From Big Rigs to Buggies: A Lincoln Highway for All Users
Introductions

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Order of business

1. **Background**
   - Kip

2. **Planning**
   - Doug

3. **Implementation**
   - Tara

4. **Questions**
Background

- The disease
- Our patient: Lincoln Highway
- The prescription
- The treatment plan
The disease: the miracle mile
Our patient: Lincoln Highway
Symptoms

• Unattractive environment
• Development unrelated to tourism
• Aging properties
• Role in county’s “tourism mix” is unclear
• Safety and mobility issues
• Businesses aren’t collaborating
The prescription

- Placemaking
- Complete Streets & active transportation
What does healthy look like?
It looks like ... **a sense of place**
How do you create a great place?

Through placemaking.
Placemaking is turning a place you can’t wait to get through into one that you never want to leave.

Fred Kent
1st prescription: 

placemaking

- See places as they really are
- Focus on high-priority places
- Make those places better
Seeing places as they really are . . . as Whole Places

Communities  Corridors  Landscapes
Tourism plan

• Make things easy for visitors
• Educate and involve the community
• Focus on key destinations
Key destinations
Long-range transportation plan

- Create an interconnected transportation network
- Safely accommodate all users
- Make physical activity a part of everyday life
2nd prescription: **Complete Streets & active transportation**
We still overbuild for cars . . . and underbuild for pedestrians and bicyclists.
But attitudes are changing.

- Older adults and millennials prefer walkable communities
- Car ownership & use is declining
- Community character matters
Solution: Complete Streets

Complete Streets are streets that are safe and convenient for all users and all modes.
Lincoln Highway treatment plan

Phase 1

- Document existing conditions
- Identify the corridor’s challenges
- Get businesses on the same page
- Position the corridor for future success
Lincoln Highway treatment plan

Phase 2

• Provide streetscape design guidelines and specifications
• Create preliminary plans
• Develop cost estimates
• Outline an implementation plan
Fred Kent’s law

If you plan for cars and traffic, you get cars and traffic.

If you plan for people and places, you get people and places.