

South Main Street Improvement Project



GUIDING STATEMENT

Develop an improvement strategy for the South Main Street corridor which supports existing businesses, attracts new investments, and prepares the corridor for future needs and additional users.

GUIDING PRINCIPLES

1. Safety + Connectivity

South Main Street currently functions as a corridor that serves businesses, motorists, transit riders, pedestrians, and bicyclists. Stakeholders voiced a desire to evaluate changes that could improve connectivity and safety for all current and future users passing through or arriving to the area. Respondents noted vehicular speeds and the width of the roadway as considerable challenges to the comfort and safety of the corridor for motorists, pedestrians, and bicyclist.

2. Parking Opportunities

Existing on-street parking opportunities should be preserved and increased wherever possible to support adjacent businesses, park and trails. An increase in well-designed publically available on-street parking could contribute to better access, increased safety, and the overall success of the area, while also serving business owners, Depot Park, and the network of nearby rail trails.

3. Accessibility + Flow + Balance

Stakeholders advocated for the efficient flow of traffic and accessibility to adjacent businesses along the corridor. The design should include creative and functional strategies that balance the operational requirements of existing businesses with the desire for calming traffic and facilities that support pedestrians and bicyclists.

4. Destination + Identity

Make South Main Street a place to go to, not just a place to go through. Stakeholders expressed a desire for amenities, activities, and destinations throughout the area that would give South Main a unique, brand-able identity celebrating its distinctive character. By leveraging its close proximity to Downtown, the Power District, University of Florida, and established residential neighborhoods, South Main has the potential to attract increased interest for existing and future business opportunities.

5. Visual Character

Survey respondents cited the vast amounts of pavement, lack of trees and greenspace, existing utility lines, and condition of some properties as being contributors to the general negative appearance of the corridor. The community supports small, coordinated aesthetic changes, accompanied by targeted physical improvements, to increase the visual appeal, character, function, and overall attractiveness of the area.

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PROJECT SUMMARY



LOCATION: ¾ Mile between Depot Ave. & South 16th Ave.

SCOPE: Improvements to the South Main Street corridor are being considered to ensure safe & accessible pedestrian, bicycle, and vehicular accommodations; convenient and inviting public parking amenities; and address the visual character of the corridor, while also supporting vehicular access, flow of traffic, and existing and future businesses.

PROJECT HIGHLIGHTS

- **Increases** the number of pedestrian crosswalks from **1** (existing) to **5**
- **Decreases** pedestrian crossing distances across South Main from **84'** (existing) to a **19'** average
- **Enhances** bicycle facilities along South Main Street to improve safety, access, and options
- **Increases** sidewalk widths from **5'** (existing) to between **8'-12'**
- **Improves** Hawthorne Rail-Trail Crossing @ South Main Street
- **Reduces** the number of safety conflicts for pedestrians & bicyclists by **25%**
- **Reduction** of current average vehicular **speeds** from **≈ 50mph** with a design speed of **25mph**
- **Increases** on-street public parking from **≈ 83** (existing) to **≈ 100**
- **Increases greenspace** along the corridor by **1.25 acres**, thus improving stormwater management & beautification
- **Increases** the number of street trees from **0** (existing) to **≈ 200**
- **Undergrounds** existing overhead **utilities** along entire corridor
- **Integrates** with adjacent land-uses and supports the existing operational needs of area businesses while **balancing** multiple users groups
- Attract new customers to the area by **Placemaking** initiatives that positions the area with a unique brand + identity to celebrate its past, present, and future
- Addresses the goals CRA's **College Park/University Heights Redevelopment Plan** while striving to implement the City's Comprehensive Plan, Strategic Plan, & Land Development Code regarding **public safety, economic development, infrastructure & transportation, quality of life**, and the **environment**

Contact Project Manager: Andrew Meeker @ 352-393-8200 : meekerag@gainesvillecra.com

