

Notes from March 8th Leadership Committee: Downtown Sheridan Streetscape Project

Attendees:

Zoila Perry, DSA
Peg Martin, DSA
Erin Butler, WYO Theater
Dixie Johnson, Chamber of Commerce
Wendy Smith, Sheridan College
PJ Treide, Big Horn Design
John Kirlin, Antelope Butte
Mark Demple, PO News Cafe
Brad Bauer, Land Trust
Nancy Drummond (for N. Main Kary Matthews)
Theresa Rice, Java Moon
Scott Taylor, WYDOT
Laura Dalles, WYDOT
Nate Williams, Vacutech
Erik Kulvinskis, Bomber Mountain Cycling Club
Lane Thompson, City of Sheridan
Mark Collins, City of Sheridan
Shawn Parker, City of Sheridan
Brian Craig, City of Sheridan
Mayor Roger Miller, City of Sheridan
Councilman Richard Bridger, City of Sheridan
Councilman Thayer Shafer, City of Sheridan
Jillian Sutherland, Community Builders

Desired Outcomes

Build strategic partnerships for shared success:

- Increased collaboration among Downtown Sheridan Association, Chamber of Commerce and North Main Association
- Make the process collaborative
- Use the energy of the College as a catalyst for energy and excitement in the downtown; engage college students, encourage their interest and exploration of the downtown.

Increase multimodal safety, accessibility and comfort:

- Increased walkability of downtown
- Link the Senior Center (HUB) to Main Street by improving handicap accessibility
- Provide connectivity with all transportation modes, improve the visible presence of alternative modes, and include bike directional signage
- Connect Main Street organically to natural areas and parks

Build economic vibrancy of Main Street:

- Enhance character: make “historic” mean interesting and classic vs. just old
- Make Main Street a true destination and experience for all ages
- Build economic vibrancy, support strong businesses, encourage expanded business hours of operation
- Explore road closures for events and placemaking activity
- Utilize Goose Creek as asset for downtown placemaking

How can we set ourselves up for the best success with this project?

- Don't stop with this project, this geographic boundary; continue to think and plan as the community grows
- Involve and utilize experience on the Chamber and DSA Economic Growth Committees

- Engage downtown business and local managers and business owners in the process
- Understand this project impacts other issues, including housing

Thoughts on historic Main Street photos?

- Main Street was primary focal point of community
- Competition forces downtown shops now to be more unique and specialized to be profitable

Thoughts on current Main Street photos?

- The installation of sculpture art is a precious amenity
- There's lots of street pavement
- Less people, less fun looking
- There's inherent charm
- Shops close up at 5pm and visitors must travel off Main Street to enjoy nightlife

Thoughts on the street life on Main Street/What does a successful downtown look like?

- Mint Bar stands alone after dinner
- Frackelton's is busy most nights, but all the action is interior to the buildings
- The older photos looked more inviting and there were lots of people gathering on the street
- Open-air concept restaurants and shops with roll up doors would be inviting here
- Inclusion of greenspace and plantings would be a nice draw
- In the 80s youth would just hang-out in the downtown; nightlife was better, police enforcement appeared less strict
- There's a lack of vibrancy now

How do we have a successful community dialogue about Main Street/What are perceived challenges to public engagement?

- Block parties have been successful in engaging folks in discussion about community projects
- Surveys have mixed results, but seem to fair better when shorter, focused, and relatable
- Utilize existing events with booths or handouts to spread the word
- Incentive surveys with prizes or chances to win prizes
- Maintain regular email communication
- Provide food and drink at events
- Blank maps of downtown could be used to let participants comment on their ideal downtown

Upcoming related events

- Downtown Sheridan Association is co-hosting a Placemaking Training Friday April 20th from 9am to 1pm at the DSA office. - opportunity to coordinate with this project
- Banff outdoor film festival is Tuesday April 24th - opportunity to engage downtown attendees