

FUTURE



Re-Vision
Rainbow Boulevard

PROJECT REPORT:

A community vision and plan of action for the Highway 50 corridor





About this document

This report is the product of a collaborative effort between the City of Salida, Community Builders, the Community Leadership Committee, Highway 50 business owners, and the larger Salida community. This report is to be used by the City of Salida and partners as a guiding document that memorializes the community's goals for the Highway 50 Corridor, and provides a plan of action for moving those goals forward.

FORWARD

As Salidans, we love our community. We love the lifestyle, character, and sense of place that makes Salida, Salida. This place is special. But our town is growing and changing. If we want to manage our growth and change in a way that preserves our character, creates more opportunity, and strengthens the community we love, we need to think ahead.

That's what Future 50 is all about.

Future 50 is a project of the City of Salida aimed at bringing the community together to build a forward-looking vision for Highway 50 / Rainbow Boulevard.

This corridor is an important part of our city. It connects us to the rest of the region and state. It's the gateway to our community, and home to many thriving local businesses. It's a place that has its own distinct feel. It's also the most likely area in Salida to accommodate growth and development over time. Future 50 is about shaping that change so we keep Salida great today, and ready ourselves for tomorrow.

By working together as a community, Future 50 is about empowering us—the community of Salida—to shape a great future for the Highway 50 corridor by building a shared vision and creating an action plan for moving forward.



About Community Builders

Community Builders is a non-profit organization dedicated to helping local leaders create more livable communities in the American West. They provide information, assistance, and training to support the many people and organizations working to build more livable places for everyone.

Community Builders' assistance program provides communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories that inspire action in other communities.

Information about Community Builders can be found at:
communitybuilders.org

Thank you!

This project was made possible by the countless community members, business leaders, community groups, and institutions that dedicated their time and effort volunteering, coordinating, and contributing their ideas and expertise for the benefit of the community. Thanks!

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^ *The Future 50 process offered a wide variety of ways for Solidans to engage and get involved. To read more about the Future 50 process, please refer to the Future 50 Process section, beginning on page 20 of this document.*

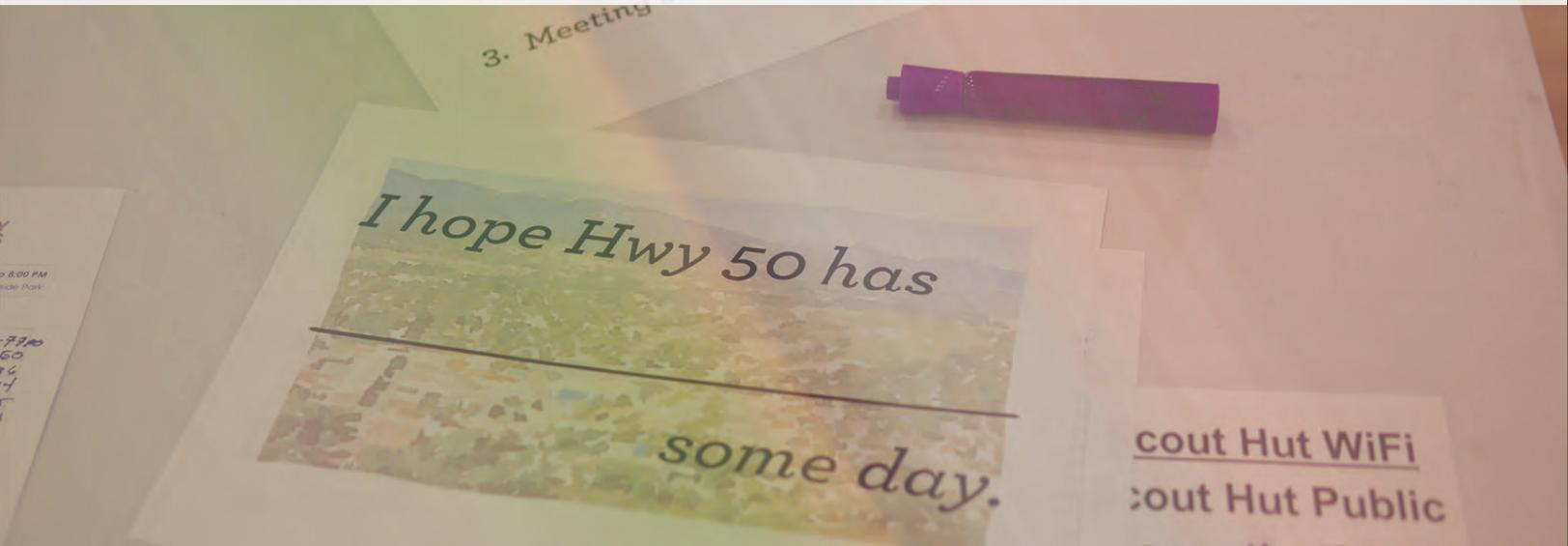
EXECUTIVE SUMMARY

Future 50 kicked off in the summer of 2018 with the goal of developing a community-fueled vision for the future of Highway 50, and a plan of action for moving forward. Over the course of the next year, the Salida community worked hard to provide the input, feedback, and leadership needed to create that vision and strategy in a way that was engaging and meaningful to the community.

Over the summer of 2018, the community worked to provide their ideas and vision for the Highway 50 area, contributing to a list of community goals for the corridor. In the fall of 2018, community members participated in a series of workshops and events to help generate a set of projects and strategies for advancing those goals. Working with a team of planners, designers, and transportation professionals, the projects were then tailored to be practical and impactful. The winter and spring of 2019 were then spent vetting and refining those projects, focusing specifically on the needs and concerns of local business owners along the corridor.

Future 50 sought to change the way our community engages in meaningful dialogue about our future. A group of leaders from across the Salida community were convened to help direct and guide the process in a way that was engaging, proactive, and responsive to the community's needs and requests. These leaders worked to ensure a process that offered community members a large variety of ways to engage—from small group meetings and 1-on-1's at the coffee house; to pop-up booths at community events; to large, multi-day public workshops. To read more about the Future 50 process, please refer to the Future 50 Process section, beginning on page 20 of this document.

This document summarizes the outcomes of this community process. It highlights the community's goals and vision for the future of Highway 50, and provides detailed descriptions of the projects and actions needed for moving those goals forward. It is meant to act as a guide for both the City and the wider Salida community, with detailed action items and timelines providing benchmarks for progress.



The following goals were developed by the community, and encompass the community's broader vision for the Highway 50 corridor. They are meant to provide a foundational direction for moving forward, and should act as a tool for guiding future decisions.

As Salidans, we want the Highway 50 area to be...



SAFE

Safe and comfortable for all users.

The most consistent feedback received from community input was that the speed of the roadway was too fast, creating an unsafe corridor for cars, bikes and pedestrians alike. Lowering traffic speeds and creating a safer environment for bicyclists and pedestrians was a key theme throughout the Future 50 process.



CONNECTED

Has clear connections to key community destinations.

Salidans want Highway 50 to feel connected. They want it to feel inviting and easy to navigate, with the sidewalks, crosswalks, and signage necessary to connect both visitors and locals to key destinations around town. Ultimately, as more people begin to live and work near Highway 50 over time, Salidans want the area to be a place that brings people together, rather than a barrier that separates two sides of a growing community.



VIBRANT

Is an active, vibrant place with a strong, authentic character.

Salidans strongly expressed a desire for aesthetic improvements to public space along Highway 50. There is a strong community interest in beautification, placemaking, and creating a cohesive balance of housing and businesses to strengthen the corridor's own unique character as a vibrant and active business district.



ECONOMICALLY STRONG

Supports a strong business environment.

Highway 50 businesses are an absolutely vital component of Salida's community and economy. Salidans want to see existing businesses grow and thrive along the corridor. They want to see opportunities for new businesses to start and flourish. They also want to see a diverse mix of uses that increase foot traffic and create an active, vibrant environment for businesses to thrive.

PROJECTS & ACTION PLANS

The following section is organized around four key projects and action plans for making the Highway 50 area safer, more connected, vibrant, and economically strong. These projects were crafted from community input and feedback in the earlier stages of the process, and were further developed during the multi-day Community Design Workshop in November, 2018. Over the following six-plus months, the projects were vetted and refined by the community through a variety of open workshops, focus groups, 1-on-1 meetings, walk and talk events, and online engagement opportunities—with a specific focus on engaging Highway 50 business owners in the process.

While it's never easy for a community to find middle ground, many months of vetting and refinement resulted in a set of projects that strike a balance between the many voices, needs, and concerns of the Salida community. We strongly believe that the projects listed in this document reflect the community's goals for the Highway 50 corridor, and receive a high level of support from across the community.

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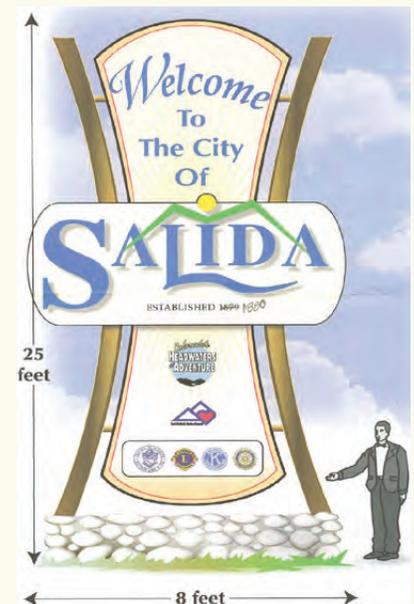
Gateways, Streetscaping, & Beautification

Throughout the entire Future 50 process, Salida residents strongly expressed a desire for aesthetic improvements to public space along Highway 50. While some progress has been made on beautifying Highway 50 over the years, there is still a good deal left to go. In particular, the 2007 Highway Corridor Improvement Plan resulted in a list of projects that could have a large aesthetic impact on the corridor. Some of those projects, such as improved sidewalks, stamped concrete parkways, and lighting have largely been implemented and are regarded as positive improvements. Other projects, such as light-pole banners and gateways, have yet to be implemented and are being revisited in this project.

Gateways are design treatments like entryway signs, art, or landscaping that define the entrance to town and provide a sense of arrival, and alert motorists and visitors that there are opportunities to stop, rest, or explore ahead. Gateway treatments also act as traffic-calming devices—signaling drivers to slow down as they enter the community. These lower speeds in turn also make businesses more visible and appealing to drivers. Because of the width of Highway 50, archways are not recommended.

Streetscaping and beautification elements like light-pole banners, landscaping, benches, planters, or even well-designed public trash/recycling bins can have a big impact on creating a more vibrant corridor. While many Highway 50 business owners do not want to fund or devote real estate to streetscaping elements on their properties, ample opportunities exist to place elements in publicly owned space. Additionally, there is interest in City supporting property owners that do choose to locate streetscaping or beautification elements on their property.

^ The red markers above indicate recommended gateway or wayfinding sign locations. While the specifics of each location, including right-of-way and land ownership, need to be explored, Holman Ave and Oak St have been identified as priority locations for exploring feasibility.



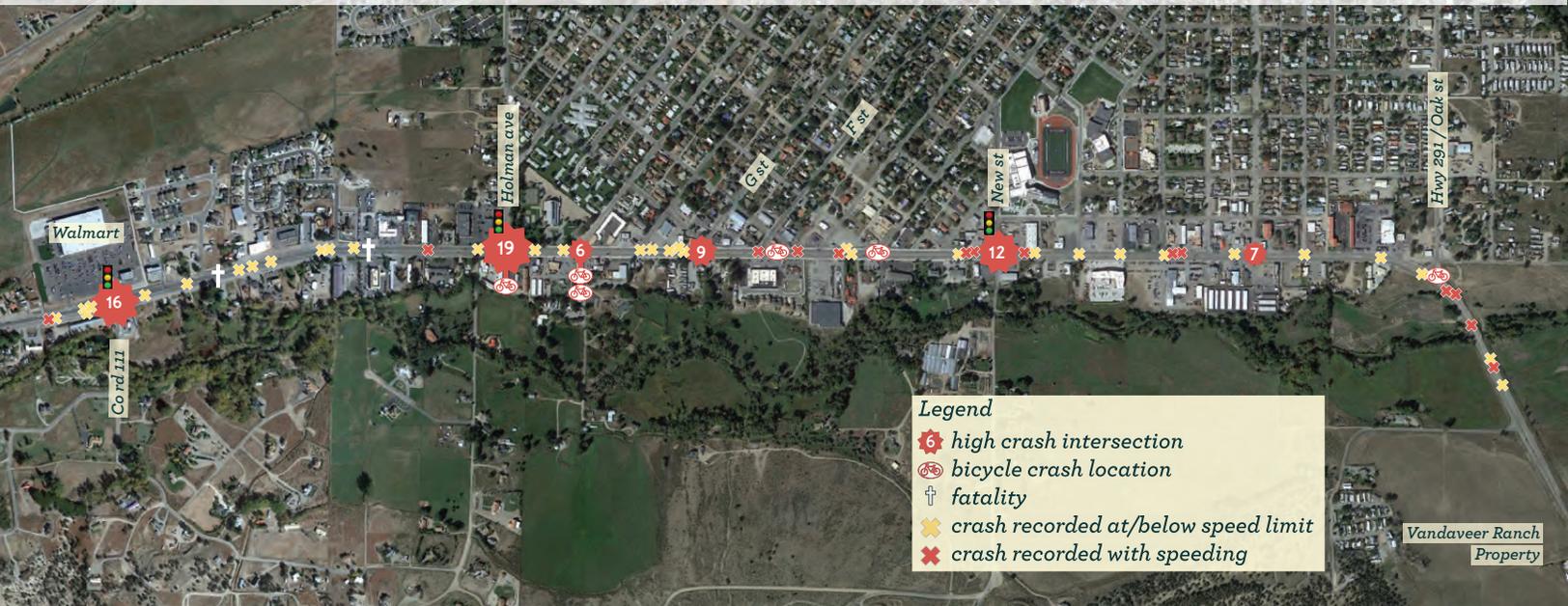
^ While the 2007 Highway Corridor Improvement Plan provided design suggestions for some streetscaping elements, it may be worth updating the design and scale to support lower travel speeds and be more appropriate for pedestrians.

GOALS SERVED:

We want Highway 50 to be...

- ✓ **Safe:** Safe and comfortable for all users.
- ✓ **Connected:** Has clear connections to key community destinations.
- ✓ **Vibrant:** Is an active, vibrant place that reflects Salida’s authentic character.

<i>Action Item</i>	<i>Lead / Timeline</i>
<p>Convene a design committee</p> <ul style="list-style-type: none"> • Outreach to community arts organizations like the Arts Board or Creative District, art teachers, and others to convene a design committee to assist with gateways, banners, and other beautification designs. 	<p>Community Development <i>Near term (1-2 years)</i></p>
<p>Explore strategic locations for Gateways</p> <ul style="list-style-type: none"> • Explore land options for Gateway and Wayfinding signage, especially locations near Walmart, Holman Ave, F or G streets, and Oak St. • Prioritize Holman Ave and Oak St locations. 	<p>Community Development, Design Committee <i>Near term (1-2 years)</i></p>
<p>Update designs for Gateways</p> <ul style="list-style-type: none"> • Consider using community design contests or public submissions. 	<p>Design Committee <i>Near term (1-2 years)</i></p>
<p>Create a banner program</p> <ul style="list-style-type: none"> • Create design guidance for seasonal or changing light-pole banners. • Outreach to potential partners for banner themes, especially school district, arts teachers, the City, the Chamber, and anchor organizations like HRRMC, Arkansas Headwaters Recreation Area, Monarch Mountain, etc. 	<p>Design Committee, Community Development <i>Near term (1-2 years)</i></p>
<p>Create menu of streetscaping elements</p> <ul style="list-style-type: none"> • Work with Public Works to create a menu of options for streetscaping elements such as planters, benches, trash bins, etc. • Identify places along public right-of-way where streetscaping elements might fit without blocking sidewalks or traffic. • Draft a brief maintenance plan for City to maintain and upkeep elements. 	<p>Community Development, Design Committee, Public Works <i>Near term (1-2 years)</i></p>
<p>Coordinate with CDOT </p> <ul style="list-style-type: none"> • Get permit approvals for streetscaping elements, Gateways, and their locations. • Negotiate use agreements for using excess CDOT right of way for Gateways, signage, streetscaping or other uses. 	<p>Community Development, Public Works <i>Near term (1-2 years)</i></p>
<p>Explore funding options</p> <ul style="list-style-type: none"> • Explore both internal and external funding options such as private grants, individually sponsored or donated elements, or community crowd-funding. 	<p>Finance, Community Development, Design Committee <i>Near term (1-2 years)</i></p>
<p>Long-term considerations: be opportunistic</p> <ul style="list-style-type: none"> • Incorporate funding for gateway and streetscaping projects into future roadway or capital improvement projects. 	<p>Community Development, Public Works <i>Ongoing</i></p>



Intersection Improvements

The desire for intersection improvements along Highway 50 was a constant theme in community dialogue throughout the Future 50 process. Some of the top safety concerns voiced by the community included pedestrian crossings, turning traffic, and high speeds—three issues that can largely be addressed through the addition of traffic signals or the improvement of intersections. From making existing intersections safer for motorists, bicyclists, and pedestrians alike to creating a new signalized intersection between Holman Ave and New Street, the community expressed an overwhelming interest in seeing more and better signalized intersections along Highway 50 in the future.

The need for better intersections on Highway 50 involves two key components; improving existing intersections to increase safety, and installing a traffic signal and a flashing pedestrian crossing at G or F streets in order to calm traffic, provide a new crossing point for pedestrians, and increase safety.

^ The above map displays all CDOT recorded crashes on Highway 50 between 2007 and 2017.



< The left image is an example of what Holman Ave could look like with a through-lane for bicycles and an improved sidewalk, allowing cyclists to safely cross the street in order to access CO110.



< The left image is an example of what G St could look like after an initial phase of low-cost improvements. Installing crosswalks and a short pedestrian refuge island greatly increases pedestrian safety and walkability.



< A second phase of improvements on G St could include traffic signals or flashing pedestrian crossings, as well as pavement markings to increase safety, calm traffic, and better facilitate turning traffic.

GOALS SERVED:

We want Highway 50 to be...

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- ✓ **Connected:** Has clear connections to key community destinations.
- ✓ **Vibrant:** Is an active, vibrant place that reflects Salida's authentic character.

<i>Action Item</i>	<i>Lead / Timeline</i>
<p>Work with CDOT to conduct an Intersection Study </p> <ul style="list-style-type: none"> • Sign an IGA with CDOT to share cost of study. • Stipulate within IGA that the City will not consent to raising speed limits or closing any intersections or driveways as a result of study. • Use study to explore feasibility of intersection improvements listed below. 	<p>Community Development <i>Near term (1-2 years)</i></p>
<p>Explore funding sources for interim crossing improvements </p> <ul style="list-style-type: none"> • Work with CDOT to improve pedestrian crossings and install new improved crossing locations as interim treatments before. • Refurbish existing crosswalks, including side street crosswalks. • Explore feasibility of installing flashing pedestrian crossing signals (such as HAWK or RRFB) and refuge islands near F or G streets, near Salida Hot Springs Aquatic Center, and midblock between E St and 14th St. 	<p>Community Development & Finance <i>Near term (1-2 years)</i> <i>Interim, before or during Intersection Study</i></p>
<p>Improve all existing signalized intersections </p> <ul style="list-style-type: none"> • Install green dashes to extend bike lanes through intersections and across all driveway access points. • Install crosswalks on all sides. • Explore stamping and surface materials treatment to calm traffic, increase ped safety, and create sense of place. • Time lights to increase pedestrian crossing time and include a pedestrian lead time. 	<p>Community Development, Public Works, CDOT <i>Near term (1-2 years)</i> <i>Interim, before or during Intersection Study</i></p>
<p>Improve existing striping and bike lanes </p> <ul style="list-style-type: none"> • Coordinate with CDOT restriping to install single a 6" outer stripe, green hashing, bike lane symbols, and other pavement marking improvements. • Coordinate with regular CDOT maintenance to grind or fill the gutterpan seam in existing bike lane. 	<p>Community Development, Public Works, CDOT <i>Near term (1-2 years)</i> <i>Interim, before or during Intersection Study</i></p>
<p>Improve Holman Ave Intersection </p> <ul style="list-style-type: none"> • Add bike crossing treatments to allow cyclists to cross Highway 50 from Holman Ave in order to access trails off CO110. • Explore feasibility of installing a through-bike-lane queueing lane or bike box on Holman Ave at Highway 50. • Avoid any curbed median treatments that block access to business driveways.. 	<p>Community Development, Public Works, CDOT <i>Mid term (2-5 years)</i> <i>After Intersection Study</i></p>
<p>Install a traffic signal at F or G Streets </p> <ul style="list-style-type: none"> • Following Intersection Study, explore feasibility, cost, and funding options for installing a traffic signal at F or G Streets to improve safety for motorists and pedestrians, provide access to the downtown, and lower speeds. 	<p>Community Development, Public Works, CDOT <i>Mid term (2-5 years)</i> <i>After Intersection Study</i></p>



Side Street Improvements

While much of the community conversation during Future 50 focused on the Highway 50 roadway, many community members were interested in improvements that can be made to some of Highway 50's side streets. Some of the community's top issues with Highway 50 side streets include a lack of sidewalks and curb ramps, disorganized and often confusing parking, and occasional flooding, especially in the spring. These issues can largely be addressed by focusing on several relatively modest improvements on some of Highway 50's key side streets that could provide a great benefit to the wider corridor area.

In particular, there is a strong degree of community interest in improving side streets between H Street and E Street. This area is home to a high number of smaller buildings and businesses, and is naturally positioned to continue to see the growth of numerous small, walkable businesses over time.

There is great interest in seeing the City make incremental improvements to these side streets over time. This could be done gradually in phases by working with adjacent property owners to understand specific needs and opportunities. An initial phase of improvements involves exploring opportunities to paint in on-street parking, buffers, and pedestrian crossings. Over time, the City could then explore the feasibility of installing sidewalks, curbs, gutters, and rain gardens on key side streets in order to increase safety, increase quality of place, create more pedestrian space, and control potential flooding.

By increasing parking and creating high-quality spaces for pedestrians, these improvements would both increase safety and sense of place for customers, visitors, and residents, while also supporting the development of small, walkable businesses in the area over time. The addition of on-street parking would also relax the need for on-site private parking lots, allowing some businesses to potentially repurpose a portion of their property for other uses if they wish.

^ The image above shows side streets that could greatly benefit from walkability improvements. This area of Highway 50 has a particularly high number of existing small businesses, as well as smaller buildings that could sustain the growth and startup of additional small businesses. By improving vibrancy and walkability, side street improvements in this district could have a large positive impact on existing and future businesses.

GOALS SERVED:

We want Highway 50 to be...

- ✓ **Safe:** Safe and comfortable for all users.
- ✓ **Vibrant:** Is an active, vibrant place that reflects Salida’s authentic character.
- ✓ **Economically Strong:** Supports a strong business environment.

<i>Action Item</i>	<i>Lead / Timeline</i>
<p>Work with adjacent business & property owners</p> <ul style="list-style-type: none"> • Meet with adjacent property owners to understand specific needs on side streets, and work together to refine details on parking, loading, access, etc. 	<p>Community Development <i>Near term (1-2 years)</i></p>
<p>Phase 1: “Paint-only” improvements on side-streets</p> <ul style="list-style-type: none"> • Install on-street parking spaces, crosswalks, centerlines, buffers, and other thermoplastic pavement markings to calm traffic, increase safety, and enhance quality of place. • Coordinate striping improvements with other roadway and public works projects occurring in the area, especially projects that include resurfacing. • Work with CDOT to install left turn lanes on G, F, and Holman intersections in order to realign intersections, calm turning traffic, provide a space for turning cars to queue, and increase safety. 	<p>Public Works, Community Development <i>Mid term (2-5 years)</i></p>
<p>Phase 2: Install permanent enhancements</p> <ul style="list-style-type: none"> • Explore feasibility of installing sidewalks, curbs, gutters, and rain gardens on key side streets. • Explore funding and budget options for project. • Work with property owners to plan for improvements and access. 	<p>Public Works, Community Development, Finance <i>Long term (5+ years)</i></p>



Programs to Support Local Businesses

Many business and property owners along Highway 50 have expressed a desire for the City, CDOT, and other partners to better support and connect with businesses along Highway 50. Noting that the City is quite supportive of downtown businesses, many Highway 50 business owners would like to see more support and interaction between the City and businesses along the corridor as well.

Many Highway 50 business owners are interested in expanding City services along the corridor to help them meet their needs. Issues like gutter cleaning, roadway and sidewalk maintenance, and snow removal could be better addressed through joint agreements between the City and Highway 50 Businesses.

At the same time, with much community attention focusing in on the wider Highway 50 area, it is important for Highway 50 businesses to be able to effectively organize, meet, communicate, and advocate for themselves and one another.

One idea that has arisen from the Future 50 process so far is to convene a Business Association, group, or club for Highway 50 businesses. While this group could begin by meeting informally, a formally organized association would better allow Highway 50 businesses to meet and address their needs with the city. Should the group be interested, the City has expressed interest in appointing a City staff person to attend association meetings when invited to act as a liaison.

There is also a strong interest in expanding City-provided services such as road cleaning and snow removal from the sidewalks and public spaces along the corridor. By working together with Public Works and any future Highway 50 Business Association, it is recommended that the City explore the feasibility of expanding public services that may be helpful for local businesses along the corridor.

GOALS SERVED:

We want Highway 50 to be...

- ✓ **Vibrant:** Is an active, vibrant place that reflects Salida’s authentic character.
- ✓ **Economically Strong:** Supports a strong business environment.

<i>Action Item</i>	<i>Lead / Timeline</i>
<p>Encourage & support a Highway 50 Business Association</p> <ul style="list-style-type: none"> • Highway 50 businesses work together to: <ul style="list-style-type: none"> » Convene meeting of an initial working group to help form association. » Reach out to additional Highway 50 business owners to form and grow association. If desired, work with Chamber of Commerce and/or the City for spreading word about the association via online or mailers. » Explore options for partnering with existing groups or associations, if desired; Chamber of Commerce, Rotary, Salida Lion’s Club, Mount Shavano Kiwanis Club, Merchant’s Association, Salida Business Alliance, etc. • If desired by the association, appoint a City staff member to act as a liaison to the Highway 50 Business Association to provide direct communication with the City and attend association meetings when invited or scheduled.. 	<p>Highway 50 Businesses Near term (1-2 years) Ongoing</p>
<p>Explore expanding services</p> <ul style="list-style-type: none"> • The City and Highway 50 Business Association should work in conjunction to explore opportunities to expand city-provided services along the corridor, possibly including road cleaning and assistance with snow removal from the sidewalks and public spaces. • Invest in street-cleaning equipment suited for clean-up along Highway 50. • Explore additional options for adding expanded services into upcoming summer budget. 	<p>Community Development, Public Works, Highway 50 Businesses Near term (1-2 years) Ongoing</p>



Code Changes to Enable Reinvestment

The built environment—from buildings, to sidewalks, to parks and roads—has a major impact on how a neighborhood looks, feels, and functions both socially and economically. Building form—the type and size of buildings, as well as their placement on a lot—plays an especially important role in this. The community expressed a desire to see more walkable and “human-scale” buildings along Highway 50 throughout the Future 50 process. This includes mixed-use buildings that are closer to the roadway, possibly with parking located in the back of the lot. This would also support the community’s desire to see a healthy balance of both commercial and residential along the corridor.

Many business owners, property owners, and local builders/developers that are interested in reinvesting in their properties or expanding their businesses have indicated that existing regulations and codes are cumbersome, and are holding them back from reinvesting or building. In particular, many property owners identified landscaping, parking, lot coverage, density limits, and setbacks as requirements that feel overly burdensome and barriers that are blocking Salidans from

reinvesting in their own properties along the corridor. The community is also interested in seeing more temporary, mobile, or pop-up businesses establish along the corridor, and have found existing regulations for temporary and mobile businesses to be overly restrictive.

Today’s development codes along the Highway 50 corridor are restrictive and are not in line with the community’s values and vision. Existing regulations require new buildings to be pushed back far from the sidewalk and take up a considerably small amount of space in the lot. Existing parking requirements result in dedicating nearly half of the lot to parking. These requirements together force new buildings along the corridor to be more suburban in nature, and result in a type of “box” and strip-mall style development. This greatly conflicts with the community’s input and vision for the opportunity to build more human-scale buildings. These restrictions also increase the cost of any potential housing near the corridor by forcing a low number of units and small building size on each lot.

▲ The poster shown above was used for an engagement activity during the Community Visioning Workshop in October 2018 to better understand the general types of development and building patterns the community is interested in seeing—or not seeing—along the corridor in the future. Participants generally leaned away from typical “box” and strip style development, and voiced more of a preference for hotels, housing, mixed-use buildings, and the adaptive reuse or repurposing of existing buildings.

Any future changes or updates to code in Salida should reflect the community’s vision, provide more flexibility for Highway 50 property owners, and allow for buildings that are more in line with the community’s values and vision. Relaxing existing zoning regulations would allow property owners to more freely invest in their properties, allow for more walkable and human scale building types, and would increase affordability. It is recommended that the City perform a code audit and update in order to ensure that zoning codes are consistent with both the comprehensive plan and the community’s vision as established in this document.

GOALS SERVED:

We want Highway 50 to be...

- ✓ **Vibrant:** Is an active, vibrant place that reflects Salida’s authentic character.
- ✓ **Economically Strong:** Supports a strong business environment.

<i>Action Item</i>	<i>Lead / Timeline</i>
<p>Explore funding options for code audit and update</p> <ul style="list-style-type: none"> • Apply for possible external funding opportunities to pay for code update • Solicit a consultant via RFP to audit and update code. 	<p>Community Development, Finance <i>Near term (1-2 years)</i></p>
<p>Conduct code audit and update</p> <ul style="list-style-type: none"> • Code audit should: <ul style="list-style-type: none"> » Identify areas where zoning code is misaligned with the Future 50 goals, goals outlined in the comprehensive plan, or posing significant barriers to affordability and reinvestment. » Convene a committee to help explore issues with current code. » Explore specific changes to code that better align with established community goals and vision, enable reinvestment, and advance affordability » Consider issues raised by Highway 50 business and property owners regarding barriers in landscape, parking, height, and setback requirements » Make the code more clear and less ambiguous. • Follow legally mandated process for updating zoning code. 	<p>Community Development <i>Near term (1-2 years)</i></p>
<p>Align City and County policy</p> <ul style="list-style-type: none"> • Explore opportunities to create alignment between the City of Salida’s code and Chaffee County’s code in the Highway 50 area through the creation of an overlay district. • Incorporate City/County code alignment and overlays into the City’s code audit and update process, as well as the County’s upcoming Comprehensive Planning process 	<p>Community Development, Chaffee County Development Services Department <i>Near term (1-2 years)</i></p>
<p>Explore other options for making code more user-friendly</p> <ul style="list-style-type: none"> • Create a more user-friendly guide or pamphlet that explains and clarifies code and the development review process for business and property owners wishing to reinvest. 	<p>Community Development <i>Mid term (2-5 years)</i> <i>After or concurrently with code audit and update</i></p>



Improving Holman to Walmart

Many community members have expressed interest in seeing Highway 50's curbs, sidewalks, and streetscaping extended from Holman Ave to Walmart. When the last streetscaping project on Highway 50 was approved by City Council in 2007, this stretch of Highway 50 was originally included in the plan. However, this stretch of Highway 50 was later removed from the plan due to both engineering concerns and the concerns of many adjacent business owners.

Because this area has significant issues with grade—including buildings and businesses that are located well below the grade of the highway—constructing curbs and gutters on this stretch of the highway would require extremely complicated and expensive infrastructure upgrades. Additionally, installing curbs requires business and property owners in both the City and County to negotiate the locations of their driveways. This is a sensitive process that can greatly impact businesses, and should only be pursued slowly and cautiously over time.

There is however, a strong community interest in seeing pedestrian improvements on Highway 50 between Holman and Walmart. In the near term, it is recommended that the City explore options for completing the Highway 50 sidewalk and trail network on the North side of the highway using curbless sidewalks or multi-use trails that do no impact drainage or access to businesses.

^ The image above shows where potential pedestrian connections could be made on the north side of Highway 50 between Holman Ave. and Walmart using a curbless sidewalk or trail. While connections on the south side of Highway 50 should be explored over the long term, existing infrastructure and a high amount of pedestrian traffic on the north side present strong opportunities for creating connections in the near term. The large number of properties located in the county along the south side of Highway 50 also presents a challenge to sidewalk development that should be addressed over the long term.

GOALS SERVED:

We want Highway 50 to be...

- ✓ **Safe:** Safe and comfortable for all users.
- ✓ **Connected:** Has clear connections to key community destinations.
- ✓ **Economically Strong:** Supports a strong business environment.

Action Item

Lead / Timeline

<p>Explore feasibility of a connecting multi-use trail on Highway 50 between Holman Ave and Walmart </p> <ul style="list-style-type: none"> • Work with CDOT to explore feasibility of temporary or interim options for constructing a curbless pedestrian path along Highway 50 from Holman Ave to Walmart that does not interfere with driveway access or drainage. • Focus on accomplishing pedestrian connectivity and beautification before exploring options for installing curbs and gutters. 	<p>Public Works, Community Development <i>Immediate / Near term (1-2 years)</i></p>
<p>Explore feasibility of a connecting sidewalks, bike lanes, or multi-use trail on Holman Ave between Monarch Spur Trail and Highway 50 </p> <ul style="list-style-type: none"> • Work with CDOT to explore feasibility. 	<p>Public Works, Community Development <i>Immediate / Near term (1-2 years)</i></p>
<p>Explore funding options </p> <ul style="list-style-type: none"> • Explore funding options for Highway 50 and Holman Ave pedestrian facilities. • Work with CDOT to explore Transportation Alternative Program (TAP) funding. 	<p>Community Development, Finance, Public Works <i>Immediate / Near term (1-2 years)</i></p>
<p>Enhance streetscaping and beautification</p> <ul style="list-style-type: none"> • When streetscaping elements such as trash receptacles, benches, planters, etc are installed along Highway 50, explore options and appropriate locations for installation between Holman Ave and Walmart. 	<p>Community Development, Public Works <i>Ongoing / Mid term (2-5 years)</i></p>



Lowering Traffic Speeds on Hwy 50

If Solidans can agree on one thing, it's that traffic speed on Highway 50 is much too fast. These high speeds create many compounding issues along the corridor. They make it difficult for motorists to see businesses and turn in to visit them. They make it dangerous for pedestrians to walk, cross the street, or visit business. The speeds make the corridor especially unsafe for bicyclists.

Unfortunately, lowering the posted speed limit is not an effective way of reducing actual travel speeds on Highway 50, as motorists tend to drive at the speed that the street was *designed for* rather than at the speed limit. Because of this, Colorado state statutes only allow a highway's posted speed limit to decrease if the *design* speed is also changing.

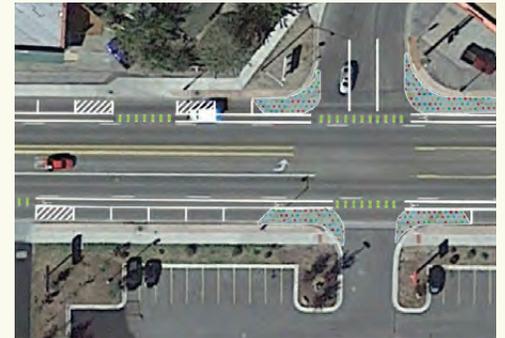
This means that lowering traffic speeds on Highway 50 requires design measures that are known to calm traffic. While the road diet concept was discussed heavily during the Future 50 process, all of the projects and actions highlighted in this document are intended to serve traffic calming purposes.

What about a road diet?

The idea of doing a "road diet" on Highway 50 was a major point of discussion in the Future 50 process. While many community members support the idea, many others were highly troubled by it. Importantly, a significant number of business owners on Highway 50 did not support the idea, and were worried about how it might impact their businesses. While a road diet would include many traffic, safety, social, and economic benefits for Highway 50, the concept should not be pursued without significant support.

Because of this, a road diet on Highway 50 is not included as a recommendation of the Future 50 project.

However, the idea of a road diet has arisen many times in community conversations in the past, and is likely to come up again at one some in the future. When community discussions about roadway projects on Highway 50 surface in the future, there are a few points that are important to remember. First, community buy-in is key. Second, future projects should aim to preserve existing driveways and business access points. Third, future projects should consider paint-only concepts that allow for experimentation.



^ What is a road diet? The graphic above displays an example of what a road diet would look like on Highway 50. A road diet is a traffic-calming tactic that uses an addition of on-street parking and bike lanes to reduce the number of travel lanes from 5 to 3. This tactic has been proven in countless communities to lower speeds, increase safety, and boost economic vibrancy, and has been done without greatly impacting traffic flow. As is shown in the graphic above, a road diet can be accomplished without moving curbs, closing driveways, or installing medians.

Because they present a drastic change to the roadway, it is important for a road diet to have strong community support before pursuing implementation. Because the concept of a road diet on Highway 50 does not currently have sufficient support, it is not included as a recommendation of Future 50.

A photograph of a community event with several blue pop-up tents. People are gathered around the tents, some looking at informational displays. The scene is outdoors with trees in the background.

THE FUTURE 50 PROCESS

One of the goals of the Future 50 process was to reimagine the way our community engages in dialogue about our future. To do this, a group of local leaders from across the Salida community was convened and tasked with designing a community process that was inclusive, engaging, and focused on building common ground.

The Future 50 process provided a multitude of ways for the community to engage. From small group meetings and pop-up booths at community events, to multi-day workshops and public meetings—volunteers with the Community Leadership Committee worked hard to build a process that was fun, engaging, and meaningful. The process was also designed to be flexible and responsive—extending well beyond its projected end-date in order to provide more opportunities to engage, and work towards strategies that truly reflect middle ground in the community.



^ A motorist and cyclist nervously share the road on Highway 50. Roadway safety was noted as a top community concern during the Future 50 process.



^ Education is an important part of community outreach and leadership development. Community leaders and volunteers from Future 50 held an exchange with leaders and business owners from Gunnison, CO early on in the process to learn how Gunnison approaches issues with their highways, and ideas for empowering the wider community to get involved.

PROJECT BACKGROUND

In September 2017, a group of local leaders from the City of Salida and Chaffee County went to Glenwood Springs to attend a team-based training put on by an organization called Community Builders. While looking at a map during the training, the group came to an eye-opening realization that Salida is going to see a continued pressure to grow in the future, and that Highway 50 is likely to be a focal point of that growth. On top of that, they realized that if the community wants to shape the future of the Highway 50 corridor, they would need to act immediately.

In the spring of 2018, the City of Salida reached out to Community Builders to apply for assistance in developing a community-driven vision and plan for this important corridor. Once the City's request was approved, Community Builders and the City worked together to build a process that puts the community in the driver's seat.

Future 50 was charged with three primary tasks:

1. Create A Vision.

Work directly with community members, project partners, local businesses, and other stakeholder groups to create a community-led vision for the future of Hwy 50 corridor.

2. Empower Local Leaders.

Organize community leaders through a Community Leadership Committee in order to innovate how the community is involved in discussions about our future.

3. Make A Plan of Action.

Develop a set of recommendations and an action plan for implementing the community's vision that can be incorporated into future plans, policies, and actions.

THE FUTURE 50 PROCESS:

BUILDING A COMMUNITY VISION



PROJECT LEADERSHIP

Public engagement and community involvement are absolutely vital aspects of this project, and the City can't do it alone. In order to build a public process that is fun, exciting, and representative of the entire Salida community, Future 50 is led by a group of community leaders to help guide and execute the process.

Their responsibilities are:

- 1. Guide:** Act as a steering committee that helps guide the process, shape the dialogue, and champion the project.
- 2. Lead:** Ensure the community engagement process is robust, effective, representative, transparent, and fun.
- 3. Inspire:** Continue to organize and lead within the community in order to champion the community vision, inspire action, and maintain community momentum... even after the project is "finished."

The Community Leadership Committee (CLC)

- Lori Roberts, *Chamber of Commerce*
- Jim Miller, *Resident*
- Kestral Felt, *Hwy 50 Resident*
- Francie Bomer, *Salida Planning Commission*
- Justin Veltri, *Silver Ridge Lodge*
- Steve Riden, *Riden Associates*
- Donna Rhoads, *Salida-area Parks, Open-space and Trails*
- Rob White, *Akansas Headwaters Recreation Area*
- Marjo Curgus, *Del Corazon Consulting*
- Harry Bruhl, *Salida Bike Club*
- Jennifer Visitacion, *Moonstone Ventures*
- Elizabeth Weiss, *Chaffee County Transportation Advisory Board*
- Joe Smith, *High Country Bank*
- Terry Deveney, *Roxy's Bottle Shop*
- Kat McQuillan, *Tenderfoot Health Clinic*
- Sam Mick, *Highway 50 Business & Property Owner*
- Philip Sterling, *Amigo Motor Lodge*
- Rick Holland, *Split Happens Bowling Center*
- Eric Ramsey, *Soulcraft Brewing*
- Deborah Fields, *D.Fields Design*

The Project Management Team (PMT)

In addition to the CLC, Future 50 is overseen by a Project Management Team (PMT), consisting of representatives from the City of Salida, Chaffee County, and a local developer. With assistance from Community Builders, the PMT is tasked with the day-to-day management of the project. The PMT was comprised of the following people:

- P.T. Wood
Mayor, City of Salida
- Glen Van Nimwegen
Community Development Director, City of Salida
- Christie Barton
Planner, Chaffee County
- Kristi Jefferson
Planner, City of Salida
- Bill Almquist
Planner, City of Salida
- David Lady
Public Works Director, Salida
- Tom Pokorny
Owner, Natural Habitats Design
- Jillian Sutherland
Community Builders
- Bud Tymczyszyn
Community Builders
- Alison Bourquin
Community Builders



THE PROCESS

Future 50 employed a two step process. First, Future 50 focused on creating a robust community engagement process aimed at developing a community vision for the future of the corridor. Next, the process focused on developing technical recommendations and an action plan that works towards implementing the community's vision.

^ *Community members engage with project leaders and offer ideas and input at pop-up tables during various community events.*



Phase 1. Community Visioning

The first step in the Future 50 process was to work hands-on with community members across Salida to create a community vision that reflects how Salidans want the Highway 50 corridor to look, feel, and function in the future. This vision was built entirely from public input, which was gathered and refined through Outreach-Based Engagement and the Community Visioning Workshop.

Outreach-Based Engagement

In order to build a process that was engaging and representative, Future 50 employed a variety of engagement methods from late July through October, 2018 that focused on engaging Salidans in the places where they were already gathering. This included pop-up tables at community events, focus group meetings, comment boxes in local businesses, and online engagement opportunities.

< *Mayor PT Wood and Chaffee County Planner Christie Barton volunteer at a Future 50 pop-up table during a community event. (Photo courtesy of Mountain Mail)*

Outreach-Based Engagement included the following methods:

- ✓ **Focus Group Meetings** were held with Monarch Mountain and Chaffee County Visitors Bureau, Chaffee County Public Health, Upper Arkansas Council of Governments, Salida Cycling Association, Salida Lodging Association, Rotary Club of Salida, and the Salida Sunrise Rotary. Focus group meetings were also held with a self-organized group of Highway 50 business owners.
- ✓ **Pop-up Tables** were stationed at the Hometown Picnic, three of the weekly Salida Farmers Markets, Salida Bike Fest, and the Crest Crank Celebration.
- ✓ **Comment Boxes** were located at local businesses along the corridor prompting questions to the community.
- ✓ **The project website** featured a questionnaire and a comment wall to encourage people to share their thoughts. Text-message engagement was also available, but not highly used.
- ✓ **Walk and Talk Meetings**, specifically targeted at business owners, were in conducted in four areas along Hwy 50 on November 7.



Community Goals

After compiling a substantial amount of public input through Outreach-Based Engagement, the Community Leadership Committee and project volunteers worked together to identify emerging themes from the community's input. Based on these themes, a list of draft Community Goals for the Highway 50 Corridor were developed and workshopped by the CLC, and were further vetted by the community through additional engagement events and the Community Visioning Workshop. These goals were designed to provide a broad, high-level community vision for the corridor, and were later used to develop strategies and specific actions for advancing them.

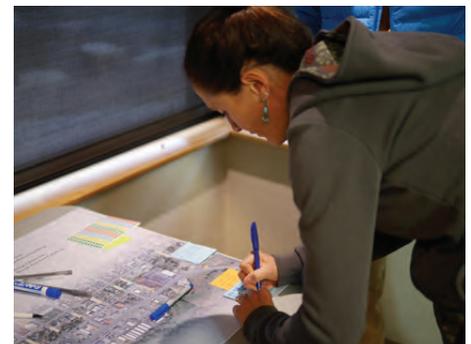
We want Highway 50 to be...

- **Safe**
Safe and comfortable for all users.
- **Connected**
Has clear connections to key community destinations.
- **Vibrant**
Is an active, vibrant place that reflects Salida's authentic character.
- **Economically Strong**
Supports a strong business environment.

Community Visioning Workshop

After collecting community input through outreach-based engagement opportunities throughout the summer, Future 50 hosted a Community Visioning Workshop on October 9th, 2018. This Visioning workshop gave the community an additional opportunity to provide input, and allow the community to work together to build a vision for the corridor and vet ideas based on compiled input.

Workshop participants provided input through a series of poster and mapping-based activities. In particular, participants were asked to discuss the corridor's assets, challenges, and ideas for the future regarding walking, biking, and driving along the corridor, the types of businesses they'd like to see along the corridor and how to support them, and the types of buildings they'd like to see along the corridor. Participants also vetted and provided feedback on the Community Goals.



▲ Workshop participants discuss ideas and offer input during the Community Visioning Workshop. (All images)



Phase 2. Strategy Development **Community Design Workshop**

The second phase of Future 50 transitioned from developing a community vision and goals for the corridor, to focusing on building the strategies, projects, and policies that could advance the community’s goals and vision. While the community goals and vision were continually vetted and refined throughout the second phase, this phase focused more deeply on putting the community to work brainstorming strategies for moving their goals forward.

Strategies were developed and refined based on community input during the multi-day Community Design Workshop, and were further refined through Business 1-on-1’s and business owners focus group meetings.

The Design Workshop was a three day work session that built on the community engagement efforts throughout summer and fall 2018. The workshop brought together traffic/ transportation consultants, economic development consultants, and architectural consultants to explore strategies and design concepts for achieving the community goals for Highway 50.

The work session began with information sharing that included site walks of the corridor, presentations of background information on public input, traffic analysis and economic conditions. Each day of the workshop included open working hours, where the

public could drop in, interact with the consultant team, and assist in developing and refining ideas and strategies. These public work sessions also included targeted 1-on-1 meetings with local builders, Highway 50 property and business owners, as well as bicycle / pedestrian focus group organized by Salida Parks, Open Space, and Trails and the Salida Mountain Trails groups in order to provide more detailed input.

Each evening of the 3 day workshop culminated in a Public Open House sharing the work from the day, and providing a venue for the wider community to help vet, edit, and refine the strategies.

^ Workshop participants ask questions and leave feedback during one of three Community Design Workshop openhouses.

> Community members drop by a daytime worksession during the three-day Community Design Workshop.





THANK YOU!

This project was made possible by the countless community members, business leaders, community groups, and institutions that dedicated their time and effort volunteering, coordinating, and contributing their ideas and expertise for the benefit of the community. Thanks!

City Of
SALIDA

 **COMMUNITY BUILDERS**
PEOPLE. PLACE. PROSPERITY.