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East Main Street Redevelopment Plan Discussion

Stoughton RDA, 8/9/23

The City of Stoughton is focusing on developing the East Main Street area of downtown to support a growing population. The City hopes that the downtown becomes a vibrant environment where visitors and residents want to spend their time that simultaneously celebrates Stoughton's history. Depot Hill is a focused section of this redevelopment area which is in need of a framework plan to improve its conditions. The site deals with blight, feels disconnected from the rest of downtown, and lacks pedestrian infrastructure.

While the RDA doesn't own property in this area, there is still public space and an overall vision for the area that can be planned for. The RDA's role is to eliminate blight and promote safety. This plan should describe how the RDA will do that.

<u>What we have so far:</u>

- Background, context (see East Main St. Plan draft)
- Some ideas (see Lydia's plan)
- Things in motion, activity and interest in the area (Grand Inspired, The Revival, talking to property owners, some interested in selling)

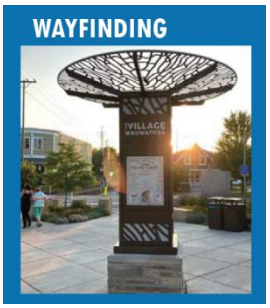
<u>For discussion:</u>

The RDA should define the characteristics of development they want to see in this area. Starting with public space, what do you want to see? The plan should at least address the following elements:

- Wayfinding
- Streetscape
- Bike/pedestrian trail
- Shared open space
- Development

Is there a core theme that you would like to see tie the area together? Arts, creativity, innovation? Establishing a district is a municipality's way of creating a focus for an area. There is already an arts district on Main Street, but Depot Hill could be a more focused area for this.

Some ideas to consider from Lydia's plan:



The site functions as the eastern gateway to downtown, so signage is important throughout the site's major corridor. Signage will help link the historic Depot Hill district to the E. Main Street historic district by creating a more cohesive downtown environment. The local and regional connections will be highlighted, including wayfinding towards the regional bike trails and the local riverfront development. Signage will contribute to the arts and entertainment culture of downtown while distinguishing the unique history of Depot Hill.

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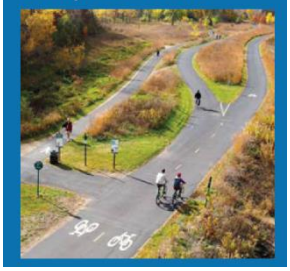
STREETSCAPE

Streetscape improvements include wayfinding and signage, but also includes traffic calming strategies and pedestrian oriented infrastructure. Adding trees, planings, paving changes, and art can all add to aesthetics while also calming traffic. Other pedestrian infrastructure includes seating, lighting, trash/recycling, and safe crosswalks.

BIKE/PED TRAIL



Utilizing the site as a bike and pedestrian connection is essential for overcoming connectivity issues. A multi-use trail will be essential, keeping the middle schoolers walking along the path safe and separate from commuter bikers. The trail will make important local connections, such as to the riverfront development, but also regionally, to parks and open space in the greater Madison region.

SHARED OPEN SPACE

Integrating public spaces with development will make the area more pedestrian friendly through the recreation of unique public plazas. This will involve businesses becoming stakeholders in the open space, having input over how it gets used. The resulting spaces will be available for retail or dining, but also for use by the general public. Increasing public space will provide opportunities for community events, performances, markets, and more.

DEVELOPMENT

This will involve adaptive development projects in the form of high density, urban infill multi-use development of vacant or vacating sites. Apartment units will be mixed to support residents of various incomes and family sizes. First floors will be business opportunities, in flexible spaces that support changing needs over time, combating blight. Although businesses will be mixed used, an emphasis on businesses contributing to the arts and entertainment district will be accounted for.