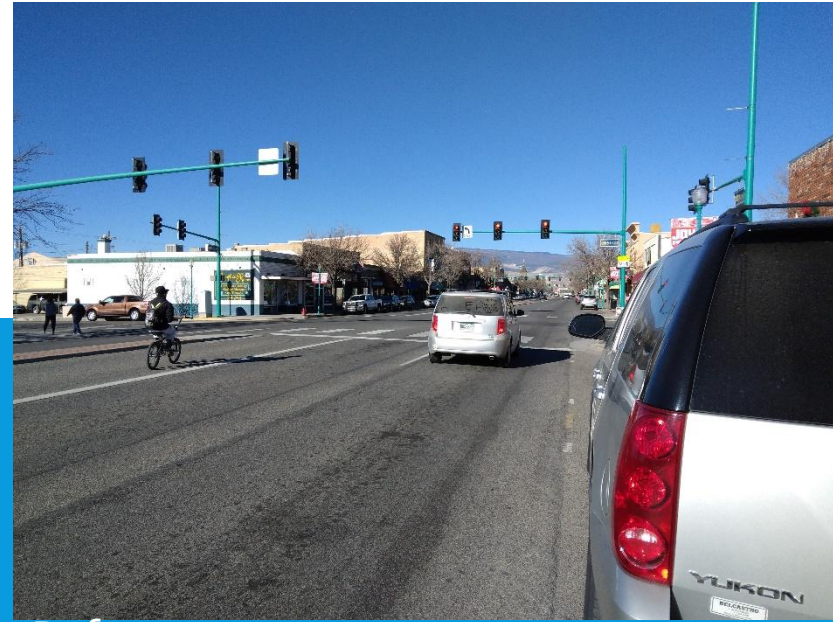


- Nationwide data shows road diets and beautification of streets leads to reinvestment in Main Streets
- Main Street Study demonstrates that Main Street can function with proposed changes
- Test does not include everything that might be needed!
- CDOT is supportive of changes

<https://cdola.colorado.gov/colorado-downtown-streets>

OUTCOMES

- Reduce Truck Traffic (Safety)
- Increase pedestrian activity (Business)
- Improve visible appearance of downtown (Attractive)
- Reduce Speeds (Safety)
- Give more buffer for parked cars (Safety)
- Provide more handicap parking (Business/Pedestrian)
- Improve sales and sales tax collection (Business)



Before



After

GOAL: REVITALIZE OUR DOWNTOWN, IMPROVE SAFETY, AND IMPROVE PEDESTRIAN EXPERIENCE:

- Downtown Delta not Highway Delta
 - Pedestrian
 - Attractive
 - Historic
- Businesses flourish in each store front
 - Sister programs including façade improvement, events, business training, incentives
- Improve Safety
 - Reduce accidents
 - Hazmat off of Main
 - Trucks off of Main



BENEFITS OF GREAT STREETS



PROMOTE SAFETY

- 28%** Reduced risk to pedestrians by redesigning intersections and sidewalks.
- 50%** Reduced risk to bicyclists in on-road marked bicycle lanes.



SUPPORT BUSINESSES AND ECONOMIC DEVELOPMENT

→ **8.5% - 25%** ←

Average increased spending by shoppers arriving by foot or bike compared to those arriving by car.



INCREASE ACCESSIBILITY

Most people will experience limited mobility at some point in their lives. Accessible streets allow **everyone** to participate in the social and economic activity present there.

BENEFITS OF GREAT STREETS



SUPPORT A HEALTHY ENVIRONMENT

Streets that encourage walking, bicycling, and transit use over private vehicle use **reduce** traffic, air pollution and greenhouse gas emissions. Streets can be designed to capture and clean stormwater runoff.



SUPPORT QUALITY DEVELOPMENT

→ **263% - 400%** ←

Increased property tax revenue per acre of mixed-use development compared to single-use commercial development.



IMPROVE PUBLIC HEALTH

People are **more** inclined to walk and bike in places that feel safe and pleasant.

47% higher likelihood for people to be active at least 30 minutes a day if they live in neighborhoods with sidewalks.

- <https://vimeo.com/181087909>



PLEASE NOTE:

- Confluence is designed for trucks and required CDOT approvals to connect to Hwy 50
- Confluence is a State designated alternative Hazmat Route
- CDOT has been involved and must approve each step of the project

"BEFORE" TEST

41 Traffic Accidents/year

45mph Average Speed

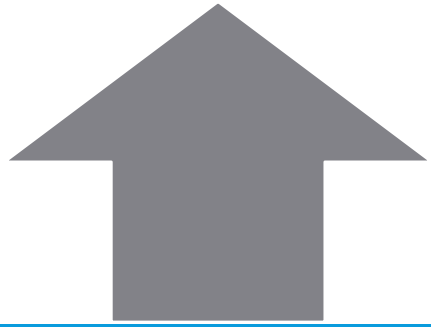
59 Parking spaces utilized during peak hours of 109 Total

20 Vacant Buildings (2019 & 2020)

12,000 Average Vehicles per day

700 Trucks per day

13% of sales tax base—a decline from 17% in



2020-2021

- 41 Accidents

ACCIDENTS 2022 AFTER




2022

- 27 Accidents



Police are asking for help

Jan 10, 2016 Updated Aug 16, 2019  0

Two pedestrians were struck crossing E. 4th Street Saturday night, and now the Delta Police Department is looking for information on the driver who left the scene.



TRAFFIC SPEEDS 2022 AFTER

Pre 2022

45 mph

March:

- 2nd & Main SB: 27.83MPH
- 6th & Main NB: 32.1 MPH

April

- 7th & Main NB: 34.3 MPH
- 7th & Main SB: 33.75 MPH
- 11th & Main NB: 38.65 MPH
- 11th & Main SB: 35.07 MPH

2022 after changes

PRE TEST PARKING CHALLENGES

- Insufficient handicap parking (Side streets only)
- Employees/business owners parking in premium spaces
- Safety of getting out of car
- Risk of damage to car

ON MAIN PARKING COMPARISON: PEAK HOURS 11AM-2PM

2019

| | |
|------------------|----------------------------------|
| Total Parking | 109 spaces |
| Peak Hour Max | 59 spaces or 54% |
| Busiest Block | 3 rd -4 th |
| Total Parked | 674 |
| Off Main Parking | 195 vacant spaces |

2023

| | |
|------------------|----------------------------------|
| Total Parking | 103 spaces |
| Peak Hour Max | 60 spaces or 58% |
| Busiest Block | 4 th -5 th |
| Total Parked: | 717 |
| Off Main Parking | To Be Counted |

During Peak:

- 8-22 Spaces open between 4th & 5th
- 50 Spaces open between 2nd and 6th
- 195 Spaces open off Main Lots

During Peak:

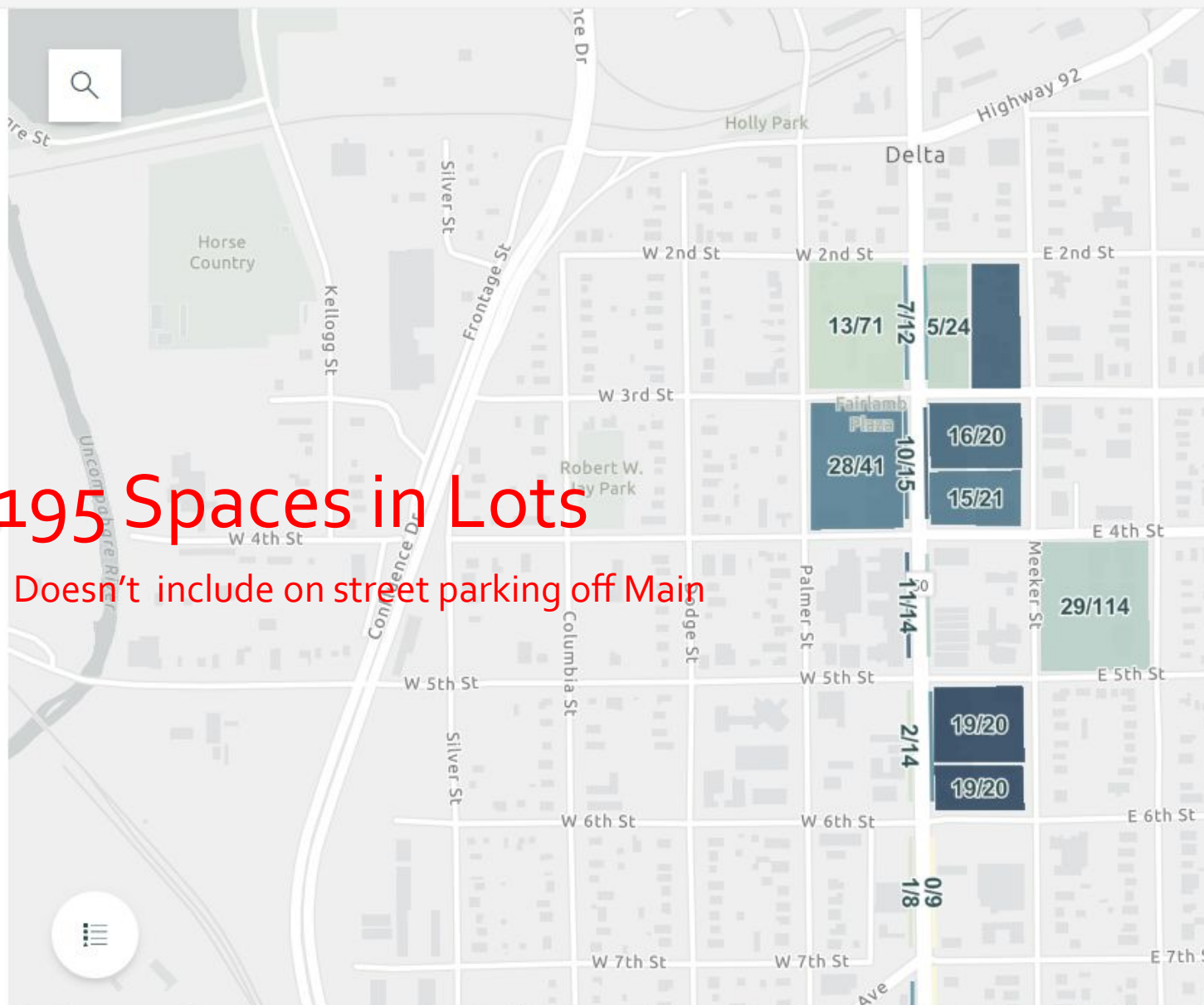
- 8-16 Spaces open between 4th & 5th
- 50 Spaces open between 2nd and 6th
- 8% increase in parking on Main

Counted in 2019, several public parking lots have open spaces during the midday peak demand. Most lots are within one block of Main St.

During the midday peak, 59 spaces were used on Main St while 195 spaces were open in public lots.

Reducing parking on Main St means **fewer crashes** and more **room for amenities**.

195 Spaces in Lots
Doesn't include on street parking off Main



| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 |
|-------------------------|------|------|------|------|------|------|------|------|
| Sales Tax Generating | 38 | 42 | 40 | 41 | 41 | 43 | 44 | 38 |
| Service Business | 29 | 24 | 23 | 18 | 16 | 18 | 18 | 17 |
| Vacant | 10 | 11 | 14 | 20 | 20 | 16 | 15 | 19 |
| Residential | 3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 |
| Total | 80 | 80 | 80 | 81 | 78 | 78 | 78 | 75 |

2020 Vacant

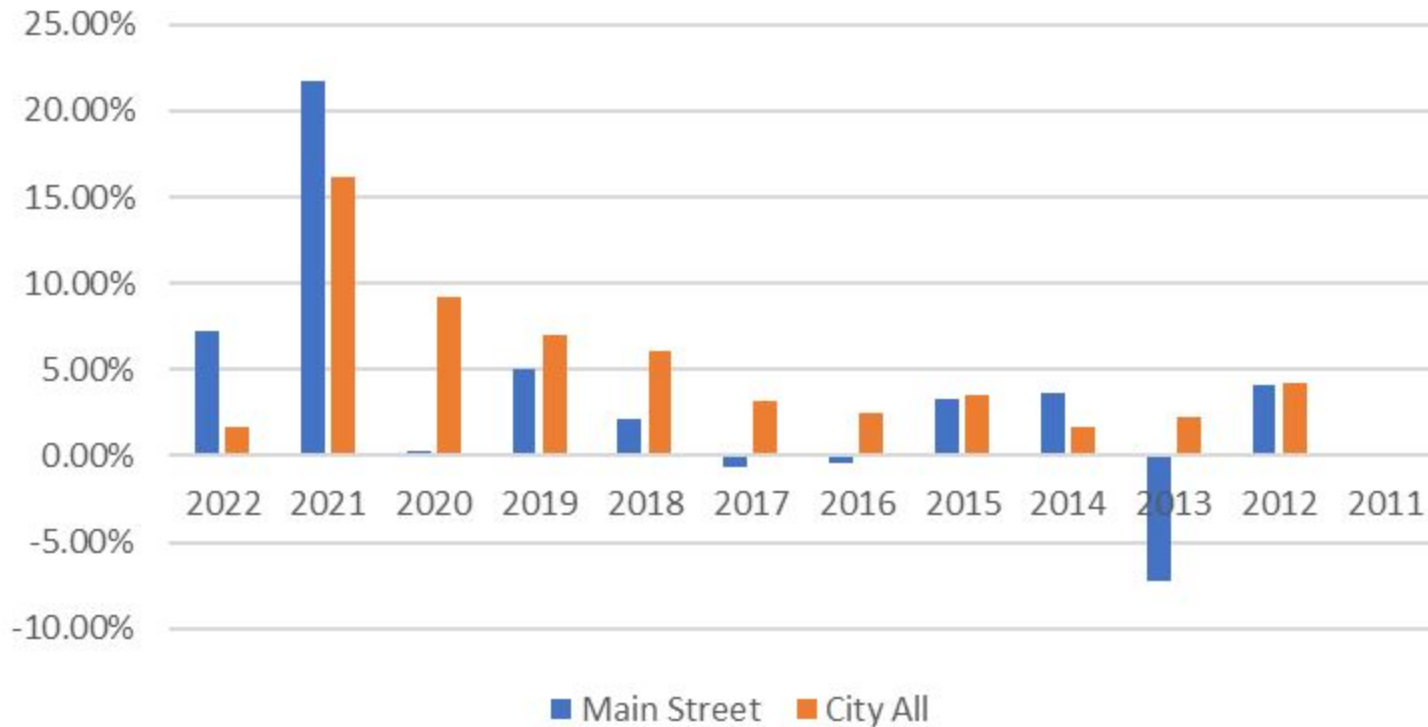
238 A
238 B Main St
318 Main
320 Main St
334 Main St
348 Main St
420 Main St
422 Main St
440 Main St
460 Main St
305 Main St
301 Main St
319 Main St
331 Main St
339 Main St
347 Main St
405 Main
409 Main St
443 Main St
521 Main St

2023 Vacant

238 A
238 B Main St
246 Main St
320 Main St
422 Main St
436 Main St
502 Main St
405 Main
425 Main
435 Main St

SALES TAX

Sales Tax % Change



- Prior to 2022: Main Street underperformed City all but ONE year.
- Difference ranges from -9% to .2%
- Main Street also outperformed in 2021
- 2022 City wide UP 1.66%
- 2022 Main St Up 5.19%
- 2023 SO FAR
 - Main: 1.86%
 - Citywide: -1.94%

TRAFFIC COUNTS

2021

- 12,000-13,000 Average Daily
- 700 Trucks per day

2022

- Overall increase in traffic by 20% on Main Street
- Confluence decreased 5%

BUT

- Trucks on Main decreased by 17%
- Increased on Confluence by 17%

More trucks are using Confluence WHILE more passenger vehicles are using Main

DEMONSTRATION PROJECT ASSESSMENT

| | No Improvement | Some Improvement | More Info |
|---------------------------|----------------|------------------|--|
| Average Speed | | X | Goal is speeds at or below 25 MPH |
| Decreased Truck Traffic | | X | Goal is 30-50% reduction in trucks |
| Reduced Hazmat | | X | Temporary formal designation. Permanent designation in process |
| Ability to Exit/Enter Car | | X | |
| Safety parallel parking | | X | |
| Increased Business | X | X | See analysis |
| Reduce Accidents | | X | |
| Improved Aesthetics | X | X | See Façade Summary |

LESSONS LEARNED

- ❑ Some outdoor dining is desired but parking is the priority—future sidewalk expansions to allow for outdoor seating should be uniform
- ❑ MORE MORE MORE Handicap parking wanted
- ❑ No intersection closures



CONCEPTS TESTED

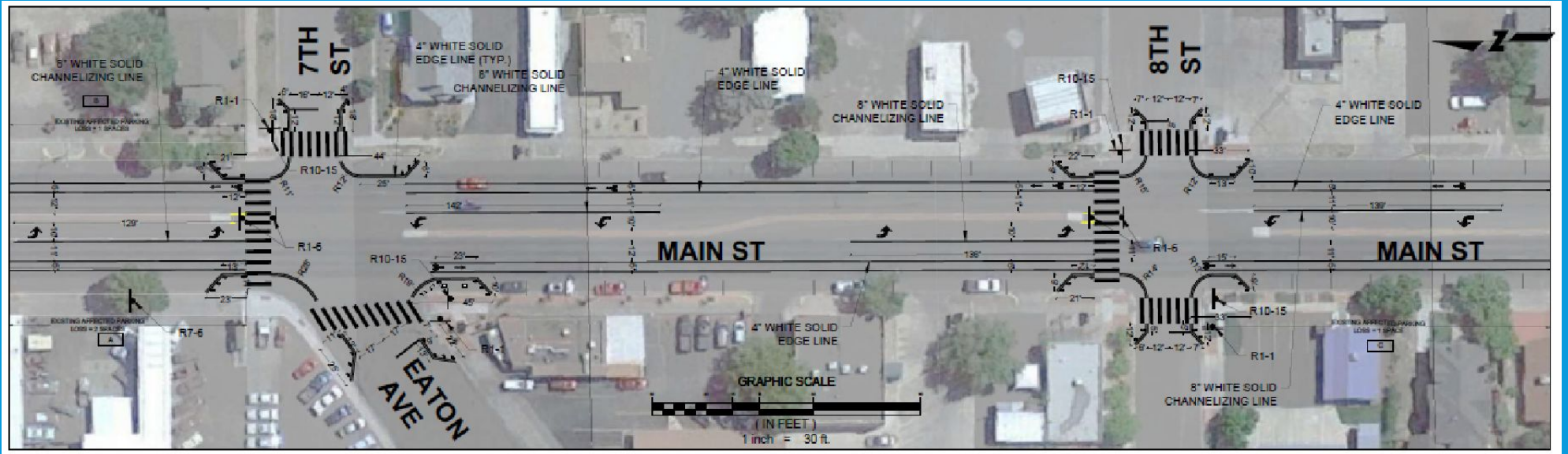
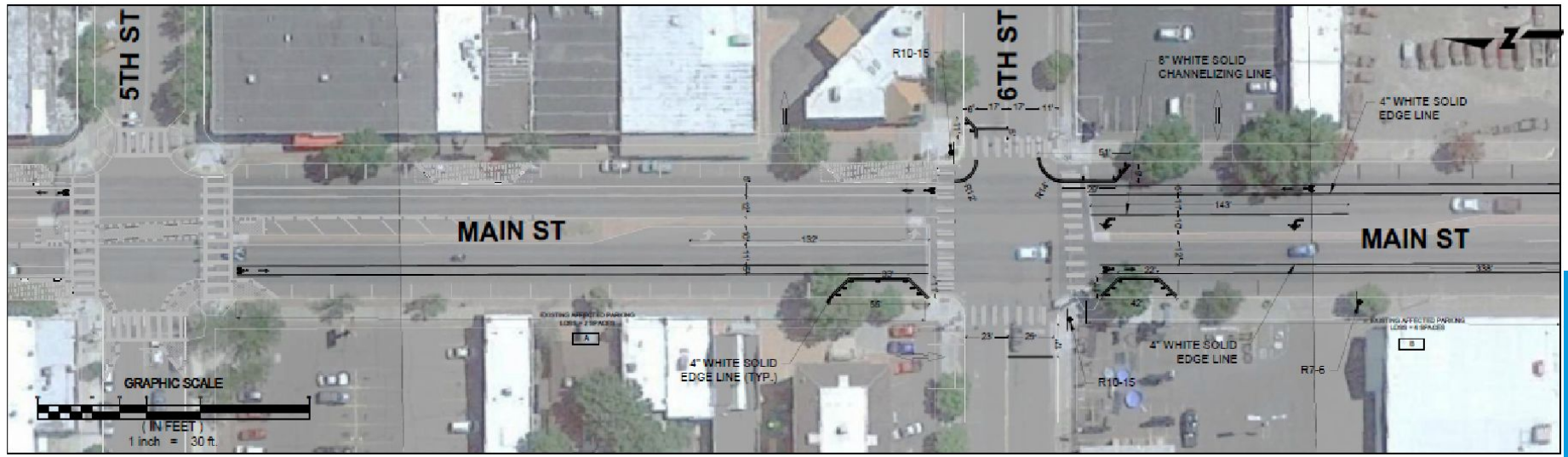
| | Keep It | Lose It | Keep testing |
|--|---------|---------|--|
| Road diet to one lane | | | X |
| Parklet | | | X—reduce to most utilized associated with outdoor dining |
| Intersection Closure & Pedestrian Improvements | | X | |
| Bike Lane | | | X—will there be more users with Phase 2? |
| Handicap Parking | X | | |
| More flowers/landscaping/tree replacement | X | | |

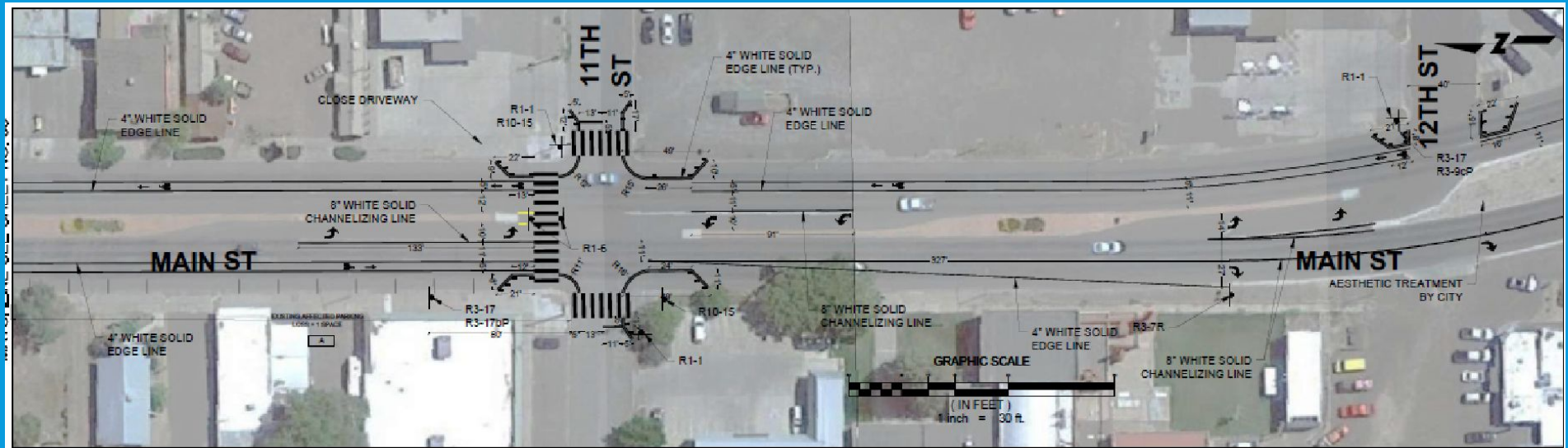
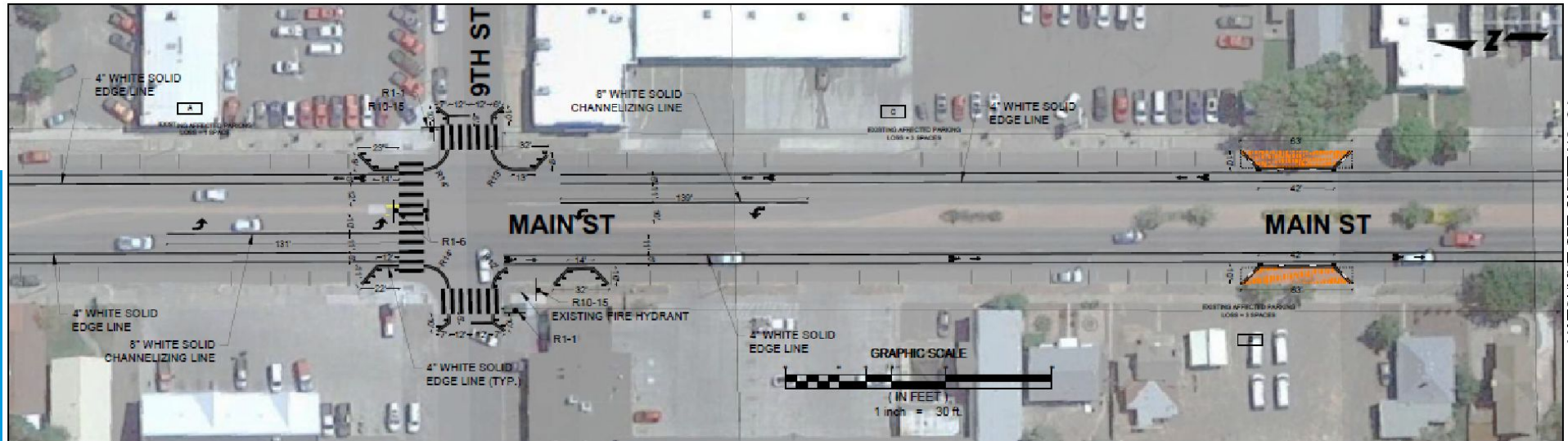
NEED MORE

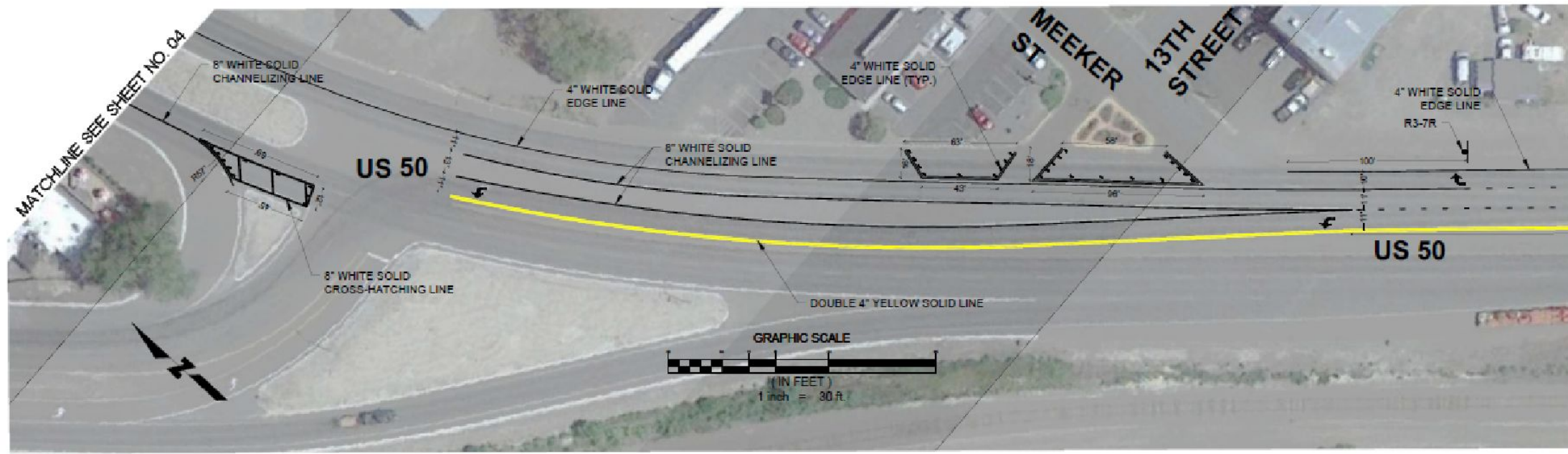
- Speeds have decreased BUT not enough to get speed limit lowered
- South Main becomes a SB racetrack at 7th
- Trucker education needed
- Permanent Hazmat Route (not alternate)
- Better signage for Parking
- Left turns challenging
- Side streets challenging

PHASE 2 OF MAIN STREET

- Extend one lane full 13 blocks
 - ✓ Lessons to be learned
 - ✓ Trial alignments at Confluence
 - ✓ Improved Messaging to Truckers
- Improve pedestrian safety South Main
- Improve Visual South Delta Gateway







CHANGES TO MAIN STREET IS JUST ONE
PIECE OF A MUCH LARGER PUZZLE!

MOVING
FORWARD
IN 2022



FACADE IMPROVEMENTS
& ALLEY ACTIVATION GRANTS

MAIN STREET
DEMONSTRATION
PROJECT

HILLSIDE STREET
PROJECT

AND MORE TO COME



2022 Reinvestment Statistics

| | |
|--------------------------|----------------|
| Dollars Reinvested*: | \$6.25 billion |
| Buildings Rehabilitated: | 10,688 |
| Net Gain in Jobs: | 29,174 |
| Net Gain in Businesses: | 7,657 |
| Reinvestment Ratio**: | \$24.07:1 |

The following estimates are based on statistics gathered from January 1, 2022 to December 31, 2022 for all designated Main Street communities nationwide. There were 1,200 programs included in this report.

*Total reinvestment in physical improvements from public & private sources

**The Reinvestment Ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on median annual program



HWY 348 & G ROAD AT CONFLUENCE

- Completed Traffic Studies
 - ✓ Light at 5th Street Warranted
 - ✓ Placed into City Capital Improvement Plan
 - ✓ Needs to occur with Main Street changes

HWY 92 & GRAND

- Engineering Completed
 - ✓ Placed into City Capital Improvement Plan
 - ✓ CDOT Permit needed to proceed

NEXT STEPS



- CDOT permit for Phase 2
- Install Phase 2 (August)
- Engineering & Design
 - ✓ Concept to Preliminary Design
- Grant Applications

RAISE GRANT: \$13.196 M

- Support implementation of Main Street study
- Design process & Community Engagement—Single lane, sidewalk repair/expansion, median expansion, landscaping, trees, seating, pedestrian improvements, etc.
- Concept to Preliminary—Summer/Fall 2023
- Final Engineering—Fall 2023/Spring 2024
- CDOT Permitting—Spring/summer 2024
- Installation—Fall 2024/Winter 2025

Comments:

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