Why does walkability matter?
What makes a place walkable?

Ben Carlson LEED AP, Associate
Goody Clancy
New Partners for Smart Growth 2011
Why does walkability matter?
Walkability boosts value

- Carol Coletta, CEOs for Cities: For each additional Walk Score point, housing prices increase $600 to $3,000
...and attracts talent

- 25-34-year olds were no more likely than the rest of the population to want to live in or near a downtown 20 years ago
- ...today they are 33% more likely
- ....and “creative workers” in this age range are 53% more likely
Walkable, mixed-use settings add value

Chris Leinberger,
Brookings Institution

GROWTH IN RENTS 2000-2007
FOR MIXED-USE, WALKABLE DEVELOPMENTS: +35%

GROWTH IN RENTS 2000-2007
FOR SUBURBAN OFFICE PARKS: 0%
Changing values: People are choosing walkability over drivability

The Boston Globe reported that more than 75% polled now report that a shorter commute would be a primary factor in choosing a next house.

The average commuter today spends more than an entire workweek per year stuck in traffic.

— Texas Transportation Institute
Walkability leverages synergies among diverse activities and people

- Living, working, shopping, playing
- More pedestrian traffic is better; more car traffic is worse
Walkable places are healthy places

DeKalb County had the highest pedestrian fatality rates in GA, and some of the highest in the nation (2006)
Qualities of walkability: art and science
Who uses downtown?

• ...and what brings them there? At what times?
• What people and activities are currently missing?
Destinations are critical

• Having compelling walking destinations in strategic locations is as important as the quality of the environment
The street as a shared place

• “Complete streets”
• A place for pedestrians, transit, bikes and cars to share streets and work together to expand mobility options
• A desirable address for a home or business
• A place where a diverse community comes together visibly
Streets need to be, and feel, safe

- Traffic
- Nighttime
- Visibility ("eyes on the street")
Making crossing convenient
Making nighttime safe
The role of buildings: ground floors make walking safe, popular, ... and fun!
The role of buildings: ground floors make walking safe, popular and fun!
Different uses, different approaches

- Retail
- Residential
- Institutions and office
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Human scale

- Buildings and streets that feel proportioned for people
- Hierarchy of scale
Physical comfort: where would you rather be?

- Shelter from sun, wind, rain, snow
Things that delight, things that tell stories

• Water
• Art
• Interpretive signage
Destination parks and plazas
Make it easy to get where you’re going

• Wayfinding signage
Making connections, overcoming barriers

• Conveying sense of welcome and identity at gateways
• Linking with surrounding neighborhoods
• Continuity of walkable environments across barriers
Pedestrian Convenience

• Provide frequent crossings
• Walking an extra block to a crosswalk doesn’t work for pedestrians!
  – 500 ft. @ 4 ft./sec.
    = 125 seconds of delay
  – > 80 seconds is LOS F for autos
Pedestrian Convenience

• Pedestrians are impatient:
  – Additional wait time increases chance for violations/unsafe behavior
• Studies show significant increases in jaywalking as cycle lengths increase\(^1\)

Keep vehicle speeds moderate

- Speed kills pedestrians
- < 30 mph for streets where pedestrians are permitted

Odds of Death in Ped-Vehicle Collision

Broaden transportation choices
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I need help uploading my photos!

Call: (330) ANYWARE
(330) 269 9273
After the walkshop: next steps

- Facilitated discussion on walkability factors
- Flickr posts
- Online event summary and links
- Summary presentation to 350 stakeholders
- Establishing walkability as the foundation to the plan
Breakout session topics

1. Who is downtown?
2. Making downtown accessible for everyone
3. A downtown that is safe and clean and feels that way
4. Retail and walkability
5. Transit, walkability and development
6. Parking and walking
7. Plazas and other public gathering spaces
8. The Arkansas River
9. Gateways and barriers
10. Pedestrian-oriented streetscape
www.flickr.com/photos/walkshop
Sharing the photos

Downtown Walk-shops: What we saw

What Is a Walk-shop?
A walk-shop is a meeting place for people who care about downtown areas.

GETTING IN, OUT, AND AROUND
Are there varied, welcoming transportation options?

positive

negative

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Sharing the photos

RETAIL, RESTAURANTS, AND ENTERTAINMENT
What provides important services and energy?

positive

negative

DISCOVERIES

Goody Clancy
Focus on walkability

- What we heard and saw at the Walk-shops
- What the market findings say about how development and walkability can support each other

January 13, 2010
Agenda

• What we heard and saw at the Walk-shops, December 4-5
  – Walk-arounds and photo-taking
  – Walk-shop talk
  – Messages on seven walkability factors
• Key opportunities for development and walkability to support each other
• Panel response
Walk-shops
Walk-shop talk
Messages on seven walkability factors

- Who is downtown
- Safety and cleanliness
- Transportation
- Gateways and barriers
- Pedestrian-oriented streetscape
- Retail
- The Arkansas River
Who is downtown?

Primary
• Baby boomers: empty nesters can afford downtown
• Young professionals

Secondary
• Business people
• Tourists
• People seeking art, entertainment

Also noted
• Young families
• Workers from throughout Wichita
Safety and cleanliness

First priority
• Bicycle or mounted police
• The new street lights are effective
• Light empty storefronts at night

Second priority
• Reduce littering – especially when bars close

Also noted
• Slow traffic, use back-in diagonal parking
• Make some alleys ped-only
• Douglas rail bridge improvements effective
• Address continued graffiti
• 9-1-1 for panhandling
Transportation

First priority

• Seamless integration of transportation choices: local bus, inter-city bus, taxis, college shuttles, rail – at Union Station

• Expanded, more frequent transit service until midnight every day, with good signage – has improved

• Recreation trails accessible to all ages, with destinations including colleges

Second priority

• Inter-city rail service

• More transportation choices
Gateways and barriers

First priority
- Improved bike access to/through downtown, especially east-west
- Cleaner gateways – commercial areas, birds
- Safer crosswalks generally

Second priority
- New wayfinding technology – i.e. real time parking info

Also noted
- Good existing infrastructure to improve on
- Nice amenities along Douglas, McLean/Seneca
- Physical /psychological barriers occur on all sides
Pedestrian-oriented streetscape

First priority
• “Complete streets” serving peds, bikes, transit, cars, business & home addresses
• Outdoor cafes and balconies

Second priority
• Unique building/street design features, lighting
• More public events – markets, during day

Also noted
• More visible crosswalks
• More street trees
• Fewer sidewalk obstructions (poles, meters...)
• Unifying streetscape design elements
Retail

First priority
• Downtown retail needs to be pedestrian-oriented
• Downtown retail could be a regional attraction

Second priority
• Retail isn’t necessarily first priority
• Retail does not define the success of downtown
The Arkansas River corridor

First priority
• More housing and retail/restaurants belong along river
• More recreation opportunities: bike, kayak, canoe; rentals

Second priority
• Rethink McLean – more parks, housing, access?
• Is a current asset; hosts events accessible to all
• More public art/sculpture

Also noted
• Poor public access parking
• River/corridor could be cleaner, safer
Walkable focus areas

• Preserve and enhance existing elements that encourage walking:
  – Pedestrian-oriented retail
  – Historic buildings
  – Other pedestrian-oriented buildings
  – Parks
  – Street trees, quality streetscape

• Encourage infill and rehabilitation of the gaps

• Primary and secondary focus areas

• Preliminary, pending:
  – Your charrette input
  – Assessment of feasibility, incentives as needed and effective
Walkable development focus areas
To preserve and infill

Primary
Secondary
Key plan policies

Focus new investment to leverage, expand walkability

Walkable Development Focus Areas

Maximizing downtown’s demonstrated potential to attract development and provide amenities depends on maximizing walkability. The priority walking corridors identified in the diagram at left are those in which new private investment in development and public investment in transit, parks, and other infrastructure can best work together to maximize their benefit to regional economic growth and quality of life. While development should be welcomed throughout downtown, public incentives applied to attract private development, as well as public investment in public facilities, should be directed to the Walkable Development Focus Areas. These are indicated as street corridors in the diagram but apply to property that has significant street frontage in a focus-area corridor. Generally, encouraging development in the yellow “immediate priority” corridors should receive the highest priority. Secondary priority should be given to encouraging development in the orange “most walkable today” and light yellow “longer-term priority” corridors. For retail and any other uses that perform best in locations with nearly continuous walkability, the arrows indicate where these can build in linear fashion upon existing (or planned) concentrations.

LEGEND
- Most walkable today
- Immediate priority
- Long-term priority
- Key growth direction
- Active ground use along street
- Existing street
- Existing street trees

PROJECT DOWNTOWN

GOODY CLANCY
ZIMMERMAN/VOLK | W-2HA | MJB | PEC
KITTelson ASSOCIATES | PLACEmATTERS
Catalyst sites

SITE C4

City Plaza and Parking Site at Douglas, Main and Century II Drive

This city-owned site includes Finley Ross Park (a ranksen public plaza) and adjacent parking lots and anticipates additional site areas through reconfiguration of Century II and Tidewater Cove drives and Water, William and Cancun streets.

How the site advances the master plan

Redevelopment on this site can transform the forgotten, hidden space known as Finley Ross Park into a landmark hotel or office building that strengthens Century II's ability to attract conventions and bring Kennedy Plaza back to life as a great public space. A new parking structure here would add parking in one of the places it is most needed most—to enable new development such as the hotel, enable revitalization of the adjacent Century Building (such as with live apartments), and offer supplementary parking for Century II and other established users.

Context

One of the most visible locations on Douglas for people approaching from the west, the site sits adjacent to a broad mix of uses that could work together much more effectively if a better walking environment and more intensively occupied buildings—especially at ground level and during evenings and weekends—were present. The site can offer precisely these missing elements.

Target program and development approach

The Vision seeks:

- A larger site for the Finley Ross Park replacment. Century II needs more space to enhance its convention and activity uses.

- The site of up to 25 stories tall Water, replaces the former Seagate housing, be a prominent gateway and focus for the new Concourse Center.

- New hotel.

- Improved Kennedy Plaza

Prominent transit

New hotel

Improved Kennedy Plaza
Catalyst sites

SITE C7

as new restaurants; this site could play a key role in creating these connections and destinations.

The Coleman Factory Outlet Museum across St. Francis from the site is a notable visitor destination and helps convey the history of this part of Downtown.

Soil and groundwater contamination from past manufacturing on the factory site constrains its reuse potential. Despite significant remediation efforts over 15 years or more, several portions of the site are not currently suitable for buildings, or even some outdoor uses that gather people for significant periods of time. While these conditions remain, parking is the most cost-effective use of these areas. Other portions of the site are suitable for park use, including the frontage along St. Francis and Second, where park space would be most useful. Because of the significant potential value of the site for new building development, continued efforts should be made to determine whether the value of new development on certain portions of the site (and/or on surrounding blocks) could justify the costs of further remediation of these portions.

Priority areas for new buildings, if feasible, would be along St. Francis to the south of public park space, and/or along Second east of public park space, to lend additional vitality and visibility to these important walking areas.

Target program and development approach

The Vision scenario anticipates:

- A new parking structure
  - In the most central and prominent location
  - Providing parking is a first priority
  - Designated for walking
  - Parking for restaurant P1 for additional use

- A new parking garage
  - To play an integral role
  - As a community focal point
  - Parking for restaurants and office use

To Old Town Square
Neighborhood park
Public parking structure
Arena
Infill housing, retail, office
Neighborhoods and Districts

Old Town South

Past and present come together around some of Downtown’s grandest historic buildings—and sites with the most capacity for future development.

District Overview

District conditions mark different parts of Old Town South. In Douglas Avenue’s edge clearly defines the south edge of Old Town. Here Union Station, one of Downtown’s most significant historic landmarks, helped transform Old Town’s revival with the renovation into offices for Cox Communications in the 1990s. New largely vacant in Cox

New housing is welcome throughout the district.

Second Street receives special focus for attractive new development and street elements—public art, trees, and banners—light the role as an important gateway into Downtown from Old Town Square, Washington Avenue, and other neighborhoods and highways to the east.

Community Vision

New neighborhood park helps make housing more marketable and build a sense of community.

Size and visibility underscore the importance of linking the Coleman site to Old Town and INTRUST Bank Arena. Redevelopment includes public park space, public parking, and new buildings. These elements increase the value of surrounding mixed-use development.

Improved walkability and sense of place along First and connecting streets reinforce the presence of the Orpheum Theatre and Scottish Rite Center as major Downtown arts venues.

Improved walkability and added retail along St. Francis reinforce its link between Douglas Avenue and the Arena.
**TRANSPORTATION FRAMEWORK ELEMENTS**

**High-quality circulator bus stops/stations that create a transit presence**

The key to the expansion of Downtown transit service lies in establishing permanent routes with high-quality stops that provide a visible “Q-Line” branding to the current Downtown circulator. A significant number of prominent, permanent bus shelters should be installed along the new Q-Line routes. The design of each shelter should convey the Q-Line brand and have electronic signage that provides information about routes, schedules, real-time next-bus arrival, and Downtown destinations.

**Develop Douglas Avenue and Main Street corridors as “transit preference” streets**

Douglas Avenue and Main Street should be the primary corridors for expanded Q-Line transit service in Downtown. To better accommodate transit service, Main Street should be converted from one-way to two-way between Douglas and Murdock, complemented by pedestrian-oriented streetscaping amenities and enhanced pedestrian crossings. Douglas should also receive streetscaping amenities and pedestrian crossing improvements to improve walkable connections to and from transit stops. Synchronize signal timing to support efficient transit operations along both corridors.

The plan recommends expanding the Q-Line to four routes in the near term (upper map) and six routes over the longer term (lower map). Increased days of service and hours of operation will help the system function more effectively to tie Downtown’s disparate destinations together while supporting new development and jobs.
DC: Walkability, transit and quality of life

Pearl District, Portland OR
Walkability: ped-friendly index

Criteria based on:
- Block length
- Intersection type
- Census block density
- Sidewalk presence
- Building setback

Opportunities for significant walkable network improvements
Streetcar connects more neighborhoods to jobs

Streetcar Benefit

- Very High
- High
- Medium
- Low

Criteria based on:

- Local need for improved transit
- Usefulness of streetcar’s transportation benefit

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Your questions

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