



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

Walk Score Find a Walkable Place to Live.
 Cities & Neighborhoods | Why It Matters | How It Works | Walk Score On Your Site | Blog

Type an Address: 601 south college st charlotte nc Go

Walk Score
83 Very Walkable
 Out of 100 601 S College St Charlotte

[Overview](#) [More Amenities](#) [Your Commute](#) [Downtown Charlotte](#)

Restaurants
 The Westin Charlott 0.02mi

Coffee
 Starbucks 0.1mi

Groceries
 BST 0.24mi

Shopping
 Besoin Gallery 0.27mi

Schools
 Morgan School 0.41mi

Parks
 Latta Park 0.9mi

Books
 Charlotte Mecklenbu 0.17mi

Bars
 The Westin Charlott 0.02mi

Entertainment
 Epicentre Theaters 0.38mi

Banking
 Wachovia ATM 0.07mi

[View more amenities](#)

Public Transportation
 Why isn't public transit showing? [About transit data](#)

Compare Your Score

Charlotte top 10%:	<div style="width: 81%;"></div>	81
Your score:	<div style="width: 83%;"></div>	83
Charlotte average:	<div style="width: 44%;"></div>	44

Compare Your Score

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Your score:	<div style="width: 83%;"></div>	83
Charlotte average:	<div style="width: 44%;"></div>	44

3% of Charlotte residents have a higher Walk Score.

...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

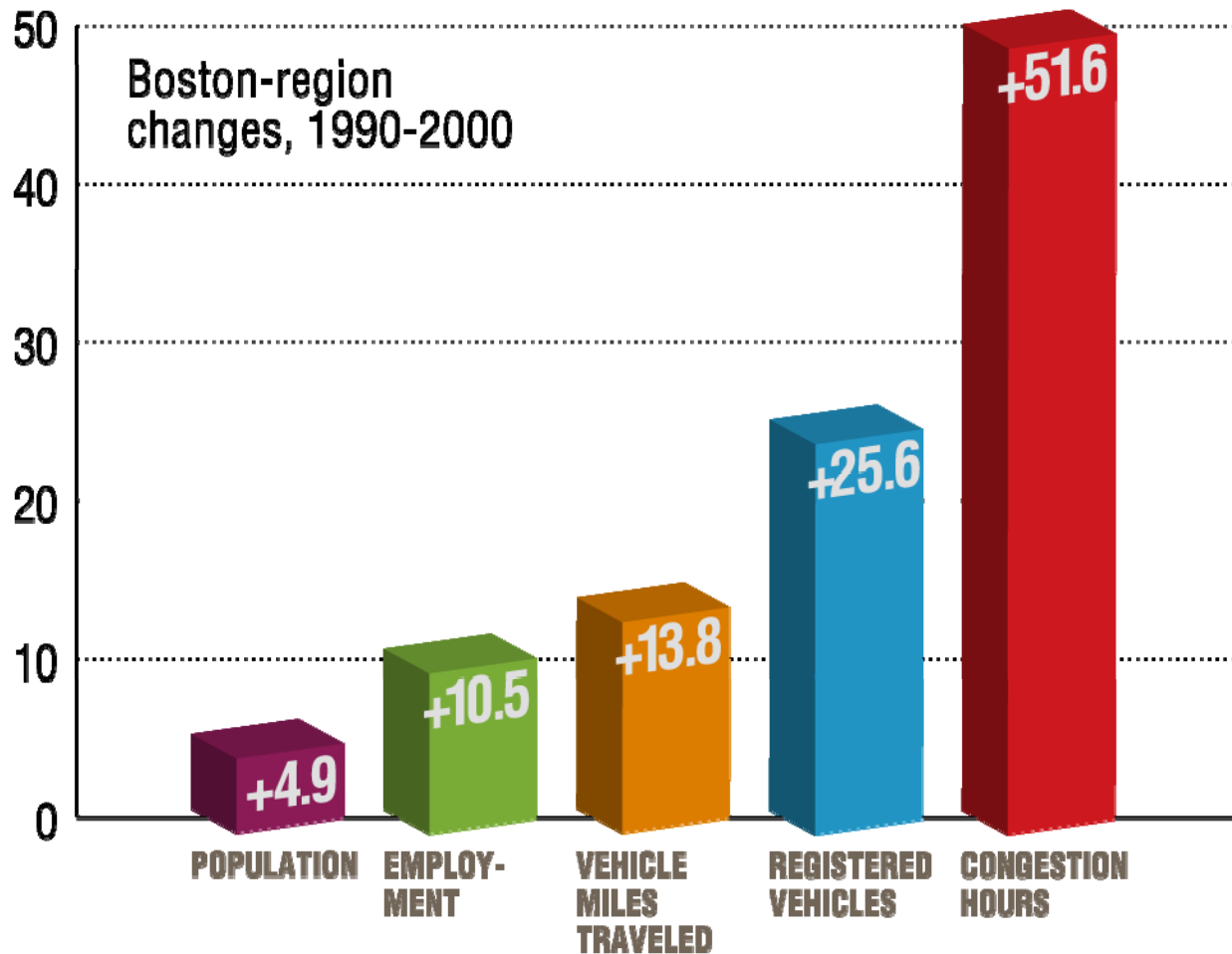
Chris Leinberger,
Brookings Institution

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



Pounding the Pavement

New Partners for Smart Growth 2011

GOODY
CLANCY

The role of buildings: ground floors make walking safe, popular, ... and fun!





Different uses, different approaches

- Retail
- Residential
- Institutions and office







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



Pounding the Pavement



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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



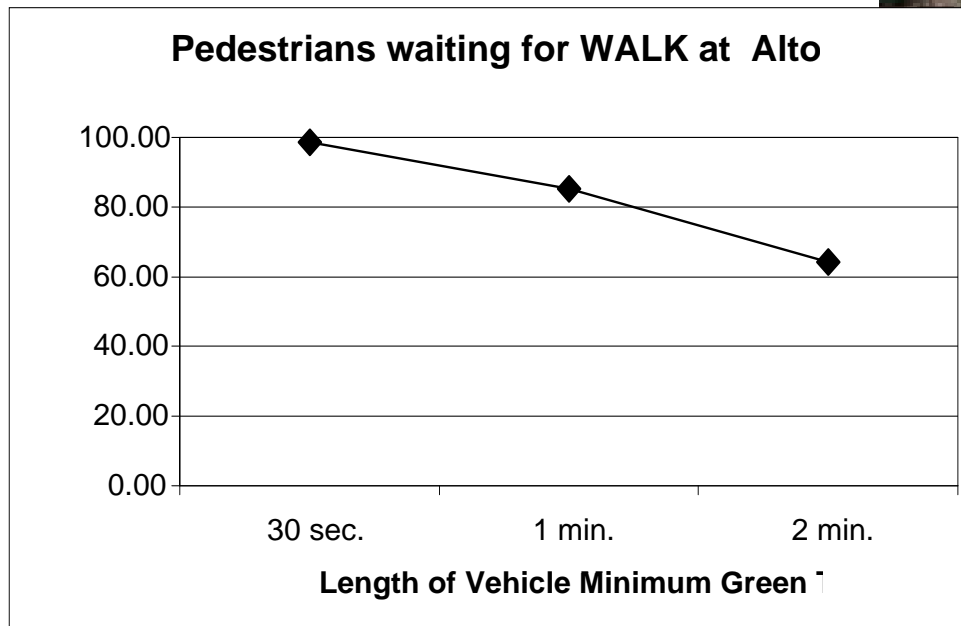
Pedestrian Convenience

- 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

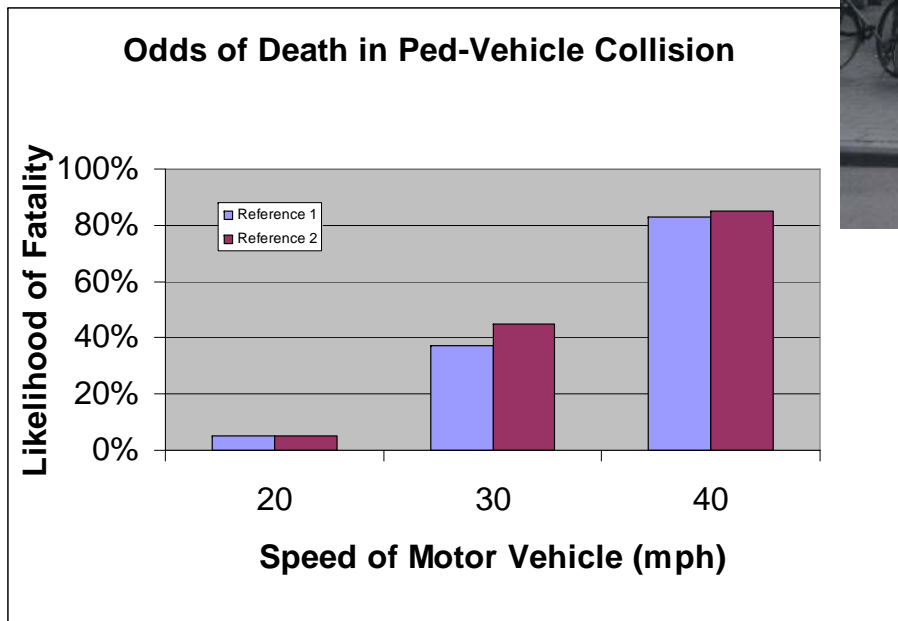
- Pedestrians are impatient:
 - Additional wait time increases chance for violations/unsafe behavior
- Studies show significant increases in jaywalking as cycle lengths increase¹



1. Van Houten, R., *Pedestrian Safety at Traffic Signals*, Presentation at Transportation Research Board, January 2008.

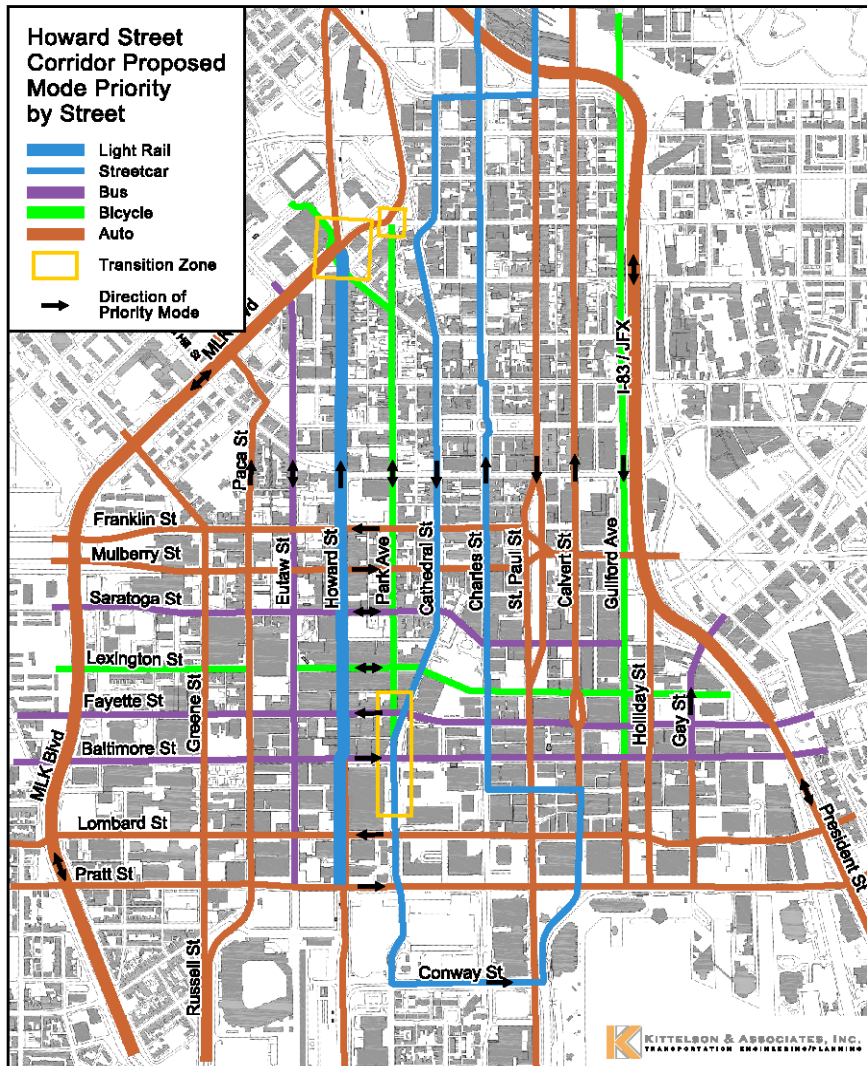
Keep vehicle speeds moderate

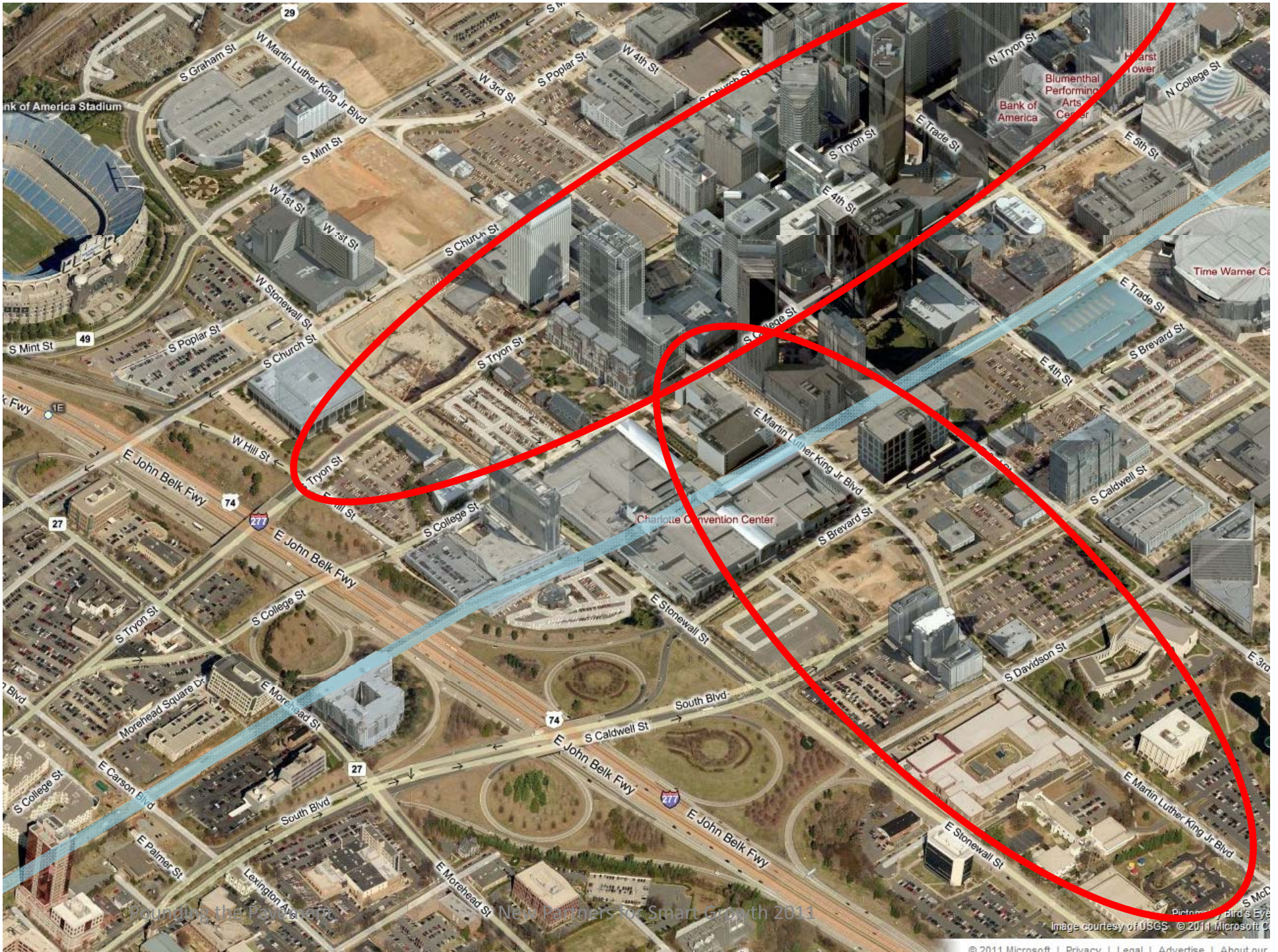
- Speed kills pedestrians
- < 30 mph for streets where pedestrians are permitted



2. *Vehicle Speeds and the Incidence of Fatal Pedestrian Collisions* prepared by the Australian Federal Office of Road Safety, Report CR 146, October 1994, by McLean AJ, Anderson RW, Farmer MJB, Lee BH, Brooks CG

Broaden transportation choices





Founding the Future | New Partners for Smart Growth 2011

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



Posted in [Uncategorized](#) | [No Comments](#) »

Image of Downtown: Walk-shops

BY JMALONE [NOVEMBER 23 - 2009]

What is a walk-shop? It's a chance to look at our surroundings in downtown Wichita with fresh and critical eyes as we begin contemplating a vision for the Downtown Revitalization Master Plan. It's a chance to take and talk about pictures of places we like and ones we don't like. It's a chance to talk about how walking can be an interesting, safe, fun, healthy and valuable part of a revitalized downtown that is Wichita's dynamic center of community and commerce.

There are several different ways you can participate

Walk around downtown and take pictures at a Walk-shop. There are two walk-shops to choose from: **Walk-shop A**, Friday December 4th, 11:00am-1:00pm, and **Walk-shop B**, Saturday December 5th, 9:00am-12:00pm. Each session will begin an initial presentation/discussion of elements that make downtowns walkable. Then, walk a portion of downtown, in a group or independently, taking and submitting photos for discussion using your camera cell phone! Both sessions meet at 523 East Douglas Avenue (at St. Francis Street). RSVP required at www.wichitawalkshop.org.

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

Walkshop Photowalk-2



That's a lot of goose poop.

Some rights reserved
Uploaded on [Dec 21, 2009](#)
[0 comments](#)

Walkshop Photowalk-1



Attractive and plentiful trashcans definitely make for a better walk.

Some rights reserved
Uploaded on [Dec 21, 2009](#)
[0 comments](#)

Douglas and St. Francis



Douglas and St. Francis I like the paved brick walking path. It is inviting to walkers and creates a...

Some rights reserved
Uploaded on [Dec 7, 2009](#) | [Map](#)
[0 comments](#)

Smoky bars in Old Town



Wichita needs a comprehensive clean indoor air ordinance -- visitors from places with non-smoking...

Some rights reserved
Uploaded on [Dec 6, 2009](#)
[0 comments](#)

Montreal



Greenspace. We need more of these in downtown. - Cindy & Charlie

Some rights reserved
Uploaded on [Dec 6, 2009](#)
[1 note](#) / [0 comments](#)

Old Town Farm & Art Plaza - 1st & Mosley



Great crowd for summer oldies concerts. Need more activities like this. - Charlie & Cindy

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Uploaded on [Dec 6, 2009](#)
[0 comments](#)

Sharing the photos

Downtown Walk-shops: What we saw

What is a Walk-shop?

A "Walk-shop" is a chance to look at our surroundings in downtown Wichita with fresh and critical eyes as we begin thinking about a vision for the Downtown Transportation Master Plan. It's a chance to take and talk about pictures of places we like and ones we don't like. It's a chance to talk about how walking can be an interesting, safe, fun, healthy and valuable

part of a revitalized downtown that is Wichita's dynamic center of community and commerce.

Several public Walk-shop events took place on December 4 and 5, 2009. Participants in two "Walk-around"

sessions walked portions of downtown, photographed conditions they thought were in need, and submitted their images to the Wichita Walk-shop photo collection. Participants were able to tag photos as positive or negative examples in several categories and to post longer comments on what they saw. The Wichita Walk-shop photography group also independently generated photo tags and submitted images. All of the images can be seen at www.flickr.com/photos/walkshops/. You can also add and make comments on your own photos using the same link.



Real-time polling helped participants in the "walk-shop" identify a set of group's priority messages.

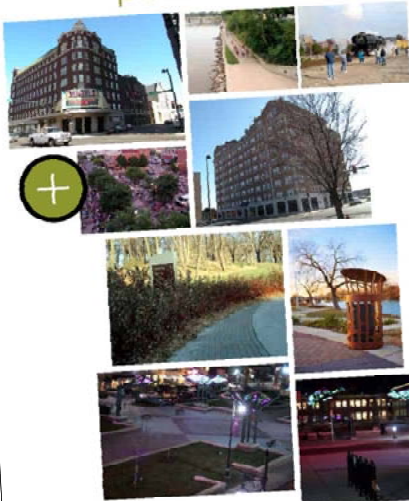
The final Walk-shop event was the Walk-shop Talk, an opportunity for participants to gather in groups to discuss key issues affecting walkability, from parks to roadways and safety to signage. Priority messages in each of these issue areas were determined using real-time polling.

You can find more information on the Walk at <http://www.wichitawalkshop.org/home.html>

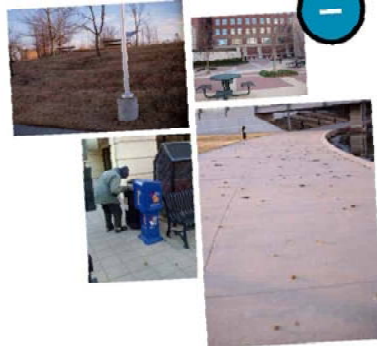
DESTINATIONS

What brings downtown alive?

positive



negative



See more images and their labels at www.flickr.com/photos/walkshops/

DISCOVERIES



GOODY CLANCY
ZIMMERMAN/VOLK | W-ZNA | MUB | PCD

GETTING IN, OUT, AND AROUND

Are there varied, welcoming transportation options?

positive



negative



See more images and their labels at www.flickr.com/photos/walkshops/

DISCOVERIES



GOODY CLANCY
ZIMMERMAN/VOLK | W-ZNA | MUB | PCD

Sharing the photos

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

positive



negative



See more images and their labels at www.flickr.com/photos/walkshops/

DISCOVERIES

GOODY CLANCY
ZIMMERMAN/VOLK | W-ZHA | MUB | PEG



DISCOVERIES

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

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



GOODY CLANCY
ZIMMERMAN/VOLK
W-ZHA
MJB
PEC

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

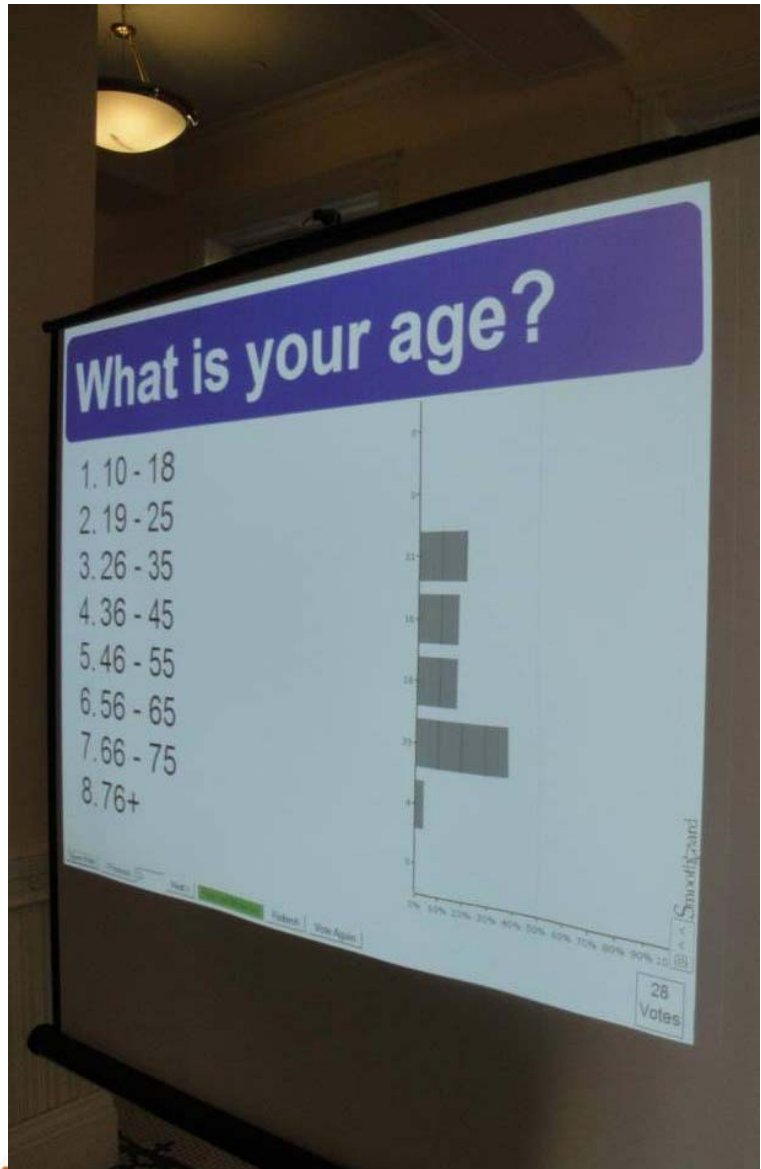


DISCOVERIES



GOODY CLANCY
ZIMMERMAN/VOLK | W-ZHA | MJB | PEC

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



DISCOVERIES



GOODY CLANCY

ZIMMERMAN/VOLK | W-ZHA | MJB | PEC

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

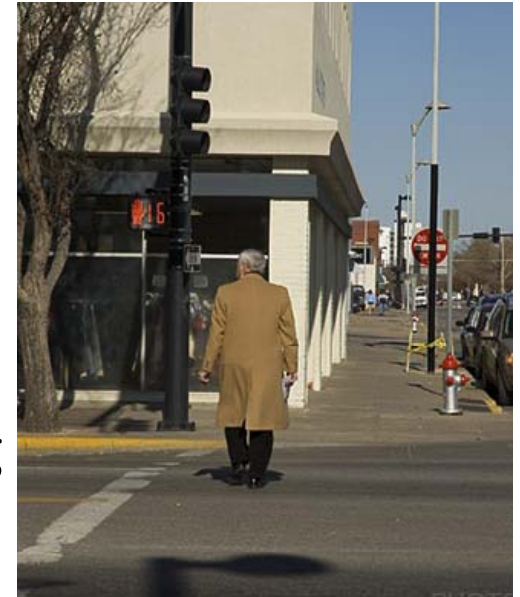
- “Complete streets” serving peds, bikes, transit, cars, business & home addresses
- Outdoor cafes and balconies

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

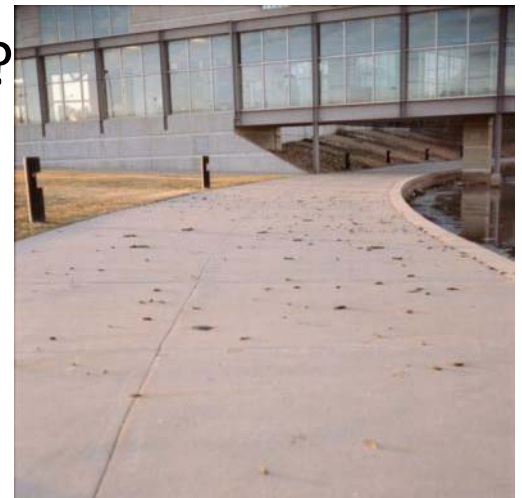
- More housing and retail/restaurants belong along river
- More recreation opportunities: bike, kayak, canoe; rentals

Second priority

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

Also noted

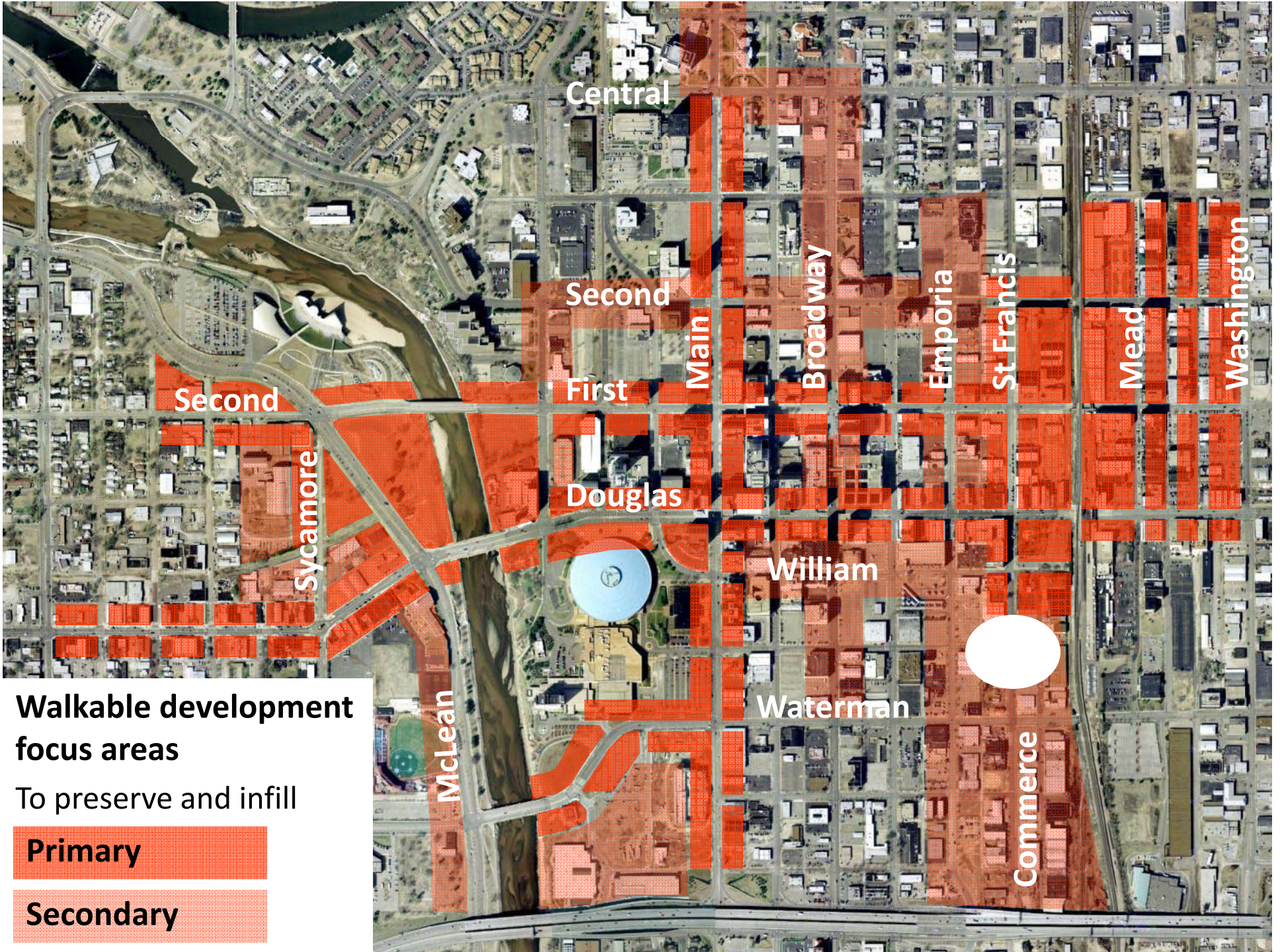
- Poor public access parking
- River/corridor could be cleaner, safer



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

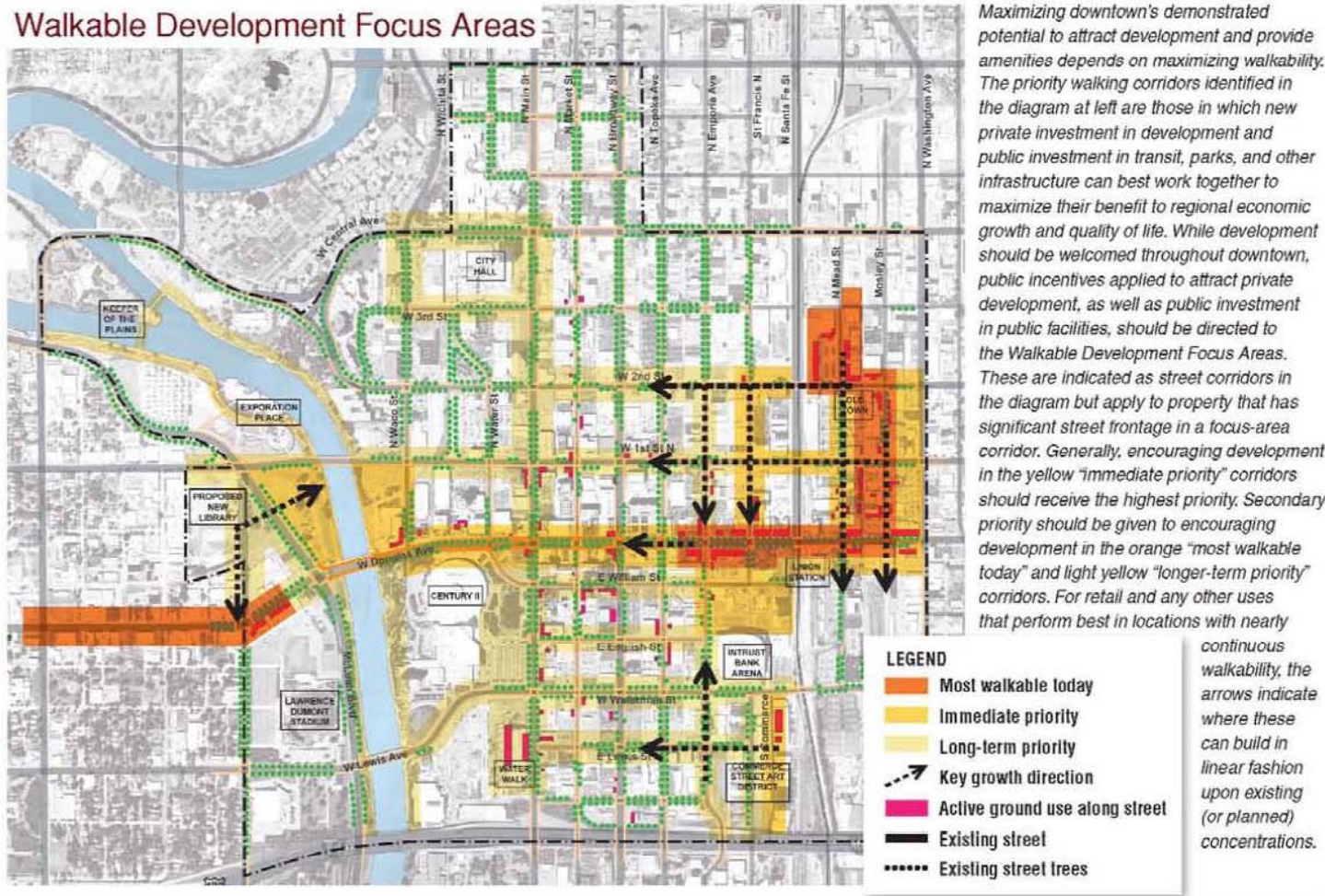
Primary

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.

Catalyst sites

SITE 04

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

This city-owned site includes Finley Ross Park (a sunken public plaza) and adjacent public parking lot, and anticipates additional site area through reconfiguration of Century II and Tlalnepantla 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 brings 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 needed most—to enable new development such as the hotel, enable revitalization of the adjacent Century Building (such as with loft apartments), and offer supplementary parking for Century II and other established uses.



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 sees

- **A larger site** replacing Century II with a new building on Douglas Street with a new parking structure to WaterWall and the extension of the extension
- **A new hotel of up to 250 rooms** Water, replace a prominent building on Garvey Center and activity on Douglas. A new Century II and more competitive throughout the Plaza and surrounding area



Prominent transit

New hotel

Improved Kennedy Plaza

Catalyst sites

SITE



as new restaurants); this site could play a key role in creating those 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 those 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 public space along the eastern portion of the site, between Second and Second East, where potential for public parking is high. This area before parking is designed to encourage walking and biking. P7 for additional details.
- A new public space at the corner of St. Francis and Second, where conditions are suitable to play an amenity function. This area of community gathering (about half block) should be developed along St. Francis



To Old Town Square

Neighborhood park

Public parking structure

Arena

Infill housing, retail, office

Neighborhoods and Districts

Old Town South

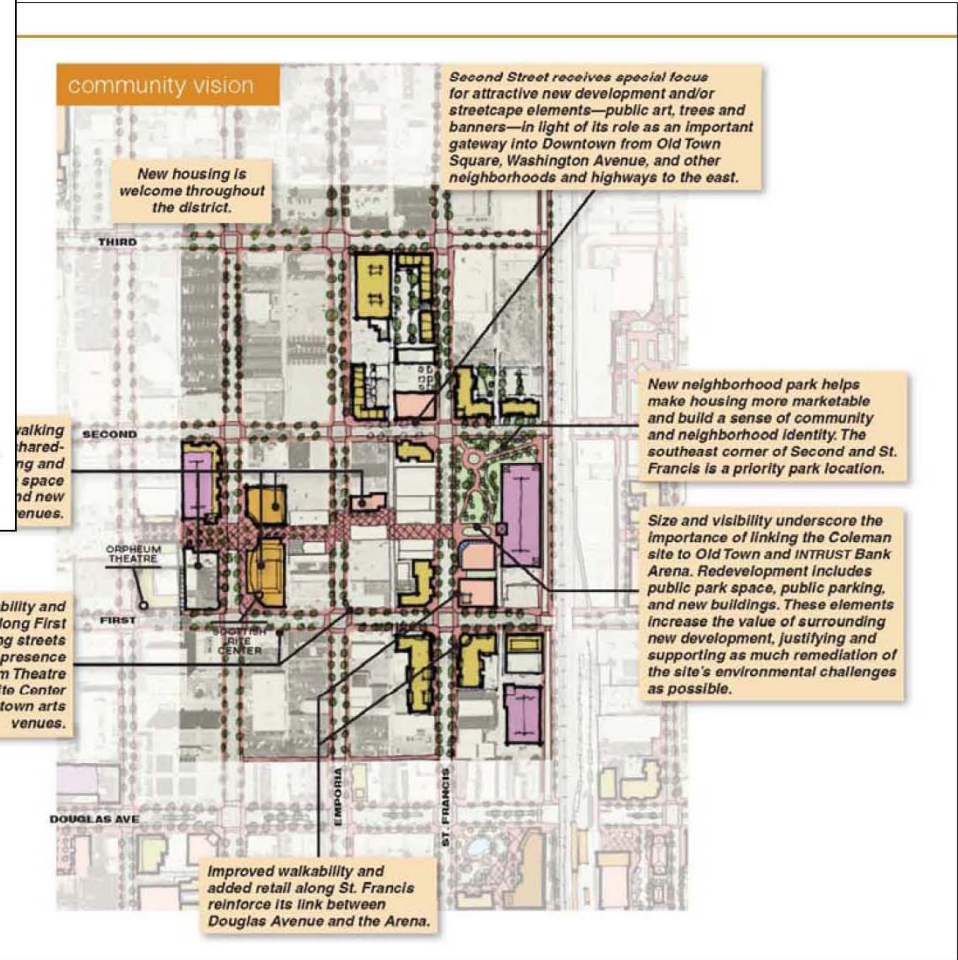
Past and present come together around some of Downtown's grandest historic buildings—and sites with the most capacity for future development



District Overview

Distinct conditions mark different parts of Old Town South. Its Douglas Avenue edge clearly defines the south edge of Old Town. Here, Union Station, one of Downtown's most significant historic landmarks, helped jump-start Old Town's revival with its renovation into offices for Cox Communications in the 1980s. Now largely vacant as Cox

seeks to sell it, the property holds strong prospects for attracting new commercial uses and pushing Old Town's vibrancy south of Douglas. The historic Rock Island Depot, freight depot, and Grand Hotel adjacent to Union Station also offer important opportunities for re-occupancy with commercial tenants that can restore activity along Douglas.



Transportation framework

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



Douglas Avenue’s traditional development pattern—based on a combination of convenient walking, transit and auto access—offers a model to return to.

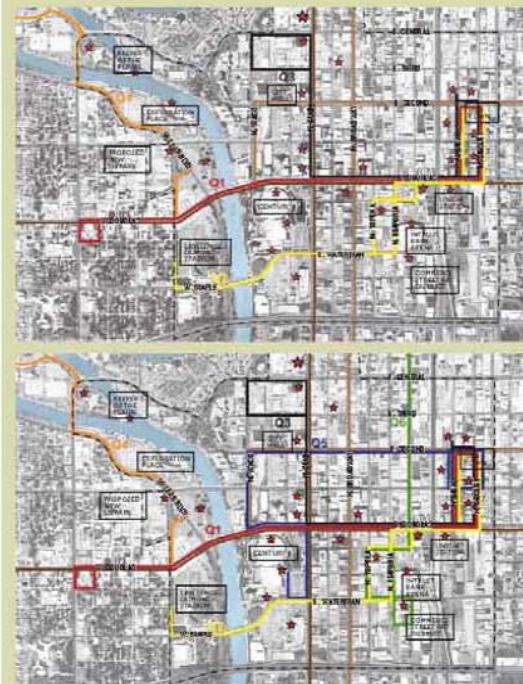
Downtown circulator. A significant number of prominent, permanent bus shelters should be installed along the new Q-Line routes. The design of each shelter should convey the Q-Line brand and have electronic signage that provides information about routes, schedules, real-time next-bus arrival, and Downtown 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

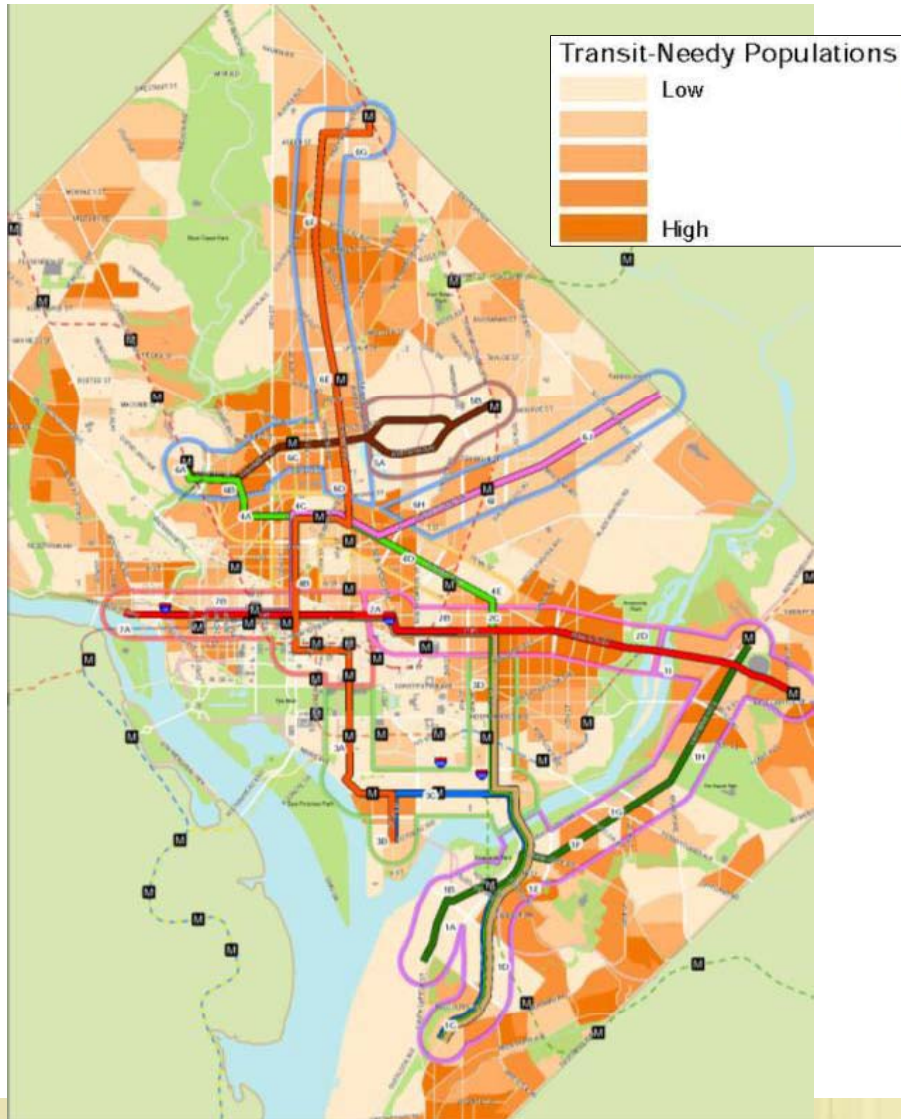
Douglas and Murdock, complemented by pedestrian-oriented streetscaping amenities and enhanced pedestrian crossings. Douglas should also receive streetscaping amenities and pedestrian crossing improvements to improve walkable connections to and from transit stops. Synchronize signal timing to support efficient transit operations along both corridors.

A Bigger Role for the Q-Line



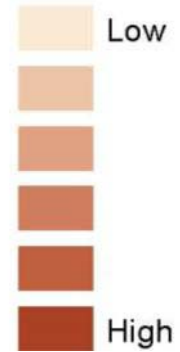
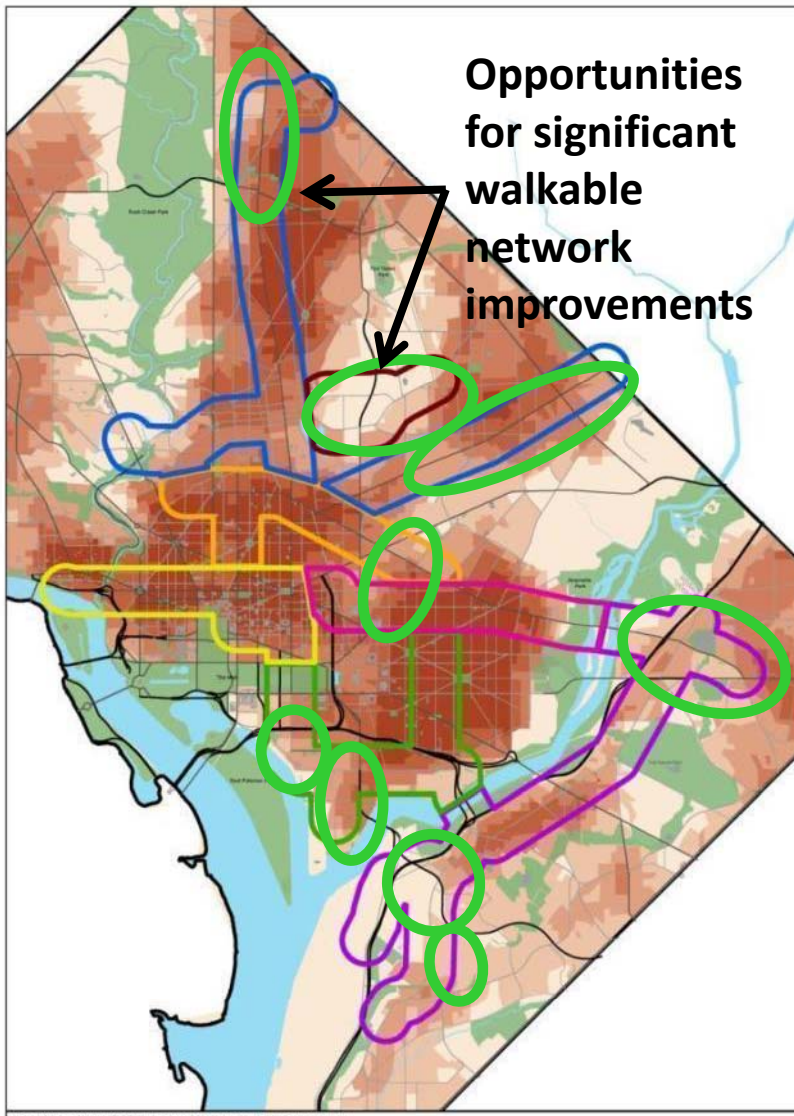
The plan recommends expanding the Q-Line to four routes in the near term (upper map) and six routes over the longer term (lower map). Increased days of service and hours of operation will help the system function more effectively to tie Downtown’s disparate destinations together while supporting new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

DC: Walkability, transit and quality of life



Pearl District, Portland OR

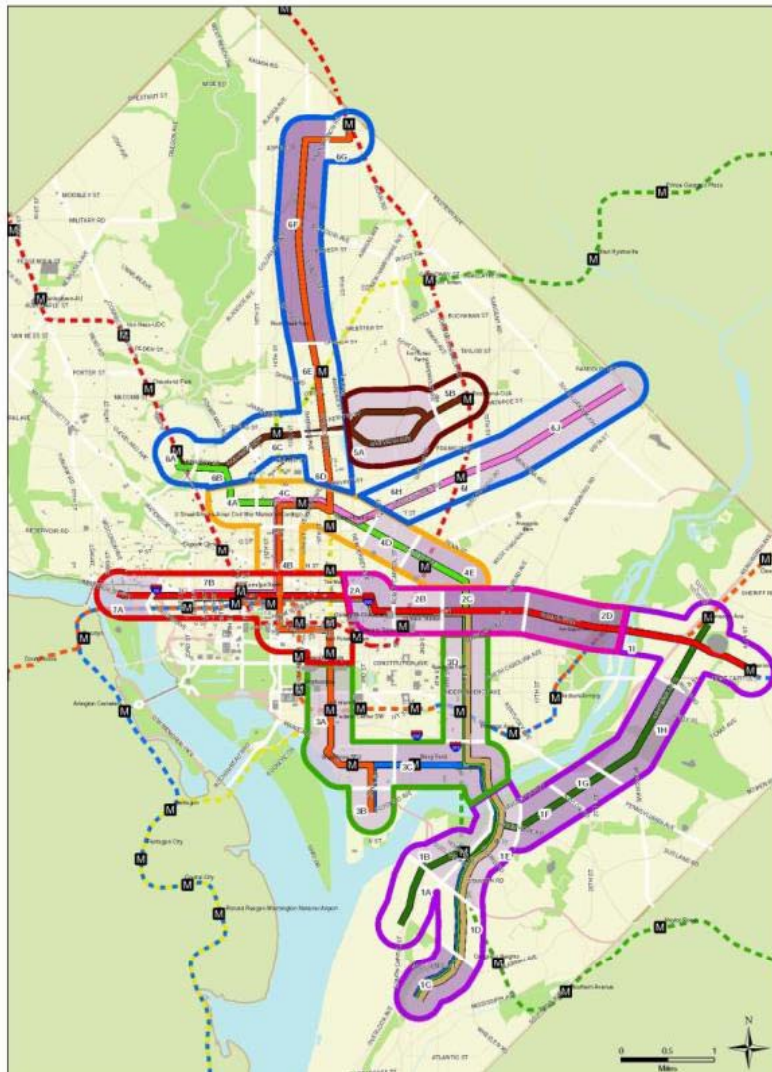
Walkability: ped-friendly index



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

DISTRICT OF COLUMBIA STREETCAR AND USE MASTER PLAN

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



Your questions

Ben Carlson LEED AP,
Associate

Goody Clancy

[Ben.carlson@
goodyclancy.com](mailto:Ben.carlson@goodyclancy.com)

617 262 2760

