

City of Austin Intercity Visit

September 26, 2011

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Director

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Managing Mobility and Wayfinding in Center City

- Two Great Cities
- Growth Strategy & Transportation
- Collaborative Initiatives
 - Wayfinding & Parking
 - Curb lane management
- Successful cities



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Successful Cities

- Bustling & Vibrant Streets
- Thriving businesses
- Increasing revenues
- Cultural Attractions
- Reputation as a great place to live, work, play
- **Successful cities are memorable and sustainable**





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Two Great Cities


	Charlotte	Austin
Citywide Population	731,424	790,390
Downtown Population	11,203	9,500
Number of uptown or downtown employees	70,000	67,000
Number of uptown or downtown parking spaces	47,406	22,000
Number of traffic signals downtown	107	Not known
Median Household Income	\$49,779	\$50,132
Median Home Sales Price	\$170,000	\$170,000

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Our downtowns



Austin downtown



Charlotte Center City

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The Charlotte Secret

- Collaborative Culture
- Public – Private Partnership
- Business Community Leadership
- Strategic Planning Approach



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Growth Strategy Elements

Charlotte's Future Vision
To be an urban community of choice for living, working and leisure.

Centers, Corridors and Wedges Growth Framework
Growth management strategy to maintain and enhance livability while accommodating 350,000 new residents in Charlotte

Transportation Action Plan
Comprehensive strategies to make Charlotte the premier city in the nation for integrating land use and transportation choices

Pedestrian Plan	Urban Street Design Guidelines	Bicycle Plan
Safe Routes to School	Center City Transportation Study	Connectivity Program

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Baseline Planning



Figure 1
Proposed Centers, Corridors, and Wedges
Charlotte, NC

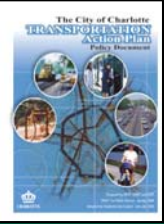


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Transportation Action Plan

"Charlotte will be the premier city in the nation for integrating land use and transportation choices."
 - TAP


1. Continue implementation of the Centers and Corridors strategy
2. [provide] ...transportation facilities to improve safety, neighborhood livability, promote transportation choices and meet land use objectives
3. Collaborate...
4. Communicate land use and transportation objectives...
5. Seek financial resources...



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Urban Street Design Guidelines (USDG)

- USDG are the "streets" component of the TAP



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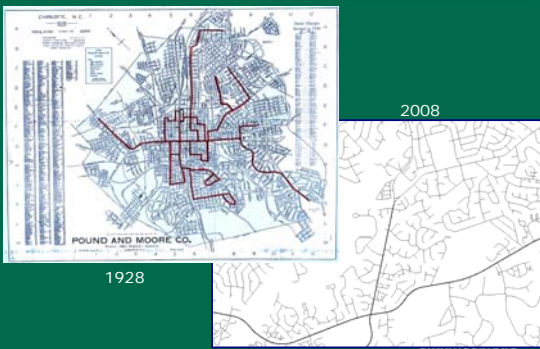
Street Design Philosophy

- Public Space
- Image
- Development "Bones"
- Context-Based
- Multiple Users
- Providing Choice
- Design as Group Process
- Enhanced Network of Complete Streets



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Connectivity Program

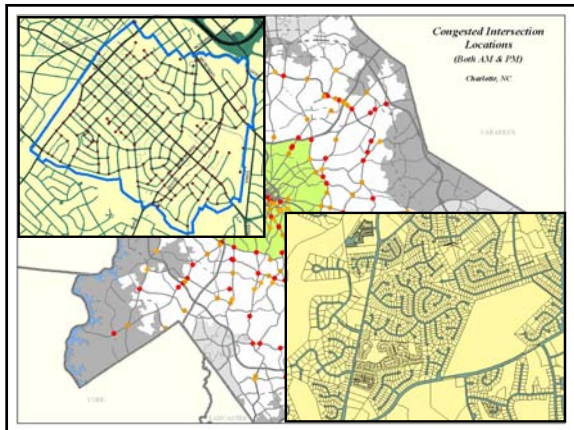


1928

2008

POUND AND MOORE CO.

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CITY OF CHARLOTTE Collaborative Initiatives

- Way-Finding and Parking
- Curb Lane Management




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CITY OF CHARLOTTE Wayfinding and Parking Guidance Project Goals

Clear Directional SIGNAGE	Fuel SAVINGS
Encourage PARKING ONCE	Easy Access

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CITY OF CHARLOTTE The Parking Collaborative

Collaborative created through multiple agencies.

- Owners agreed to a consistent signage theme with real time parking information.
- System almost complete.

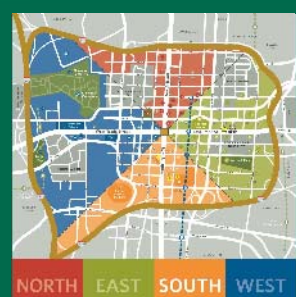
City worked with NCDOT on the overall wayfinding system.

- Charlotte's system mirrored state and federal approaches.
- Streamlined signage 'clutter'
- Simplifies messages to visitors.



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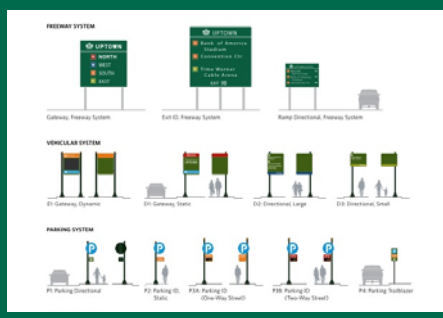
CITY OF CHARLOTTE Defining the Strategy



NORTH EAST SOUTH WEST

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CITY OF CHARLOTTE Creating a Set of Iconic Markers



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CITY OF CHARLOTTE Project Elements

Vehicular Wayfinding on freeways and ramps

Vehicular Wayfinding On-street Directional Signs

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CITY OF CHARLOTTE Project Elements

Parking Guidance Signs




Pedestrian Wayfinding Signs

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CITY OF CHARLOTTE Conveying Useful information






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CITY OF CHARLOTTE Curb Lane Management

- Curb space allocated on an ad hoc basis
- Communication/signage confusion
- Bagging/hours confusion
- **Result: Confused, frustrated customers**



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CITY OF CHARLOTTE Public Outreach: What did we hear?

- Businesses need more convenient parking
- Concerns about street closures/bagging
- Signs should reinforce when you can park
- Address delivery vehicle loading needs



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CITY OF CHARLOTTE Recommendations

- Signage concepts
- Block face template
- Parking Operations
- Pilot Project (on-going)



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CITY OF CHARLOTTE Signage

"Cleaning Approach"

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CITY OF CHARLOTTE Using Block Face Templates

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CITY OF CHARLOTTE Parking Operations Efforts

Enforcement

- Consistent enforcement
- Upgraded technology to improve efficiency
- Park It! staff as downtown ambassadors

Hours of Enforcement

Extend days and hours of enforcement to stimulate needed turnover

Peak Hour Restrictions

Evaluate the need of peak hour restrictions on all streets

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CITY OF CHARLOTTE Pilot Project

Tryon Street, Portions of Trade and 6th Streets

- Install new signage
- Reallocate curb space
- Remove peak restrictions - (Tryon only)
- Evaluate during 4 month time frame

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CITY OF CHARLOTTE Taking care of the fundamentals


- Countdown signals
- Wide sidewalks
- Sidewalk Dining
- Bicycle Parking
- Bikes on buses
- Better crosswalks
- Great public realm!

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CITY OF CHARLOTTE Sometimes bigger efforts required

- Transportation Management Operations
- Wayfinding and Parking Guidance
- Curb Lane Management Study
- I-277 Loop Study


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 CITY OF CHARLOTTE **Transportation Management**

Traffic operations is critical to a successful transportation system.

Includes:


- Traffic capacity
- Upgrades to signal systems
- Signal progression
- Enhanced connectivity
- Access to Center City
- Ongoing street conversions



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 CITY OF CHARLOTTE **One to think about...**

We can't keep widening our roads, so we have to **broaden** our thinking.



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 CITY OF CHARLOTTE **Thank You!**



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