

Chapter 7

IMPLEMENTING THE STURGIS PLAN

Sturgis should implement the visions and actions presented by the plan through a realistic program that is in step with the resources of the community. The previous chapters, with their narratives and maps, are the core of the Sturgis Plan. This section addresses the scheduling of plan implementation by both public agencies and private decision-makers.

REALIZING THE VISION

Key areas include of this chapter include:

- *Development Policies and Actions.* This section summarizes the policies and actions proposed in the Sturgis Plan, and presents projected time frames for the implementation of these recommendations.
- *Plan Maintenance.* This section outlines a process for maintaining the plan and evaluating progress in meeting the plan's goals.

Development Policies and Actions

The following tables in this chapter present a concise summary of the recommendations of the Sturgis Plan. These recommendations include various types of efforts:

- *Policies*, which indicate continuing efforts over a long period to implement the plan. In some cases, policies include specific regulatory or administrative actions.
- *Action Items*, which include specific efforts or accomplishments by the community.
- *Capital Investments*, which include public capital projects that will implement features of the Sturgis Plan.

Each recommendation in the plan is associated with a time frame for implementing recommendations. Some recommendations require ongoing



implementation. Short-term indicates implementation within five years, medium-term within five to ten years, and long-term within ten to twenty years.

| Map 7.1: Implementation Schedule | | | | | | |
|---|---------------|----------|-------|--------|------|--|
| | Type | On-going | Short | Medium | Long | |
| <p>Balanced Residential Neighborhoods Sturgis' new residential areas should provide a mix of housing types, well-connected to the surrounding city by streets and pathways.</p> <ul style="list-style-type: none"> - Sturgis should provide a mixed residential styles and densities to accommodate a range of housing preferences and needs. - Sturgis should incorporate neighborhood greenways into the city-wide trail and greenway system. - Sturgis should provide an interconnected street system between neighborhoods that is designed to accommodate all modes of transportation and creates a strong neighborhood feel. - Sturgis should develop an arterial and collector street system on the south side of I-90 that includes Short Track Road, Dolan Creek Road, Otter Drive, and Moose Drive. | Policy | X | | | | |
| | Policy Action | X | | | | |
| | Policy | X | | | | |
| | Capital | | | | X | |
| | Capital | | | | X | |
| <p>Commercial and Industrial Growth Sturgis should provide contemporary settings for existing and new businesses and low-impact industries that take full advantage of the city's transportation, location, and environmental assets.</p> <p>Land use policies should include:</p> <ul style="list-style-type: none"> - Creation of mixed use centers, that combine residential and commercial uses or commercial and light industrial uses. - Mixed use centers should be focused along the Junction and Lazelle corridors and in transitional areas that provide neighborhood services. - Establishment of specific standards for parking, scale, and pedestrian access. - Encourage development of business park settings that bring economic diversity and build on Sturgis' transportation access. - Include adequate buffering and landscaping in all new development, offering an appealing image of the city. - High impact uses should be buffered from surrounding lower intensity uses. | Action | X | | | | |
| | Policy | | | | X | |
| | Policy | X | | | | |
| | Policy Action | | | X | | |
| | Policy | X | | | | |
| | Policy Action | | | X | | |
| | Policy | | | X | | |
| <p>Transportation Connectivity Sturgis' future transportation system should be the basic structure on which the city grows.</p> | Policy | X | | | | |

| Map 7.1: Implementation Schedule | | | | | |
|--|---|--|--|--------|------|
| | Type | On-going | Short | Medium | Long |
| <ul style="list-style-type: none"> - Sturgis' future streets should be designated ahead of development and dedicated as growth occurs. - Each development project should be evaluated in relation to the broader land use plan and transportation system. - New developments should provide connections to the collector and arterial system but also to adjoining developments along local streets, avoiding isolated enclaves. - Future streets should have multi-modal features including sidewalks, trails and bike lanes as appropriate to the street's design. - Future street sections should have a scale that is appropriate to the surrounding land uses and sense of place that residents want to create. | <p>Policy</p> <p>Policy</p> <p>Policy</p> <p>Policy Capital</p> <p>Policy</p> | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> | | | |
| <p>Recreation Amenities</p> <p>Development of a strong parks and trails system should be an extension of the Black Hills experience. To do this the city will need to develop a green web within the community, connecting recreation features, neighborhoods, and community destinations.</p> <ul style="list-style-type: none"> - Offer neighborhood park services within a comfortable walking distance of approximately 0.5 miles for all Sturgis residents. - Preserve environmentally sensitive areas including drainage swales, steep slopes, native prairie, and wetlands. - Permeate the city, connecting relatively separated neighborhoods with each other and major features including new commercial development south of I-90. - Identify the Sturgis park and recreation system as a signature feature for the community. - Secure public access to trails and pathways through easements and charitable donations rather than outright property purchases to the greatest degree possible. - Connect the city's trail and pathway system to the larger Black Hills experience. - Provide clear wayfinding graphics and trail makers. | <p>Capital</p> <p>Policy Capital</p> <p>Policy</p> <p>Capital</p> <p>Policy</p> <p>Policy Capital</p> <p>Capital</p> <p>Capital</p> | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> | | |
| <p>A Strong Core</p> <p>Revitalization efforts should create a rejuvenated image center and regional destination.</p> | <p>Policy</p> | <p>X</p> | | | |

| Map 7.1: Implementation Schedule | | | | | |
|---|----------------|---------------------------|--------------------------------------|--------|------|
| | Type | On-going | Short | Medium | Long |
| <ul style="list-style-type: none"> - Improve the function, safety, and appearance of the downtown transportation system. Make gateways to the district clear and safe for motorists and pedestrians crossing arterials. - Establish development design guidelines consistent with the scale and proportion of the core district. - Encourage dense or small-scale developments consistent with the area's historic scale. | Action Capital | | X | | |
| | Policy Action | | X | | |
| | Policy | X | | | |
| <p>Junction Avenue Corridor</p> <p>Junction Avenue should present a strong first impression to visitors. Strategies and policies should include:</p> <ul style="list-style-type: none"> - Improved landscaping, wayfinding, and traffic management between the canal and interchange. - A new urban corridor zoning district permitting specific types of office and commercial uses, while ensuring residential scale and character. - Development of a parkway link connecting the three parallel "central district" corridors: Main, Lazelle, and Bear Butte Creek. | Action Capital | | | X | |
| | Action Capital | | X | | |
| | Capital | | | X | X |
| <p>Junction Avenue: Harmon To Main</p> <ul style="list-style-type: none"> - Additional Land Uses. Permitted uses should include residential, office, and low impact retail uses. - Prohibition of parking as a principal use. Parking and open lots are permitted only as accessories uses to a permanent, primary commercial, office, or residential use. - Building scale. Maximum footprint of any building shall not exceed 3,000 square feet. Residential details and pitched roofs should be incorporated into the design of new buildings. - Parking along Junction Avenue. No more than 40% of the frontage of a property along Junction Avenue may have adjacent off-street parking. - Landscaping. Any parking adjacent to Junction Avenue must have a landscaped setback of at least 20 feet. - Signage. All new signs must be monument or ground signs. Total signage area (Square Feet) shall be no more than 50% of the street frontage (Lineal Foot) along Junction Avenue. - Project Review. All new development projects must be reviewed and approved by the Planning Commission. | Policy | All Policies are On-going | Development of necessary regulations | | |
| | Policy | | | | |
| | Policy | | | | |
| | Policy | | | | |
| | Policy | | | | |
| | Policy | | | | |
| | Policy | | | | |

| Map 7.1: Implementation Schedule | | | | | |
|---|---------------|----------|-----------------------|--------|------|
| | Type | On-going | Short | Medium | Long |
| Junction Avenue: South of Harmon <ul style="list-style-type: none"> - Site landscaping. All new projects should be required to have a minimum amount of landscaping. - Access Management. To improve traffic movements along the corridor parking lots should be redesigned for greater efficiency, access points should be consolidated, and driveway alignments should be directly opposite each other wherever possible. - Traffic Control. To improve street linkages and safety the Ballpark Drive/Harmon Street intersections should be aligned and signalized. - Redevelopment. The city should encourage redevelopment of underused sites. This may include the use of incentive programs such as TIF. | Policies | X | Necessary regulations | | |
| | Capital | | | X | |
| | Policy Action | | | | |
| Park System Enhancements Improvements to Sturgis' park and Recreation system should include both existing facility improvements and long term system enhancements. | Capital | X | | | |
| Existing Park Facility Enhancements <ul style="list-style-type: none"> - Establish a systematic park improvement program with additional staff for implementation. - Identify a skate park location and develop the facility. - Develop additional volleyball and basketball courts. - Prepare a campus master plan for Sturgis Community Center and the surrounding property. Include development of an outdoor interactive water feature as a focus of the Community Center campus. - Upgrade older equipment at the Community Center. | Policy | X | X | | |
| | Capital | | | X | |
| | Capital | | X | | |
| | Capital | | X | | |

| Map 7.1: Implementation Schedule | | | | | |
|--|-------------------|----------|-------|--------|------|
| | Type | On-going | Short | Medium | Long |
| Long Term System Enhancements | | | | | |
| - Development of a Southside Community Park on part of the US Forest Service site, linked to other parks by the city trail and pathway network. | Capital | | | X | |
| - Development of a Village Square as part of the proposed “urban village” west of the ballpark complex. | Policy | | | | X |
| - Incorporation of neighborhood parks and open spaces into new residential development areas. | Policy Capital | | | X | X |
| - Continuation of the southwest trail, now under construction, to the proposed Southside Community Park along the drainageway and linking to the Dolan Creek Road sidepath. | Capital | | X | | |
| - Develop offshoot trails from the main Bear Butte Creek pathway, including a linkage to the Community Center. | Capital | | | X | X |
| - Develop continuous sidepaths along the extended Moose Drive, Inner Ring, and US 14 corridors. Establish design standards that increase intersection safety and retrofit existing sidepaths to these standards. | Capital | | | X | X |
| - Develop a pathway along the east edge of the ballpark/fairgrounds complex, connecting schools and recreational facilities to central residential areas. | Capital | | X | | |
| - Create a grid of “bicycle boulevards” on continuous local streets parallel to arterials. Provide sidewalk continuity on all part of the grid. | Capital | | X | X | |
| Sturgis’ Green Environment | | | | | |
| Sturgis should also look at ways to extend the Black Hills experience beyond traditional park and recreation areas and into other community systems. | Policy | X | | | |
| Natural Resources Areas and Other Open Spaces | | | | | |
| Sturgis should protect environmental resources like steep slopes and wetlands and address stormwater management issues that can be incorporated into the city’s green network. | Policy Capital | X | | | |
| Urban Forestation | | | | | |
| The city should work with residents to preserve and expand the city’s existing street canopy. | Policy Capital | X | | | |
| Transportation: Access for All | | | | | |
| The transportation program for Sturgis should meet current and future mobility needs while enhancing the character of the city’s environment. | Policy | X | | | |

Map 7.1: Implementation Schedule

| | Type | On-going | Short | Medium | Long |
|--|--|---|--|--|---|
| <p>Street Connectivity As Sturgis grows, it should maintain a connected street network, providing alternative routes for moving around the city.</p> <ul style="list-style-type: none"> - Interstate. Adequate linkages and signage in these areas will be essential to properly move traffic through developing areas. - Collector system. A continuous collector system should be developed to assure that the city’s neighborhoods remain connected to each other. - Complete streets and parkways. The “complete street” concept applies to both arterial and collector streets and should be integrated into the transportation and park and pathways networks of the city. - Local street networks. Developments should provide a web of local streets for well-distributed access. Subdivision standards should establish minimum required levels of street connectivity. - Pedestrian and bicycle links to activity centers. Sturgis’ pedestrian and trail system should be functional as well as recreational, providing access to major centers of activity. - A system of interconnected sidewalks should be constructed along designated routes providing safer pedestrian access for all residents. - Context sensitivity. Street design should relate to the specific urban context of the street. | <p>Policy</p> <p>Policy Capital</p> <p>Policy</p> <p>Policy Capital</p> <p>Policy</p> <p>Policy</p> <p>Capital</p> <p>Policy</p> | <p>X</p> <p></p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p></p> <p>X</p> | <p></p> <p>X</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> | <p></p> <p></p> <p></p> <p></p> <p></p> <p>X</p> <p></p> | <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> |
| <p>Enhanced Urban Corridors Sturgis should maintain the design quality of its major community corridors, allowing them to serve as attractive gateways into the town and supporting the business and community environment.</p> | <p>Policy</p> | <p>X</p> | <p></p> | <p></p> | <p></p> |
| <p>Balanced Transportation Sturgis’s neighborhoods, activity centers, civic districts, and major open spaces should be linked by a balanced transportation network that integrates motor vehicles, pedestrians, bicycles, motorized wheelchairs and other low-speed “personal mobility vehicles.”</p> | <p>Policy</p> | <p>X</p> | <p></p> | <p></p> | <p></p> |

| Map 7.1: Implementation Schedule | | | | | |
|---|--|----------|-----------------------------|---------------------------------------|--------------------|
| | Type | On-going | Short | Medium | Long |
| <p>Transportation improvements should include:</p> <ul style="list-style-type: none"> - Moose Drive/Otter Lane corridor connection between US 14 and Vanocker Canyon Road - Inner “ring” connecting 8th and Lazelle to Dolan Creek and Ballpark Drive on the east side of I-90. - Dolan Creek/Short Track Road loop to Moose Drive. - Improved connection between Lazelle, Main, 14th, and Avalanche. - 1st Street connection between Vanocker Drive and Vanocker Canyon Road. - Anna Street relocation for better development potential, Harmon Street extension with local street links in Vern Heights, possible Harmon Street/Ballpark Drive connection or synchronized signaling. - Industry Road extension and other links in the industrial park areas between the old Whitewood Road and US 14. | Capital | | | X X X X X | X X |
| <p>Transit For a Small City The city should work with Prairie Hills Transit to establish a flexible local transit loop that serves key community destinations, provides schedule flexibility that serves specific needs at specific times, and has route diversion capabilities.</p> | Action | | X | | |
| <p>Housing for All The city should preserve existing housing and develop new housing to support new growth and community development strategy.</p> | Policy | X | | | |
| <p>Neighborhood Conservation Sturgis should implement neighborhood conservation programs, including rehabilitation programs to preserve the city’s oldest housing stock.</p> <ul style="list-style-type: none"> - Land Use Policies. Sturgis should maintain zoning and land use policies that protect the integrity of its neighborhoods. - Rehabilitation. Sturgis should develop rehabilitation programs (including the use of private loans leveraged by Community Development Block Grant and HOME funds) to promote the stabilization of housing stock that is in need of significant rehabilitation. - <i>Infill Development.</i> Sturgis should encourage the development and redevelopment of vacant and under used lots within the existing city. | Action Policy Policy Capital Action Capital | | X X X | | |
| <p>A Variety of Housing Types Sturgis should provide a variety of housing for residents at all stages of their lives, including young adults and seniors.</p> | Policy Action | X | | | |
| <p>Senior Housing The city should encourage the construction of both independent and assisted living residential development for seniors.</p> | Action Capital | | X | | |

| Map 7.1: Implementation Schedule | | | | | |
|--|---------------|----------|-------|--------|------|
| | Type | On-going | Short | Medium | Long |
| Main Street Strategies <ul style="list-style-type: none"> - Establishing and reinforcing Main Street as a specialized business district. - Capitalizing on the Sturgis Brand - Improving Main Street functionally and aesthetically. - Providing better public accommodations and spaces. - Providing incentives for reinvestment. - A RENEWED STREET ENVIRONMENT that expresses community themes and extends the experience beyond Rally week. - DEVELOPMENT OF COMPLEMENTARY ATTRACTION AND BUSINESSES to extend length of the visitor season. - FINANCING AND REGULATORY INCENTIVES to encourage investment, upper level reuse, and extended occupancy. - AN INCREASED RALLY REVENUE STREAM for reinvestment in Main Street enhancement and product improvement. | Policy Action | | X | | |
| | Capital | X | | | |
| | Capital | | X | | |
| | Capital | | X | | |
| | Capital | | X | | |
| | Policy | X | | | |
| | Capital | | X | | |
| | Action | | X | | |
| Lazelle Street Strategies <ul style="list-style-type: none"> - Improving the visual quality of the street. - Using land on the Lazelle corridor efficiently. - Providing secondary circulation. - Create a signature thematic feature at or near Lazelle and Junction. - LAZELLE LANDSCAPE, upgrading the visual and pedestrian quality of the street to reduce the impact of open land and provide a better environment for both seasonal visitors and year-round residents. - LOCAL ACCESS FRAMEWORK, providing local circulation to complement Lazelle Street and encourage more productive land use. - PARKING LOT REDESIGN AND NEW DEVELOPMENT, using land more efficiently to accommodate both Rally needs and take advantage of potential development sites along Lazelle. - LAZELLE AND JUNCTION, proposing a signature development project at this crossroads. - JUNCTION PARKWAY, connecting the urban environment of Lazelle Street with the natural setting of Bear Butte Creek and the hills beyond. - STURGIS COMMUNITY CENTER, master planning for the complete indoor and outdoor use of this community anchor on Lazelle. - EXIT 30, re-planning key elements of this critical community gateway. | Capital | | X | X | |
| | Policy | | | | |
| | Capital | X | | | |
| | Capital | | | | |
| | Capital | | | X | |
| | Capital | | | | X |
| | Capital | | | X | |
| | Action | | | X | |
| | Capital | | | | X |
| | Capital | | | X | |
| | Policy | | | X | |

| Map 7.1: Implementation Schedule | | | | | |
|---|--|----------|-------|--------|------|
| | Type | On-going | Short | Medium | Long |
| <p>Box Butte Creek Greenway</p> <ul style="list-style-type: none"> - STREAMBED CLEANUP, improving the physical quality of the creek and its banks. - BEAR BUTTE PROMENADE, a lighted walkway that connects Junction Avenue and the Bear Butte Trail with the Sturgis Community Center. - RESIDENTIAL REDEVELOPMENT, using the Promenade and the beauty of Sly Hill and other natural areas to the north to create settings for new housing. - TRAIL EXTENSION, continuing the trail west along Box Butte Creek to the west side of I-90 and continuing along US 14 to Boulder Canyon and Deadwood. | <p>Capital</p> <p>Capital</p> <p>Action Capital</p> <p>Capital</p> | | X | X | |
| <p>Central Sturgis Financing Programs</p> <ul style="list-style-type: none"> - FINANCING AND REGULATORY INCENTIVES to encourage investment, upper level reuse, and extended occupancy. - AN INCREASED RALLY REVENUE STREAM for reinvestment in Main Street enhancement and product improvement. • Using tax increment financing (TIF) to assist targeted development projects. • Developing a targeted business enterprise fund. • Creating a downtown development authority (DDA) with the ability to acquire and reuse properties. • Reconsidering property tax assessment policies. • Reviewing existing city ordinances for obstacles to desirable development. | <p>Policies</p> <p>Actions</p> | X | X | | |
| <p>Design Guidelines</p> <p>Specific design guidelines should be developed to guide development assisted by public infrastructure or project financing.</p> | <p>Policy</p> | | X | | |
| <p>Exit 32 and Vanocker Canyon/City Lakes Area</p> <ul style="list-style-type: none"> • SITE CONFIGURATION, establishing major sites that are attractive to retail targets and provide excellent regional and local access. • FOREST SERVICE SITE, securing the Elk Road site to meet neighborhood park needs and regional resort opportunities. • STURGIS LAKE PRESERVE, a low impact use of the Sturgis Lakes area that complements the acquisition and development of the Elk Road property. • TRAMS AND TRAILS, implementing a green transportation system to link the resort and passive use components of the Vanocker Canyon program. | <p>Action</p> <p>Capital</p> <p>Capital</p> <p>Capital</p> | | X | X | |

| Map 7.1: Implementation Schedule | | | | | |
|--|---------|----------|-------------|--------|------|
| | Type | On-going | Short | Medium | Long |
| Public Facility Priorities <ul style="list-style-type: none"> Construct additional multi-purpose meeting space for city hall and library use. Complete library needs assessment Identify additional police storage Identify an east side first responders sub-station during the rally | Capital | | X X X | X | |
| Infrastructure Priorities <ul style="list-style-type: none"> Complete waste water treatment facilities assessment Water system improvements to address aging infrastructure, needed redundancies, and fire safety | Capital | | X | X | |
| Park Project Priorities <ul style="list-style-type: none"> Establish Park Improvement Program & additional staff for implementation. Identify a new location for skate park and additional volleyball & basketball courts Identify location for outdoor water feature/splash park Upgrades of older equipment in the Community Center | Capital | | X X X | X | |