EAST CENTRAL AREA PLAN

Steering Committee Meeting

October 12, 2017
6:00PM – 8:00PM

Bicycle Cafe

Area: 3.89 square miles
Population: 46,488 people
Housing units: 32,684 units
**Understand the Area**

- Assets
- Issues
- Trends

**Objective:** Identify Key Opportunities

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**Establish a Vision**

- Comprehensive
- Long Term
- Measurable

**Objective:** Prioritize & Design Community Investments

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**Develop Recommendations**

- Regulations
- Financing
- Partnerships

**Objective:** Propose Policies and Tools to Achieve Vision

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**General Process**

**Phase I** (6-8 Months)

- Understand the Area

**Phase II** (8-10 Months)

- Establish a Vision

**Phase III** (6-8 Months)

- Develop Recommendations

---

**Phase I**

- Understand the Area
- Objective: Identify Key Opportunities

**Phase II**

- Establish a Vision
- Objective: Prioritize & Design Community Investments

**Phase III**

- Develop Recommendations
- Objective: Propose Policies and Tools to Achieve Vision

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**General Process**

- **Phase I** (6-8 Months)
  - Understand the Area
  - Objective: Identify Key Opportunities

- **Phase II** (8-10 Months)
  - Establish a Vision
  - Objective: Prioritize & Design Community Investments

- **Phase III** (6-8 Months)
  - Develop Recommendations
  - Objective: Propose Policies and Tools to Achieve Vision
Community Engagement Methods

- **Online** – Surveys, Mapping Exercises, etc.
- **Targeted** – Existing Meetings, Street Team, Field Tours, etc.
- **Community Workshops** – Visioning, Design Charrette, Open House
- **Focus Groups** – Topical Experts, Advocates, Interested Residents
- **Steering Committee** – Formally appointed Community Stakeholders
Urban Quality Scorecard

PLACE-MAPPING OUR GREAT PLACES
AND THOSE PLACES WE WANT TO BECOME GREAT
SCORECARD:
Metrics to inform recommendations & implementation
SCORECARD:
Data-driven analytics tied to recommendations
SCORECARD:

Metrics to evaluate complex relationships:

Do you have a shared experience once a month?

What are your expectations during times of hardship?

Count the number of meals you share during a typical week.
SCORECARD:
What kind of questions do we ask with placemaking?

Measurable

Visible evidence
URBAN QUALITY SCORECARD:
Breaking places down into their component parts.
INTO THE COMPONENT PARTS:

• Uses: (live/work/play mix)

REASONS FOR ARRIVING AND REMAINING
INTO THE COMPONENT PARTS:

• Buildings: (private realm)
INTO THE COMPONENT PARTS:

- Environment (public realm)

TREE CANOPY, PEDESTRIAN SCALE, AND TRAFFIC CALMING.
INTO THE COMPONENT PARTS:

- Mobility (local connections)

TRAFFIC STRESS AND USER TYPES
INTO THE COMPONENT PARTS:

• Uses (live/work/play mix)
• Buildings (private realm)
• Environment (public realm)
• Mobility (level of user stress)
Research consistently shows that neighborhoods which:
1. mix land uses,
2. make walking safe and convenient,
3. and are near other development
allow residents and workers to reduce Vehicle Miles Traveled by 50%.

Land Use Impacts on Transport. 18 July 2017. Victoria Transport Policy Institute

MULTI-STOPS, MIXED-USE TRIP GENERATION

A diverse mix of residential and non-residential land uses reduces the need to travel and ensures activation of public spaces at all hours.

- Encourage diversity through a variety of built forms.
- Provide a horizontal and vertical mix of uses.
- Reserve at least 30% of residential floor area for affordable units.
WHAT ARE WE SCORING?
COMMUNITY ASSET MAP
## URBAN QUALITY SCORECARD:

### DATA GATHERING:

<table>
<thead>
<tr>
<th>Location [block]:</th>
<th>Urban Quality</th>
<th>Q1</th>
<th>Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUILDING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How many open public entrances are there?</td>
<td>How many different types of public entrances are there?</td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>Are buildings visually appealing from public space?</td>
<td>Do buildings have windows, entry features, or iconic details?</td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>USES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live: residential and direct access, residential, hotel, hospital</td>
<td>Work: professional service, office, hospital, school, day care</td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td>Play: retail, shopping, café, spa</td>
<td>Food &amp; entertainment: restaurant, pub, coffee</td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
<tr>
<td>Essential: green, pharmacy, healthcare, small market</td>
<td><img src="image9.png" alt="Image" /></td>
<td><img src="image10.png" alt="Image" /></td>
<td></td>
</tr>
<tr>
<td><strong>MOBILITY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is there a wide accessible sidewalk?</td>
<td>Are there bike parking and bike share facilities?</td>
<td><img src="image11.png" alt="Image" /></td>
<td><img src="image12.png" alt="Image" /></td>
</tr>
<tr>
<td>Is there a transit stop?</td>
<td>Count the on-street parking spaces:</td>
<td><img src="image13.png" alt="Image" /></td>
<td><img src="image14.png" alt="Image" /></td>
</tr>
<tr>
<td>Is there a bike lane?</td>
<td><img src="image15.png" alt="Image" /></td>
<td><img src="image16.png" alt="Image" /></td>
<td></td>
</tr>
<tr>
<td><strong>ENVIRONMENT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Count the number of healthy and mature trees.</td>
<td>Are there landscaping elements present?</td>
<td><img src="image17.png" alt="Image" /></td>
<td><img src="image18.png" alt="Image" /></td>
</tr>
<tr>
<td>Are there landscaping elements present?</td>
<td>Do you feel protected from moving vehicles?</td>
<td><img src="image19.png" alt="Image" /></td>
<td><img src="image20.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>SOUND</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is your perceived speed of the traffic in mph?</td>
<td>Count the lanes of active traffic:</td>
<td><img src="image21.png" alt="Image" /></td>
<td><img src="image22.png" alt="Image" /></td>
</tr>
<tr>
<td>Is there noise pollution from traffic or transit?</td>
<td><img src="image23.png" alt="Image" /></td>
<td><img src="image24.png" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>
EXAMPLE SCORING AND DATA DRIVEN RECOMMENDATIONS:
SCORING AND ANALYSIS:
Uses:
Number of Live/ Work/ Play land uses.
Buildings:
Number of pedestrian entrances/ seating/ transparency/ articulation

SCORING:

12 14 average
Environment:
Tree number and health/maturity
Traffic calming
Greenery
Enclosure ratio

SCORING:

12
14
6 average
SCORING:

12 14 6 21

Mobility:
SCORING AND ANALYSIS:

PLACE - SCORE 53
RECOMMENDATIONS AND IMPLEMENTATION:

METRICS FOR PUBLIC WORKS TO PRIORITIZE PROJECTS
RECOMMENDATIONS:

PLACE-Score 53 68
RECOMMENDATIONS AND IMPLEMENTATION:

EVALUATION CRITERIA FOR DEVELOPMENT GUIDELINES OR OVERLAYS

- Use of semi-public realm
- Increase in transparency
- Active ground floor uses
RECOMMENDATIONS:

INFORM PROGRAMMING AT KEY REDEVELOPMENT SITES.
RECOMMENDATIONS:

PLACE-SCORE 53 68 81
**Recommendations:**

<table>
<thead>
<tr>
<th>17</th>
<th>22</th>
<th>21</th>
<th>21</th>
</tr>
</thead>
<tbody>
<tr>
<td>grim</td>
<td>fair</td>
<td>good</td>
<td>great</td>
</tr>
<tr>
<td>grim</td>
<td>fair</td>
<td>good</td>
<td>great</td>
</tr>
<tr>
<td>grim</td>
<td>fair</td>
<td>good</td>
<td>great</td>
</tr>
<tr>
<td>grim</td>
<td>fair</td>
<td>good</td>
<td>great</td>
</tr>
</tbody>
</table>

**Place Score:** 53 68 81

+Track changes in lease rates or local land value
### Scorecard: Data Gathering

#### Urban Quality Scorecard

**Location:** 17th Ave. from Humboldt St. to Franklin St.

**North Side W.**

<table>
<thead>
<tr>
<th>Building <strong>Uses</strong></th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live: residential with direct access, residential lobby, hotel lobby</td>
<td>2</td>
</tr>
<tr>
<td>Work: professional service, office lobby, workshop, school, day care</td>
<td>3</td>
</tr>
<tr>
<td>Play: retail, shopping, salon, fitness, spa</td>
<td>1</td>
</tr>
<tr>
<td>Food &amp; Entertainment: restaurant, pub, coffee</td>
<td>2</td>
</tr>
<tr>
<td>Active: park, pool, playground</td>
<td>2</td>
</tr>
<tr>
<td>Essential: grocery, pharmacy, healthcare, small market</td>
<td>1</td>
</tr>
</tbody>
</table>

**Mobility**

<table>
<thead>
<tr>
<th>In the street</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is there a bike lane?</td>
<td>1</td>
</tr>
<tr>
<td>Count the street parking spaces</td>
<td>1</td>
</tr>
<tr>
<td>Is there a transit stop?</td>
<td>1</td>
</tr>
<tr>
<td>Are there significant safety and repair issues?</td>
<td>1</td>
</tr>
</tbody>
</table>

**Environment**

<table>
<thead>
<tr>
<th>In the block</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count the number of healthy and mature trees</td>
<td>2</td>
</tr>
<tr>
<td>Are there landscaping elements present?</td>
<td>2</td>
</tr>
<tr>
<td>Do you see iconic and memorable elements?</td>
<td>2</td>
</tr>
<tr>
<td>Do you feel protected from moving vehicles?</td>
<td>2</td>
</tr>
<tr>
<td>Are there significant maintenance and cleanliness issues?</td>
<td>2</td>
</tr>
</tbody>
</table>

**Traffic**

<table>
<thead>
<tr>
<th>Is there noise pollution from traffic or transit?</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Very light traffic)</td>
<td>2</td>
</tr>
<tr>
<td>(Moderate traffic)</td>
<td>3</td>
</tr>
<tr>
<td>(Heavy traffic)</td>
<td>4</td>
</tr>
</tbody>
</table>

**Senses**

<table>
<thead>
<tr>
<th>Best Quality: “circle” up to 3 choices</th>
<th>Worst Quality: “X” up to 3 choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree-canopy safety, parking mobility, noise-level, clean, livable, beautiful, inclusive, authentic, child-friendly goods/services, light-level accessibility, other</td>
<td></td>
</tr>
</tbody>
</table>
### Scorecard:

<table>
<thead>
<tr>
<th>Buildings</th>
<th>Score</th>
<th>Scorecard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How many open public entrances are there?</strong></td>
<td>(✓)=for each public entry location accessible/unblocked from a public way</td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td><strong>Do buildings have awnings, entry features, or iconic details?</strong></td>
<td>(✓)=0-25% (✓✓)=25%-50% (✓✓✓)=50%-75% (✓✓✓✓)=75%-100%</td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td><strong>How many outdoor seating areas are there?</strong></td>
<td>(✓)= for each visible seating areas with groups of 4-12 seats</td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td><strong>Are there windows and can you see visible activity inside?</strong></td>
<td>(✓)=blank/low (✓✓)=some/blocked (✓✓✓)=some/visible (✓✓✓✓)=many/visible</td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td><strong>What is the average building height fronting the street?</strong></td>
<td>(✓)=less than 1 story (✓✓)=1-2 stories (✓✓✓)=2-3 stories (✓✓✓✓)=4+ stories</td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td><strong>Are there visible parking areas within 12' of the sidewalk?</strong></td>
<td>(✓)=0-10% (✓✓)=10%-25% (✓✓✓)=25%-50% (✓✓✓✓)=50%-100%</td>
<td><img src="image" alt="Score" /></td>
</tr>
</tbody>
</table>
**SCORECARD:**

<table>
<thead>
<tr>
<th>BUILDINGS</th>
<th>Evaluated per number or % of 1/2 block side:</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many open public entrances are there?</td>
<td></td>
</tr>
<tr>
<td>Do buildings have awnings, entry features, or iconic details?</td>
<td></td>
</tr>
<tr>
<td>How many outdoor seating areas are there?</td>
<td></td>
</tr>
<tr>
<td>Are there windows and can you see visible activity inside?</td>
<td></td>
</tr>
<tr>
<td>What is the average building height fronting the street?</td>
<td></td>
</tr>
<tr>
<td>Are there visible parking areas within 12’ of the sidewalk?</td>
<td></td>
</tr>
</tbody>
</table>

### How many open public entrances are there?
(✓)= for each public entry location accessible/unblocked from a public way

### Do buildings have awnings, entry features, or iconic details?

(o)=0-25%  (✓)=25%-50%  (✓✓)=50%-75%  (✓✓✓)=75%-100%

### How many outdoor seating areas are there?
(✓)= for each visible seating areas with groups of 4-12 seats

### Are there windows and can you see visible activity inside?
(o)=blank/low  (✓)=some/blocked  (✓✓)=some/visible  (✓✓✓)=many/visible

### What is the average building height fronting the street?
(o)=less than 1 story  (✓)=1-2 stories  (✓✓)=2-3 stories  (✓✓✓)=4+ stories

### Are there visible parking areas within 12’ of the sidewalk?
(o)=0-10%  (✓)=10%-25%  (✓✓)=25%-50%  (✓✓✓)=50%-100%
**SCORECARD:**

<table>
<thead>
<tr>
<th>Building Feature</th>
<th>Evaluation Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How many open public entrances are there?</strong></td>
<td>(✓) = for each public entry location accessible/unblocked from a public way</td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td><strong>Do buildings have awnings, entry features, or iconic details?</strong></td>
<td>(✓) = 0-25%, (✓✓) = 25%-50%, (✓✓✓) = 50%-75%, (✓✓✓✓) = 75%-100%</td>
<td><img src="image" alt="Score" /></td>
</tr>
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<td>(✓) = blank/low, (✓✓) = some/blocked, (✓✓✓) = some/visible, (✓✓✓✓) = many/visible</td>
<td><img src="image" alt="Score" /></td>
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<td>(✓) = 0-10%, (✓✓) = 10%-25%, (✓✓✓) = 25%-50%, (✓✓✓✓) = 50%-100%</td>
<td><img src="image" alt="Score" /></td>
</tr>
</tbody>
</table>
SCORECARD:

- **Indicate each visible ground floor use.** (✓) for each separate use

  - **Live:** residential unit with direct access, residential lobby, hotel lobby
  - **Work:** professional service, office lobby, workshop, school, day care
  - **Play - retail:** shopping, hair salon, fitness, spa
    - **-food & entertainment:** restaurant, pub, coffee
    - **-active:** park, plaza, + playground
  - **Essential:** grocer, pharmacy, healthcare, small market
## Scorecard

**MOBILITY**

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is there a bike lane?</td>
<td></td>
<td>(✔️) = sharrow (✔️ ✔️) = separated (✔️ ✔️ ✔️) = protected per direction</td>
</tr>
<tr>
<td>Is there bike parking or a bikeshare facility?</td>
<td>✔️</td>
<td>(+ ✔️) = yes for each</td>
</tr>
<tr>
<td>Is there an accessible route?</td>
<td>✔️ ✔️ ✔️</td>
<td>(+ ✔️) = yes (+ ✔️ ✔️) = 6’-8’ w. (+ ✔️ ✔️ ✔️) = 8’+ w.</td>
</tr>
<tr>
<td>Count the onstreet parking spaces:</td>
<td>✔️ ✔️ ✔️</td>
<td>(+ ✔️) = for each 2 spaces</td>
</tr>
<tr>
<td>Is there a transit stop?</td>
<td>✔️</td>
<td>(✔️) = bus/train stop (+ ✔️ ✔️) = shelter</td>
</tr>
<tr>
<td>Are there significant safety and repair issues?</td>
<td>✔️ ✔️</td>
<td>(✔️) = per each curbcut, driveway, alley crossing (+ ✔️) = infrastructure disrepair</td>
</tr>
</tbody>
</table>

[Image of a street scene with various elements marked for analysis]
## Scorecard:

### Environment

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count the number of healthy and mature trees.</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>Look at the best 3 trees and rate:</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(o) = dying / do not exist</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>✔️ = young</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>✔️ ✔️ ✔️ = mature and healthy</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(✔️ ✔️ ✔️) = provides canopy over walking/seating areas</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>Are there landscaping elements present?</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(+ ✔️ ✔️) = each 4-6 sf of raised planters or pots</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(+ ✔️ ✔️ ✔️) = 50%+ groundcover</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>Do you see iconic and memorable elements?</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(+ ✔️ ✔️ ✔️) each type. eg pavers, water features, unique signage, street lights, art</td>
<td>✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>Do you feel protected from moving vehicles?</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>curbside parking, treelawns, etc</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(o) = 0-25%</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>✔️ = 25%-50%</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>✔️ ✔️ ✔️ = 50%-100%</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>Are there significant maintenance and cleanliness issues?</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(+ ✔️ ✔️ ✔️ ✔️) = dead trees</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
<tr>
<td>(+ ✔️ ✔️ ✔️ ✔️) = maintenance or cleanliness issues</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td></td>
</tr>
</tbody>
</table>
SCORE CARD:

What is your perceived speed of the traffic in mph?
- (0-25) = 0-25
- (25-30) = 25-30
- (30-35) = 30-35
- (35-45) = 35-45
- (45+) = 45+

Count the lanes of active traffic:
- (0) = 0-2
- (1) = 3-4
- (2) = 5+
- (+) = 1-way traffic

Is there noise pollution from traffic or transit?:
- (+) = traffic or high noise
- (-) = other noise pollution

Study the entire block/street/space and evaluate the following:
Your grade for the feel and vibrancy: (circle one)
- A+
- A
- B
- C
- D
- Fail

Best Quality: ("circle" up to 3 choices)
- tree-canopy
- safety
- parking
- mobility
- noise level
- clean
- lively
- beautiful
- inclusive
- authentic
- child-friendly
- goods/services

Worst Quality: ("X" up to 3 choices)
- light-level
- accessibility
- other____________________
ROUTE: (COMPLETE EACH BLOCK SIDE IN 10 MIN.) 45 MINUTES TO DO 2 BLOCKS/BOOTH SIDES.
SCORECARD:

LEAVE AT 6:45PM – START ON THIS ½ BLOCK.
RETURN TO BIKE CAFÉ AT 7:30PM.
Wrap-up:

Study the entire block/street/space and evaluate the following:

Your grade for the feel and vibrancy: (circle one)  A+  A  B  C  D  Fail

Best Quality: (“circle” up to 3 choices)  Worst Quality: (“X” up to 3 choices)

- tree-canopy  - safety  - parking  - mobility  - noise-level  - clean  - lively  - beautiful  - inclusive
- authentic  - child-friendly  - goods/services  - light-level  - accessibility  - other______________

- How did you rate the overall feel?
- What are the challenges?
- Data we are missing?
2 BLOCK AVERAGES:

- Uses
- Buildings
- Environment
- Mobility
- Traffic
Next Steps:

1. Please give feedback:
   - We will email the scorecard to you.
   - We need your input to tune the questions and scoring.

2. Today’s scorecards will be entered into GIS to begin discussions of opportunities and to generate more specific scoring relationships (ie pedestrian mobility + environment vs traffic stress).
Next Steps:

3. We will be sending out a draft Asset Map (important neighborhood destinations) ahead of our next meeting to discuss and finalize.

4. We will need groups of community members to score the places indicated in the Asset Map along with our Urban Designers and Planners:
   • Team leaders
   • Volunteers