

Blackstone Shaw Activity Center



Advisory Group Meeting 1

November 7, 2018

Welcome and Introductions





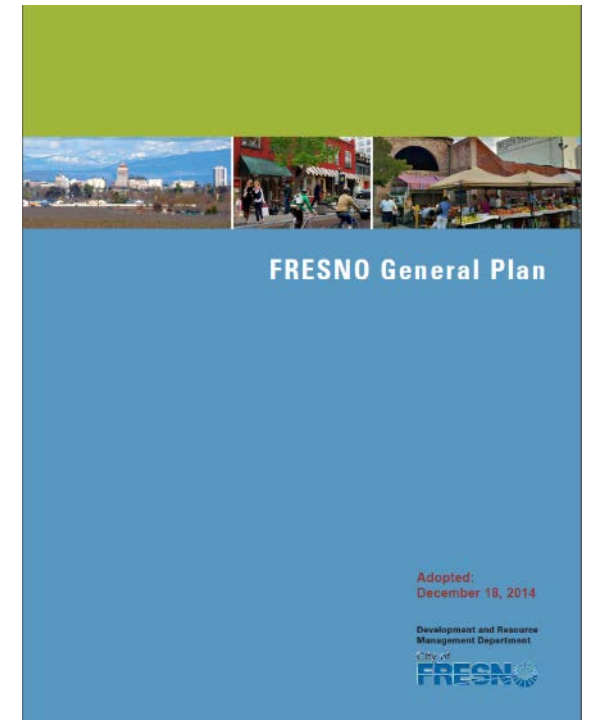
...big streets can also serve as connections between people and places of community appeal, innovation, enterprise and even healing, if they are designed and constructed to be comfortable and safe for all who travel on them.



Fresno Bee, November 2, 2018

Project Purpose

- The Project will develop **community-driven design concepts** to implement **Complete Streets improvements** that increase the effective range of public transit and serve the needs of **all roadway users**, particularly pedestrians.



Advisory Group Role

1. Help document existing conditions, set the project direction, review project deliverables, and assist with decision-making
2. Communicate with external stakeholders that will also need to be engaged to ensure widespread buy-in
3. Assist with the Blackstone-Shaw community design workshop: help get folks there!

Project Schedule



Existing Conditions

- Field Visit + Existing Plans Review: *Nov 2018*
- Advisory Group Mtg 1: *Nov 2018*
- Traffic Impact Analysis: *Nov-Dec 2018*

Community Input

- Community Design Event and Advisory Group Mtgs 2 + 3: *Jan-Mar 2019*
- Draft Admin Report + Open House: *Mar-Jun 2019*

Report Document

- Report Revisions: *Jun-Jul 2019*
- Approvals, COG and City of Fresno: *Aug-Sep 2019*

Your Goals for the Project

- What groups or interests do you represent?
- Why are you here today?



Complete Streets:



what, why, and how

Complete streets: what



Complete streets are streets for everyone. They serve all modes and have the ability to improve both access and mobility, while also increasing real and perceived safety of users.

Fresno's General Plan calls for “**creative solutions that emphasize all modes of transportation.**”

Complete streets: why



economic development

Making it easier for residents and visitors to take transit, walk, or bike to their destinations **helps stimulate the local economy**. Having a street that is more comfortable and welcoming brings in new customers, spurs private investment, and increases property values.

Complete streets: why



safety

Providing safe and convenient bicycle and pedestrian networks increases safety for all roadway users.

Simply painting crosswalks on wide high-speed roads does not reduce pedestrian crashes, but

measures that design the street with pedestrians in mind, including sidewalks, raised medians, improved bus stop placement, traffic-calming measures, and bicycle lanes all significantly reduce accidents and improve overall safety.

Complete streets: why



equity

Communities of color and low-income communities are disproportionately affected by unsafe streets, have higher pedestrian fatality rates, and are less likely to have access to personal automobiles. **Complete streets improve safety and give those without a car better access to places they need to go.**

Complete streets: how



case study

Aurora Avenue N. (Shoreline, WA)

Learn more in *Rethinking Streets: An Evidence-Based Guide to 25 Complete Street Transportations*
(<http://rethinkingstreets.com/>)

Aurora Avenue N. (Shoreline, WA)

How?

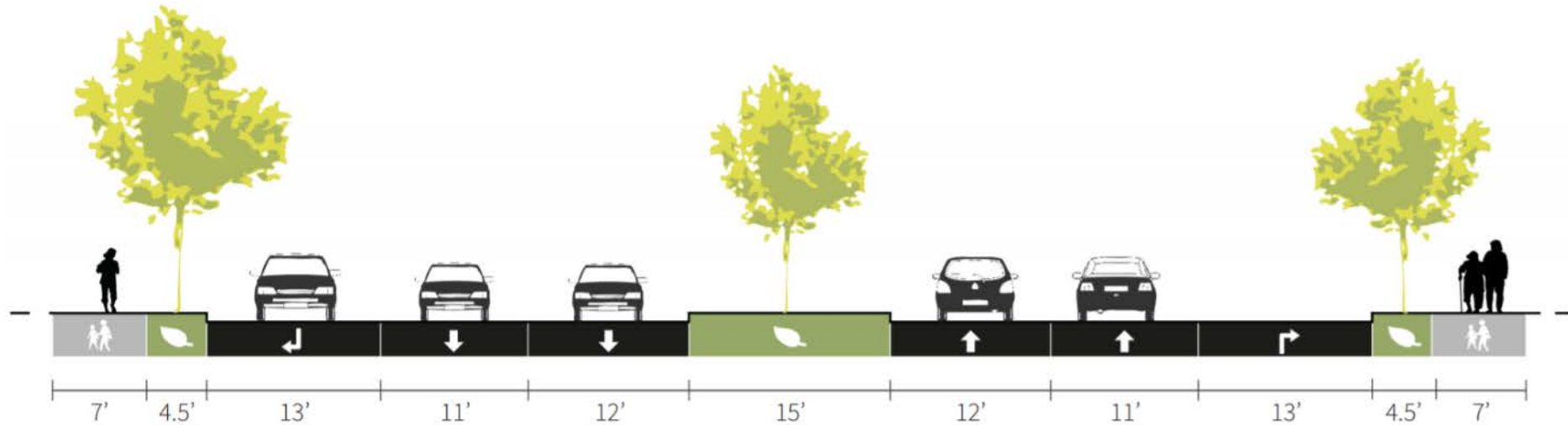
- Widened the ROW by acquiring land from adjacent owners
- Installed planted median strips, improved pedestrian crossings, and added dedicated lane for buses and right turns



Before

Aurora Avenue N. (Shoreline, WA)

AFTER



BEFORE



Aurora Avenue N. (Shoreline, WA)



After

Aurora Avenue N. (Shoreline, WA)

2008



Aurora Avenue N. (Shoreline, WA)

2011



Aurora Avenue N. (Shoreline, WA)

2017



Aurora Avenue N. (Shoreline, WA)

the facts

- **SAFETY.** Before the redesign, the corridor had an average of one crash a day. **After the redesign, crashes were reduced by 60%.**
- **ECONOMIC DEVELOPMENT.** Adjacent business owners were concerned about losing business during the construction. While their sales decreased 2.9% during the first year, **they increased by 9.1% the second year.**

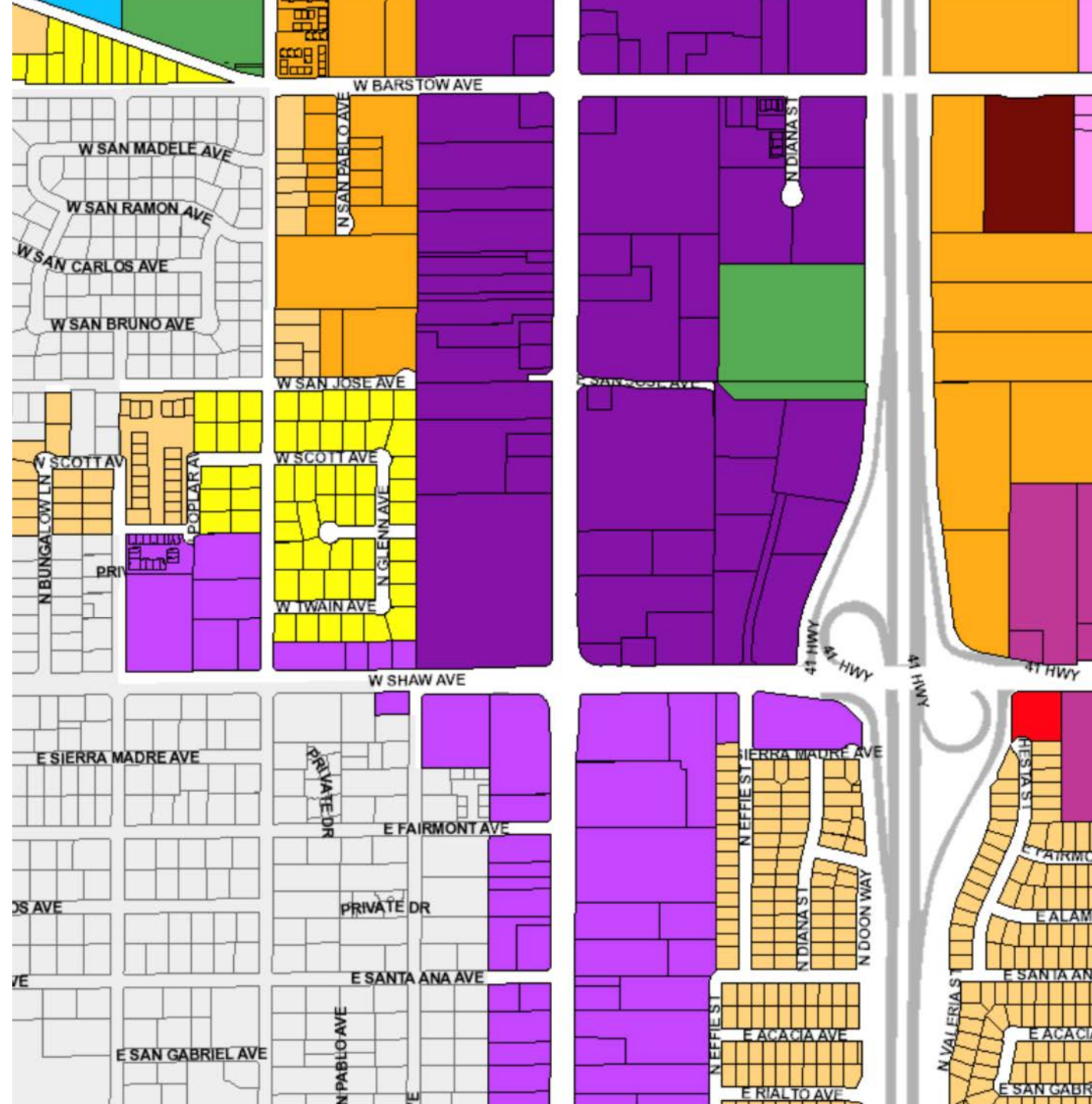
Complete Streets Edges:



what, why, and how

Purpose:

Source: Citywide Development Code

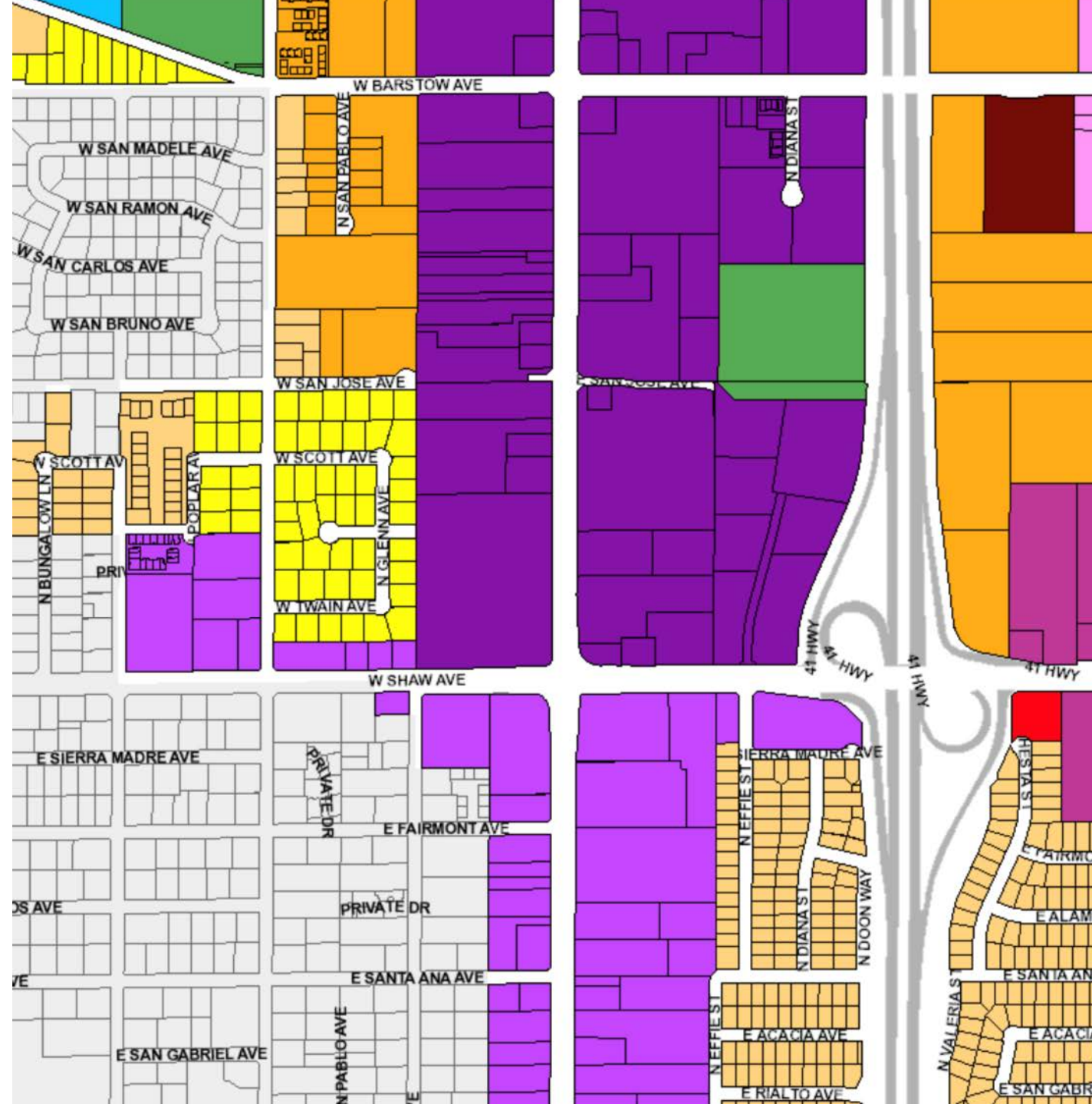


Mixed-Use Districts

Purpose:

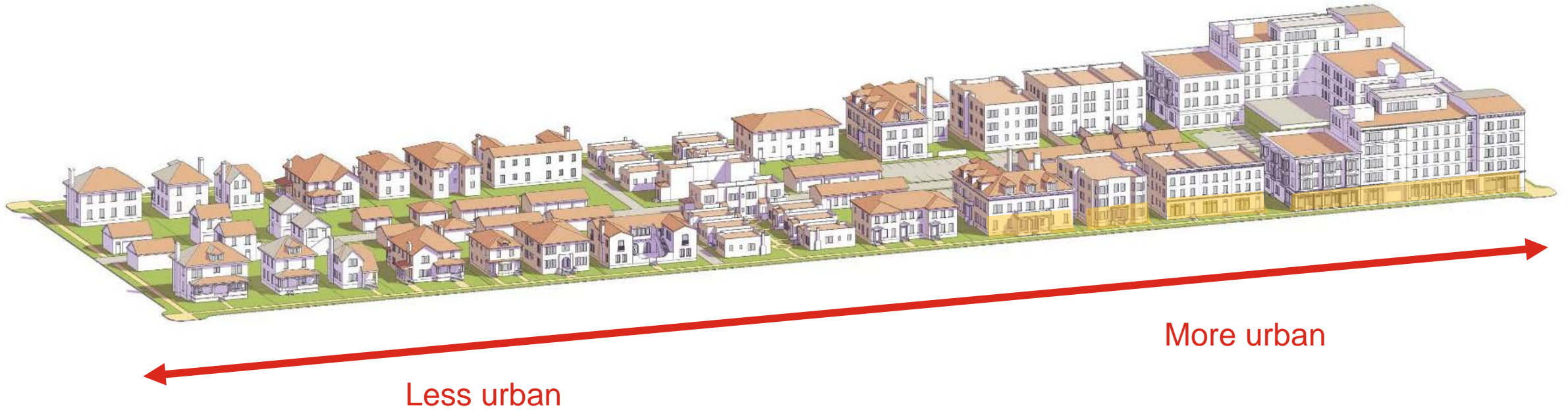
“Allow and encourage the development of mixed-use centers and corridors with a vibrant concentration of goods and services, multi-family housing, and community gathering and public spaces at strategic locations.”

Source: Citywide Development Code



Urban building types

Intent of Mixed-Use Zones



Street edge: what

frontages

A 'frontage' is the part of the building that engages the street and sidewalk. **Building frontages serve as the interface between the public and private realms.**

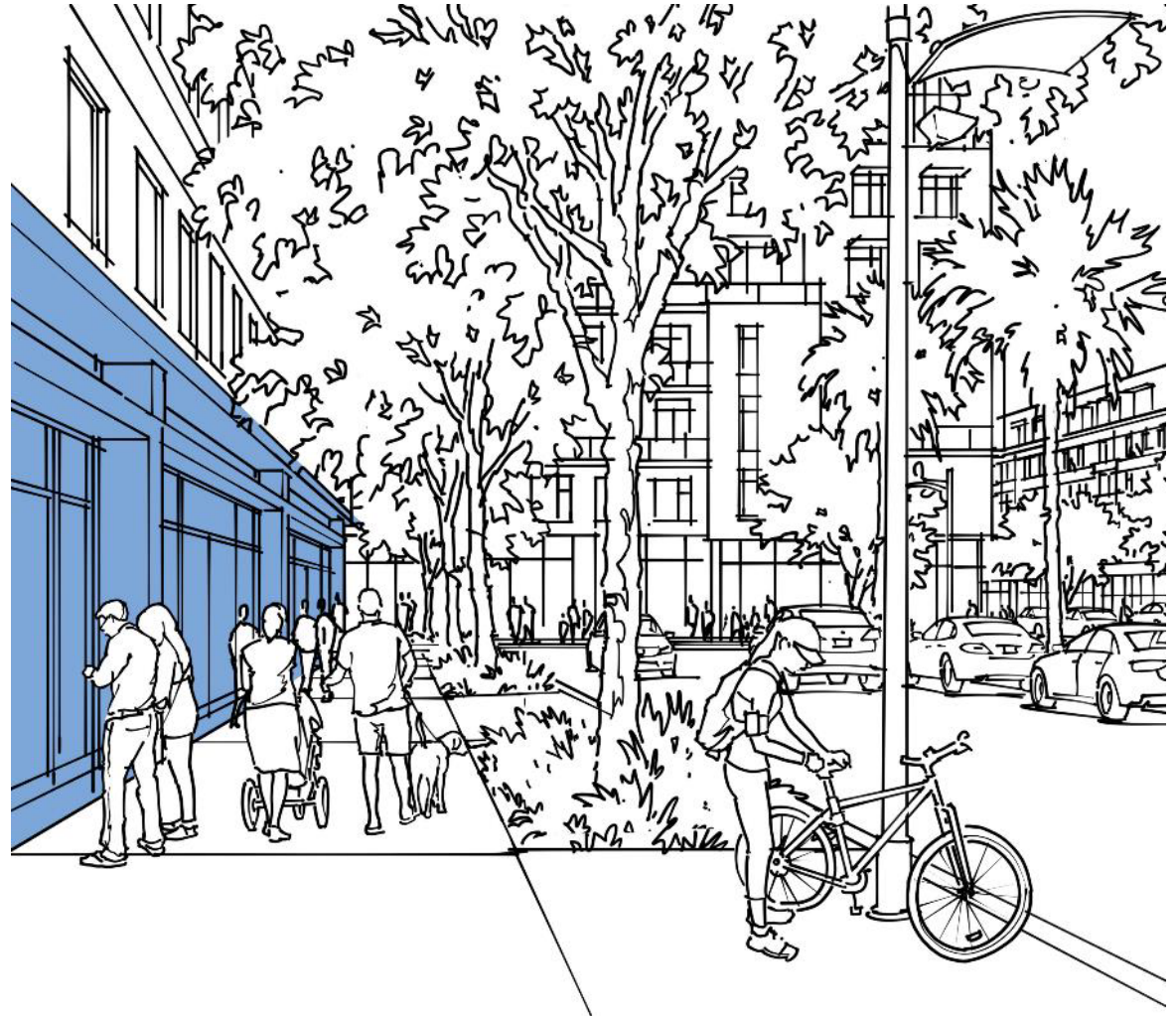
Frontages in walkable urban environments



Frontages in walkable urban environments

Components:

- Active ground floor



Frontages in walkable urban environments

Components:

- Active ground floor
- Space to walk



Frontages in walkable urban environments

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- Space to walk
- Space window shop



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- Active ground floor
- Space to walk
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- Space to sit or park your bike



Frontages in walkable urban environments

Components:

Active ground floor

Space to walk

Space window shop

Space to sit or park
your bike



Street edge in corridor environments



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Branding and Sense of Place

- Coordinated streetscaping (like signage, street furniture, or public art) tells visitors they have entered a special, distinct place. Use style consistency to prevent clutter.
- **Design Considerations:** celebrate uniqueness, co-located with other streetscape elements (e.g. lighting).



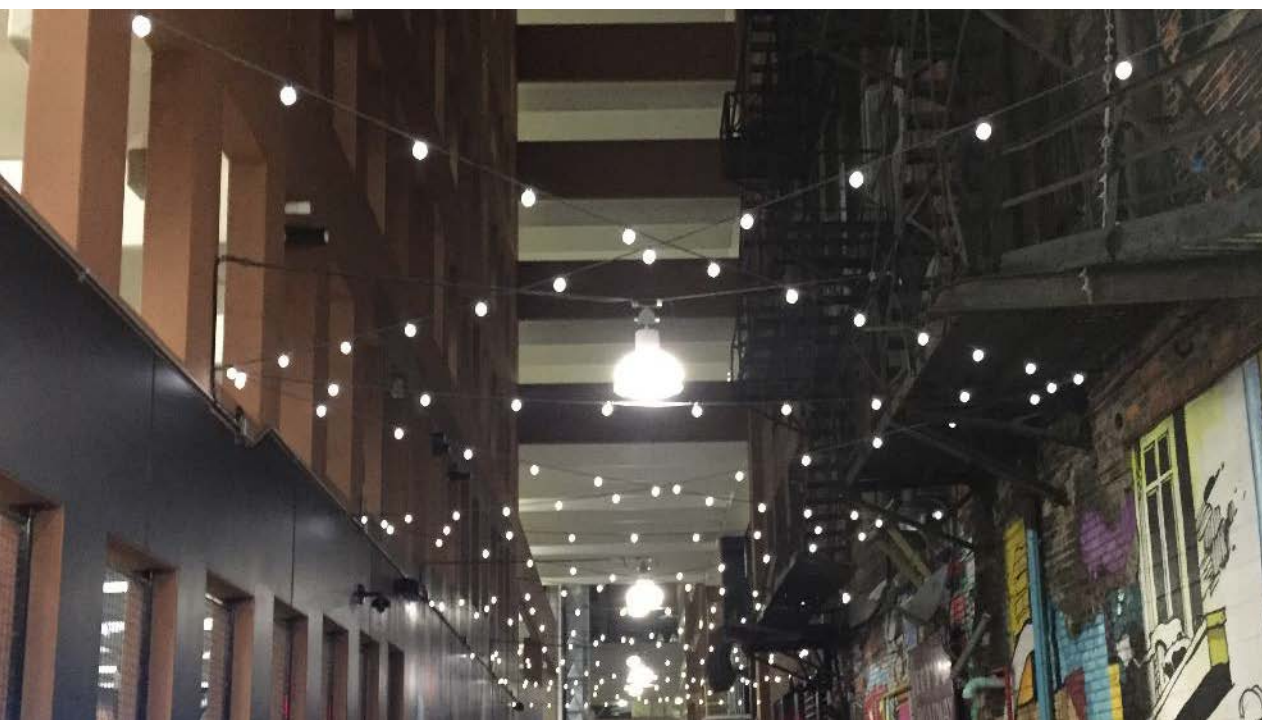
Site Furnishings

- Creating a walkable street improves livability, safety, and local business - but walkability starts with offering places for people to stop and enjoy the destination. Street furniture offers spots to rest, eat, meet up, or even charge technology. These needs can be met in fun ways to create welcoming environments for both individuals and groups.
- **Design Considerations:** variety of seating types, attractive and functional benches, integrated plants/shade, arrangements to facilitate use by groups.



Public Art

- Public art is a means to make Blackstone's character tangible. When community members develop and participate, murals can become photo backdrops, political commentary, or ways to show local pride. Public art is flexible and can change over the years, or it can become permanent.
- Design Considerations:** eco-friendly paint, themed art/colors to create unified character, local artists.



Lighting

- Lighting is important for security and pedestrian safety. Multi-sided lighting especially helps to illuminate walkers from the side or bottom, rather than just spotlighting them from above. Lighting contributes dynamically to the sense of a place, whether creating uplighting accents, highlighting art, or setting a twinkling "roof" over a space.
- **Design Considerations:** side/bottom light sources, pedestrian-oriented, minimized light pollution/spill, color-balance lamps.

Group Exercise



Break



Group Report Out

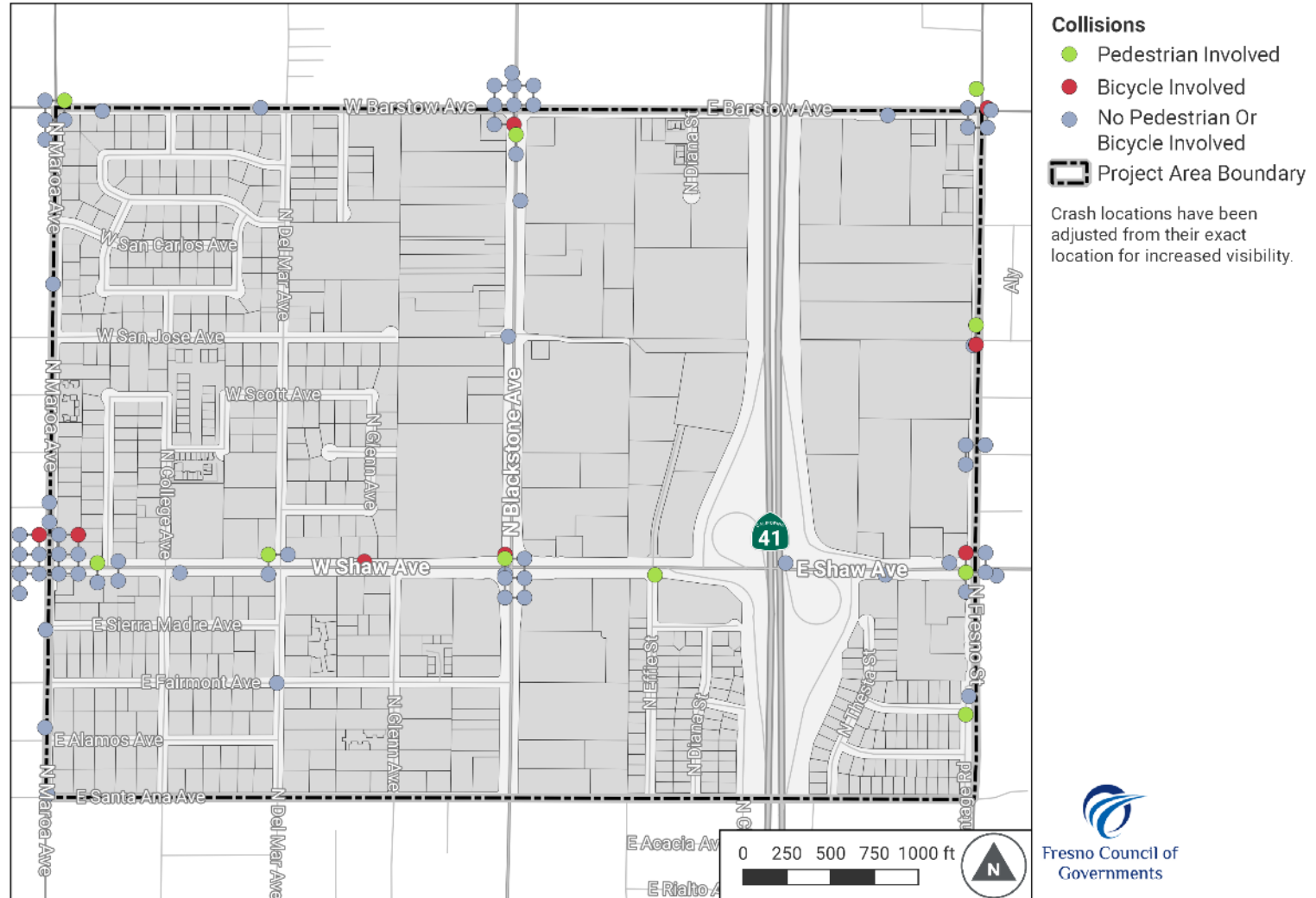


What we've learned so far



Crash History, 2011-2015

- 10 pedestrian-involved
- 7 bicycle-involved
- 56 automobile



Auto Traffic

- High traffic speeds
- High traffic volumes, though still free-flowing
- Longer queues on Shaw
- Long signal phases
- Wide outside lanes used for right turn lane



Transit

- Observed high ridership on FAX Q
- Spurs pedestrian activity around stops, especially at transfer location



Sidewalks

- Blackstone: 6 feet typical
- Shaw: 9 feet typical
- No buffer between roadway and sidewalk
- Frequent obstructions
- Few cross streets with sidewalks



Driveways

- Frequent, 1+ per parcel
- Wide aprons allow high-speed turns
- Consistent ADA treatment



Crossings

- Long distances across streets
- Long distances between crossings
- Median noses in crosswalks and narrow medians



Biking

- People ride bikes on sidewalks, not the street
- Ride with and against traffic
- Bikes seen on most FAX Q buses



Frontages

- Mostly large setbacks (not allowed in current code)
- Few doors directly to sidewalk
- Some new edge buildings



Outdoor Uses

- Few present
- Requires large buffer for comfort
- Starbucks: 10 foot planted buffer
- Rocket Dog: Wall plus tall plantings



Farmers Market

- Great asset for the study area
- Does not interface with street



Dialog!

- Political signs and activity at Blackstone/Shaw reinforce importance of the location as a crossroads/place of dialogue



Next Steps



Thank you!