

Overview

April 21, 2018 | 9:00 a.m. to 12:00 p.m. | CitySpace

The Streetscape Summit, held on April 21, 2018, was an interactive workshop designed to gather input on the East High Streetscape project. The event was organized in a variety of stations to help inform the understanding of existing conditions as well as potential concepts that could be incorporated into the streetscape design. The stations focused on community values, issues and needs, and design elements. In addition to the activity stations, participants were invited to participate in one of two walkabouts of the study area. The MetroQuest survey was featured at the workshop and remained open until May 31, 2018. Attendees will receive a passport at sign-in to encourage participation at each station. This document summarizes the input gathered at the Streetscape Summit and provides a brief understanding of the project implications related to what was heard.

Objectives

1. Identify community values through a variety of interactive exercises
2. Educate the public on constraints and opportunities associated with the streetscape design
3. Gather feedback on a variety of design elements

Activities

Information Station

- Information Wall

Interactive Stations

- One Word
- Priority Pyramid
- Thought Wall
- Street Builder
- Visual Preference
- Strong Places / Weak Places (Mapping Exercise)
- MetroQuest

Walkabouts

Walking tours of the study area to identify issues and needs and to educate participants on constraints and opportunities. These scheduled tours will begin after the meeting concludes and will be optional for participants.

Activity Descriptions

| Activity | Description and Desired Outcome |
|-----------------------------|---|
| Information Wall | This area included boards and maps that showed project information to help attendees understand the project and maximize their participation in other workshop activities. |
| One Word | This activity captured existing opinions and future visions for the East High corridor. Participants were given a simple game board and asked to use one word to describe the study corridor today and one word to describe their ideal vision for the future. Word clouds were created based and the results analyzed for repeating themes and priorities. |
| Priority Pyramid | At this station, participants ranked the relative importance of eight design considerations to better understand community values. This activity offered valuable insight into various design tradeoffs. It supplemented the results of the Priorities screen on the MetroQuest survey. |
| Thought Wall | This activity collected numerous thoughts to better understand the issues, needs, and vision for the study corridor. Participants used two sheets of paper of one color and a third of another to record singular thoughts, ideas, concerns, or suggestions. The single-colored sheet designated their most important thought. Participants posted their comments under the design consideration banner for which their comment most pertained to. Participants were able to read all comments as well as see a visual survey of participants' most-important topics. |
| Street Builder | Participants used pre-cut foam game pieces to build their preferred street cross section for various segments of the corridor. Participants created an unconstrained ideal cross section and designed sections that remained within existing rights-of-way. Once a cross section was designed, it was photographed and displayed. This exercise helped to communicate right-of-way constraints and identified desirable design features for various segments of the study corridor. |
| Visual Preference Survey | Four large boards were used to display photographs that illustrated different streetscape elements. Participants placed dots on their favorite photograph on each board. Based on responses, the project team gained valuable insight into specific design preferences. The analyzed data helped identify top images for various streetscape element to help guide the design process moving forward. |
| Strong Places / Weak Places | Participants viewed a large map of the study corridor and placed green dots to denote strong (desirable, special, safe) places and red dots to denote weak (unsafe, undesirable, eyesores) places. Participants also used post-it notes to describe why specific areas were strong or weak. This activity reflected strengths to be leveraged and concerns to be evaluated. |
| MetroQuest Survey | Meeting participants were invited to complete the survey while at the meeting venue. To better illustrate the interactive survey, a large touchscreen monitor was available for use by participants. Tablets also were provided for use by attendees. Business cards with the survey address were provided as way for attendees to encourage others to take the survey. |
| Walkabouts | Participants were invited to join project team members for one of two scheduled guided "walkabout" of the study area. These walkabouts offered a quick orientation to the project and its challenges. The project's history, constraints, and goals were discussed, and participants engaged in two-way dialogue throughout the tour. |

Images

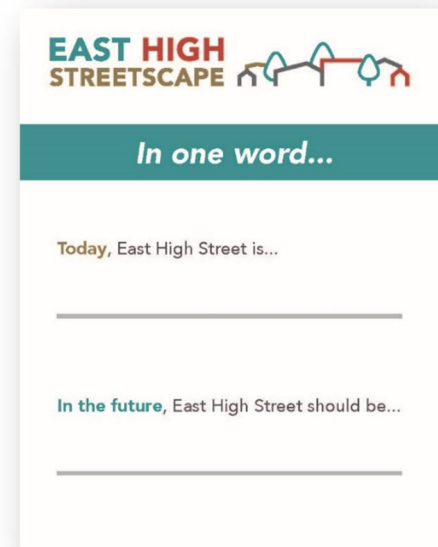
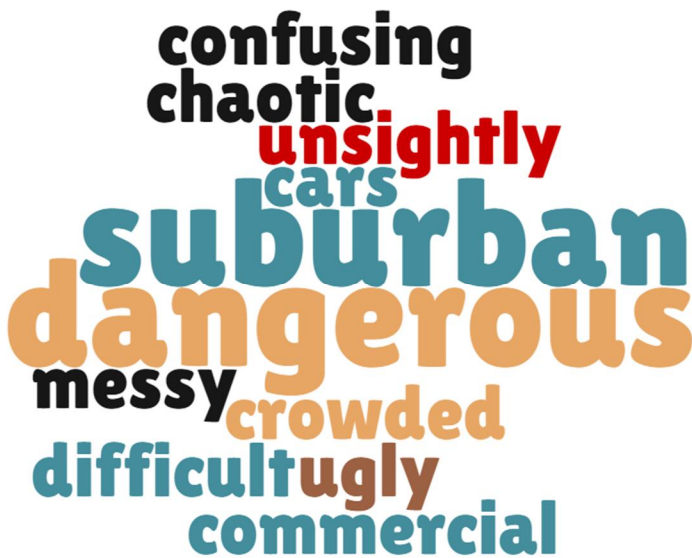


Summary of Results

One Word

The One Word exercise asked participants two simple one-word prompts: Describe East High Street today and describe what East High Street should be in the future. Twelve responses were recorded, and the word clouds below showcase the most frequent responses. The larger the word, the more frequently that response appeared.

TODAY, East High Street is...








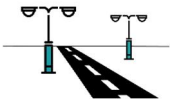


A screenshot of a survey form titled 'In one word...'. It has the 'EAST HIGH STREETSCAPE' logo at the top. Below the title, there are two sections: 'Today, East High Street is...' followed by a horizontal line for a response, and 'In the future, East High Street should be...' followed by another horizontal line for a response.

IN THE FUTURE, East High Street should be...



Priority Pyramid

Eight design considerations were presented at the Streetscape Summit. With the understanding that tradeoffs will be necessary during the design process, the Priority Pyramid exercise asked participants to select and prioritize their top six. Each choice was then weighted, with those being ranked as a first priority receiving a higher score than those ranked lower. Twenty attendees completed the exercise, providing more than 116 unique data points.

| Design Consideration | | Overall Ranking | Weighted Score | Times Ranked | |
|---|--|-----------------|----------------|--------------|-------|
| | | | | 1st | Total |
| Pedestrian Facilities | | | | | |
|  | The design should provide a safe, comfortable, and enjoyable pedestrian experience when walking along or across the corridor. | 1 | 3.50 | 7 | 20 |
| Landscaping | | | | | |
|  | The design should integrate green elements, including street trees, planting strips, and medians where possible. | 2 | 2.70 | 5 | 20 |
| Bicycle Facilities | | | | | |
|  | The design should enhance the safety of bicyclists, regardless of the bicyclist's skill level or reason for making the trip. | 3 | 2.29 | 3 | 14 |
| Traffic and Travel Speeds | | | | | |
|  | The design should move vehicular traffic safely and efficiently along and across the corridor. | 4 | 2.20 | 2 | 15 |
| Signage & Wayfinding | | | | | |
|  | The design should offer visual cues to all users (motorists, bicyclists, and pedestrians) about nearby destinations. | 5 | 2.17 | 2 | 12 |
| Lighting | | | | | |
|  | The design should feature enhanced lighting that helps define the corridor character, contributes to safety, and minimizes the brightening of the night sky. | 6 | 2.00 | 1 | 18 |
| Bus Stops & Amenities | | | | | |
|  | The design should make transit safer and more convenient by improving bus stops along the corridor. | 7 | 1.80 | 0 | 10 |
| Public Art & Branding | | | | | |
|  | The design should uniquely identify the corridor and adjacent neighborhoods through the coordinated use of public art and branding. | 8 | 1.29 | 0 | 7 |

Takeaways

- Pedestrian facilities were the highest ranked priority.
- Pedestrian facilities and Landscaping were the only priorities to be ranked by every participant.
- Though it was not a top priority, Lighting was ranked in some position by 18 of 20 participants.
- Public Art and Branding was the lowest-ranked priority, suggesting it should be considered only after more functional aspects of the corridor's design.

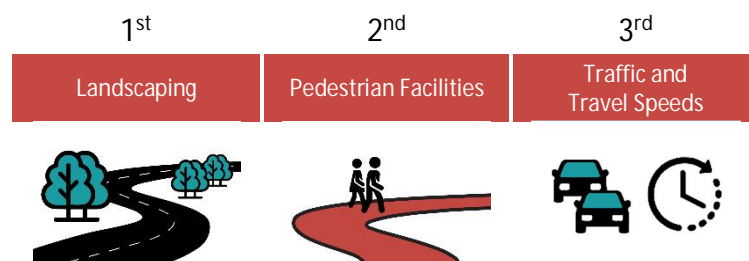
Thought Wall

The Thought Wall allowed participants to express more in-depth thoughts, ideas, concerns, or suggestions. Participants were given three sheets of paper and asked to write one thought on each sheet. One sheet was a different color and reserved for their most important comments. After writing their comments, participants posted the comment under a banner representing the design consideration that best represents the thought.

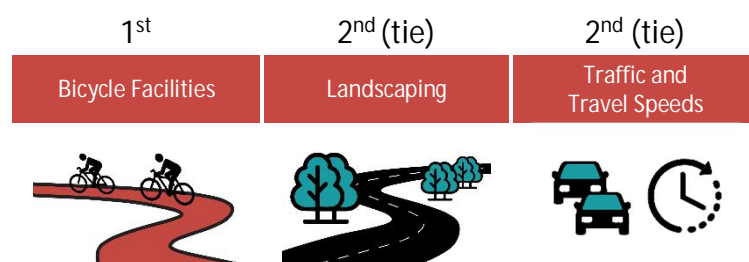
Participants shared a total of **25 written comments**, spanning seven of the eight streetscape priorities. In addition to providing more detailed feedback, the Thought Wall exercise also showed the importance of the design considerations. By posting their thoughts on the wall, participants reveal a frequency (how many thoughts are assigned to each category) and intensity (how many “most important” thoughts are assigned to each category). As shown below, categories often differ for frequency and intensity, indicating people feel strongly about different design considerations. In this case, bicycle facilities ranked first for intensity because the only comment it received was a priority comment.

Rankings

Frequency | Top Categories by Total Number of Comments



Intensity | Top Categories by Number of “Most Important” Comments



Common Themes

A review of the comments revealed several recurring themes.

“Street trees along East High – large shade trees.”

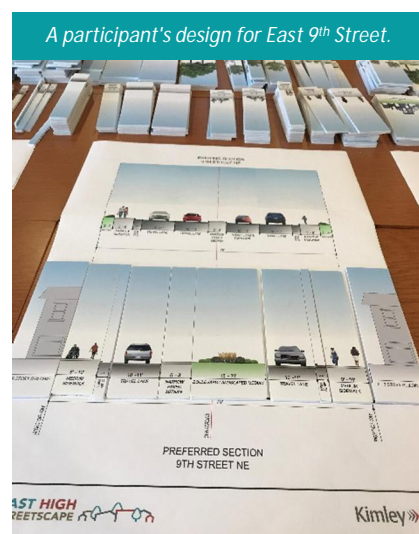
“Prioritize walking over cars!”

“Reconfigure the corner of Lexington and High Street.”

Street Builder

The Street Builder activity allowed participants to think critically about the future design of specific segments within the study corridor and build a showcase cross-section using their personal travel priorities. To complete the activity, participants first built their “dream street” that included all the elements they would like to see in a preferred street design using the provided moveable street section pieces. Participants then moved on to three “gameboards” that showed current dimensions of East 9th Street, High Street, and Market Street. Participants were forced to remove or change elements of the street to make the design fit within the necessary dimensions.

The results of the activity are shown below. Overwhelmingly, the most popular street elements were **street trees**, **sidewalks (of any dimension)**, and **bicycle lanes**. Other popular elements included bioswales, multiuse paths, and buffers to create protected bicycle facilities. **The majority of streets created were 2-lane cross sections.**



Street Builder Results

| East 9 th Street | | | | |
|--------------------------------|---|----------------------|----------------------|--------------------------------|
| 12 | <p>Travel Lanes</p> <p>75% 25%</p> <p>2 LANES 4 LANES</p> | Most popular pieces | | |
| | | Street Trees | Bicycle Lanes | Medium Sidewalk |
| | | Total Number 8 | Total Number 7 | Total Number 5 |
| Total Number of Cross Sections | | Percent of Total 67% | Percent of Total 58% | Percent of Total 42% |
| | | | | Alternating Parking & Bioswale |
| | | | | Total Number 4 |
| | | | | Percent of Total 33% |
| High Street | | | | |
| 6 | <p>Travel Lanes</p> <p>17% 83%</p> <p>1 LANE 2 LANES</p> | Most popular pieces | | |
| | | Street Trees | Narrow Sidewalks | Bicycle lanes |
| | | Total Number 4 | Total Number 4 | Total Number 3 |
| Total Number of Cross Sections | | Percent of Total 67% | Percent of Total 58% | Percent of Total 50 |
| | | | | Multiuse Path |
| | | | | Total Number 2 |
| | | | | Percent of Total 33% |
| Market Street | | | | |
| 5 | <p>Travel Lanes</p> <p>60% 40%</p> <p>2 LANES 4 LANES</p> | Most popular pieces | | |
| | | Bicycle lanes | Narrow sidewalk | Urban Street Planter |
| | | Total Number 4 | Total Number 3 | Total Number 2 |
| Total Number of Cross Sections | | Percent of Total 80% | Percent of Total 60% | Percent of Total 40% |
| | | | | Street Trees |
| | | | | Total Number 2 |
| | | | | Percent of Total 40% |
| "Dream Street" | | | | |
| 13 | <p>Travel Lanes</p> <p>8% 92%</p> <p>1 LANE 2 LANES</p> | Most popular pieces | | |
| | | Street Trees | Medium Sidewalk | Bicycle Lanes |
| | | Total Number 9 | Total Number 8 | Total Number 7 |
| Total Number of Cross Sections | | Percent of Total 69% | Percent of Total 62% | Percent of Total 54% |
| | | | | Bioswa;e |
| | | | | Total Number 5 |
| | | | | Percent of Total 38% |

Visual Preference Survey




To better understand the community's aesthetic preferences, participants were presented with four boards displaying various images organized into four elements and used dots to vote for their three favorite images on each board. The four elements were:

Travel Realm Improvements | Intersection Improvements | Sidewalks and Lighting | Branding and Wayfinding

More than 150 votes were placed on the boards. Shown below are the top three images by total votes from each category. While the final design of the study corridor may not replicate the images, the activity provides a helpful starting point for design decisions.




(Note: The image labels included in the results were not shown at the Streetscape Summit.)

Travel Realm Improvements

| | | |
|--|---|--|
| 1 st | 2 nd (tie) | 2 nd (tie) |
|  |  |  |
| Landscaped, protected bicycle lane 9 votes | Buffered, painted bicycle lane 5 votes | Protected, two-way cycle track 5 votes |



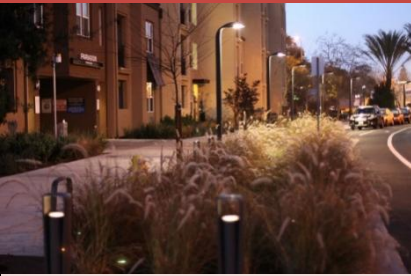
Overall, the top votes for the preferred travel realm improvements feature dedicated bicycle facilities with landscaped or natural buffers protecting cyclists from traffic. The images featuring streets without any form of bicycle facility received the least votes.

Intersection Improvements

| | | |
|---|--|---|
| 1 st | 2 nd | 3 rd (tie) |
|  |  |  |
| Brick raised crosswalk 9 votes | Painted crosswalk 6 votes | Decorative stone raised crosswalks 5 votes |





The most popular intersection improvements focused on the pedestrian realm, with three out of the top four choices being raised crosswalks with aesthetic treatments. The most popular choices also heavily feature natural landscaping, continuing the heavy emphasis on landscaping seen throughout the activities.

Sidewalks & Lighting

| 1 st | 2 nd (tie) | 2 nd (tie) |
|---|--|---|
|  |  |  |
| Natural landscaping and Street Trees 8 votes | Wide sidewalk with street trees 5 votes | Pedestrian scale lighting 5 votes |

The top votes for sidewalks and lighting feature wide sidewalks with buffers from traffic, street trees, and landscaping throughout the corridor. In terms of lighting, attendees preferred walkway lighting that integrated into the overall corridor design, as opposed to more traditional designs.

Branding & Wayfinding

| 1 st (tie) | 1 st (tie) | 1 st (tie) |
|--|---|---|
|  |  |  |
| Vertical wayfinding sign 7 votes | Traditional street banner 7 votes | Wayfinding street pole banner 7 votes |
| | |  |
| | | Subtle design details 7 votes |

In general, attendees preferred sleek, modern signage elements over traditional elements such as stone or brick, or more flashy styles that included lighting and sculptural elements. These types of signs can help convey a continuous branding throughout the corridor, while clearly assisting in navigation to major destinations.

Strong Places/Weak Places (Mapping Exercise)

To better understand perceptions of the study area, participants were asked to identify strong places (green dots) and weak places (red dots) along the corridor and in the surrounding area. Strong places were defined as areas that are “desirable, special, safe, and reflect well on the corridor,” while weak places are “unsafe, undesirable, eyesores, and overall reflect poorly on the community. Approximately 90 locations were identified. Weak locations were clustered along the length of the corridor, while strong locations were mostly located in Downtown and the neighborhoods to the north. The full map is shown below, along with the comments that were provided on Post-it notes.



Comments

- *Parking (City); Narrow; No X-walk; No sidewalk on Market Street end of 8th*
- *All downtown 1-way streets: 5 mph and counterflow*
- *Rectangular rapid flashing beacon at Jefferson*
- *Safe commuter/pedestrian access to building/businesses from remote parking lots*
- *Cars parked too close to E. Jefferson for safe line of sight to the north.*
- *Plants good.*
- *SD & Ability to make moves @ Lexington*
- *You (the city) are trying to make Locust Ave bear way too much traffic!*