City of Austin Intercity Visit

September 26, 2011

Danny Pleasant, AICP
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

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

Two Great Cities

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Successful Cities

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

Our downtowns

Austin downtown
Charlotte Center City

The Charlotte Secret

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

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

• USDG are the “streets” component of the TAP

• Public Space
• Image
• Development “Bones”
• Context-Based
• Multiple Users
• Providing Choice
• Design as Group Process
• Enhanced Network of Complete Streets
Collaborative Initiatives

- Way-Finding and Parking
- Curb Lane Management

Wayfinding and Parking Guidance

Project Goals

- Clear Directional SIGNAGE
- Fuel SAVINGS
- Encourage PARKING ONCE
- Easy Access

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.

Defining the Strategy

Creating a Set of Iconic Markers

CHAMBERS.ORG

CHAMBERS.ORG

CHAMBERS.ORG

CHAMBERS.ORG
Project Elements

Vehicular Wayfinding on freeways and ramps

Vehicular Wayfinding On-street Directional Signs

Conveying Useful information

Curb Lane Management

- Curb space allocated on an ad hoc basis
- Communication/signage confusion
- Bagging/hours confusion

- Result: Confused, frustrated customers

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

Recommendations

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

"Cleaning Approach"

**Using Block Face Templates**

**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

**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

**Taking care of the fundamentals**

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

**Sometimes bigger efforts required**

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

Thank You!

One to think about...

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