



WELLS + ASSOCIATES

TOWN OF LYONS DOWNTOWN PARKING STUDY

April 2018

Town of Lyons

Downtown Parking Study

April 2018

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SECTION 1 INTRODUCTION

The Town of Lyons Downtown Parking Study (the “Study”) Request for Proposal (RFP) identified the need to “analyze the opportunities and needs for parking in downtown Lyons and develop a parking plan that meets the needs of visitors, downtown merchants and employees and residents.” The RFP goes on to convey “there is a strong sense that the Town needs to make adjustments in current parking practices to better accommodate current and future parking demand.” It was with this context in mind that Wells+Associates (W+A) met with Town staff, observed existing conditions, and conducted a Strength, Opportunities, Aspirations and Results (SOAR) analysis with the local stakeholders, and to understand what the priorities for this Study would be. Although the RFP identified the need for additional downtown parking capacity as the driving concern for the Town, the Study recommends a number of strategies (in addition to identifying additional parking supply) to achieve the Town’s goals to meet current and future demand. The following sections of this report detail short- and long-term recommendations to the Town of Lyons for achieving those goals as determined through the course of this study.

Executive Summary

The Study, as conducted by W+A and in agreement with Town staff, took place between January and April 2018. Tasks undertaken during this study period included the following:

- Reviewed the existing inventory of public and private parking supply as provided by Town staff.
- Identified and confirmed existing parking supply, signage, time restrictions, and enforcement policies.
- Observed existing traffic flows and parking practices.
- Established initial short- and long-term recommendations to be used in future discussions.
- Met with Town staff to discuss initial findings, recommendations and goals of the Study.
- Conducted a Strengths, Opportunities, Aspirations, and Results (SOAR) exercise to establish a clear vision of what the local stakeholders hoped to see from the Study.
- Finalized short- and long-term recommendations to assist the Town in future planning efforts.

Based on the completion of the aforementioned tasks, W+A finalized short- and long-term recommendations for the Town to assist in achieving the goals outlined in the RFP, from citizen and staff meetings, and from the information gathered during the SOAR analysis. The short term recommendations provided herein are a combination of what W+A perceives as the most easily achievable both financially and in time to completion and/or have the greatest impacts. The long-

term recommendations provided herein are those that may be more of a challenge to achieve financially and/or those which require longer timelines to implement.

SECTION 2

EXISTING CONDITIONS

The Town of Lyons is characterized as a small town of approximately 2,000 residents, and is located in the foothills of the Rocky Mountains in Boulder County, Colorado. Given the location as a gateway to the Rocky Mountain National Park from larger cities to the east and south (notably Boulder), the Town regularly experiences large volumes of visitors, especially during the summer months. The Town is a destination for annual music festivals, restaurants, shops, beautiful parks, and convenient access to bike trails and other outdoor recreational pursuits.

Vehicular Access

As shown in Figure 2-1, the Town of Lyons is situated at the intersection of US Route 36 and Colorado Route 7. US Route 36 runs through the center of the Town as a one-way pair (locally Main Street and Broadway) providing access to the City of Boulder to the southeast and Rocky Mountain National Park and Estes Park to the northwest. Colorado Route 7 intersects with US Route 36 in the center of town and provides alternative routes to Rocky Mountain National Park and Estes Park to the southwest. According to 2016 Colorado Department of Transportation (CDOT) data the Town experienced annual average daily traffic (AADT) volumes between 10,200 and 19,800 vehicles per day (vpd). The AADT is the average 24-hour volume at a given location over a full 365-day year. Due to the large volume of traffic that passes through the Town to get to Rocky Mountain National Park, and because either route west of the Town accesses the Park, it has been nicknamed the “Double Gateway to the Rocky Mountains”.

The scope of the Study was originally limited to these two major routes and two additional local roadways (High Street and Railroad Avenue) that run parallel to US Route 36. Through the course of the Study the study area expanded to include the 2nd Avenue Lot that will serve Bohn Park in the near future.

Parking Supply

Town staff provided W+A a map of the existing parking supply located within the study area of the Study. This map has been recreated as Figure 2-2 with information added. According to the Town the following public parking supply exists currently:

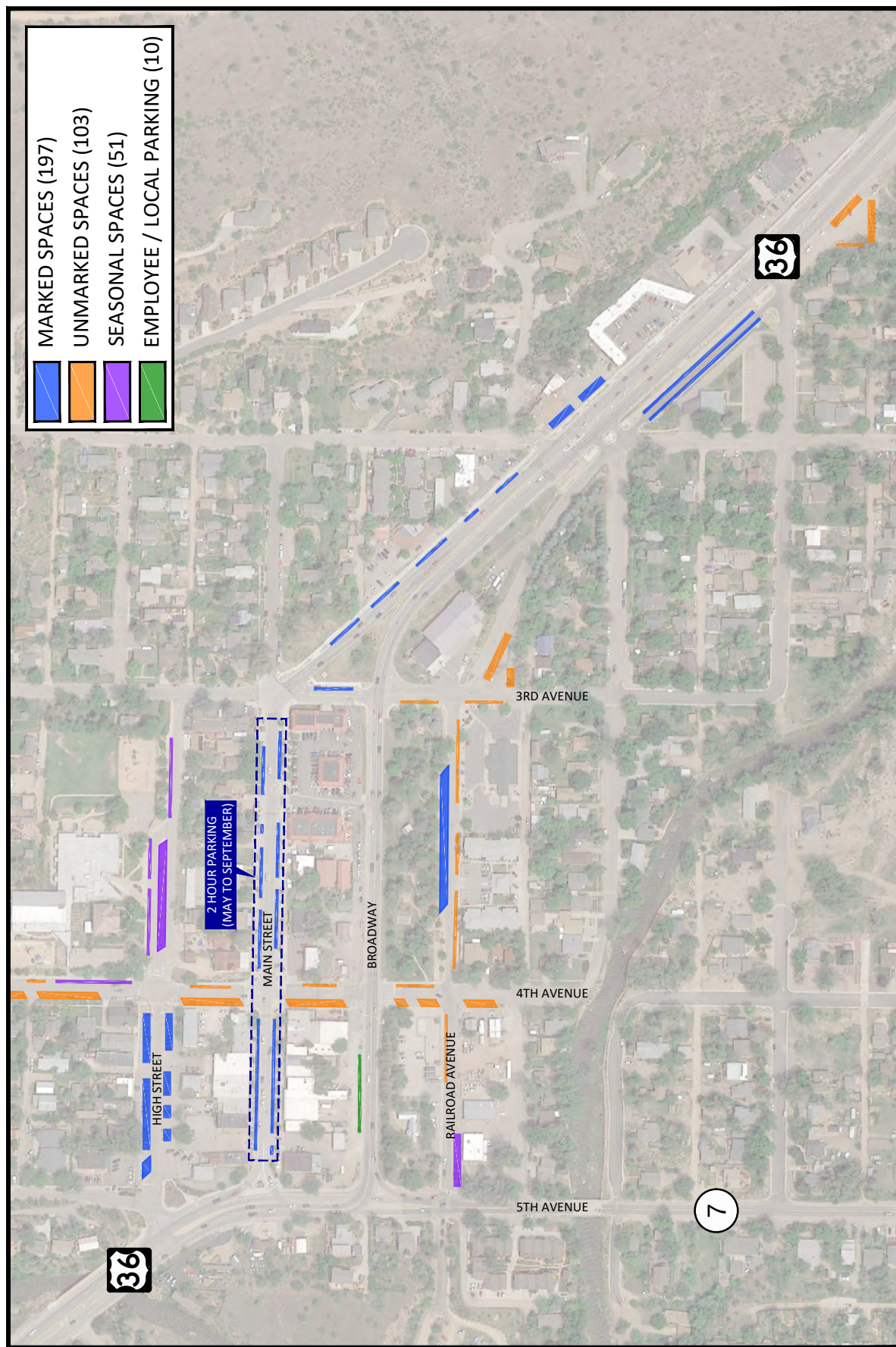
- 197 Marked Spaces
- 103 Unmarked Spaces
- 51 Seasonal Spaces
- 10 Employee/Local Parking

As shown in Figure 2-2, a portion of the marked spaces are signed as “2-hour limited” spaces along Main Street. The majority of the unmarked spaces are located on-street along 4th Avenue and Railroad Avenue. The seasonal spaces along High Street are reserved for Lyons Elementary School during the school year, but are available to the public during the summer months. The employee/local spaces are reserved for use by municipal employees. There are a number of large parks in the Town of Lyons with parking available. Of particular note for this Study is Bohn Park which will be opening in the near future along with an associated lot located across from the entrance. The 2nd Avenue Lot (WWTP Lot) will add 200 spaces to the parking supply of the Town.



← NORTH
Town of Lyons
Town of Lyons, Colorado

Figure 2-1
Town of Lyons



NORTH

Town of Lyons

Town of Lyons, Colorado

Figure 2-2
Existing Parking Supply

SECTION 3

CHALLENGES AND GOALS

The original intent of the RFP was to evaluate the existing parking within the Town and identify what improvements could be made to increase and manage the supply. To better understand what the Town was striving to achieve W+A made a number of site visits, conference calls/meetings with Town staff and consulted existing planning documents such as the Town of Lyons Comprehensive Plan (2010) and the Lyons Recovery Action Plan (2014). From these efforts, W+A was able to get a clearer understanding of what challenges faced the Town as well as the short- and long-term goals of the Town with regard to parking.

Challenges

There are a number of challenges that the Town currently faces with regards to parking and mobility. As stated previously, the Town experiences a high daily volume of traffic through the Town. This volume is particularly high in the summer months with people traveling through to Rocky Mountain National Park and further destinations. This main route to Rocky Mountain National Park doubles as the main commercial street for the Town. Many vehicles are observed traveling well above the 25 mph posted speed limit as they proceed through the Town, which creates an unsafe environment for pedestrians and cyclists. Similarly, these same vehicles, on their way back through the Town, travel in speeds well in excess of the speed limit as they journey through Town.

As stated in the RFP, the Town perceives that there may not be enough parking supply, especially in the summer months when demand is high. Through discussions with the Town and observations in the field, it is apparent that many of the marked spaces in the Town are occupied by cyclists who leave their vehicles parked all day. This also occurs in unmarked spaces, spaces that are time-restricted but not enforced, and in spaces that would ideally be used by business patrons.

Goals

Through the RFP process, meetings with the Town, and the preliminary recommendations of W+A, a number of goals were established. It is the intent of this Study to provide recommendations to the Town to help them achieve these goals. The recommendations have been divided into short- and long-term to help the Town establish priorities for each. It is intended that each recommendation be an achievable and effective in accomplishing the goals outlined below.

The RFP suggests that the primary goal of the Study is to evaluate current parking practices and provide recommendations to further downtown business goals. Parking is a major component of how the transportation network of a downtown area operates and an element that greatly impacts businesses. Therefore, these parking goals include ensuring adequate turn-over in areas that are most appropriate, provide a sufficient supply, and creating a strategy to area businesses that communicate these elements effectively.

The Town has also sought recommendations for slowing and capturing through traffic not destined for the Town. Achieving this goal would allow for more patronage of local businesses and allow the areas around Main Street to be more pedestrian and bicycle friendly.

Additionally, the Town is looking for a general assessment and recommendations pertaining to the existing and proposed wayfinding and signage throughout the Town since it is an important supporting element to parking and circulation. Clearly communicating routes and points of interest are essential to a positive parking and mobility experience throughout the Town.

In summary, it is the intent of this Study to develop strategies to achieve the following goals:

- Utilize existing parking supply effectively,
- Identify opportunities to increase current parking supply,
- Recommend parking restrictions to create business-friendly turn over,
- Ensure users utilize the most appropriate parking locations,
- Improve traffic flow and operations,
- Slow down and capture through-traffic, and
- Create an efficient and effective means of wayfinding throughout the Town via signage/stripping.

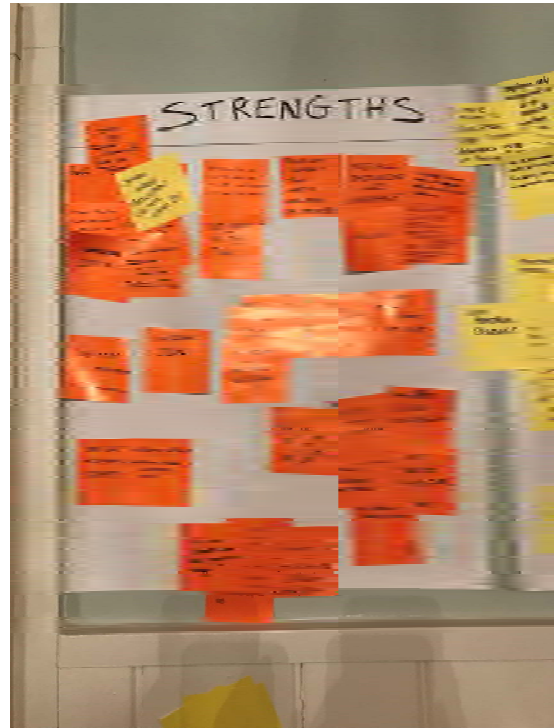
The following section details a SOAR analysis that took place in order to solicit feedback and provide guidance on the above goals.

SECTION 4

STAKEHOLDER SOAR ANALYSIS

A Strengths, Opportunities, Aspirations, Results (SOAR) Analysis is a strategic planning tool that focuses an entity or organization by evaluating its current strengths and leveraging those strengths in developing its vision of the future within a framework of achieving defined goals. SOAR differs from the commonly used SWOT (strengths, weaknesses, opportunities, and threats) analysis by focusing on the program and enhancing what is currently done well, rather than concentrating on perceived threats or weaknesses.

Regarding the Town of Lyons Study, the W+A team used a SOAR exercise to determine how to prioritize the potential recommendations developed by W+A and Town staff to ensure that they were in line with the desires of local community and key stakeholders. The exercise guided key stakeholders through a SOAR exercise to achieve a consensus on:



- The greatest strengths of existing parking operations, traffic flow, and Town character;
- The best opportunities to improve and expand upon parking operations, traffic flows, safety and accessibility;
- The preferred future vision for the Town of Lyons for residents, visitors, and business owners; and
- The measurable results to determine the vision for the future has been achieved.

The SOAR exercise was conducted on March 20, 2018 at Festivarie Inn from 5:00 pm to 8:00 pm. There were approximately 30 people in attendance representing a wide group of stakeholders, including;

- Local citizens,
- Business owners,
- Town staff,
- The Mayor,
- Economic Development Commission (EDC), and
- Lyons Area Chamber of Commerce (LACC).

The outcome from the SOAR provided the insights identified below.

Strengths

Stakeholders each provided the current strengths they believe the Town of Lyons already has in place as it relates to the parking, transportation and mobility experience. Strengths in this section identify aspects that can be leveraged by the Town to ensure success of the Aspirations that were established later in the exercise. The Strengths included clear synergies amongst the group with four (4) main categories as they relate to parking and mobility in the Town. Listed below are the identified Strengths in relative order of importance determined by the number of responses:

- Town is located between major population centers and destinations;
- Walkable and multi-modal friendly;
- Parking is easy, convenient, and often free; and
- Overall characteristic of the Town is charming, friendly and inviting.

Opportunities

With these strengths in mind, stakeholders considered what they believe to be the top opportunities for parking and mobility in the Town. Stakeholders identified five (5) main categories of Opportunities as they related to parking and mobility in the Town, which included the following and are listed in order of what the stakeholders agreed with most at the top of the list:

- Better signage and wayfinding;
- Pedestrian friendly environment, including slower vehicular traffic;
- Parking enforcement and designated parking areas;
- Additional parking; and
- Vehicle and alternative mode-specific parking availability (i.e., golf carts, bicycles, RVs)

Opportunities in this section help identify the strategies required to fill the gaps to create a more optimal parking and mobility experience in the Town.

Aspirations

Once stakeholders considered the strengths and opportunities for the Town of Lyons, the focus shifted to the future of the Town. Stakeholders were asked to consider what their highest aspirations and hopes were for the Town in regards to parking and mobility. These aspirations provide insight to the specific recommendations the Town should pursue.

As a group, the stakeholders identified many categories of Aspirations as they relate to parking and mobility in the Town. The more popular groups of Aspirations are listed below:

- Slower vehicular traffic, pedestrian and bicycle friendly streets, in general a more walkable Town;
- Destination Town, capturing through-traffic and year round tourism;
- Easy and convenient parking; and
- Parking is regulated and enforced.

Through discussions following this portion of the exercise, it was determined that the group was fairly united on their Aspirations for the Town. They envision a Town that is active with a higher proportion of non-vehicular traffic year round, with an emphasis on changing the perception of Lyons as a Town where currently “people drive through”.

Results

Finally, stakeholders were asked to consider the future vision identified by the Aspirations to determine how they would measure the success of achieving that vision. The stakeholder group identified five (5) main categories of metrics which included the following, ranked in order of most responses:

- Increased revenues for local businesses,
- Becoming more of a destination Town (more pass-through traffic captured),
- Improved traffic flows,
- Reduced accident rate and more pedestrian traffic, and
- Maintaining the Town’s unique character.

Although the metrics are ranked above it was widely agreed that the first, “increased revenue for local business”, was the main priority. The consensus among the group was that the other four metrics listed would help to achieve the first and so they should all be pursued. This guides the recommendations for the Study in that the metric “increased revenues for local business” will be used to help guide and give priority to certain recommendations over others.

Summary

The SOAR analysis revealed the Town of Lyons stakeholders aspire to live in a Town that is no longer a pass-through or gateway but rather a destination in and of itself. They would see the streets busy with non-vehicular traffic consisting of both residents and visitors. The challenge is there are key opportunities that need to be accomplished for that vision to become a reality. Those opportunities include better signage, wayfinding, parking management, and vehicular and

multi-modal circulation. Fulfilling these opportunities will serve to capture more patrons to the Town and make it the pedestrian-friendly Town they envision.

SECTION 5

PARKING RECOMMENDATIONS

This section details the short- and long-term recommendations of W+A to the Town of Lyons to accomplish the goals described in Section 3. These recommendations have been prioritized through the SOAR analysis described in Section 4. The implementation of the recommendations that follow will allow the Town to achieve its goals of capturing through traffic and making the Town safer and more accessible.

The RFP issued by the Town stated parking was the main issue the Town had to solve. It was determined through a number of field visits, meetings, and the SOAR analysis that parking was not the only consideration but indeed one of a number of issues that are interrelated. The following parking recommendations are divided into short- and long-term recommendations.

Short-Term Recommendations

The short-term recommendations are those that W+A believes should be given immediate priority. These recommendations are anticipated to be simple to implement, and will have immediate benefits, and take advantage of infrastructure that is already in place.

Signing and Striping Existing Infrastructure

Section 6 of this report will highlight in greater detail the specific type and placement of signage recommended by W+A. In regards to parking, however, there are a number of locations within the Town where existing infrastructure should be highlighted with appropriate signing and striping.

As shown on Figure 2-2, there are a number of locations throughout the Town that have unmarked/unsigned spaces, particularly along the length of 4th Avenue. It is critical that these spaces be striped and signed as it is currently unclear to visitors if parking is available along this segment of roadway and/or if there are any parking restrictions. 4th Avenue is of particular importance, as it is part of the intended parking circulation route described below.

Figure 5-1 presents the recommended roadways that should provide 2-hour time-restricted on-street parking, similar to the current parking policy at locations along Main Street. This restriction will ensure regular turnover near businesses and help visitors become aware of the existing parking supply where it is currently unclear. It is important the Town ensure that all of these spaces are signed and striped appropriately and consistently to make certain the supply and restrictions are understood by all users.

Restrictions and Enforcement

As stated earlier in the Study, the parking along Main Street is restricted to two-hour parking between May and September. Time restrictions on parking creates more turnover for local businesses. This type of restricted parking is recommended along all roadways that serve local businesses, including High Street, Broadway and 4th Avenue. Parking outside of these recommended road segments should remain free and unrestricted. This policy will shift day-long users to the free parking on the periphery of the Town core and prioritize turnover at spaces with convenient access to local businesses. This recommendation is illustrated on Figure 5-1.

Parking Circulation Route

Through discussions with the Town and to make better use of existing parking supply, it is recommended that the Town improve wayfinding for visitors. As shown on Figure 5-2, the Town should place parking directional signs at the suggested locations to direct visitors through the Town who may be looking for parking. As shown, the signage placement will direct visitors off the main route and will allow them to pass by each of the available parking areas that currently exist. This circulation route, coupled with the short-term wayfinding recommendations described later in the report, will help to capture more would-be patrons of the Town.

The parking circulation route culminates with directing vehicles to either the Black Bear Hole parking lot or the 2nd Avenue parking for Bohn Park. This circulation route helps to accomplish one goal of the Lyons Recovery Action Plan by leveraging destinations such as Bohn Park, which are not readily visible and apparent from Downtown.

Long-Term Recommendations – Structured Parking Garage

Through the course of the Study, it was determined that a structured parking garage proximate to businesses in Town would accomplish many of the goals from Section 3. The benefits of a parking garage are many; including increasing parking supply, creating an obvious opportunity for pass-through traffic to stop, creating revenue opportunities through fees, freeing up short term parking supply, and allowing the streets around the business areas to be more multi-modal/pedestrian-friendly by reducing surface parking demand.

This recommendation is considered long-term as there are a number of barriers to accomplish the establishment of structured parking. The time, money, and planning for such a project can be extensive. Additionally, although a number of potential sites were mentioned during the course of the Study, there was not a single location that was suited for this facility. Thus, it is the recommendation of W+A that the Town search for locations and opportunities for a structured parking facility to serve the Town.

As a general note, the Town should remain open to opportunities to increase parking supply when land becomes available. During discussions, it was mentioned there may be opportunities to provide parking and a pedestrian space around the historic dynamite shed. Opportunities such as these should be explored as they become available to increase parking supply and add additional points of interest to the Town.

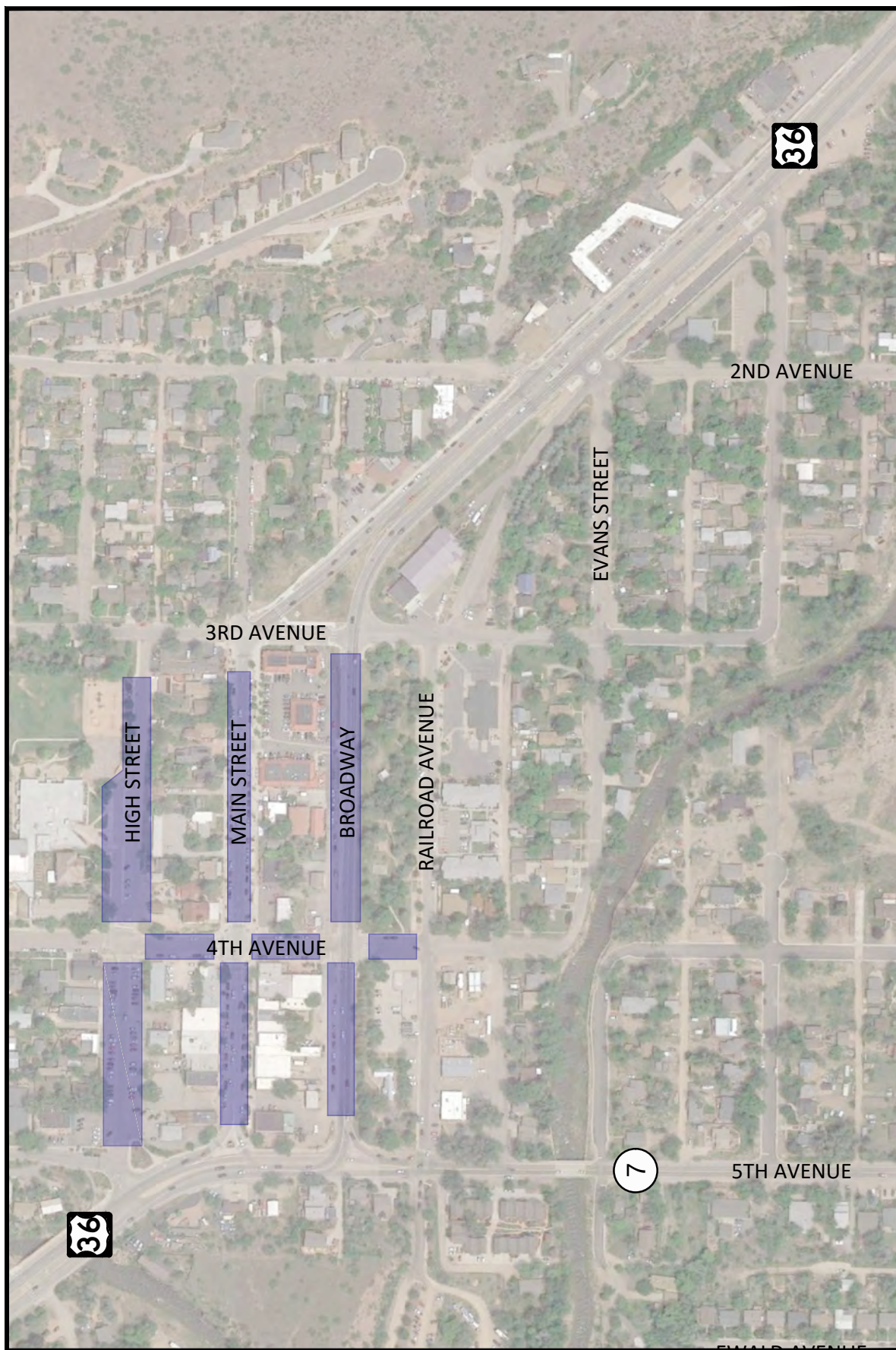


Figure 5-1
Proposed 2-Hour Parking (May - September)

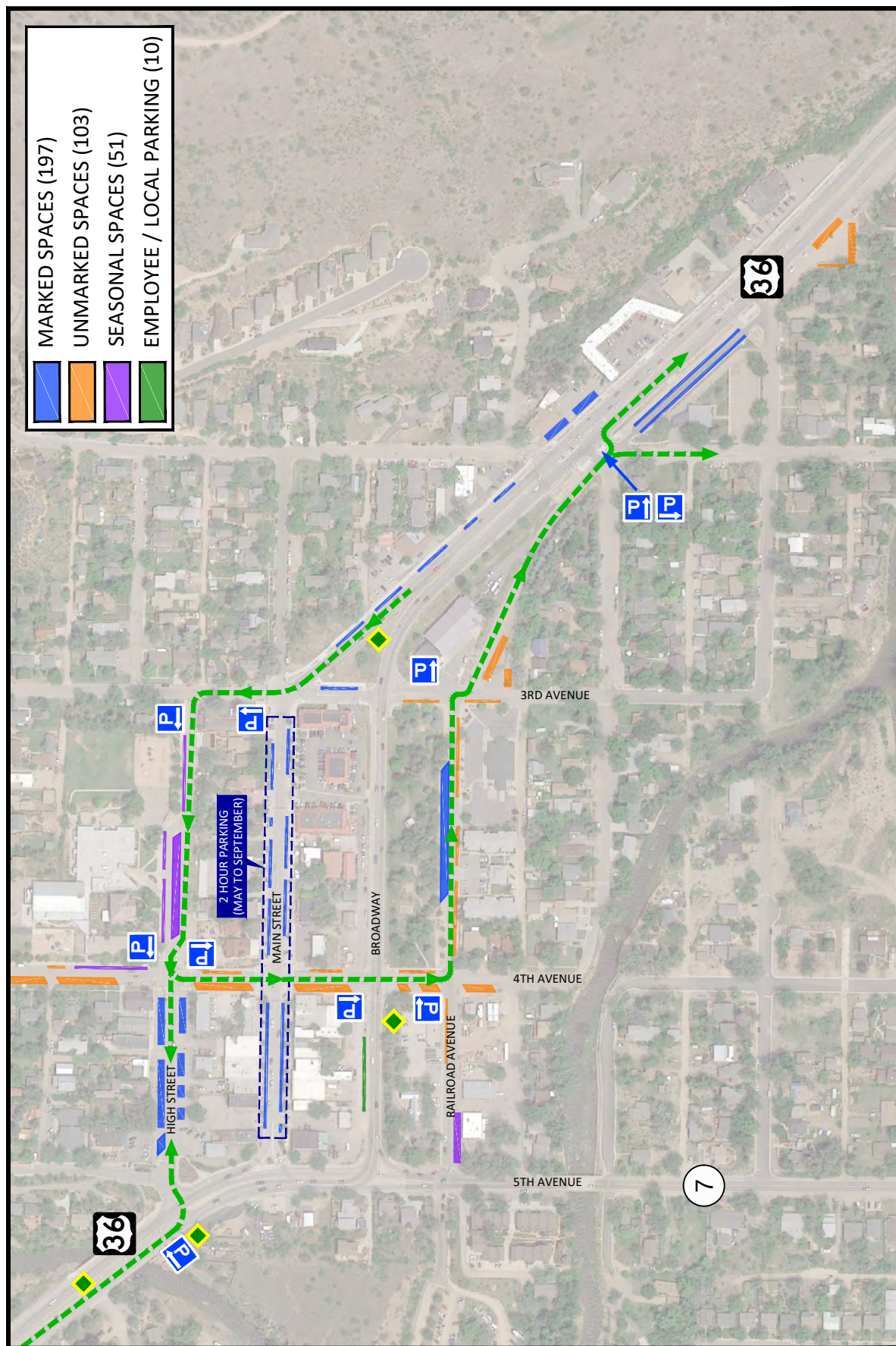


Figure 5-2
Wayfinding and Parking Circulation

NORTH

Town of Lyons
Town of Lyons, Colorado

Directional Parking Sign
Town Wayfinding Sign
Intended Parking Circulation Route

SECTION 6

SIGNAGE RECOMMENDATIONS

In furtherance of the parking recommendations in the previous section, it is necessary to provide appropriate signage. All of the recommendations contained within this section should be considered short-term as they are more easily accomplished and are critical for achieving the goals identified in this Study.

Wayfinding

During the course of the Study it was noted that there are several signs throughout Town that list a number of local businesses and attractions. These signs were located inappropriately and their design made them ineffective. Currently, local wayfinding signs list five or more locations requiring the font size to be small and difficult to read. It is recommended that the Town remove all such wayfinding signs and replace them in accordance with the guidelines contained in the Manual for Uniform Traffic Control Devices (MUTCD) and at locations recommended by W+A on Figure 5-1.

As suggested in the MUTCD Section 2D.06 Size of Lettering “on urban streets with speeds of 25 mph or less, the principal legend shall be in letters at least 4 inches in height for all upper-case letters, or a combination of 4 inches in height for upper-case letters and 3 inches in height for lower-case letters”. The following section 2D.07 Amount of Legend goes on to give the guidance “guide signs should be limited to no more than three lines of destinations”. Section 2D.50 Community Wayfinding Signs of the MUTCD provides a number of useful examples and guidance for developing such wayfinding. This section of the MUTCD has been included as an attachment for the Town’s convenience as the staff implement the recommended improved wayfinding signage.



*Current Vehicular
Wayfinding*

Parking Circulation

As mentioned previously, implementing wayfinding signage would provide for a more efficient use of existing parking supply. As shown on Figure 5-2, the Town should place parking directional signs at the suggested locations to direct visitors who may be looking for parking through the Town. As shown, the signage placement will allow visitors to pass by each of the available parking areas that currently exist. This circulation route, coupled with the wayfinding recommendations detailed above, will help to capture more would-be patrons of the Town. It should be noted that

there are angled spaces along Railroad Avenue between 4th and 3rd Avenue. These spaces should be reconstructed as perpendicular spaces to allow ease of entry and exit from either direction.

SECTION 7

TRAFFIC AND ROAD SECTIONS

The recommendations in Section 7 pertain to the physical elements of the roadways within the Town. These recommendations will accomplish a number of the goals including adding to the parking supply, making the business areas more accessible, significantly slowing traffic through Town, increasing safety, and creating a more pleasant transportation environment.

Short-Term Recommendations - Broadway

Broadway operates as a one-way street in the eastbound direction and is constructed with two travel lanes carrying US Route 36. A service drive exists along the north side of this segment of roadway that is used to access the rear of many of the Main Street businesses. The south side of the segment fronts the library property and Sandstone Park. The aesthetic of Broadway does not mirror that of a downtown street, like Main Street does, since there is often a number of out-of-service vehicles parked next to the roadway on the north side, the landscaping along the south side is heavy and there is no signage for the park that can be seen from the roadway.

W+A recommends that Broadway be upgraded between 5th and 3rd Avenue. As shown on Figure 7-1 a possible alternative to Broadway includes a section of on-street parking on both sides, pedestrian facilities on both sides, and the addition of crosswalks similar in style to those found on Main Street. Decreasing the travel lane widths will help to accomplish this design as well as provide additional benefits to the segment. It is necessary to maintain the service drive for loading access to the Main Street businesses.

This recommended alternative accomplishes many of the goals outlined in Section 3. On-street parking and decreased travel lane widths along this segment not only adds to the parking supply but creates more road friction to slow vehicles down, giving would-be patrons the opportunity to park and walk to the businesses along Main Street. The wayfinding signage recommendations from Section 6 will help travelers understand the business options available in that area and drivers will be more inclined to stop when Broadway is a more pedestrian-friendly section of roadway.

Long-Term Recommendations - Roundabouts

W+A recommends the planning and design of roundabouts at one or both of the following locations: High Street/ 5th Avenue and Main Street/5th Avenue. Roundabouts have many benefits, including reducing conflict points making for safer intersection operations, reducing speeds, creating unique landscaping/signing opportunities, and improving capacity/mobility of the traffic network.

High Street/5th Avenue

As shown on Figure 7-2, a two-lane roundabout is recommended for the intersection of High Street, 5th Avenue, and US Route 36. The existing operations of this intersection(s) are confusing and unclear to Town visitors, especially regarding which movements are permitted or restricted. The proposed roundabout would consolidate the three legs (High Street, 5th Avenue, US Route 36) and eliminate the current configuration of two closely situated intersections.

The benefits of this proposed design allow for two lanes of traffic to continue southbound without disruption to the current flow. This design concept, coupled with the wayfinding



Roundabout in Avon, CO

suggestions outlined in Section 5, would make southbound traffic aware of parking opportunities along High Street while more easily directing them towards it. A roundabout in this location would slow vehicular traffic down in both directions making a safer and more pedestrian friendly environment along Main Street and Broadway. Finally, a roundabout creates a unique opportunity for signage or features in the island to further the branding and placemaking goals of the Town. There are a number of roundabouts in Avon, Colorado that highlight improved traffic operations, great wayfinding, and placemaking for the town.

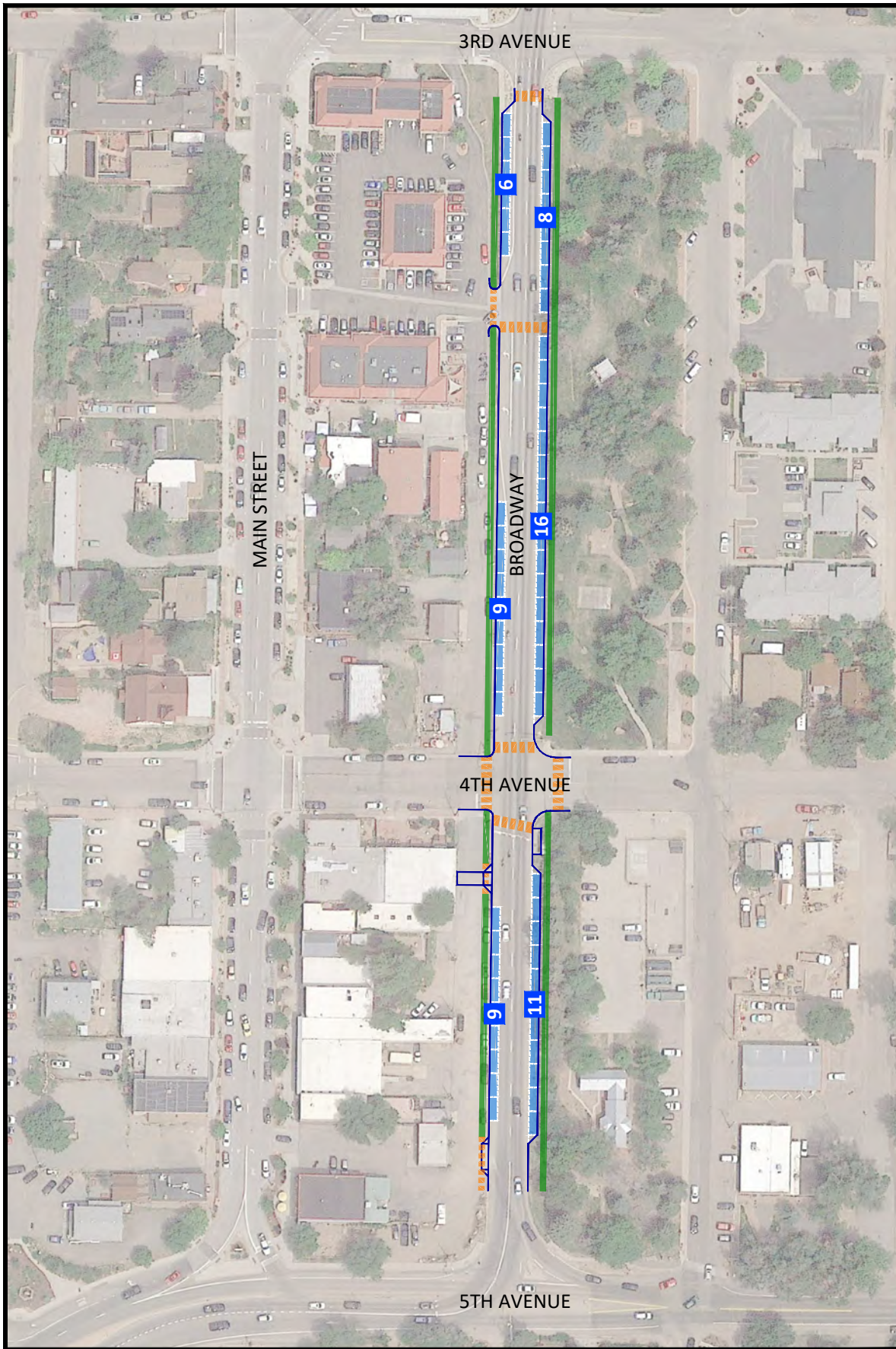
Main Street/5th Avenue

As shown on Figure 7-3, a two-lane roundabout is recommended at the intersection of Main Street and US Route 36/5th Avenue. Main Street would enter the roundabout with two lanes which would eliminate the left turn that currently exists. Vehicles can still travel south by circulating around the roundabout. One northbound lane would enter the roundabout from the south similarly to how the intersection is currently configured.

This proposed modification to the intersection accomplishes many goals stated in Section 3 of the Study. This type of intersection configuration will significantly reduce speeds along Main Street, creating a more pedestrian-friendly environment, as well as making it a more attractive place for patrons of the businesses along its length. The two lanes entering the roundabout eliminate the potential conflict point that currently exists. In the intersection's current configuration, there is a single left and single right turn lane. With the majority of vehicles destined to head north, many vehicles will wait to the last possible opportunity to get in to the

right lane. This conflict is eliminated with the two lanes entering the roundabout which would also increase the throughput of the right turn movements.

In addition to increased safety, decreased speeds, and better operations, a roundabout gives the Town a unique opportunity for improved wayfinding and branding. It would give the Town an opportunity to remove the large green highway sign and replace it with signage more unique to the Town. It is recognized that these potential modifications may require additional engineering and design studies to confirm that they would operate effectively and can be built within existing right-of-way.



← NORTH
Town of Lyons
Town of Lyons, Colorado

- Sidewalks
- Parking Lanes
- Main Street Style Crosswalks

Figure 7-1
Broadway Improvements

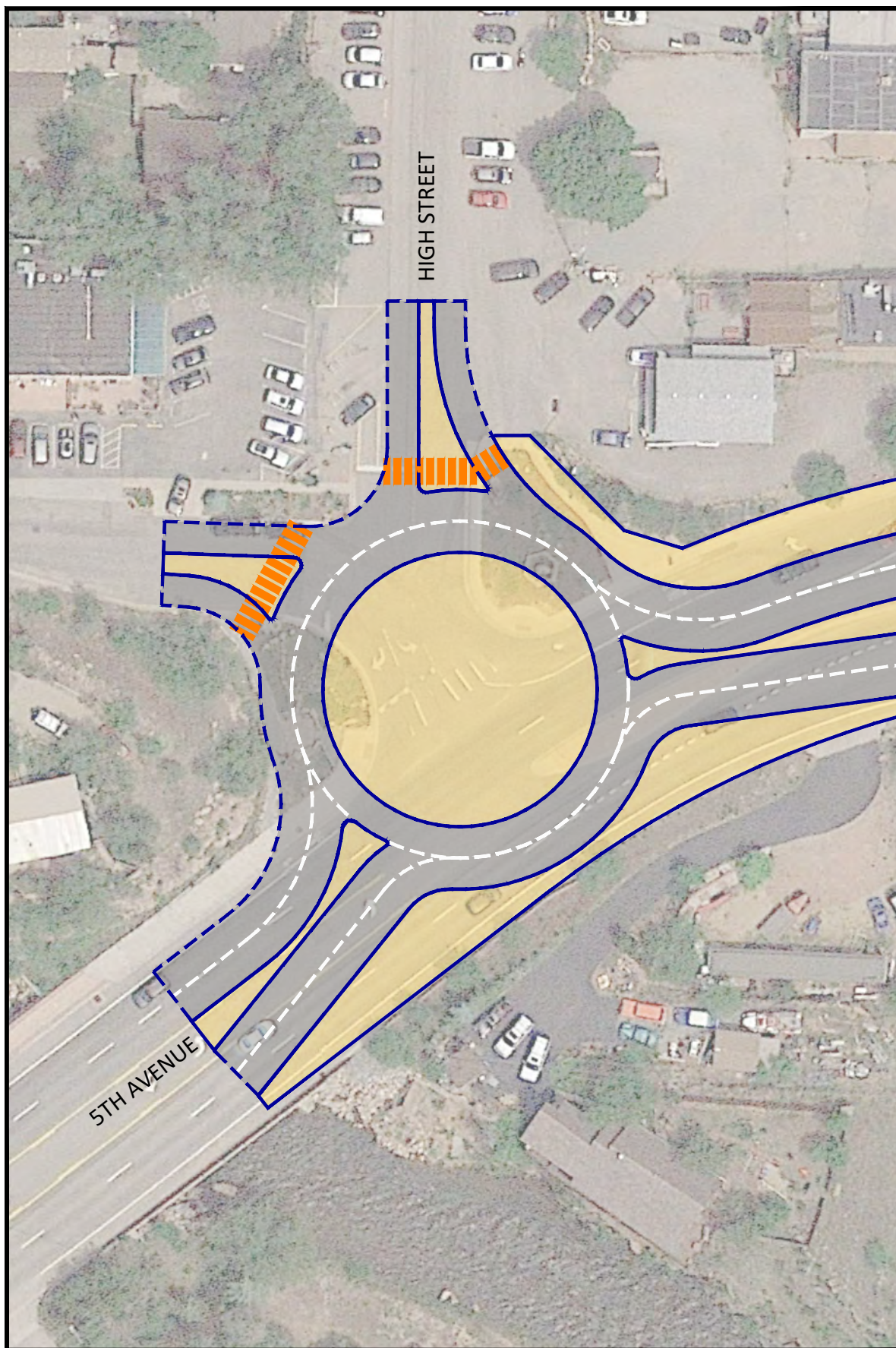
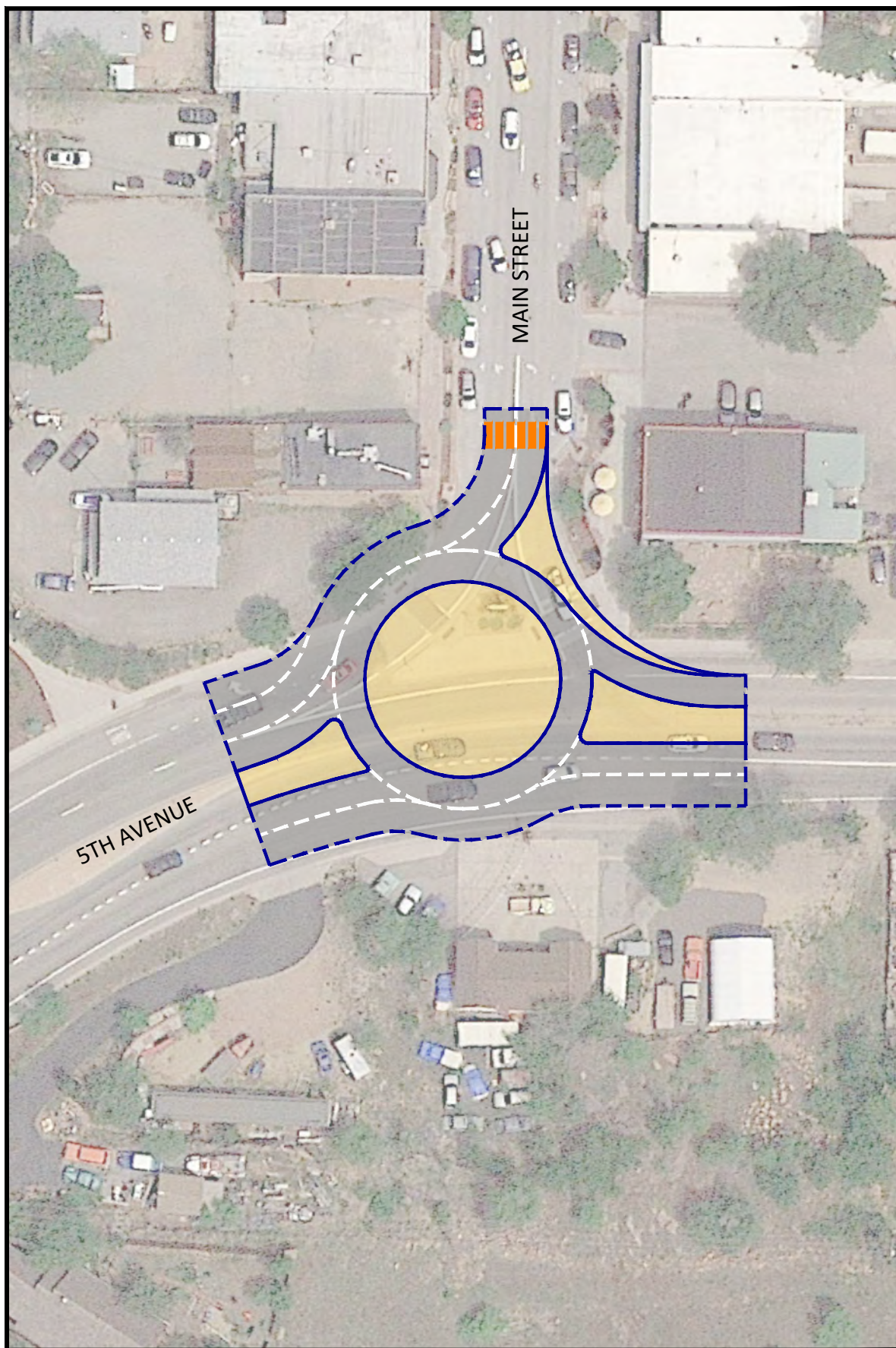


Figure 7-2
High Street / 5th Avenue Roundabout

Main Street Style Crosswalks

← NORTH
Town of Lyons
Town of Lyons, Colorado



← NORTH
Town of Lyons
Town of Lyons, Colorado

Main Street Style Crosswalks

Figure 7-3
Main Street / 5th Avenue Roundabout

SECTION 8

VISITORS AND CYCLISTS

A major challenge of the Town discussed in Section 3 is the large number of cyclists and outdoor enthusiasts that frequent the Town. The challenge is not their presence in general but oftentimes they will park in spaces more suited for businesses and leave their vehicles parked all day. The goal, as mentioned, is to have these users park in more appropriate places and leave the short-term business related parking spaces open for patrons. Some of the recommendations already stated will help achieve this goal, including time restrictions along High Street and 4th Avenue as well as the clearly defined parking circulation route. The following recommendations further the goal of relocating cyclists to a more appropriate location.

It is recommended that the nearly complete 2nd Avenue parking Lot across from Bohn Park be designated as the official “Day Lot” for cyclists. This lot will add approximately 200 spaces to the Town’s Parking supply and will be free to park. The recommendations that follow will help to designate and market this lot as such. It should be noted that if the Town decides a different parking area would be more appropriate then the following recommendations would still apply.

Short-Term Recommendations

Marketing/Branding

It has been observed and confirmed by Town staff and local stakeholders that the perpendicular spaces along High Street are currently used by cyclists who will park all day. The presence of a bicycle repair station along the sidewalk on the north side of the street further encourages cyclists to use this area for day-long cyclist parking. There are a number of businesses along this street that suffer when turnover rates are low in the spaces adjacent to their businesses. Furthermore, some of the businesses, such as Stillwater, require available spaces nearby for patrons with limited mobility. As previously stated, the parking along this street should be signed and enforced as two-hour parking to maintain turnover and avoid day-long parking. Furthermore, there is a bicycle repair station along the sidewalk on the north side of the street which would imply that this area is designated for day long cyclist parking.

W+A recommends that the 2nd Avenue Lot (or an alternative) be designated and marketed as the day-long cyclist lot. This designation should be advertised on the Town website and noted with signage along High Street to inform the cyclists that currently park there. Additionally, the bicycle repair station should be moved to the 2nd Avenue Lot along with any other physical cycling amenities. This will give the cyclists an alternative for day-long free parking when the time restriction and enforcement is put into place along High Street.

There are a number of other short-term strategies that can help the Town market and brand the 2nd Avenue Lot as the “Day Lot” for cyclists. The Town should coordinate with certain online resources that are currently directing cyclists to use the parking along High Street. Websites such as REI Mountains, Singletracks, and Google Maps, can be informed that the parking around businesses in the Town is no longer appropriate for day-long parking and suggest the 2nd Avenue Lot as the alternative. This can also be enforced by coordinating with the owner of the local bike shop to recommend this alternative to patrons of the business.

Events

Throughout the year there are a number of festivals and events that take place in coordination with the Town of Lyons. It is recommended that any opportunity to promote the 2nd Avenue Lot as the cyclist parking lot during these events would further help this effort. Ideally, any events that are directly related to cycling should use this lot as the staging area. Additional temporary signage may be needed during these events to direct patrons to the 2nd Avenue Lot. Opportunities such as this will help motivate the local cycling community to adopt this lot for day-long parking as opposed to taking up critical spaces that would better benefit businesses.

Long-Term Recommendations – Trail Connections

W+A recommends the Town invest in furthering trail connections to the Saint Vrain Corridor Trail. Physical trail improvements to integrate the local area, specifically the 2nd Avenue Lot, with the nearby cycling areas will help to enforce bicycle parking in designated areas. It is necessary to make access to the local trail networks easy and intuitive if the Town is recommending cyclists park in a specific area. Cyclist amenities such as bike racks, repair stations, and bike lockers will draw users to this lot and facilitate access to the local cycling networks. The efforts outlined in the Lyons Recovery Action Plan, specifically P&R 2.1.1/2.1.2/2.1.3 would accomplish this recommendation.

SECTION 9

CONCLUSIONS

This report presents a number of recommendations for the Town of Lyons to further the short- and long-term parking and mobility goals of the Town. These goals included capturing more visitors traveling through the Town, increasing parking supply, implementing appropriate parking restrictions and enforcement, and maintaining the character of the Town. Table 9-1 summarizes the recommendations by W+A to help achieve the following goals:

- Utilize existing parking supply effectively,
- Identify opportunities to increase current parking supply,
- Recommend parking restrictions to create business-friendly turn over,
- Ensure users utilize the most appropriate parking locations,
- Improve traffic flow and operations,
- Reduce travel speeds and capture through traffic, and
- Create an efficient and effective means of wayfinding throughout the Town via signage/stripping.

These recommendations will bring the Town closer to achieving the goals outlined in the RFP, the Town of Lyons Comprehensive Plan (2010), the Lyons Recovery Action Plan (2014), and determined by the stakeholders present at the SOAR analysis. After implementation of these recommendations the Town should begin to see increased revenues for local business due to more captured pass-through traffic and improved traffic/parking operations, while maintain the Town of Lyons unique character and charm.

Table 9-1
Town of Lyons Downtown Parking Study
Town of Lyons Recommendations Summary

Street	Segment	Short-term	Long-term
High Street	5th - 4th	Signage directing cyclists to edge of town bicycle lot	Create additional parking and pedestrian space around dynamite shed
High Street	4th - 3rd	Signage for Bicycle parking	-
Main Street	5th - 4th	-	-
Main Street	4th - 3rd	Signage directing drivers to parking circulation route, commercial uses, regional destinations before they get to 3rd	-
Broadway	5th - 4th	Rebuild Broadway to include parallel parking (2-hour seasonal) on both sides, including pedestrian and amenity zones	-
Broadway	4th - 3rd	Rebuild Broadway to include parallel parking (2-hour seasonal) on both sides, including pedestrian and amenity zones, if available parallel parking on south side	-
Railroad	5th - 4th	Sign and stripe parallel spaces	-
Railroad	4th - 3rd	Convert angled parking to perpendicular spaces to make parking easier from either direction, Sign and stripe parallel spaces	-
5th	High - Main	Signage indicated commercial uses and parking upcoming	-
5th	Main - Broadway	-	Two lane Roundabout at Route 36 and Main Street to slow vehicles down on Main Street and remove decision making conflict at 36; Coordinate with CDOT to change signage at 5th and Main to dispel "pass through town" feel
4th	High - Main	Stripe and Sign parallel spaces (2-hour seasonal)	-
4th	Main - Broadway	Stripe and Sign parallel spaces (2-hour seasonal)	-
4th	Broadway-Railroad	Stripe and Sign parallel spaces (2-hour seasonal)	-
Route 36	High Street - North	Signage at pedestrian crosswalk indicating turn lane for High street parking and commercial options	Two lane Roundabout at Route 36 and High Street to slow vehicles down and give more visible gateway back to Town
Misc.	Parking Supply	Place signage to encourage vehicles through "circulation route"	Explore opportunities for structured parking
Misc.	Relocating Bikers	Coordinate with REI Mountain, Singletacks.com, Google, etc. to list Lyons bike parking at edge of town bicycle lot; Communicate/market where the Town would like bikers to park	Connect offsite bike lot to Route 7/5th Ave by trail with wayfinding signage to regional trails

ATTACHMENT
Section 2D.50 – Community Wayfinding Signs
Manual on Uniform Traffic Control Devices (MUTCD)
2009 Edition

Section 2D.49 Weigh Station Signing (D8 Series)

Support:

- 01 The general concept for Weigh Station signing is similar to Rest Area signing (see Section 2I.05) because in both cases traffic using either area remains within the right-of-way.

Standard:

- 02 **The standard installation for Weigh Station signing shall include three basic signs:**
- A. Advance sign (D8-1),**
 - B. Exit Direction sign (D8-2), and**
 - C. Exit Gore sign (D8-3).**

Support:

- 03 Example locations of these signs are shown in Figure 2D-17.

Option:

- 04 Where State law requires a regulatory sign (R13-1) in advance of the Weigh Station, a fourth sign (see Section 2B.60) may be located following the Advance sign.

Guidance:

- 05 *The Exit Direction sign (D8-2) or the Advance sign (D8-1) should display, either within the sign border or on a supplemental plaque or sign panel, the changeable message OPEN or CLOSED.*

Section 2D.50 Community Wayfinding Signs

Support:

- 01 Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.

- 02 Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

- 03 Figures 2D-18 through 2D-20 illustrate various examples of the design and application of community wayfinding guide signs.

Standard:

- 04 **The use of community wayfinding guide signs shall be limited to conventional roads. Community wayfinding guide signs shall not be installed on freeway or expressway mainlines or ramps. Direction to community wayfinding destinations from a freeway or expressway shall be limited to the use of a Supplemental Guide sign (see Section 2E.35) on the mainline and a Destination sign (see Section 2D.37) on the ramp to direct road users to the area or areas within which community wayfinding guide signs are used. The individual wayfinding destinations shall not be displayed on the Supplemental Guide and Destination signs except where the destinations are in accordance with the State or agency policy on Supplemental Guide signs.**

- 05 **Community wayfinding guide signs shall not be used to provide direction to primary destinations or highway routes or streets. Destination or other guide signs shall be used for this purpose as described elsewhere in this Chapter and shall have priority over any community wayfinding sign in placement, prominence, and conspicuity.**

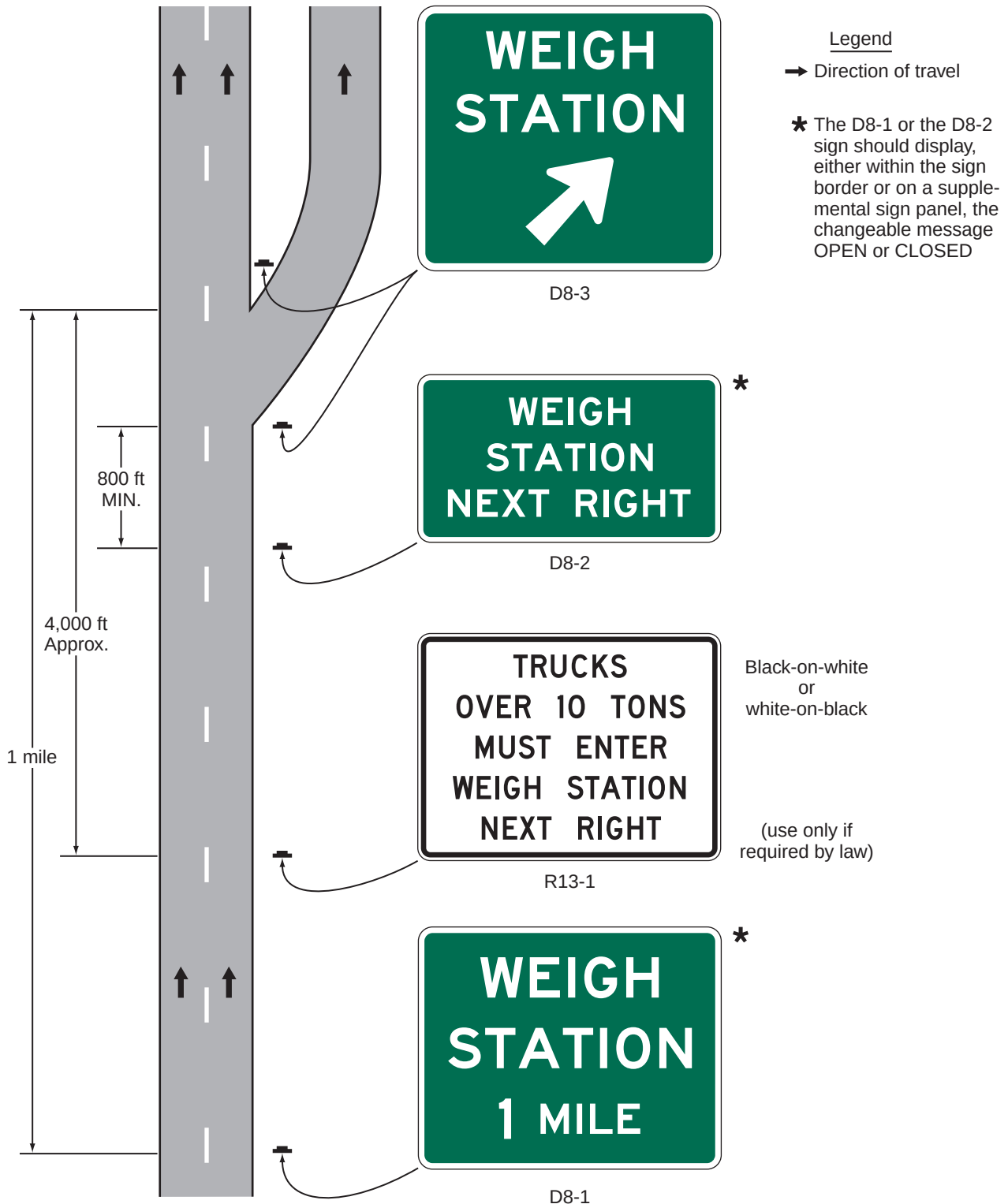
- 06 **Because regulatory, warning, and other guide signs have a higher priority, community wayfinding guide signs shall not be installed where adequate spacing cannot be provided between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide signs shall not be installed in a position where they would obscure the road users' view of other traffic control devices.**

- 07 **Community wayfinding guide signs shall not be mounted overhead.**

Guidance:

- 08 *If used, a community wayfinding guide sign system should be established on a local municipal or equivalent jurisdictional level or for an urbanized area of adjoining municipalities or equivalent that form an identifiable geographic entity that is conducive to a cohesive and continuous system of signs. Community wayfinding guide signs should not be used on a regional or statewide basis where infrequent or sparse placement does not contribute to a continuous or coordinated system of signing that is readily identifiable as such to the road user. In such cases, Destination or other guide signs detailed in this Chapter should be used to direct road users to an identifiable area in which the type of eligible destination described in Paragraph 1 is located.*

Figure 2D-17. Example of Weigh Station Signing



Support:

- 09 The specific provisions of this Section regarding the design of community wayfinding sign legends apply to vehicular community wayfinding signs and do not apply to those signs that are intended only to provide information or direction to pedestrians or other users of a sidewalk or roadside area.

Figure 2D-18. Examples of Community Wayfinding Guide Signs**A - Community Wayfinding Guide Signs with Enhancement Markers****B - Destination Guide Signs for Color-Coded Community Wayfinding System****Guidance:**

- 10 Because pedestrian wayfinding signs typically use smaller legends that are inadequately sized for viewing by vehicular traffic and because they can provide direction to pedestrians that might conflict with that appropriate for vehicular traffic, wayfinding signs designed for and intended to provide direction to pedestrians or other users of a sidewalk or other roadside area should be located to minimize their conspicuity to vehicular traffic. Such signs should be located as far as practical from the street, such as at the far edge of the sidewalk. Where locating such signs farther from the roadway is not practical, the pedestrian wayfinding signs should have their conspicuity to vehicular traffic minimized by employing one or a combination of the following methods:

- A. Locating signs away from intersections where high-priority traffic control devices are present.
- B. Facing the pedestrian message toward the sidewalk and away from the street.
- C. Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs, removing the pedestrian wayfinding signs from the line of sight in a sequence of vehicular signs.

- 11 To further minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be retroreflective.

Support:

- 12 Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.

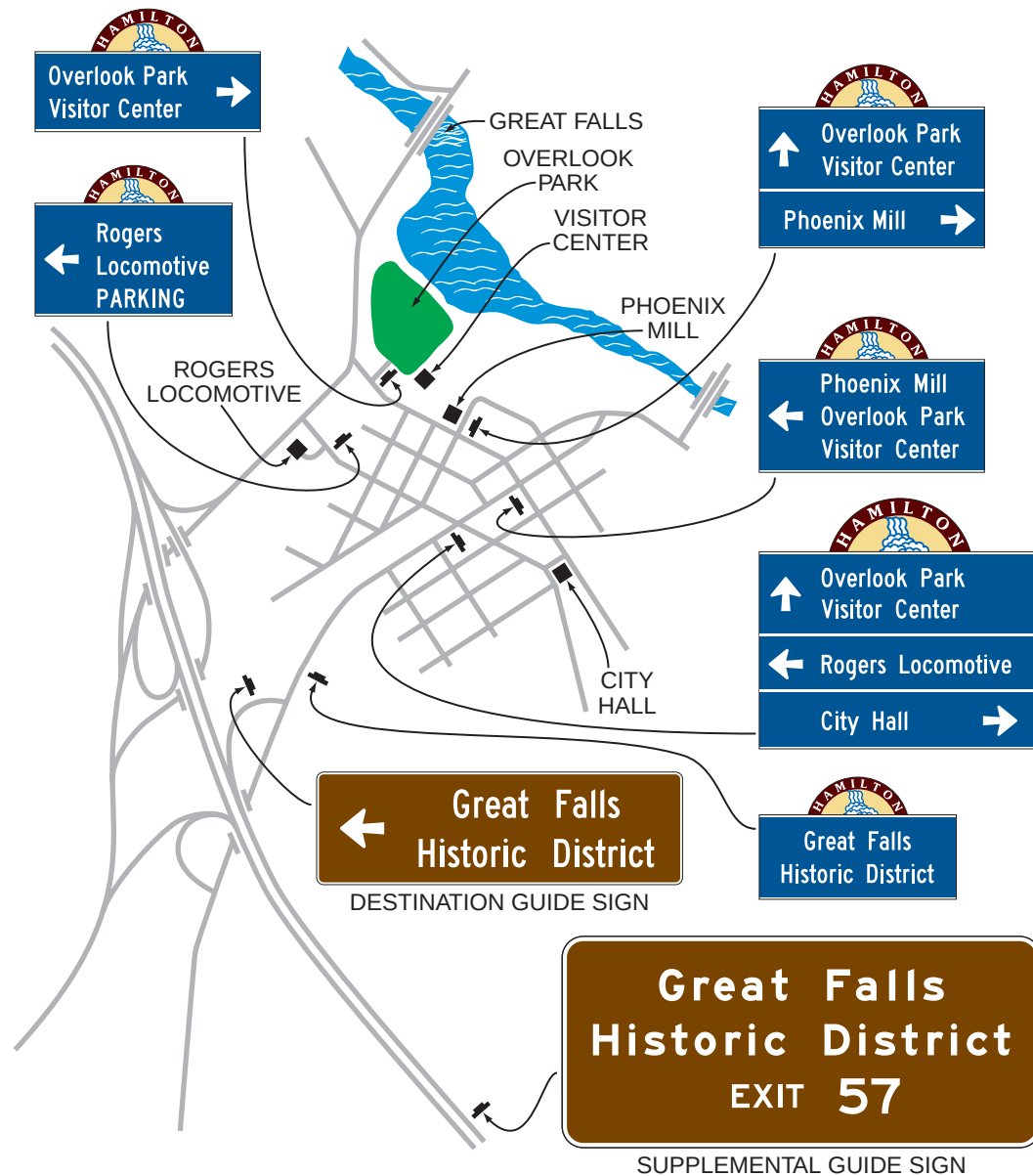
Option:

- 13 At the boundaries of the geographical area within which community wayfinding guide signing is used, an informational guide sign (see Figures 2D-18 and 2D-20) may be posted to inform road users about the presence of wayfinding signing and to identify the meanings of the various color codes or pictographs that are being used.

Standard:

- 14 These informational guide signs shall have a white legend and border on a green background and shall have a design similar to that illustrated in Figures 2D-1 and 2D-18 and shall be consistent with the basic design principles for guide signs. These informational guide signs shall not be installed on freeway or expressway mainlines or ramps.

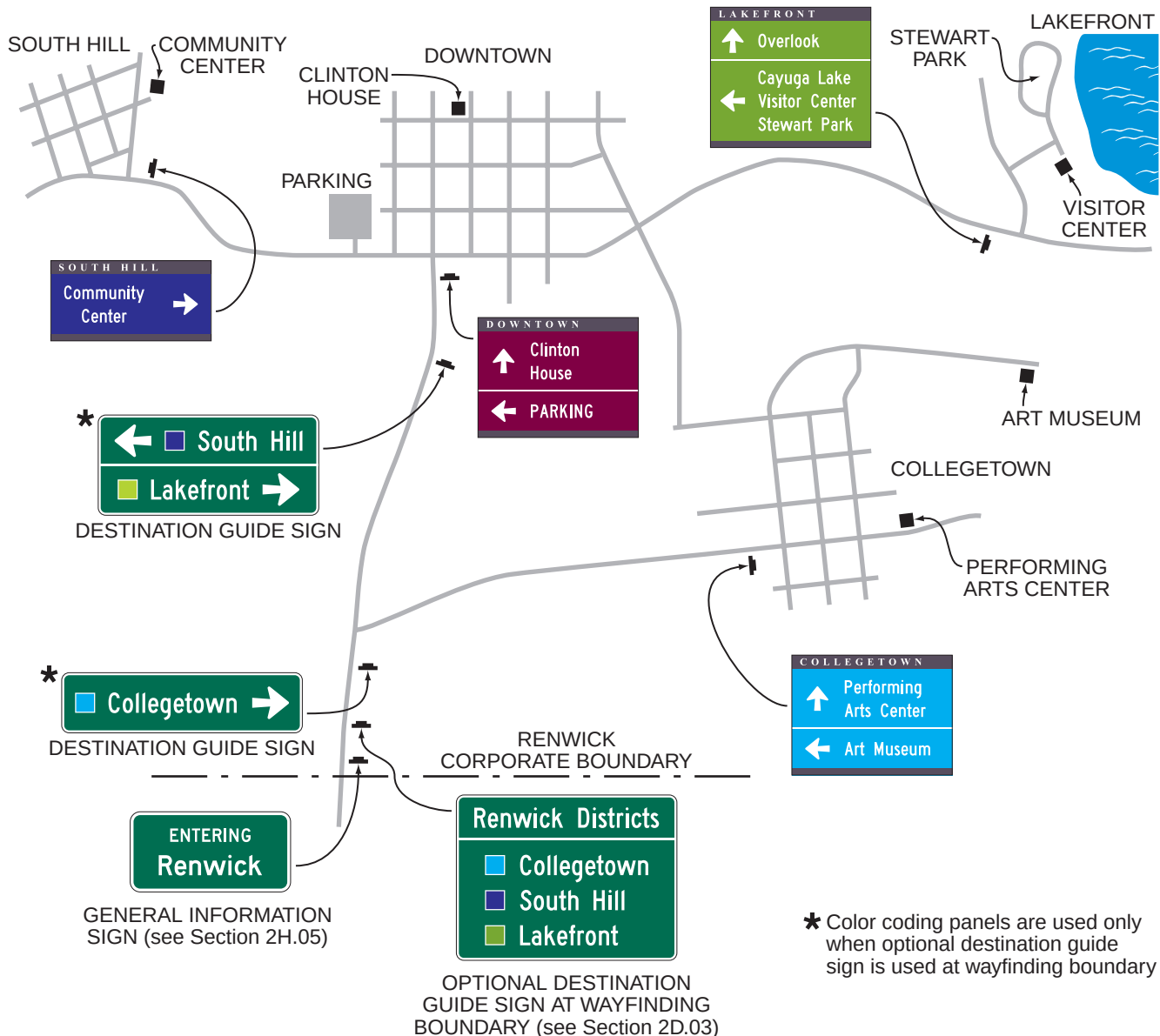
Figure 2D-19. Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway



15 The color coding or a pictograph of the identification enhancement markers of the community wayfinding guide signing system shall be included on the informational guide sign posted at the boundary of the community wayfinding guide signing area. The color coding or pictographs shall apply to a specific, identifiable neighborhood or geographical subarea within the overall area covered by the community wayfinding guide signing. Color coding or pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend on the sign.

Option:

16 The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the destination.

Figure 2D-20. Example of a Color-Coded Community Wayfinding Guide Sign System

17 Except for the informational guide sign posted at the boundary of the wayfinding guide sign area, community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system. Color-coded community wayfinding guide signs may be used with or without the boundary informational guide sign displaying corresponding color-coding panels described in Paragraphs 13 through 16. Except as provided in Paragraphs 18 and 19, in addition to the colors that are approved in this Manual for use on official traffic control signs (see Section 2A.10), other background colors may also be used for the color coding of community wayfinding guide signs.

Standard:

18 The standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users.

19 The minimum luminance ratio of legend to background for community wayfinding guide signs shall be 3:1.

20 All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective (see Sections 2A.07 and 2A.08).

Guidance:

- 21 *Community wayfinding guide signs, exclusive of any identification enhancement marker used, should be rectangular in shape. Simplicity and uniformity in design, position, and application as described in Section 2A.06 are important and should be incorporated into the community wayfinding guide sign design and location plans for the area.*
- 22 *Community wayfinding guide signs should be limited to three destinations per sign (see Section 2D.07).*
- 23 *Abbreviations (see Section 1A.15) should be kept to a minimum, and should include only those that are commonly recognized and understood.*
- 24 *Horizontal lines of a color that contrasts with the sign background color should be used to separate groups of destinations by direction from each other.*

Support:

- 25 The basic requirement for all highway signs, including community wayfinding signs, is that they be legible to those for whom they are intended and that they be understandable in time to permit a proper response. Section 2A.06 contains additional information on the design of signs, including desirable attributes of effective designs.

Guidance:

- 26 *Word messages should be as brief as practical and the lettering should be large enough to provide the necessary legibility distance.*

Standard:

- 27 **The minimum specific ratio of letter height to legibility distance shall comply with the provisions of Section 2A.13. The size of lettering used for destination and directional legends on community wayfinding signs shall comply with the provisions of minimum letter heights as provided in Section 2D.06.**
- 28 **Interline and edge spacing shall comply with the provisions of Section 2D.06.**
- 29 **Except as provided in Paragraph 31, the lettering style used for destination and directional legends on community wayfinding guide signs shall comply with the provisions of Section 2D.05.**
- 30 **The lettering for destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters (see Section 2D.05). All other word messages on community wayfinding guide signs shall be in all upper-case letters.**

Option:

- 31 A lettering style other than the Standard Alphabets provided in the “Standard Highway Signs and Markings” book may be used on community wayfinding guide signs if an engineering study determines that the legibility and recognition values for the chosen lettering style meet or exceed the values for the Standard Alphabets for the same legend height and stroke width.

Standard:

- 32 **Except for signs that are intended to be viewed only by pedestrians, bicyclists stopped out of the flow of traffic, or occupants of parked vehicles, Internet and e-mail addresses, including domain names and uniform resource locators (URL), shall not be displayed on any community wayfinding guide sign or sign assembly.**
- 33 **The arrow location and priority order of destinations shall follow the provisions described in Sections 2D.08 and 2D.37. Arrows shall be of the designs provided in Section 2D.08.**

Option:

- 34 Pictographs (see definition in Section 1A.13) may be used on community wayfinding guide signs.

Standard:

- 35 **If a pictograph is used, its height shall not exceed two times the height of the upper-case letters of the principal legend on the sign.**
- 36 **Except for pictographs, symbols that are not approved in this Manual for use on guide signs shall not be used on community wayfinding guide signs.**
- 37 **Business logos, commercial graphics, or other forms of advertising (see Section 1A.01) shall not be used on community wayfinding guide signs or sign assemblies.**

Option:

- 38 Other graphics that specifically identify the wayfinding system, including identification enhancement markers, may be used on the overall sign assembly and sign supports.

Support:

- 39 An enhancement marker consists of a shape, color, and/or pictograph that is used as a visual identifier for the community wayfinding guide signing system for an area. Figure 2D-18 shows examples of identification enhancement marker designs that can be used with community wayfinding guide signs.

Option:

- 40 An identification enhancement marker may be used in a community wayfinding guide sign assembly, or may be incorporated into the overall design of a community wayfinding guide sign, as a means of visually identifying the sign as part of an overall system of community wayfinding signs and destinations.

Standard:

- 41 **The sizes and shapes of identification enhancement markers shall be smaller than the community wayfinding guide signs themselves. Identification enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.**

Guidance:

- 42 *The area of the identification enhancement marker should not exceed 1/5 of the area of the community wayfinding guide sign with which it is mounted in the same sign assembly.*

Section 2D.51 Truck, Passing, or Climbing Lane Signs (D17-1 and D17-2)**Guidance:**

- 01 *If an extra lane has been provided for trucks and other slow-moving traffic, a NEXT TRUCK LANE XX MILES (D17-1) sign and/or a TRUCK LANE XX MILES (D17-2) sign (see Figure 2D-21) should be installed in advance of the lane.*

Option:

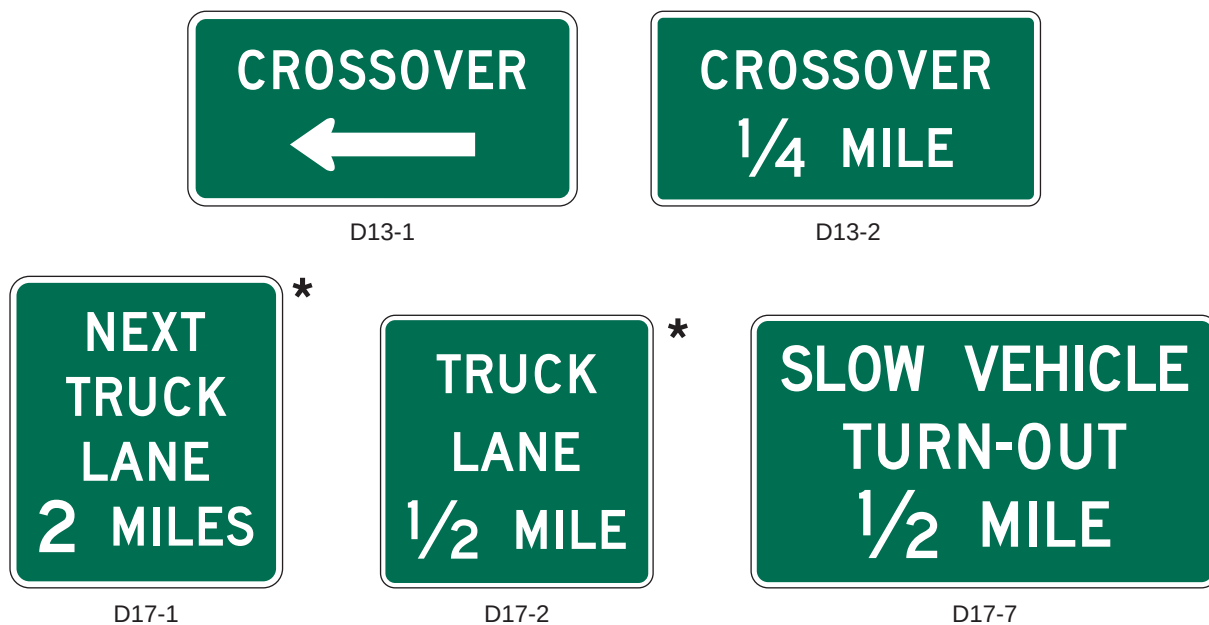
- 02 Alternative legends such as PASSING LANE or CLIMBING LANE may be used instead of TRUCK LANE.
03 Section 2B.31 contains information regarding regulatory signs for these types of lanes.

Section 2D.52 Slow Vehicle Turn-Out Sign (D17-7)**Guidance:**

- 01 *If a slow vehicle turn-out area has been provided for slow-moving traffic, a SLOW VEHICLE TURN-OUT XX MILES (D17-7) sign (see Figure 2D-21) should be installed in advance of the turn-out area.*

Option:

- 02 Section 2B.35 contains information regarding regulatory signs for slow vehicle turn-out areas.

Figure 2D-21. Crossover, Truck Lane, and Slow Vehicle Signs

* The words PASSING or CLIMBING may be substituted for the word TRUCK on the D17-1 and D17-2 signs.