



Downtown Circulation Study Subcommittee

MEETING #2
MAY 26, 2022



AGENDA

- Welcome + Recap
- Case studies connected to Master Plan goals
- Current conditions
- Framing/change narrative
- Call the question
- Community talking points
- Outcomes and metrics
- Next Steps

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WELCOME + RECAP

HISTORY OF DOWNTOWN CIRCULATION IN TRAVERSE CITY

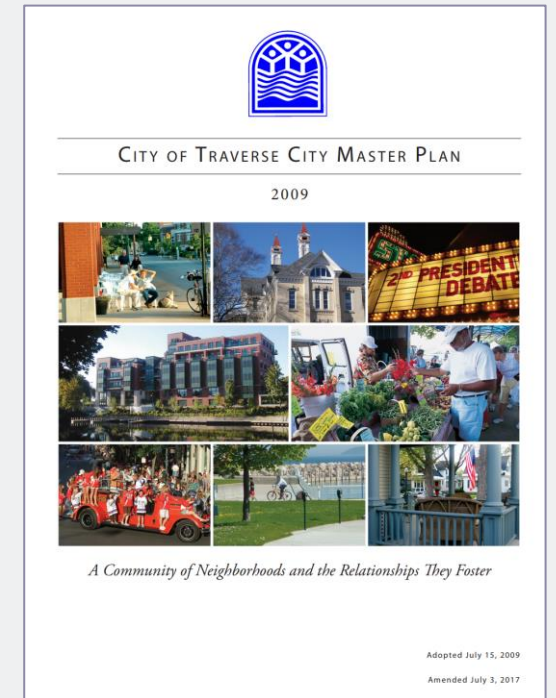
- Spring 1967, segments of Front, Pine, State, and Boardman converted from two-way to one-way operation
- Primary goal to alleviate congestion without sacrificing on-street parking
- Different planning ideals at the time: auto-centric, emphasis on throughput of vehicles
- Not without contention – petition to block conversion failed (61% in support)



Looking east from 100 block of Front St, 1960s

MASTER PLAN AND AMENDMENTS

- TC-5 Neighborhood is the most formally and intensely developed... **focus is on high intensity, regional, commercial activity.**
- Include measures enforcing Access, Mass, and Emissions.
 - Motorized vehicle restrictions in terms of traffic speed, parking, and access. Pedestrian focused...
 - Most dense. Greatest building mass within the city with appropriate balance and scale...
 - High emission levels carefully managed with design and architectural solutions utilized to minimize effect on adjacent neighborhoods.
- Encourage compact development patterns, which will **curtail vehicle traffic and shorten trips.**
- Make businesses, services, and amenities **more accessible** through safe, efficient, and environmentally sensitive transportation.



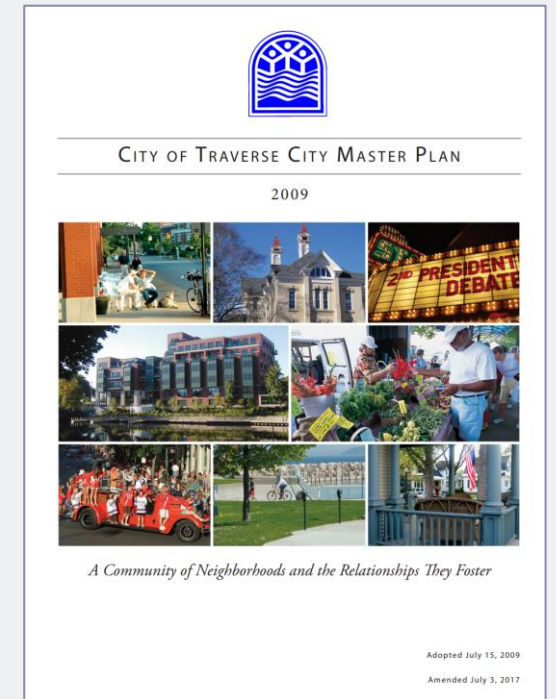
TRANSPORTATION ELEMENT

STREET FORM AND FUNCTION

Provide well-planned **connections** within and throughout the transportation network **improving the efficient distribution of travel** throughout the network and promoting **reduced motorized vehicular trips and lengths**. Identify a **framework of major streets** providing **connectivity through the City** and region with a **focus on the access** to goods, services, and people. Routinely promote the use of alternatives to the single-occupancy vehicle in both trip planning and costs related comparisons to the general public.

Objectives:

- Use design elements to **increase mobility and decrease speed** (i.e. Front Street downtown)
- **Fewer emissions** (fumes, noise, road pollution, etc.)
- Fewer single-occupancy motor **vehicle miles traveled**
- **Increased accessibility** and **use of mass transit**, carpools, and non-motorized modes of transportation
- Achieve appropriate operating characteristics (i.e. traffic volume, **speed**, types of vehicles) for all streets



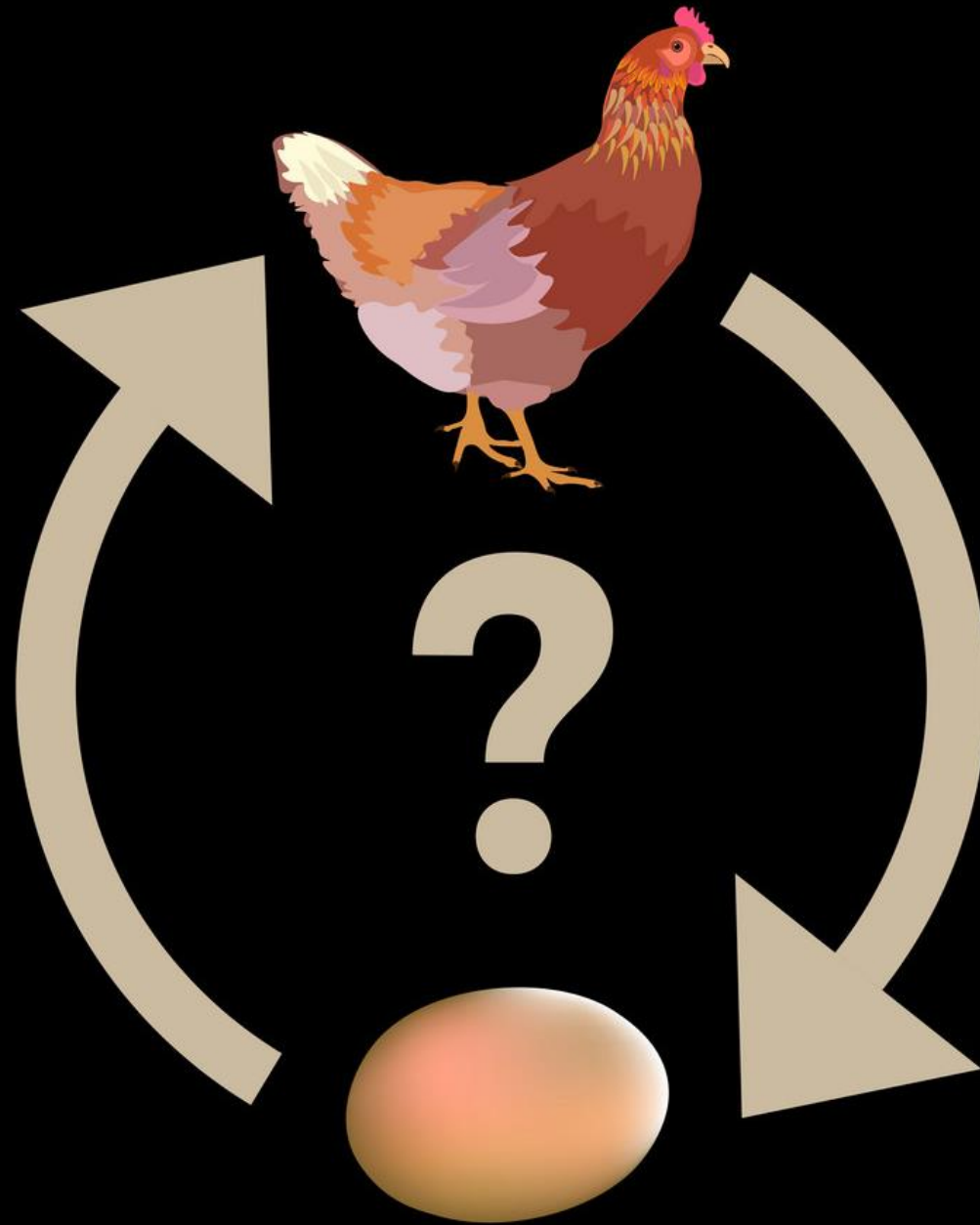
STATE STREET IS IDENTIFIED AS A “DOWNTOWN STREET”



STREET TYPOLOGIES

-  Downtown Street
-  Contemporary Residential
-  Traditional Residential
-  Connector Street
-  Commercial Corridor
-  State Highways

ECONOMIC DEVELOPMENT



Clematis Street

West Palm Beach, FL

Metro Population: 5,564,635 | City Population: 99,919



After

Photo: Google



Before

Photo: Ian Lockwood

Downtown West Palm Beach was once only for commuters, but now attracts shoppers, families, and tourists.

- Widened sidewalks, landscaping, trees and street furniture all contributed to an improved pedestrian realm.
- Three lanes were reduced to two as the street was converted from one way to two way.

WEST PALM BEACH, FL

In the City of West Palm Beach, Florida:

- Property values along Clematis Street increased from \$10-40 per square foot to \$50-100 per square foot after converting from one-way to two-way.
- Commercial rents increased from \$6 per square foot to \$30 per square foot.
- Retail vacancies went from 50% to 0%.
- Private investors injected \$350 million into the local economy.

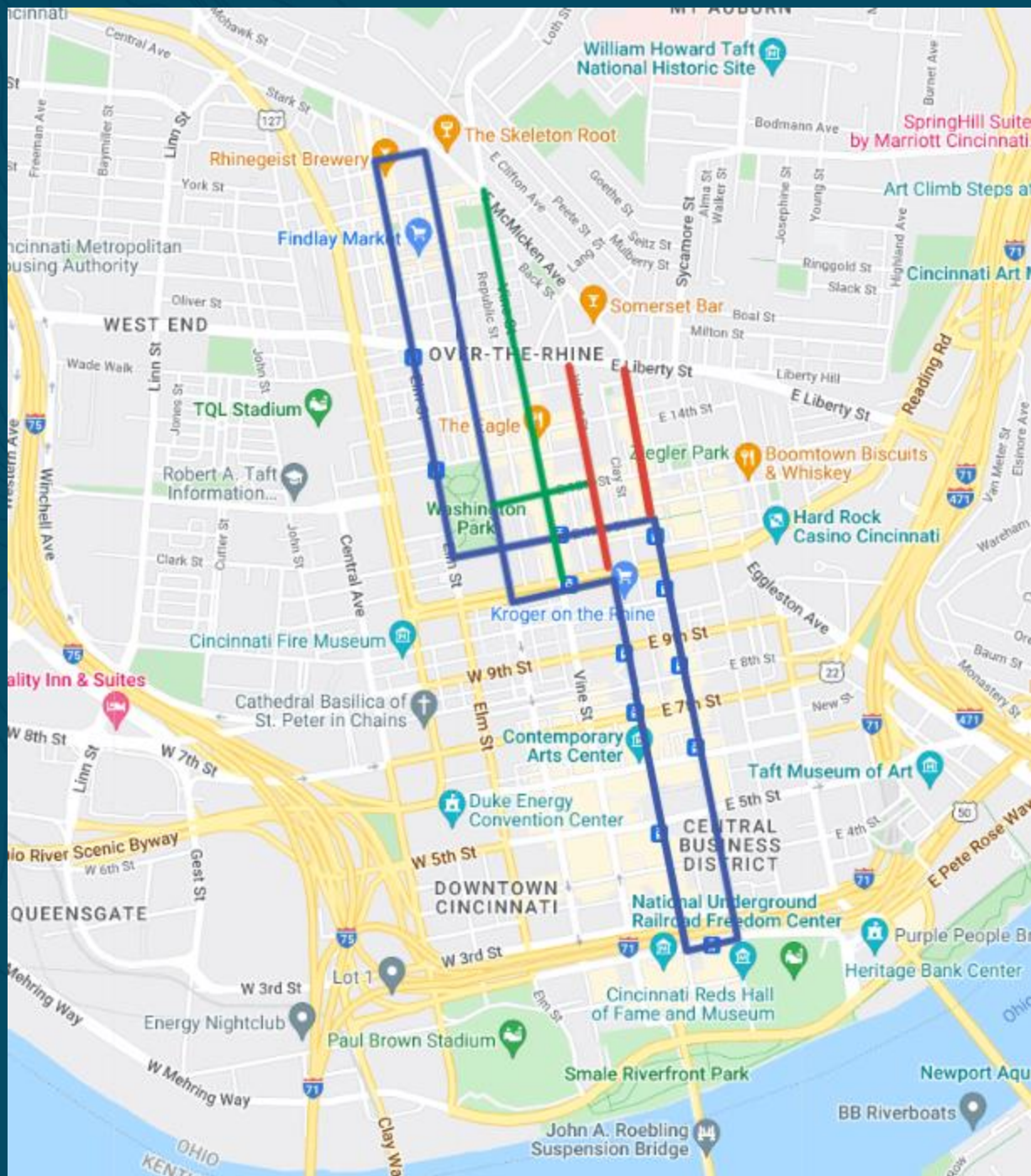
Clematis Street is now the premier address for retail and office uses in West Palm Beach.

https://newhavenurbanism.files.wordpress.com/2015/08/newhaven_onetotwowayconversion_compressed.pdf



Clematis Street, West Palm Beach, Florida





CINCINNATI, OH

The City of Cincinnati spent around \$400,000 in 1999 to convert Vine Street back to two-way travel from Central Parkway to McMicken Avenue. A subsequent study found that traffic along Vine Street became slightly more congested, but also reduced the speed of motorists traveling through the historic neighborhood.

Since its conversion, Vine Street has also blossomed with dozens of new businesses, which can, in part, be attributed to slower traffic and improved access and visibility. As a result, there have been several other examples of this type of conversion throughout Over-the-Rhine, including sections of Thirteenth and Fourteenth Streets.

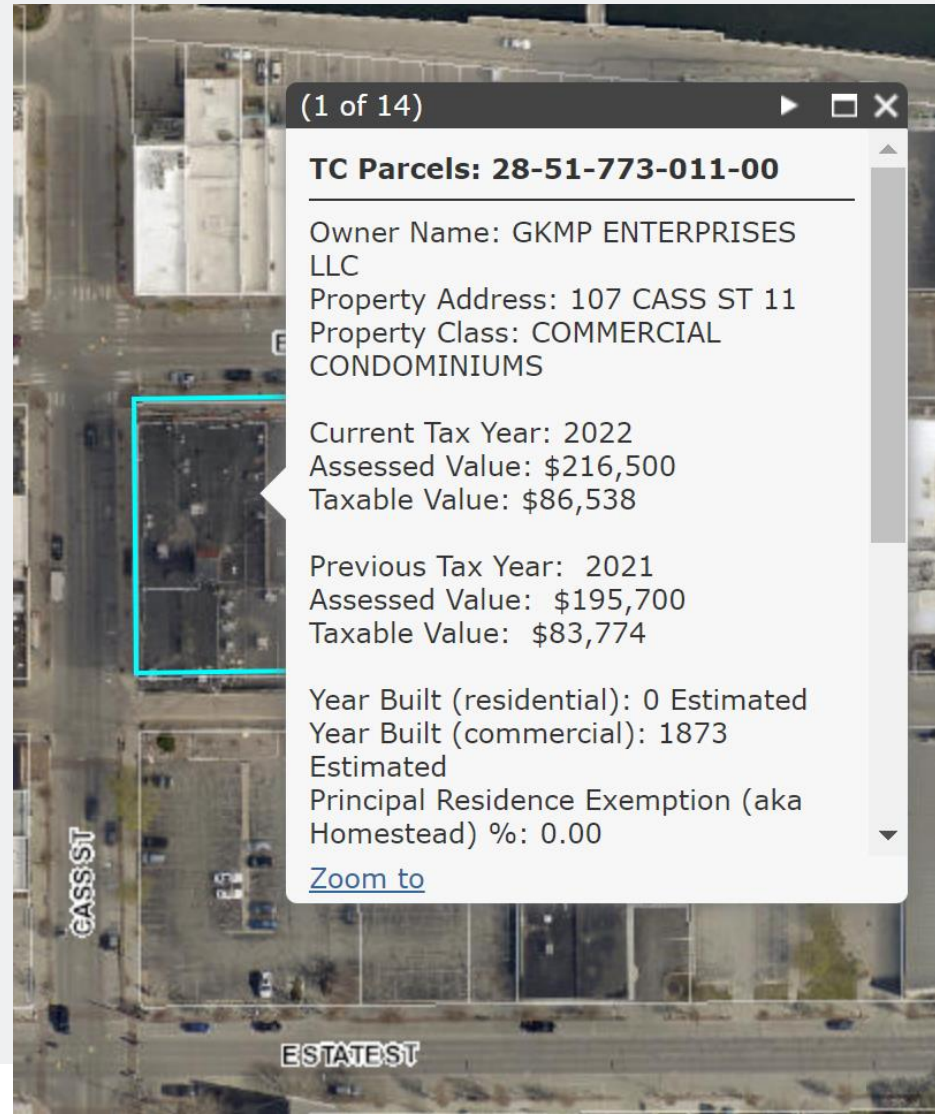
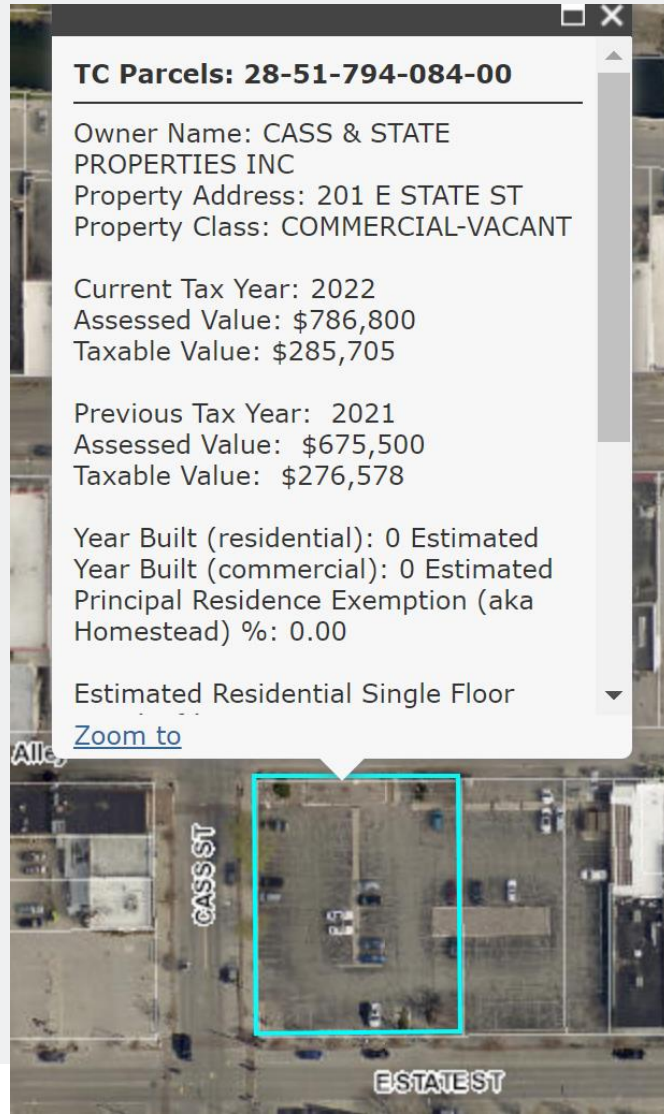
<https://www.urbancincy.com/2014/08/will-main-street-follow-in-vine-streets-footsteps-and-return-to-two-way-traffic/>

“HIGH INTENSITY, REGIONAL, COMMERCIAL ACTIVITY”

- **West Front Street:** \$
- **8th Street:** \$4.5M road construction (incl bridge) has led to \$20.5M in private investment in 3 years
- **Michigan Street (GR):** ~\$100M in BRT, reconfiguration, greening supported \$1B investment



“HIGH INTENSITY, REGIONAL, COMMERCIAL ACTIVITY”



Parking lot

- Assessed Value = \$786,800
- Taxable Value = \$285,705

Millikens

- Assessed Value = \$4,336,300
- Taxable value = \$2,724,409

Building built in 1873

The background of the image is a dark teal color with a subtle, intricate pattern of white contour lines, resembling a topographic map. These lines are more densely packed in some areas and more spread out in others, creating a sense of depth and texture.

SAFETY



East Spring Street, New Albany, prior one-way (top), and current two-way (bottom).

NEW ALBANY, IN

“New Albany, Indiana, switched more than four miles of city streets while implementing traffic-calming measures made possible by the conversions. Police Chief Wm. Todd Bailey reports, in a public letter, that the two-way street designs are “overwhelmingly” superior in the following respects:

- Accidents involving pedestrians are down.
- Speeding is reduced. The previous one-way configurations allowed motorists to travel “well above posted speed limits,” Bailey says, whereas the new designs “have slowed traffic as planned.”
- Motor vehicle crashes are down, especially injury crashes, compared to previous years.
- In general, the streets work better. “It has been our observation that the new designs allow for motor vehicles, bicycles, and pedestrians to all interact in a much smoother manner,” he says. “Additionally, due to the new design, when we experience a problem, we are provided with more options to redirect traffic. The design has also facilitated a better response from police and fire as those options have multiplied.”

<https://www.cnu.org/publicsquare/2019/07/09/cities-benefit-one-way-two-way-conversions>

Sept 2007



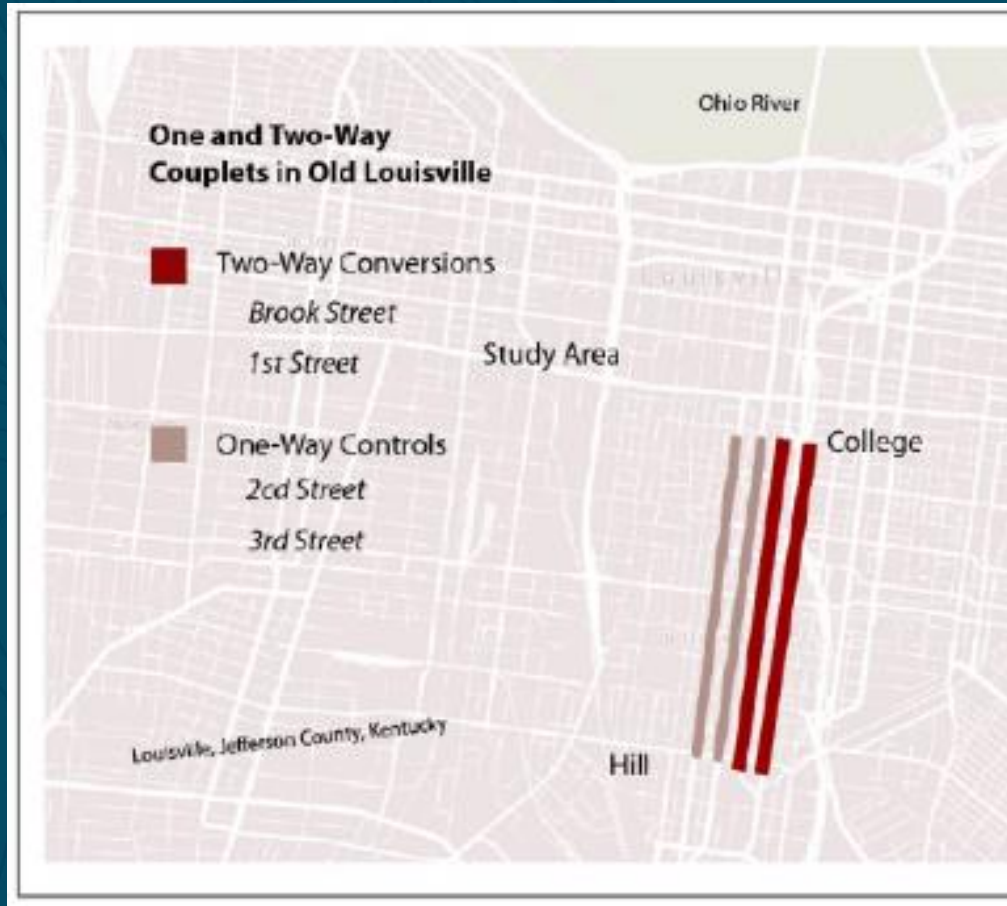
June 2019

LOUISVILLE, KY

John Gilderbloom of the University of Louisville and William Riggs of Cal Poly San Luis Obispo looked at four adjacent one-way streets in Louisville, two of which were restored to two-way traffic in 2011. There were three variables studied: (1) traffic collisions, (2) crime, and (3) property values.

The converted streets experienced a collective drop in total collisions of about 49 percent, despite attracting more vehicles than before the change. Accidents on the streets that stayed one-way rose by 10 percent in the same time period.

This conversion occurred at a cost of roughly \$250,000, for both 1.25-mile segments. The budget included stoplight and sign conversion, along with signal timing and restriping. They compared these changes with an adjacent couplet, 2nd and 3rd Streets, which remained one-way.

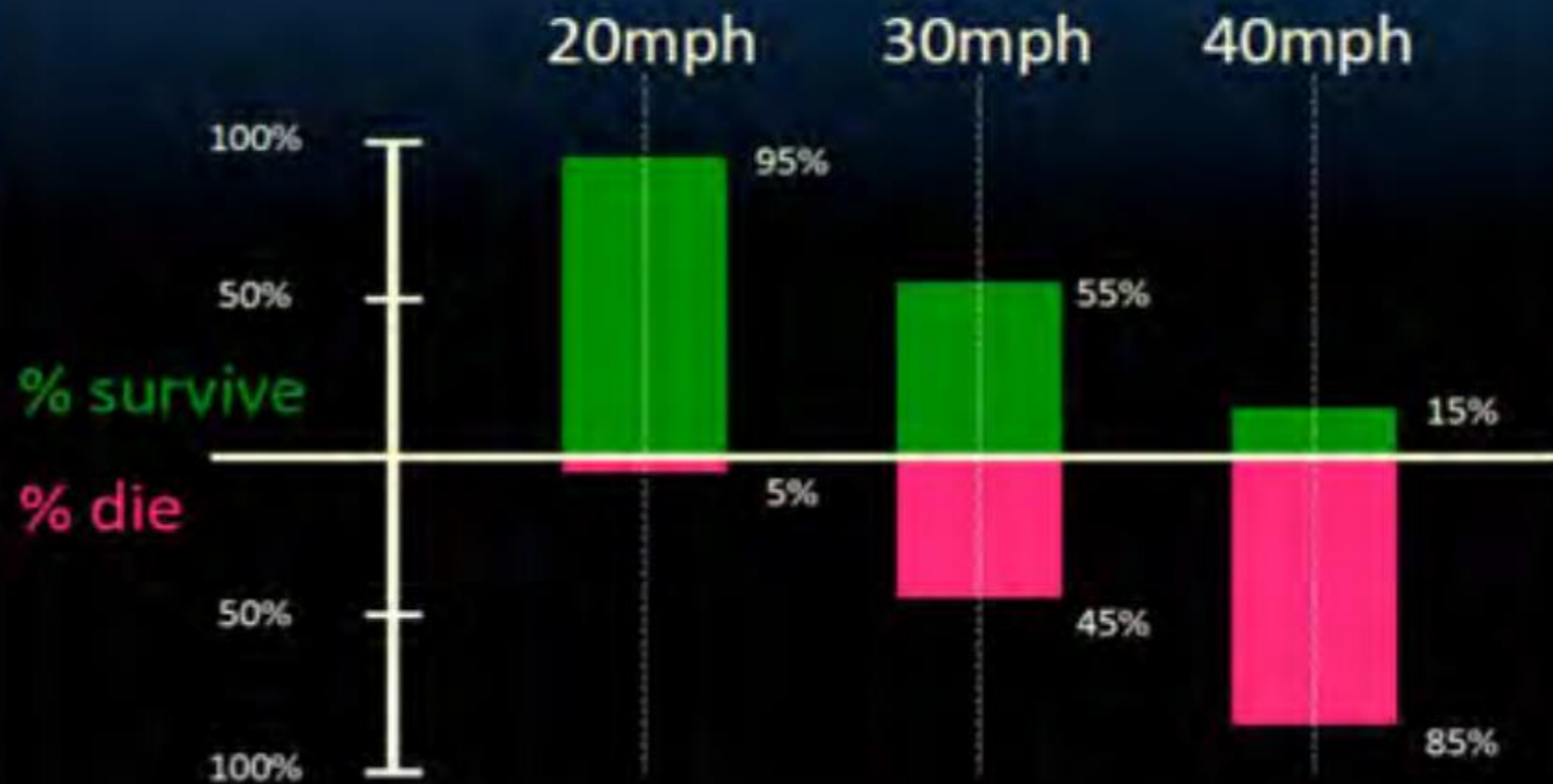


It was expected traffic would shift from Brook and 1st to 2nd and 3rd to avoid slower speeds after the conversion. The opposite occurred. There was a 13 percent increase in traffic on Brook Street and a 40 percent increase on 1st Street. The net traffic volume along all four streets combined was unchanged.

Crime fell by 23 percent on the restored streets—compared to a 3 percent rise on the streets that did not change. Researchers attributed the crime drop to better visibility from slower-moving, two-way traffic—one-way streets provide “shadow zones” between buildings where people can hide. The safer streets rose in value, providing more tax revenue to the city.

Evidence showed conversions can result in busier yet slower streets that have the potential to increase the vitality of an area and promote economic regeneration through fewer traffic collisions, reductions in crime, and increased property values.

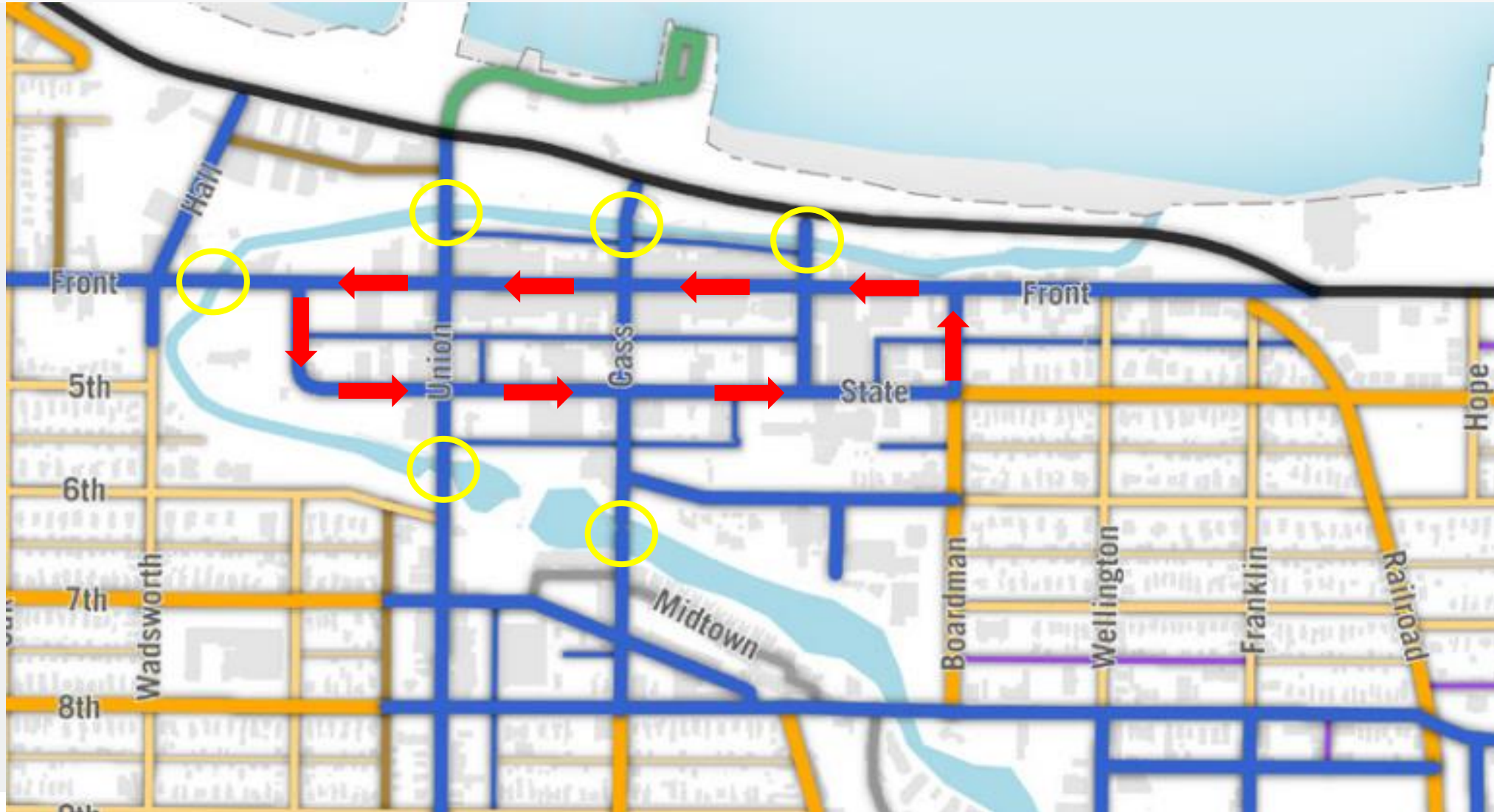
Pedestrian Survival Rates & Vehicle Speed

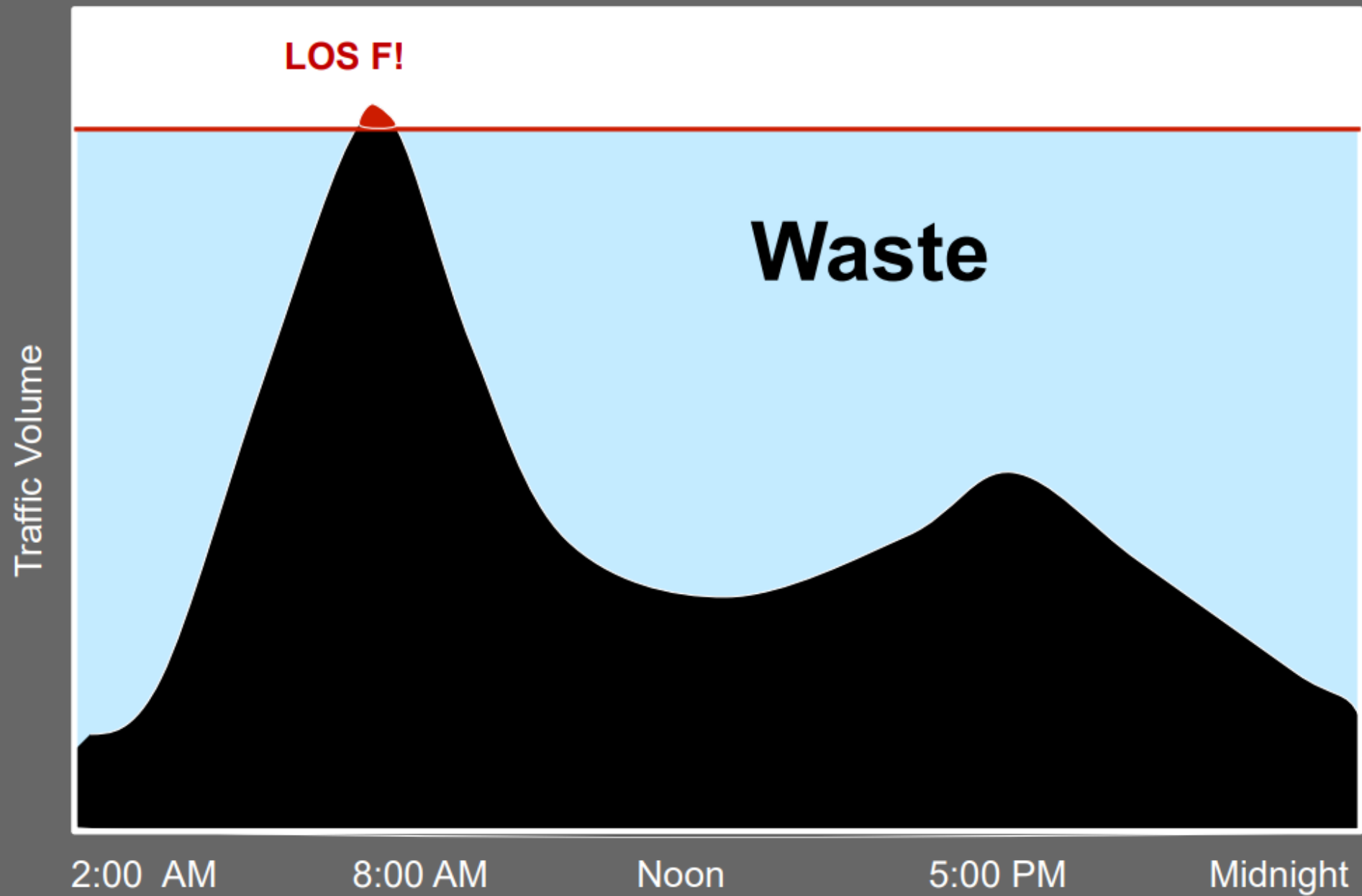


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CAPACITY

NETWORK RESILIENCY AND CONNECTIVITY







Level of Service A



Level of Service F

Source: [Neighborhoods.org](https://www.neighborhoods.org)

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SHORTEN TRIPS
INCREASE ACCESSIBILITY

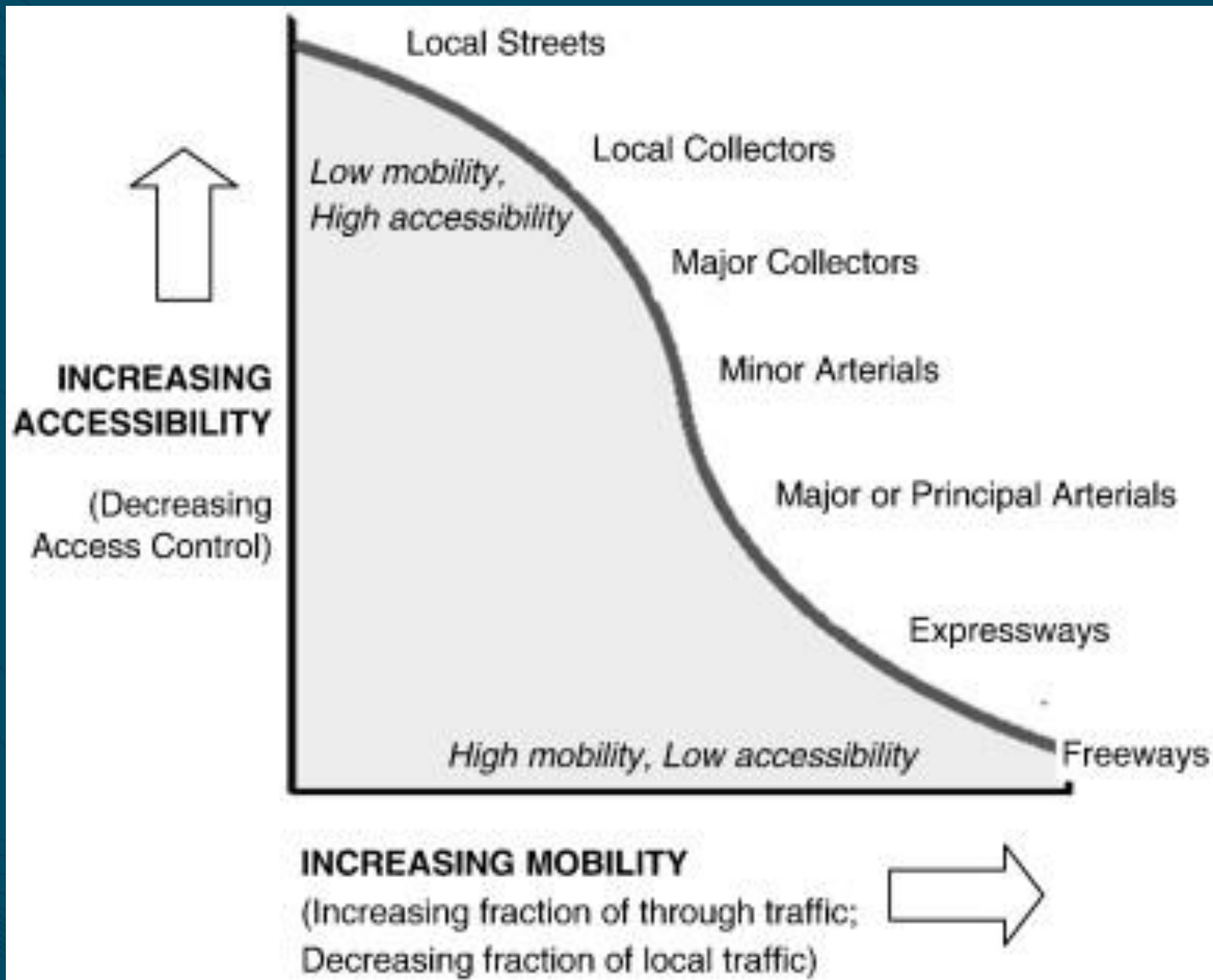


Figure 1. Redmond Way and Cleveland Street One-Way Couplet (2008 Aerial Photo)



Figure 2. Two-Way Operations and New Development (2018 Aerial Photo)



CITY OF REDMOND, WA

- Downtown traffic volumes decreased with two-way operations due to more efficient circulation and fewer regional trips.
- Consistent with design objectives, traffic volumes on Redmond Way are 2 to 5 times higher (depending on time of day) than on Cleveland Street.
- Two-way traffic creates more efficient vehicle circulation as drivers can directly access their Downtown destinations from both directions. This has reduced driver confusion and improved access to Downtown businesses.
- Weekday volumes on Cleveland Street were reduced by approximately half, enabling it to function as a low-volume, low-speed “main street”.
- The Downtown transportation projects have attracted new development by improving circulation, aesthetics and multimodal travel.



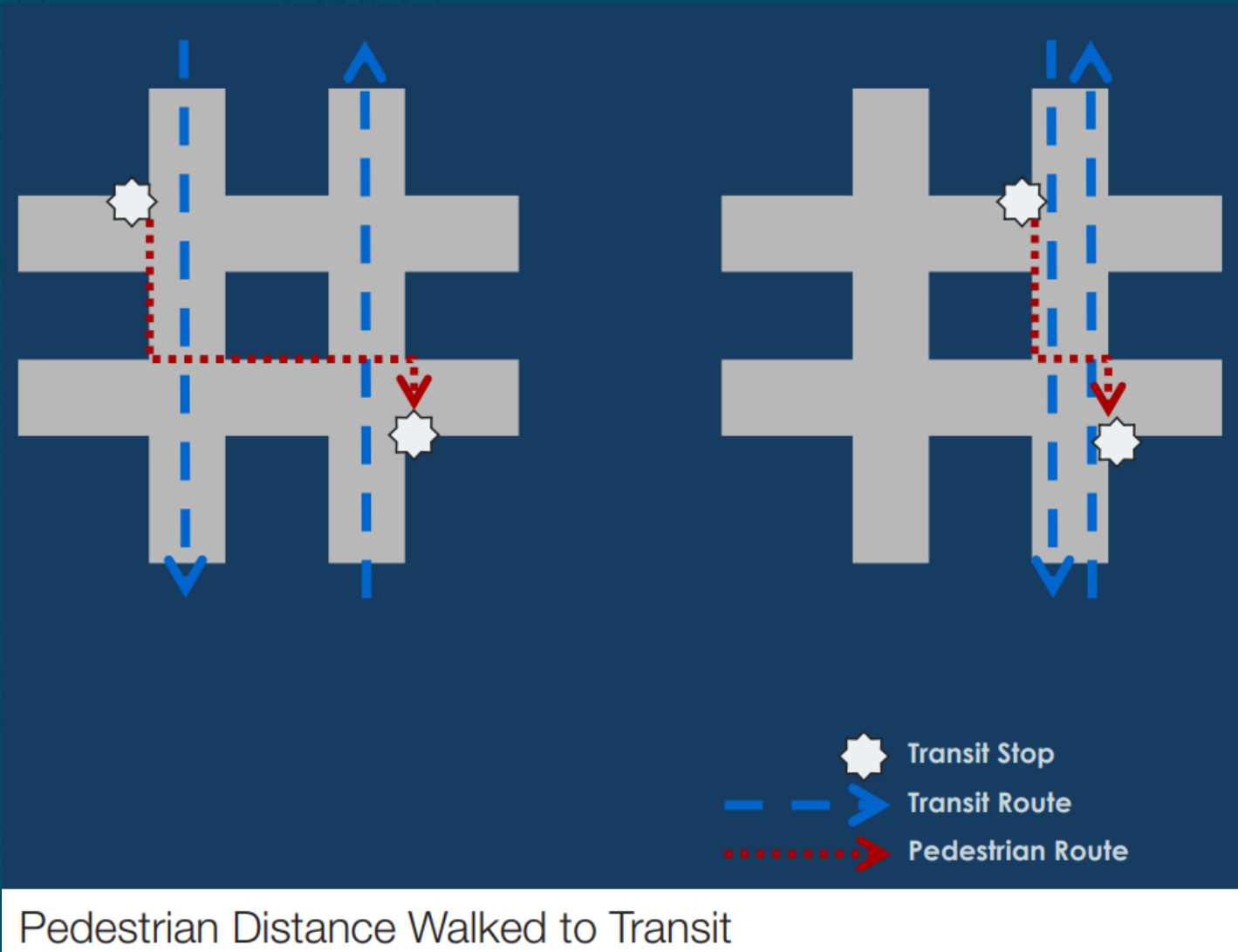
CITY OF REDMOND, WA

- The Couplet Conversion project reduced vehicle speeds with traffic calming measures, improving safety and the pedestrian environment. Both eastbound and westbound travel times for vehicles traveling through Downtown increased by 1 to 2 minutes.
- The average number of collisions per year on Redmond Way and Cleveland Street were reduced by 41 collisions (40 percent) in the first year with the Couplet Conversion, and “possible injury” collisions were reduced from 25 per year to 11 per year (56 percent).
- Since the Downtown East-West Corridor Study in 2008 through construction of the Couplet Conversion in 2018, over 1,000 new residents have moved into Downtown. Since the start of the Cleveland Streetscape construction in 2013, 50 new restaurants, bars and coffee shops have opened.

<https://www.redmond.gov/DocumentCenter/View/9268/Redmond-WayCleveland-Street-Couplet-Conversion---Post-Project-Report-PDF?bidId=>

TRANSIT ACCESS

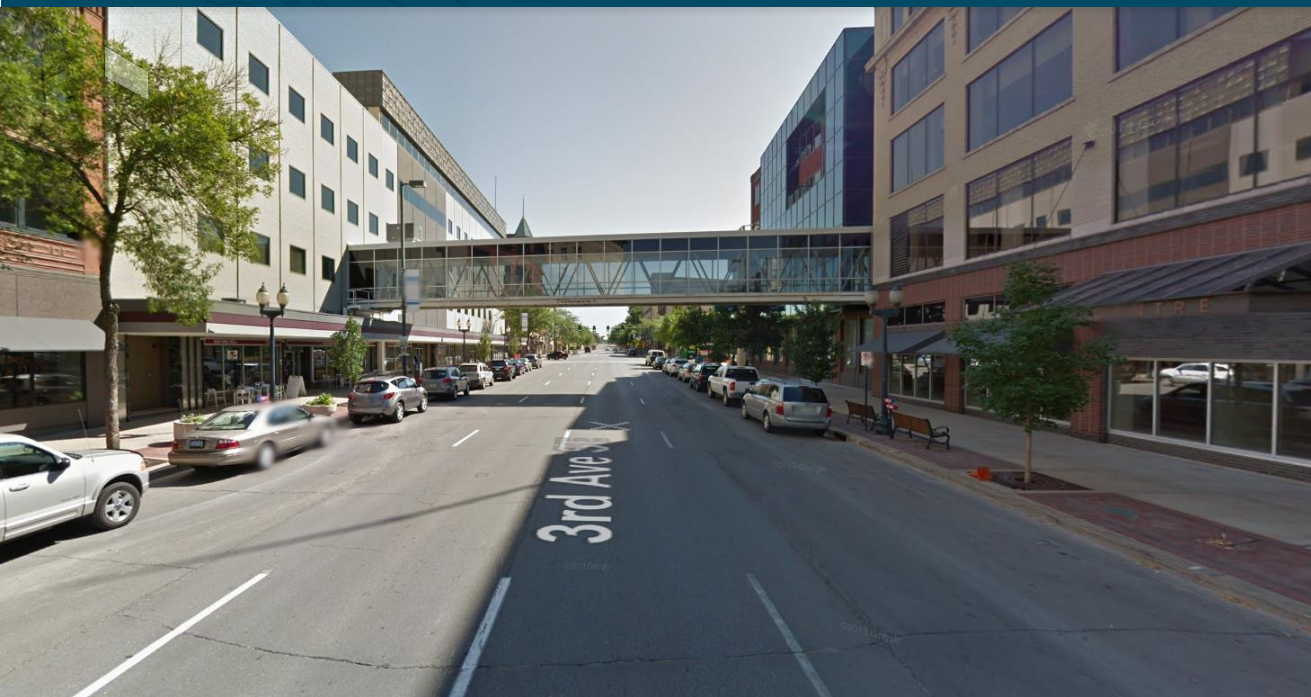
- One-way streets require transit stops to be located on two different streets for the same route, causing confusion.
- On a two-way street, the stops may be located across the street from each other, making the system more intuitive for users.
- Additional turning movements, recirculation, and increased vehicle miles traveled affect buses on one-way streets.
- Additional operating cost due to high fuel consumption from circulating within the network.
- The required recirculation can additionally have a negative impact on timetables and schedules for transit providers and riders.



https://newhavenurbanism.files.wordpress.com/2015/08/newhaven_onetotwowayconversion_compressed.pdf

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REDUCE SPEEDS



CITY OF CEDAR RAPIDS, IA

The project results have been positive Cedar Rapids Traffic Engineer, Matt Myers, stated. The downtown is becoming more vibrant and walkable; and also managing traffic speeds through downtown improved along with the efficiency of the network and navigation (Moundy 2018). Executive Director of Cedar Rapids Metro Economic Alliance, Jesse Thoeming, said that the conversions “definitely increase walkability” and were a catalyst for place-making (Thoeming 2020). Also, Thoeming (2020) said that cycling “exploded” and accessibility has increased efficient circulation of downtown.

https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1065&context=arch_crp_theses



Cedar Rapids street as one-way (top), and after conversion (bottom).

CITY OF CEDAR RAPIDS, IA

Completed in 2015

- 2nd Avenue, from 6th Street SW to 1st Street SE
- 3rd Avenue, from 6th St SW to 3rd St SE
- 4th Ave SE, from 5th St SE to 19th St SE
- 8th Street SE, from 4th Ave SE to 12th Ave SE

Completed in 2016

- 7th Street SE, from 4th Avenue to 12th Avenue

Completed in 2017

- 2nd Avenue SE, from 13th Street and 19th Street
- 3rd Avenue SW, from 6th Street SW to 5th Avenue SW
- 5th Avenue SE, from 5th Street to 19th Street SE

Completed in 2018

- 2nd Avenue SE, from 1st Street SE to 8th Street SE
- 4th Avenue SE, from 3rd Street to 5th Street
- 5th Avenue SE, from 3rd Street to 5th Street
- Oakland Road NE, from H Avenue to 32nd Street NE

Completed in 2019

- 3rd Avenue SE, from 3rd Street to 8th Street
- 3rd Avenue SE, from 12th Street to 19th Street

https://www.cedar-rapids.org/local_government/departments_g_-_v/public_works/two-way_conversions.php#:~:text=Public%20Works,-Sub%20Menu&text=In%202015%2C%20the%20City%20began,the%20district's%20ongoing%20economic%20development.



CURRENT CONDITIONS

CURRENT CONDITIONS

Special event closures

- One or 2 parades for the Cherry Festival (4th of July week)
- Film Festival July 26th
- Street Sale, August 5th
- Tree Lighting/Parade Dec. 2nd
- Friday Night Live (2023?)

Construction

- West Front Street Bridge (should open in July)
- Sough Union Bridge and North Cass Bridge (tentatively, this Fall into next spring)
- Grandview Parkway (Spring 2024)



FRAMING

FRAMING THE NARRATIVE

- Process of change
- Change can be hard
- Mobility design philosophy: People-centric
- Quality of life
- Investment/stable tax base from underutilized properties
- Modern mobility needs (ride hailing services, shuttles and transit, scooters, bike share, longboards)
- Can't build your way out, need to manage traffic
- Parking expectations
- What do we gain/lose?

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CALL THE QUESTION

NEXT STEPS



NEXT STEPS

Work Tasks

- Outcomes and measures of success
- Recommendation to DDA

Proposed Schedule

- *DDA Meeting*: June 17, 2022
- *City Commission Meeting*: July 20, 2022

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THANK YOU

We welcome your feedback, insights and inquiries.