



Rapid City Downtown Area Master Plan

Draft Plan Concepts | April 2016

CALL TO ACTION!

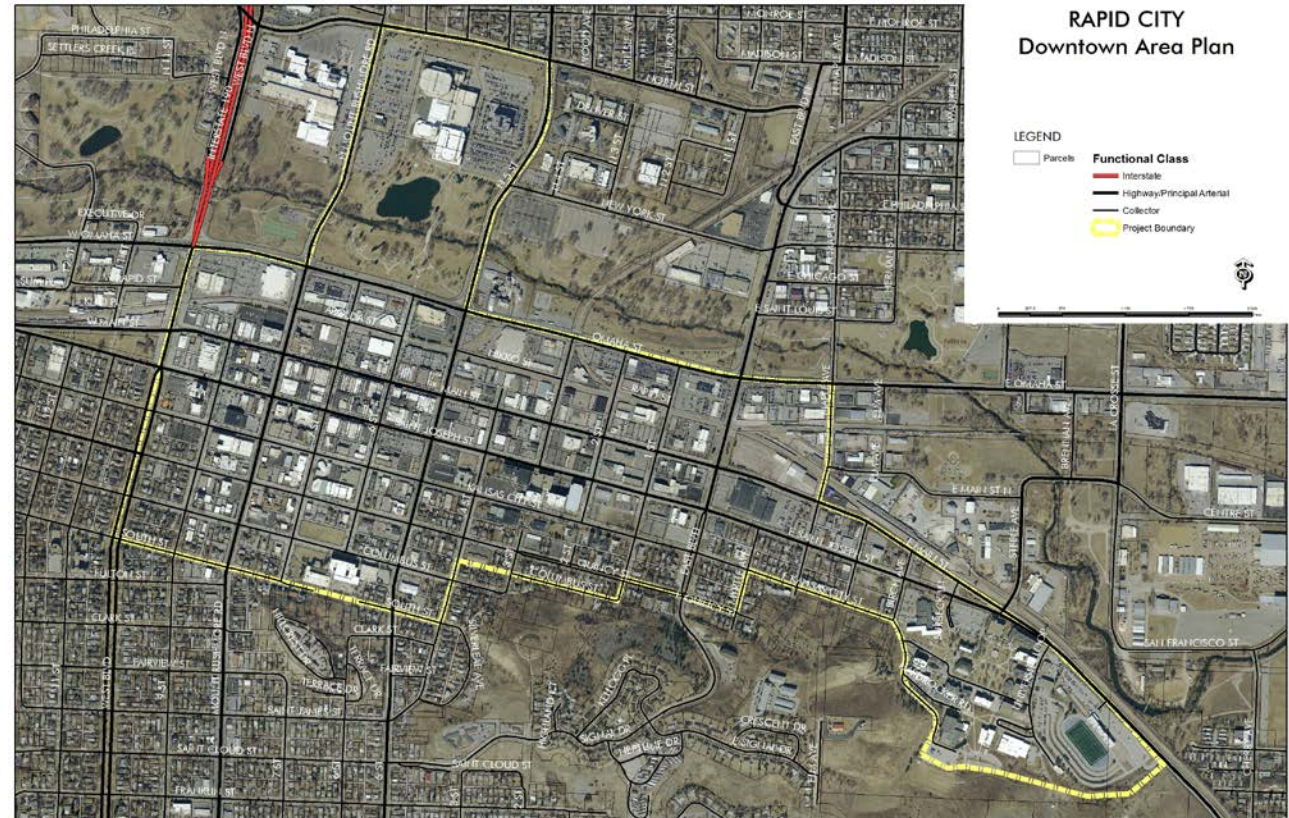
A Thriving Downtown = Regional Economic Prosperity

- Rapid City is competing nationally for a limited supply of young skilled talent.
- Downtowns are an essential civic asset to retain & recruit talent, central to regional economic development strategies.
- Rapid City has a limited window (next 5 to 7 years) to focus on downtown to capitalize on favorable trends.



Downtown Area Master Plan

- Reviewed past plans and studies
- Market assessment with influence of trends
- Community outreach process
- Framework to set priorities for public realm
- Action plan for implementation
- Design guidelines and zoning revisions



Community Aspirations for Downtown

- 1,700 + stakeholders have participated
- 80+ participants in working groups and interviews
- 1,400 responses to online survey
- 200+ participants in Open Houses



Community Aspirations for Downtown



Top Priorities from All Outreach

- Provide housing everywhere
- Create and promote jobs and innovation
- Make Rapid City a “College Town”, not a town with a college
- Develop places for people
- Implement a parking management program
- Make downtown safe and clean
- Improve key streets for pedestrians and bicyclists
- Enhance connections to Rapid Creek, SDSM&T, and surrounding neighborhoods
- Revise the zoning and land use code to be more ‘mixed-use’ friendly

Downtown Master Plan Core Values

Prosperous Hub for jobs & innovation

Connected Walkable, bikeable, intuitive

Active Lively districts & public spaces

Welcoming Inclusive and safe

Livable An emerging neighborhood



Master Plan Framework

PLACES FOR PEOPLE

Frameworks

- Districts
- Connectivity

Strategies

- Public
- Development

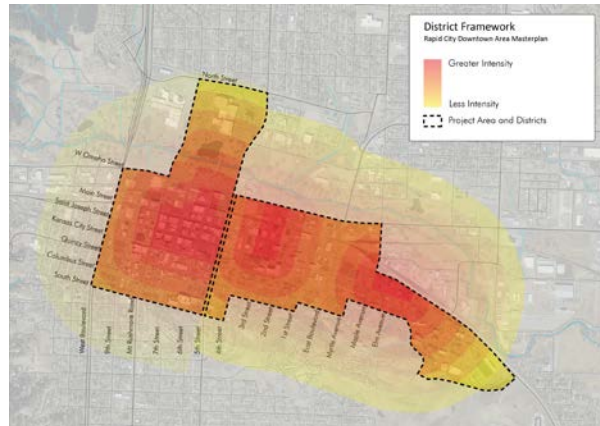
Design Guidelines

- Form
- Character



Master Plan Framework - Districts

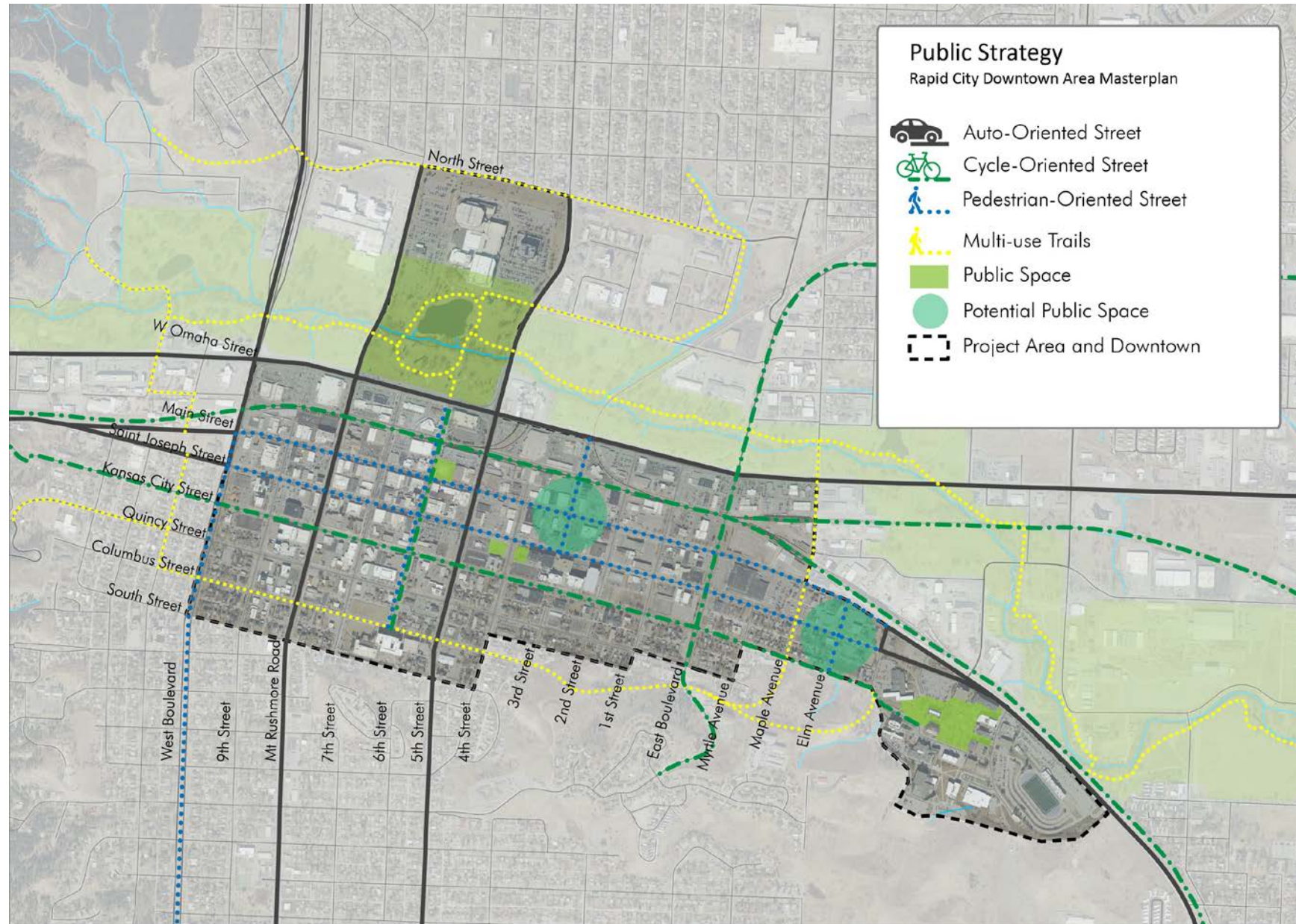
- **Historic Downtown**
 - Main St. Square
 - Urban Pattern
 - Historic Character
- **Innovation (E. of 5th)**
 - Define Public Spaces
 - Mixed Pattern
 - Mixed Character



Master Plan Framework – Public

Public

- Street Types
 - Roadway Design
 - Urban Design
 - Building Relationship
- Public Spaces
 - Civic Space
 - Right-of-way
- Gateways



Master Plan Framework – Design Guidelines

Design Guidelines

- Development Form
 - Scale/Mass
 - Setback
 - Orientation
 - Landscape
- Character (by District)
 - Materials
 - Design Details
- Administration
 - City
 - BID
 - Review Board



Action Plan

PROSPEROUS | CONNECTED | ACTIVE | WELCOMING | LIVABLE

ECONOMY

EXPERIENCE

ENVIRONMENT

1. Housing Everywhere

4. Places for People

7. Key Streets

2. Jobs & Innovation

5. Parking Management

8. Connections & Gateways

3. College Town

6. Safe & Clean

9. Zoning & Land Use

Action Plan

ECONOMY

1. Housing Everywhere

Encourage the development of new housing in a variety of types and price points throughout downtown. Aim for 350+ new units over the next five years.

2. Jobs & Innovation

Create a live/work “makers” and innovation district east of 5th Street. Position this part of Downtown as a regional center for innovation and entrepreneurship

3. College Town

Strengthen all connections between the SDSM&T campus and downtown – physical, economic development and programming – to have downtown look, feel and be a true “college town”.

Action Plan

EXPERIENCE

4. Places for People

Create a sense of destination for Downtown through enhancements to the public realm and amenities that signal arrival and quality.

5. Parking Management

Improve the parking experience in Downtown, including availability, pricing, customer and employee convenience.

6. Safe & Clean

Maintain a consistently clean and safe experience throughout the downtown core, including improvements in lighting.

Action Plan

ENVIRONMENT

7. Key Streets

Develop the amenity infrastructure – pedestrians, bicycles, wayfinding– to attract more investment to specific downtown corridors.

8. Connections & Gateways

Enhance and expand biking and walking connections to and through downtown to SDSM&T, surrounding neighborhoods, and Rapid Creek/Civic Center.

9. Zoning & Land Use

Revise the zoning code east of 5th Street to make it easier to attract and build housing, maker and innovation space, and mixed use development.

Plan Implementation

To come....

Late April	Draft Plan document, design standards and guidelines
May 26	Rapid City Planning Commission– Present draft plan
May 31	Public Works 12:30 p.m.
June 1	Legal Finance 12:30 p.m.
June 1	Public Open House to celebrate the draft plan
June 2 – 30	Public Review and revisions to final document
July 21	Planning Commission
Aug 1	City Council Adoption

Questions and Discussion

