Downtown Improvements

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**Overview**

It's time for the downtown area to be improved to reflect the increase of tourism in Moab. We are no longer simply a rural community. We are a rural valley with a vibrant urban center.

We are not simply a few shops along a state highway. We need to establish a clear visual distinction between driving along a state highway, and entering downtown Moab. We will do this with a reduced speed limit, sidewalks lined with parked vehicles and a center green median.

We need to increase pedestrian safety while improving flow off Main Street. We need to increase the amount of parking throughout the side streets of Downtown Moab. We need a “functional” downtown.

**Background**

Pedestrian friendly streets will make a downtown desirable for tourists and residents.

Pedestrian friendly means that the streetscape is inviting for people to want to walk along the sidewalk window shopping and frequenting the businesses with parking nearby.

In our downtown, the “Pedestrian Friendly” segment of Main street is quite limited, generally speaking from 200 North to 200 South. This is the part of Main street that people enjoy strolling along up and down the street.

Our goal is to increase the “Pedestrian Friendly” length of both Main street and the adjacent side streets. This will increase the amount of viable business locations, providing opportunities for local entrepreneurs to open restaurants, businesses and services that are currently lacking and thus increasing the sales tax base of the City.

**“Pedestrian Friendly”**

1. A line of parked cars separating the sidewalk from the moving traffic.
2. All storefronts consisting of 100% frontage along the sidewalk.
3. Plenty of nearby parking.
Goals

1. Keep main street flowing with a speed limit of 20 MPH.
2. Keep Main Street parking intact to provide the safety “buffer zone” for pedestrians.
3. Take the pressure off main street by making side streets more desirable for parking.
5. Develop with a future transit system in mind.
6. Increase economic opportunity along Main and side streets by expanding the pedestrian friendly zone.

Specifications

How can we develop the Downtown area to provide better flow and increase parking while providing the community, businesses and tourists a better “Moab experience”?

1. 20 MPH on Main street. If we are busy with an average speed limit of 19.5 MPH why not drop the limit to 20? Eliminating right hand turns off side streets on “RED” lights onto Main street would greatly increase pedestrian safety and cause less friction. Small median dispersed along Main Street to provide a wider lane and improve flow. Preventing pedestrian crossing mid block and illegal U-turns. The “buffer zone” would include new striping for parking spots along Main Street with the addition of timed parking signage to limit unnecessary congestion.

2. Take the City Hall parking plan to other areas off Main Street. This would create an attractive boulevard linking Main street with the City’s important commercial, cultural, civic and sporting spaces.

3. Use existing right of ways along Main Street and side streets to incorporate more parking, beautification improvements and create a consistent, inviting downtown.

4. Design and maintain a scope of transit for the downtown area with the improvements and projects.

5. Implement already rendered Landmark Designs “Moab West Center Street Concepts” along the side streets of Downtown. These concepts are especially well suited to those side streets on the western side of Main street, where lower traffic provides opportunities for more free form pedestrian friendly spaces that link Main street with recreational areas such as Mill Creek, Swanny Park, Moab Recreation and Aquatic Center and Bullick Cross Creek Park.
Milestones

I. **Transit System**
   Develop transit system throughout the Moab Valley.

II. **Economic Opportunity**
    Provide a vibrant cohesive downtown for businesses to thrive.

III. **Pedestrian Safety**
    Create a safe environment for the community and tourists.

IV. **Bypass**
    HWY 191 bypass.