

FRASER DOWNTOWN STRATEGIC PLAN

PROJECT CONTEXT

In Fall 2016, the Town of Fraser partnered with the Community Builders team to craft a shared community vision for downtown Fraser. The project focused on developing solutions to improve safety and function of US Highway 40 as well as strategies for select development areas near the Town's core.

COMMUNITY ENGAGEMENT AND GOALS

A number of meetings were hosted to encourage community involvement in the creation of a shared vision, goals, and design solutions for downtown Fraser. Broadly, the community expressed as the goal a desire for an eclectic, vibrant, family-friendly, safe and walkable downtown to further Fraser's unique sense of place.

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DOWNTOWN FOCUS AREAS

To accomplish the community goal, US-40 was identified as one of four key downtown areas. The recommendations for US-40 focus on improving the safety and multimodal function of the highway in the following ways:

- Slow traffic by implementing visual street design changes and traffic calming measures
- Enhance safety of US-40 school crossings
- Enhance safety of pedestrians along US-40

US-40 CHALLENGES- significant safety and mobility challenges thru downtown

Challenges Today	Recommendations for Future
Pedestrians must travel approx. 76 feet, five lanes and two parking lanes to cross US-40	Improved US-40 pedestrian/school crossing at Fraser Post Office, Fraser Ave., and Byers Ave.
Very little existing streetscape. Huge opportunity to create sense of place with trees, sidewalks, center medians, crosswalks	Refuge islands to break up street crossings into shorter, manageable segments and safe places to pause during crossing, while enhancing sense of place in downtown
US-40 north and south of town is generally a two-lane road which expands to four+ lanes in downtown = higher traffic speeds as through traffic tries to pass	US-40 access management through additional center medians, also to slow traffic speeds to help traffic notice points of interest in Fraser
CDOT's US-40 accident data demonstrates that the number, type, and severity of crashes = vehicle speeds are too high	Northern and southern downtown gateway medians = visual cues for people to slow down when entering a unique downtown