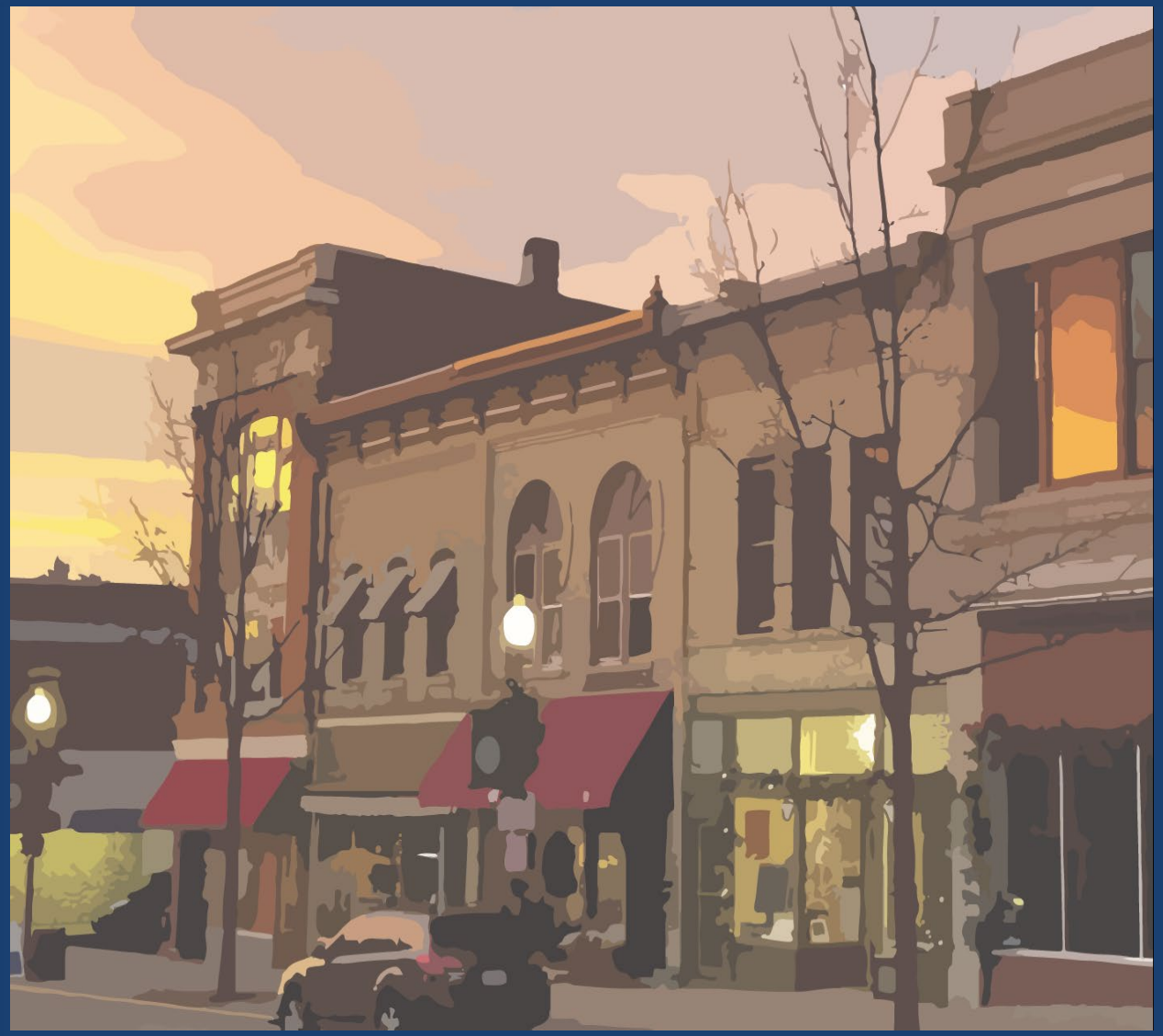

MARKET REVITALIZATION PLAN

DOWNTOWN STOUGHTON

AYRES
LANDSCAPE ARCHITECTURE

Ingenuity, Integrity, and Intelligence.

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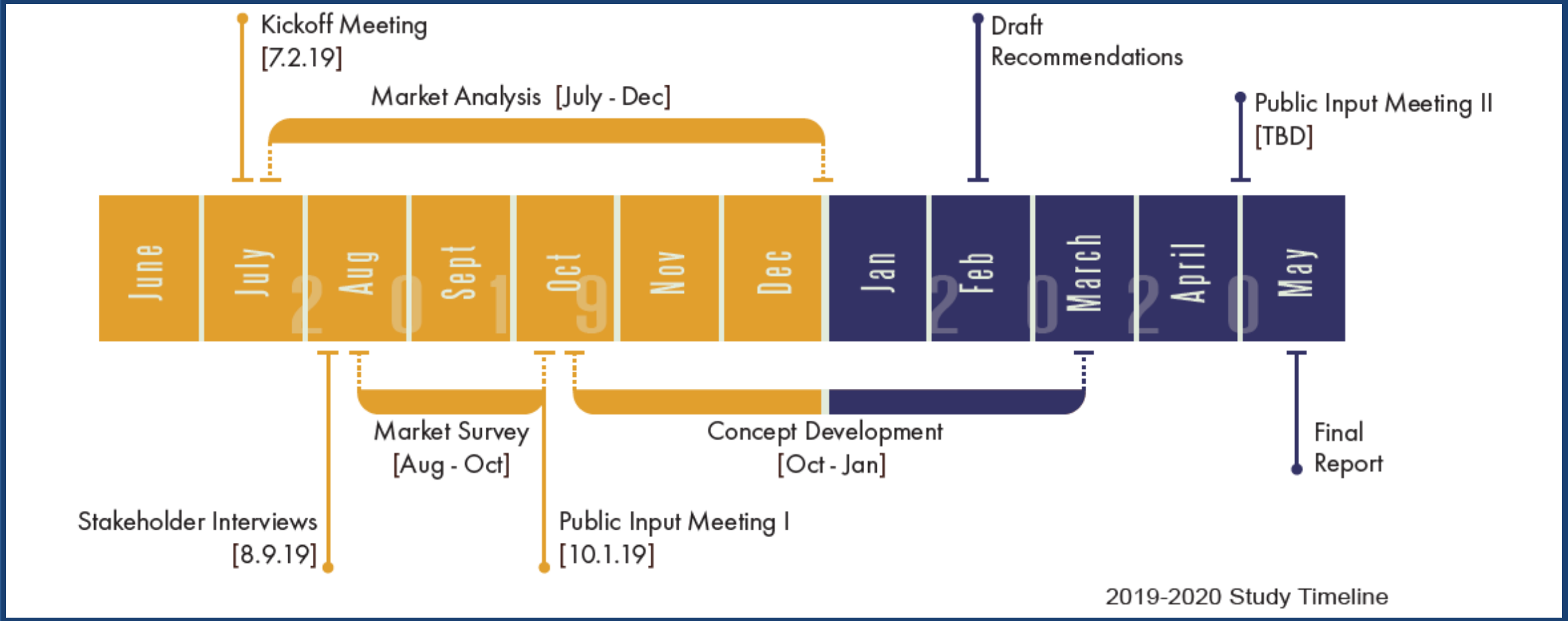
PRESENTATION OVERVIEW

- Process/Community Input
- Market Analysis/ Recommendations
- Physical Improvements/ Recommendations
- Next Steps

PROCESS


Kickoff Meeting
[7.2.19]
Market Analysis [July - Dec]
Draft
Recommendations
Public Input Meeting II
[TBD]
June
July
Aug
Sept
Oct
Nov
Dec
Jan
Feb
March
April
May
2019
2020
Market Survey
[Aug - Oct]
Concept Development
[Oct - Jan]
Final
Report
Stakeholder Interviews
[8.9.19]
Public Input Meeting I
[10.1.19]
2019-2020 Study Timeline

PLAN OBJECTIVES

- Solicit and collect feedback
- Identify strategies and opportunities to advance economic development
- Update planning for the eastern end of Main Street

STOUGHTON
Redevelopment Authority

AYRES
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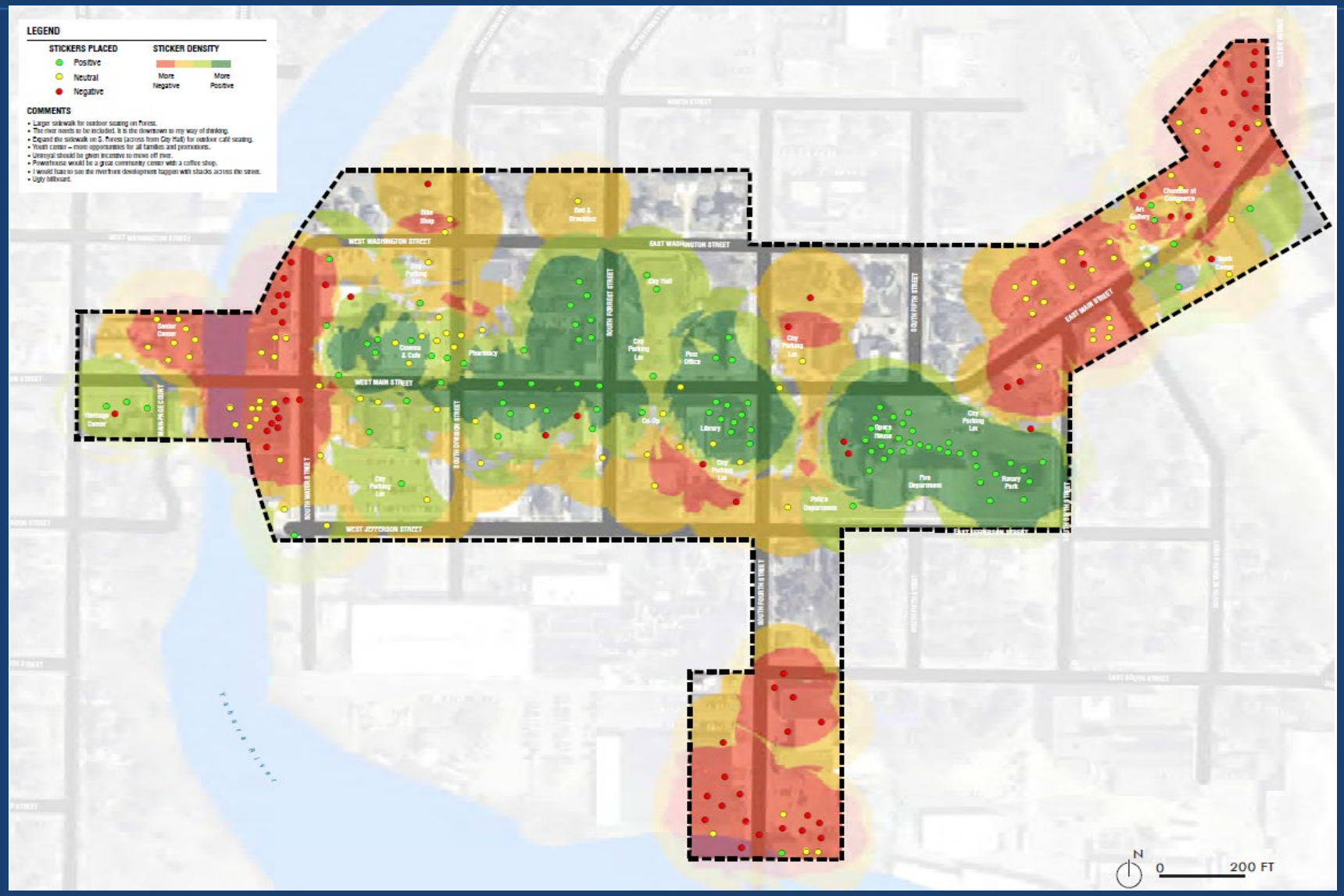
COMMUNITY INPUT

- Stakeholder Interviews
- Focus Groups
- Online Survey
- Community Meeting


LEGEND
STICKERS PLACED
Positive
Neutral
Negative
STICKER DENSITY
More Negative
More Positive
COMMENTS
• Larger sidewalk for outdoor seating on Forest.
• The river needs to be included. It is the downtown in my way of thinking.
• Expand the sidewalk on S. Forest (across from City Hall) for outdoor café seating.
• Youth center – more opportunities for all families and promotions.
• Unirepal should be given incentive to move off river.
• Powerhouse would be a great community center with a coffee shop.
• I would hate to see the riverfront development flagged with shacks across the street.
• Ugly billboard.
WEST WASHINGTON STREET
EAST WASHINGTON STREET
WEST MAIN STREET
EAST MAIN STREET
WEST JEFFERSON STREET
SOUTH FOREST STREET
SOUTH FIFTH STREET
SOUTH WATER STREET
SOUTH DIVISION STREET
SOUTH PRAIRIE STREET
Senior Center
Cinema & Cafe
Pharmacy
City Hall
City Parking Lot
Post Office
Co-Op
Library
Opera House
Fire Department
Rotary Park
Police Department
Art Gallery
Chamber of Commerce
Bike Shop
Bed & Breakfast
Yakima River
N
0
200 FT

COMMUNITY INPUT

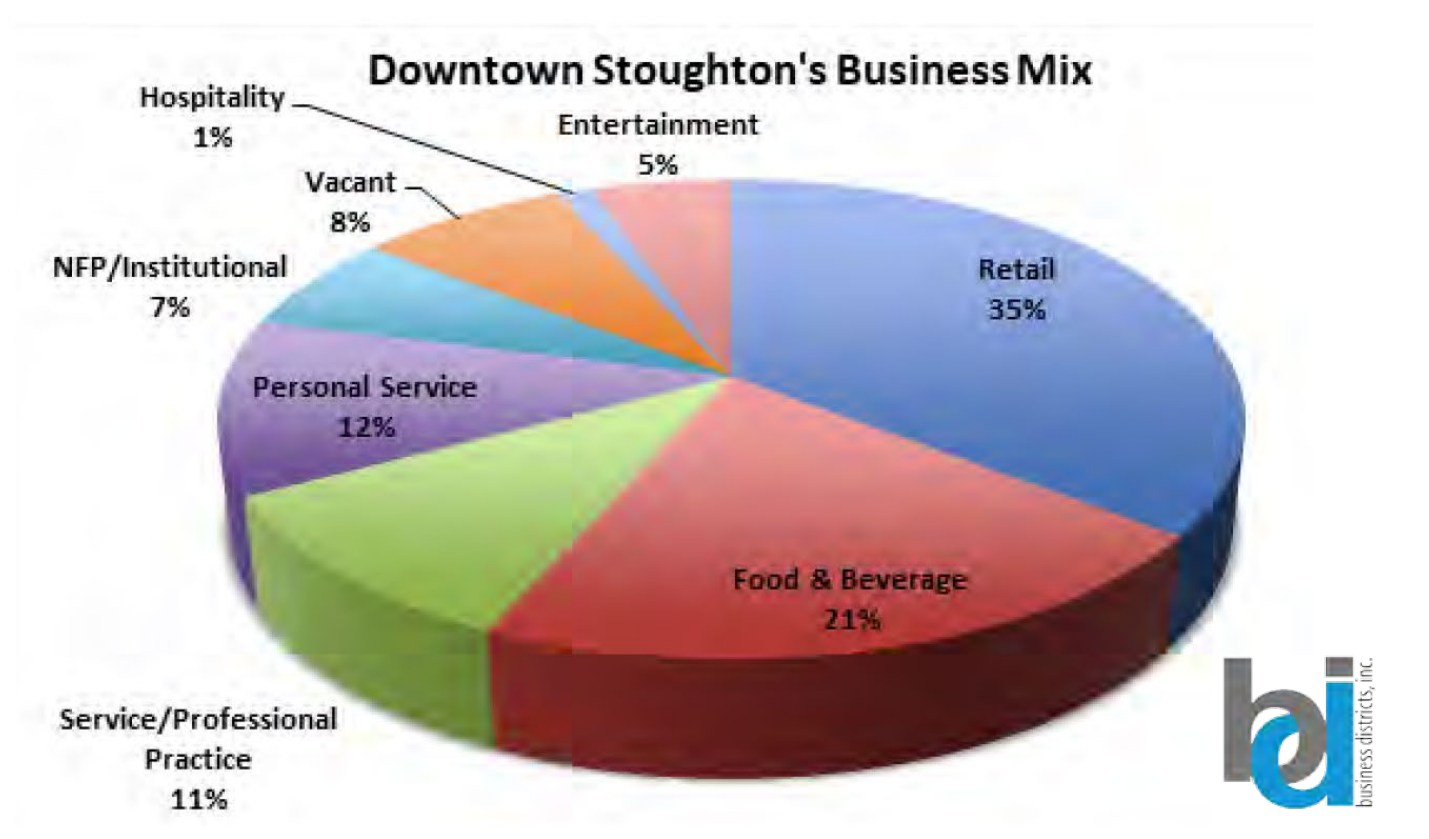
Participants expressed passionate interest in downtown, but they aspired for a more vibrant environment. There was an overall desire for a more active, diverse, accessible, and attractive downtown.

Common themes were:

- Need to be more welcoming
- More collaboration is needed
- Public/private roles need greater definition
- Residents and visitors are patronizing businesses
- Improving appearance of downtown will be joint effort
- Business hours are important

MARKET ANALYSIS

- Key Components
  - Markets, Mix and Trends
  - Owner Input
  - Consumer Survey
  - Downtown's Real Estate
  - Best Practices



MARKET SUMMARY

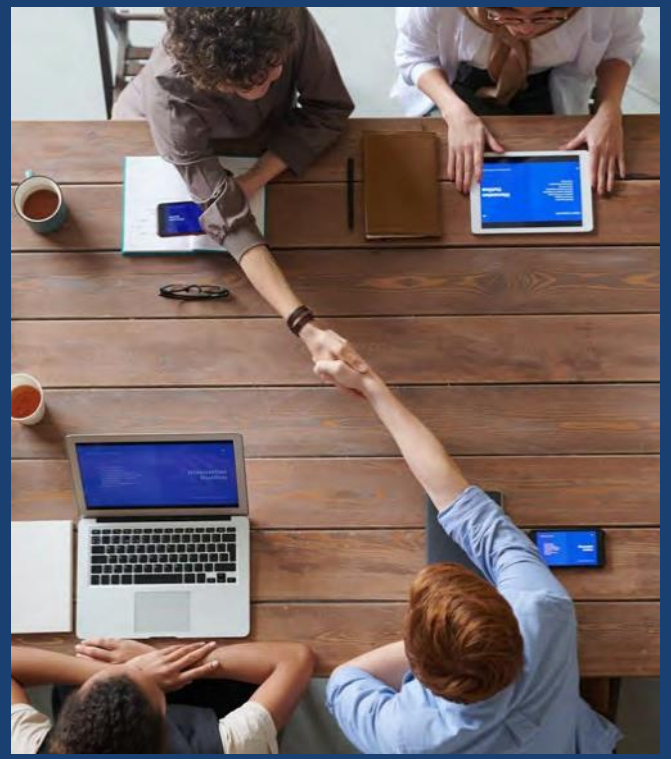
- Collaboration, commitment, and communication
- Adapting to market change
  - Accelerating trends in all uses
  - Technology
  - Operating practices, such as hours
  - Welcoming means residents and visitors
- Supporting small business growth
  - Improved appearances
  - Growth ‘system’
  - Preparing for post-pandemic entrepreneurship

MARKET RECOMMENDATIONS - Now

- Define roles and responsibilities
- Identify downtown's champion
- Coordinate communications to regional consumers and investors
- Examine City approval or licensing processes
- Update available incentives
- Develop a comprehensive business growth program
- Work with new merchants' organization to consider hours

MARKET RECOMMENDATIONS – 5 years +

- Initiate a formal business recruitment program
- Consider stand alone organizational structure
- Formulate benchmarks to measure progress
- Identify initiatives to enhance the downtown experience
- Improve marketing and media materials
- Evaluate downtown events annually
- Continue to monitor and adapt to change



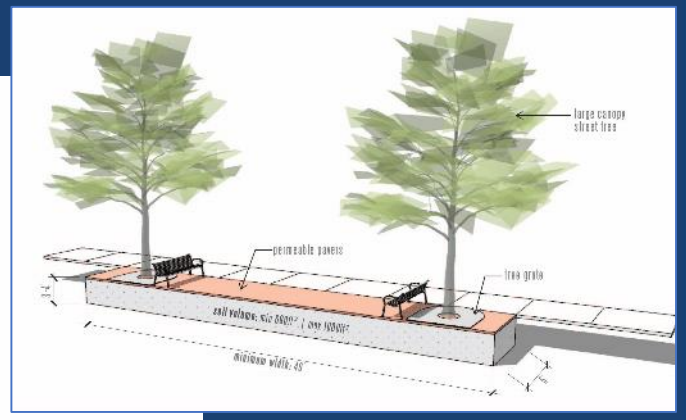
PHYSICAL IMPROVEMENTS

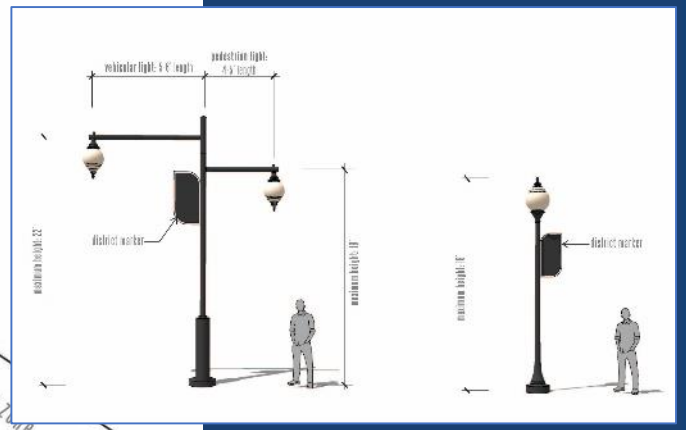
- Streetscape Recommendations
- Wayfinding and Branding
- Infill and Redevelopment
- Parking

STREETSCAPE RECOMMENDATIONS

- Increase street trees
- Adopt pedestrian and vehicular scale lighting
- Increase sidewalk widths
- Provide landscaped terraces
- Eliminate above ground utilities

STREETSCAPE RECOMMENDATIONS



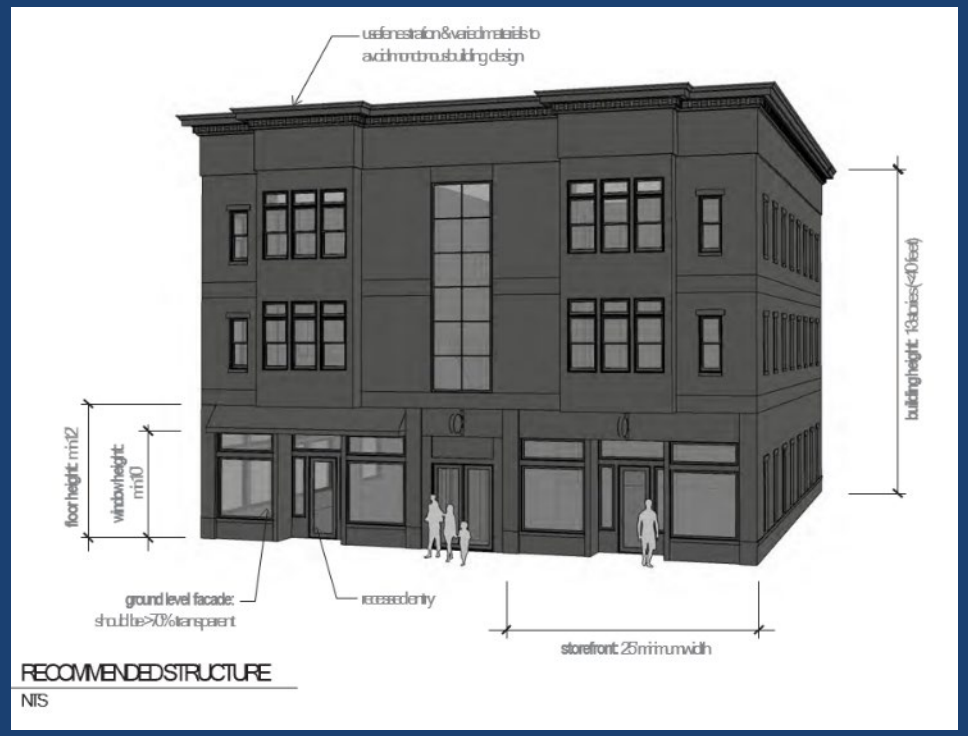


WAYFINDING RECOMMENDATIONS

- Conduct a brand identity study
- Conduct wayfinding study
- Develop wayfinding system
- Gateway markers
- Directional signage
  - “You-are-here” signs
  - Other wayfinding content

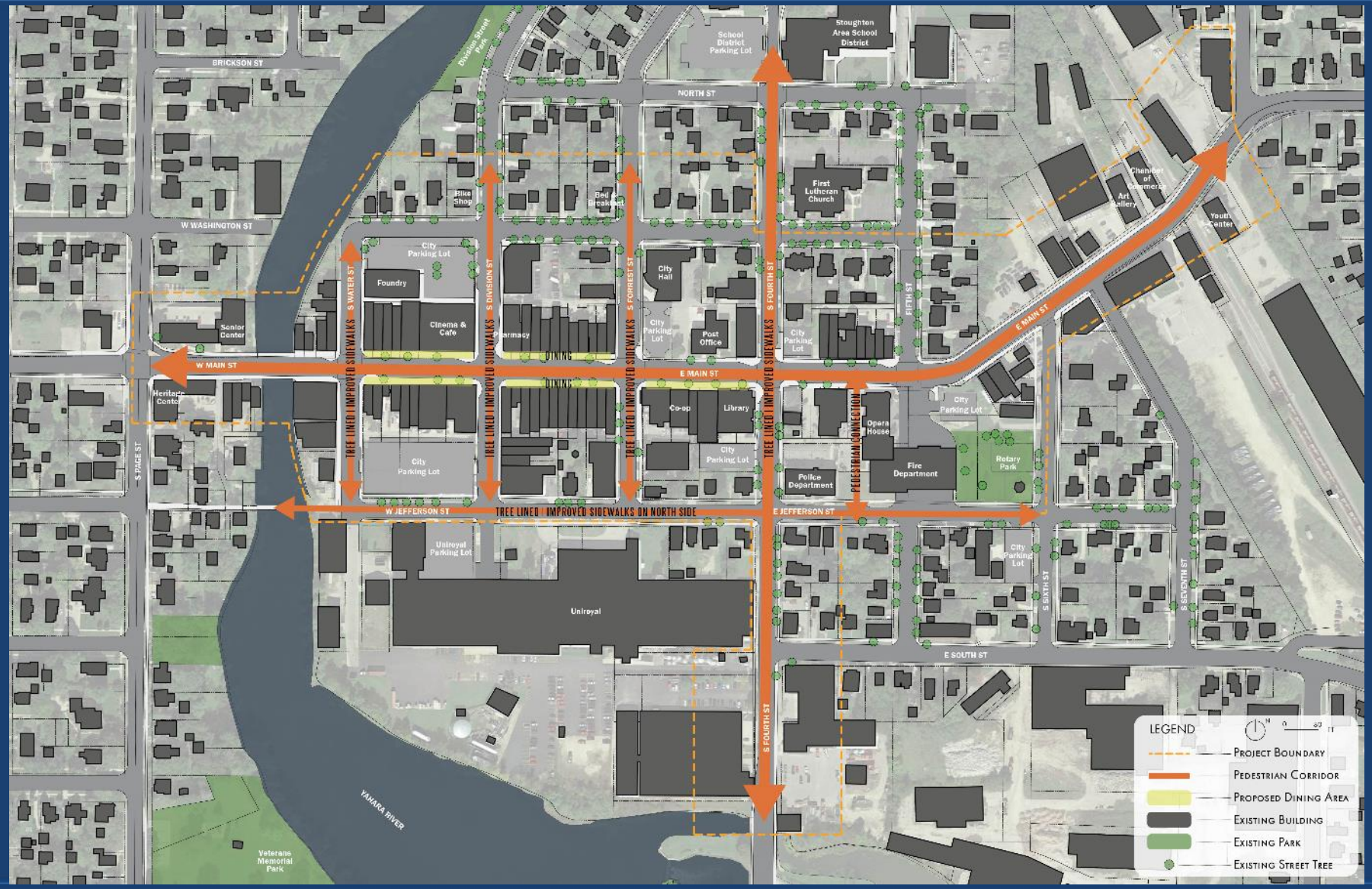
INFILL/REDEVELOPMENT RECOMENDATIONS

- Identify opportunities for infill, redevelopment and remodeling of structures
- Promote the development of surface parking on the interior of the block
- Define architectural standards that promote the downtown brand



PARKING RECOMENDATIONS

- Conduct a study of parking/parking control
- Examine parking for new development
- Research possibility of a bike share program
- Explore opportunity for a special events trolley



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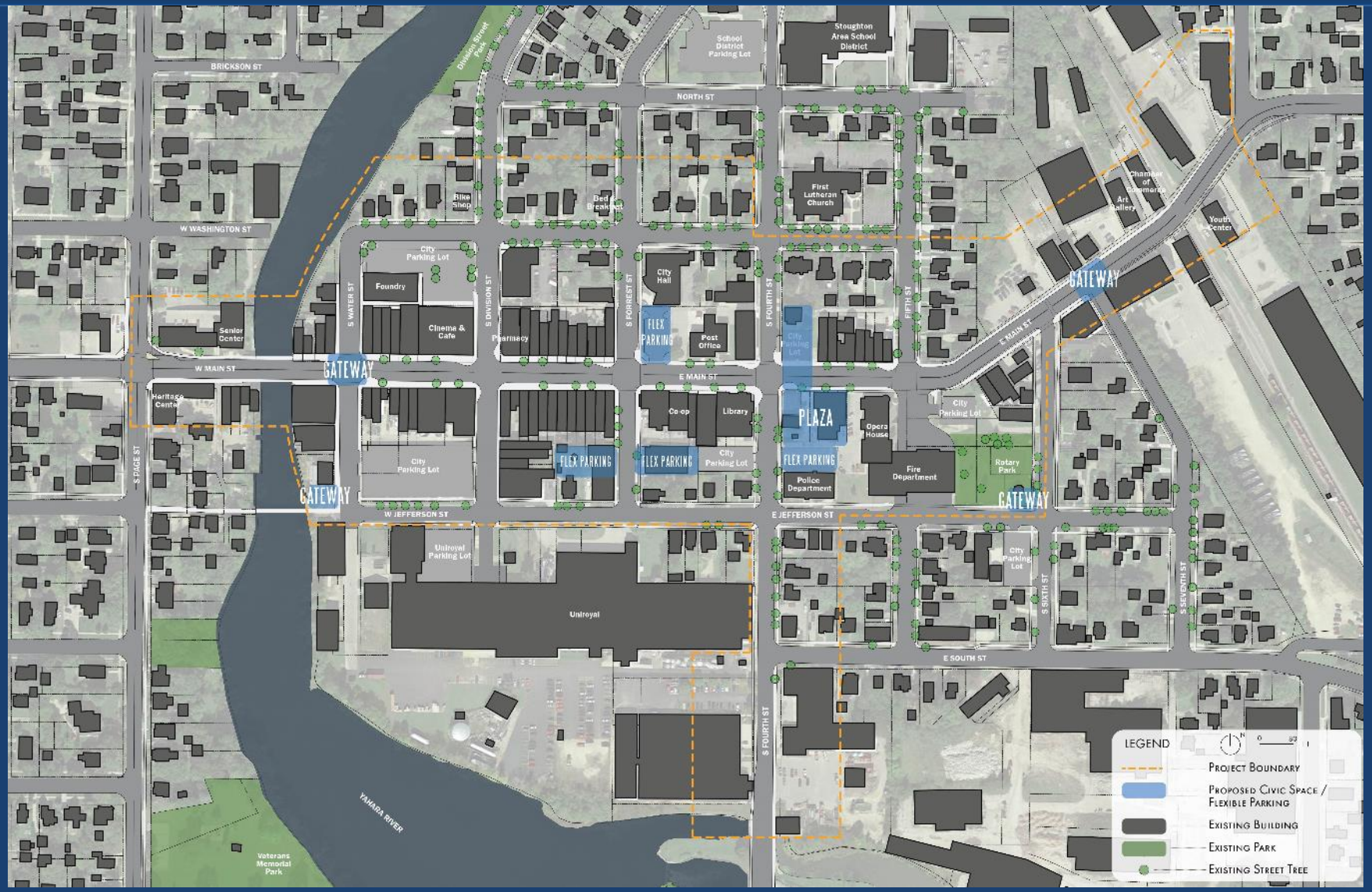
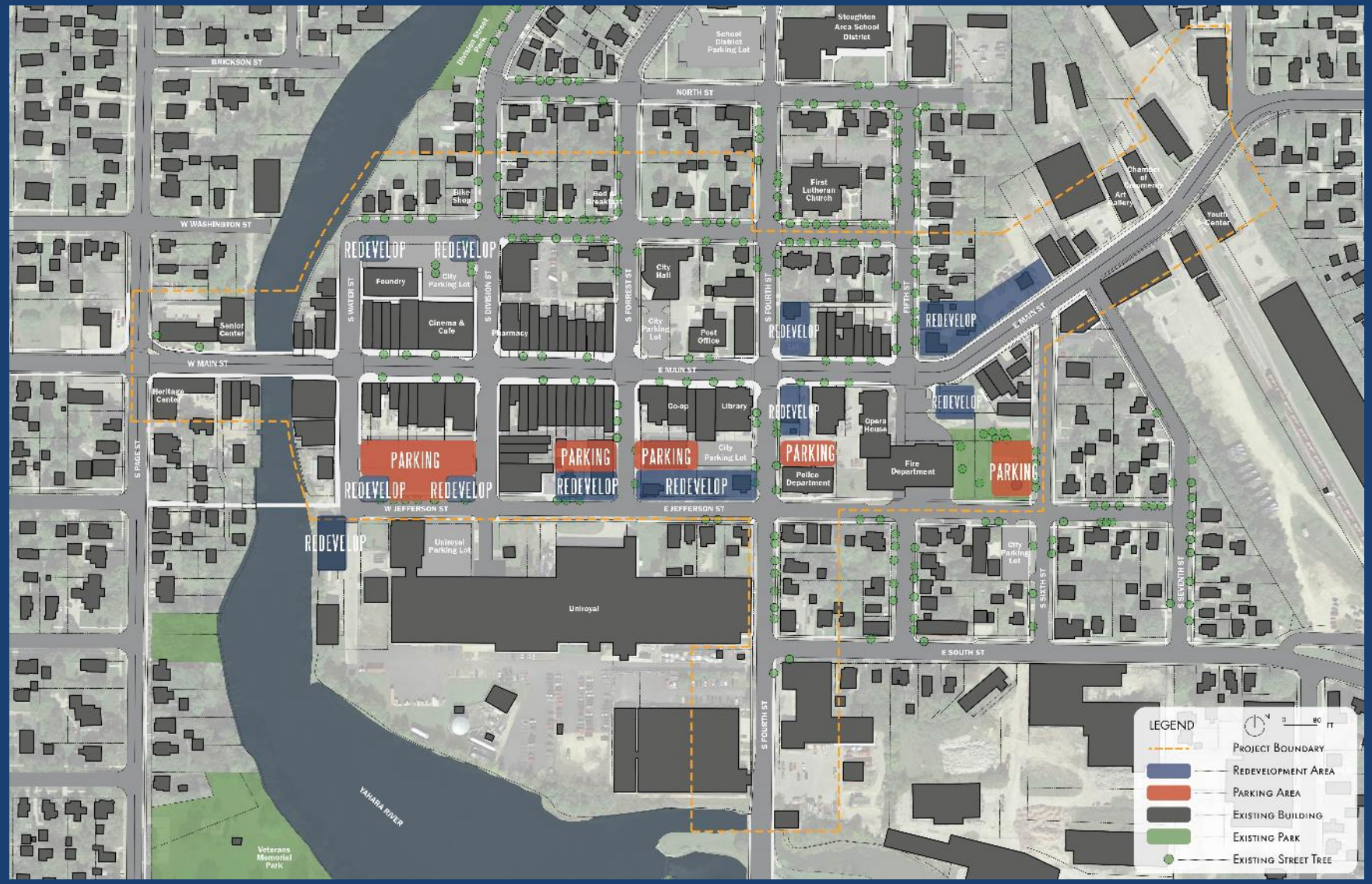
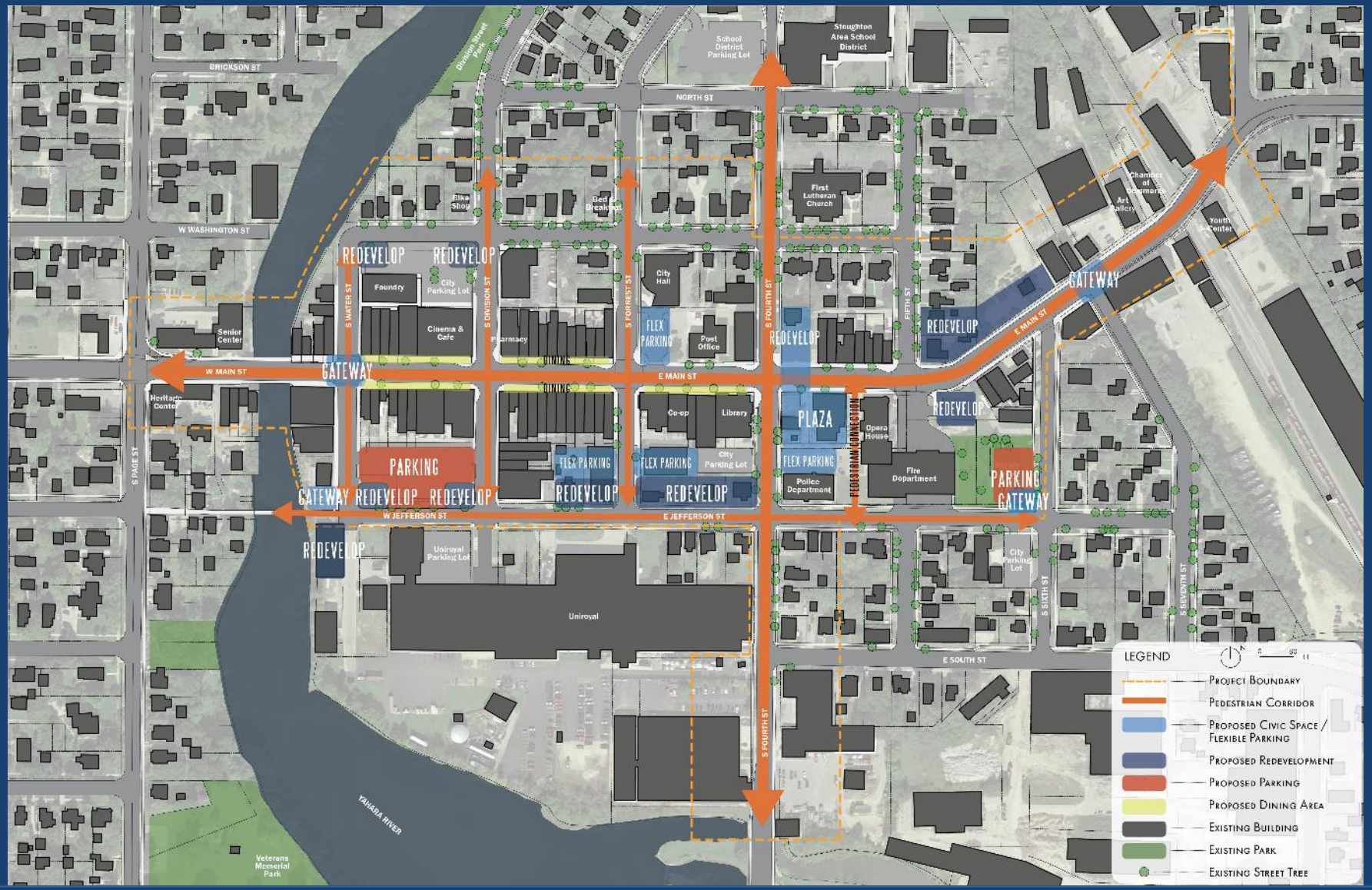


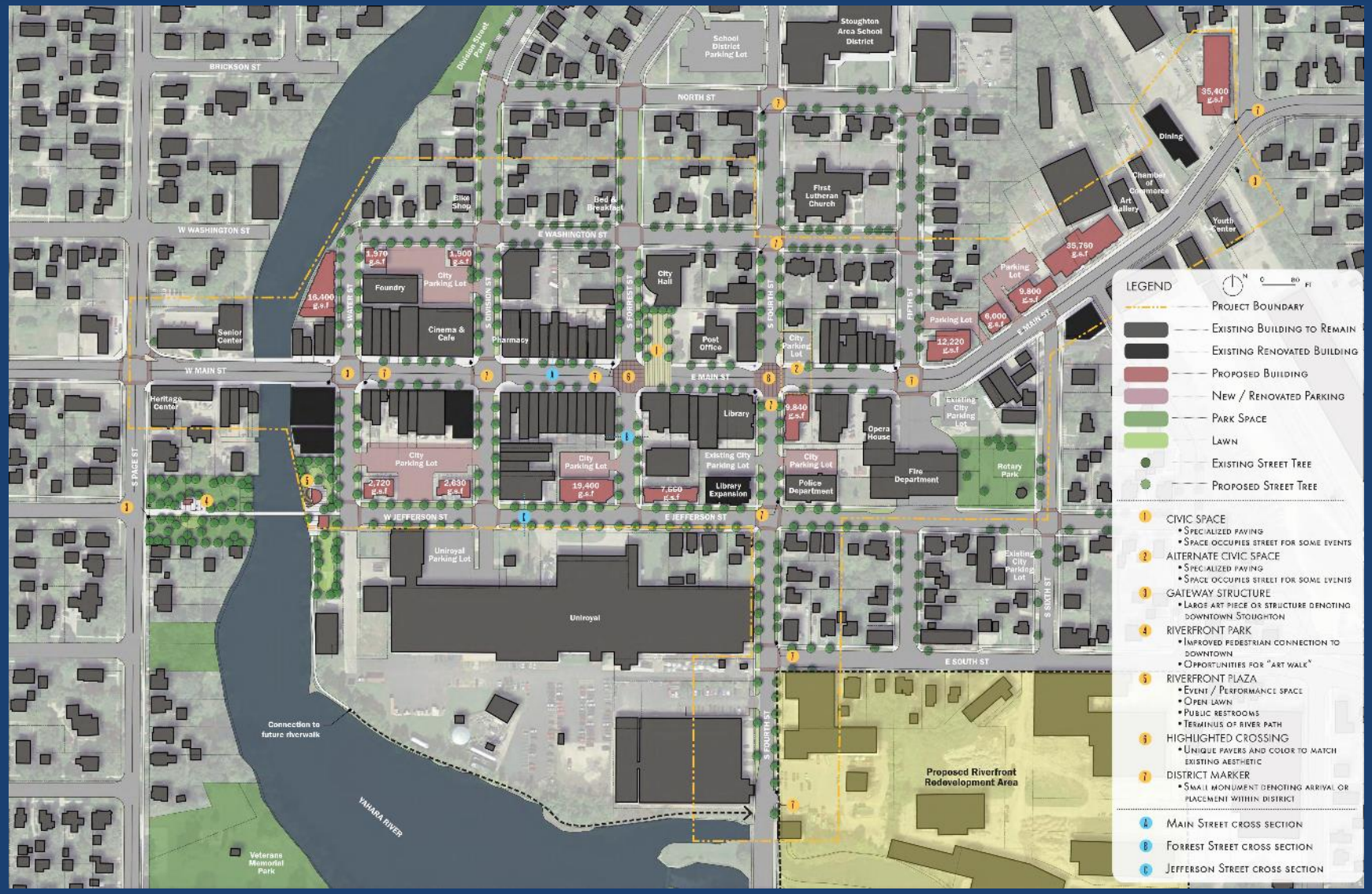
AYRES
LANDSCAPE ARCHITECTURE



AYRES
LANDSCAPE ARCHITECTURE



AYRES LANDSCAPE ARCHITECTURE



AYRES LANDSCAPE ARCHITECTURE

PHYSICAL IMPROVEMENTS RECOMMENDATIONS

NOW

- New Lighting Standard
- Outdoor Dining Zones
- Crosswalk enhancements
- Court developers
- Define architectural std.
- Opportunity for bike share
- Need for trolley

PHYSICAL IMPROVEMENTS RECOMMENDATIONS

NEXT 5-YEARS

- Increase street trees
- Continue lights
- Sidewalk width
- Landscape terrace
- Remove overhead utilities
- Gateway markers
- Improve bike/ped accommodations
- Enhance crosswalks

NEXT 5-YEARS

- Wayfinding & branding study
- Implement wayfinding
- Promote interior block parking
- Parking study
- Parking for new development

SUMMARY

- Stoughton is a unique community with great potential
- Creating a place where small businesses can grow will be central to downtown's future
- This plan stands as a guide to make changes happen through a series of timed recommendations
- One of Stoughton's greatest assets is its dedicated citizens who provided input through this process.

THANK YOU

- Questions?
- Next Steps
- Find the plan at: www.stoughtonrda.org
- Contacts
  - Bruce Morrow – MorrowB@AyresAssociates.com
  - Diane Williams – dwilliams@business-districts.com
  - Denise Duranczyk – bobkomes@Hotmail.com