03

Key Takeaways

Note: Full survey results available in the Appendix.
Four Key Takeaways

01 Even geographically close places seem disconnected and difficult to navigate if you aren’t in a car.

02 Streets are not seen as public spaces.

03 People want more options to move around than they feel currently exist.

04 When people feel invited, they come.

Data from the Favorite Place Workshop, the Public Space, Public Life Survey, the Intercept Surveys, and the Mobility Workshop was analyzed and revealed four key takeaways. These are outlined on the following pages. Please see the Appendix for an overview of all the collected material.
01: Even geographically close places seem disconnected and difficult to navigate if you aren’t in a car

Challenges
- Wide roads and fast moving traffic separate destinations and amenities, parks, restaurants and shops.
- Large setbacks separate shops from sidewalks.
- Many front entrances cater to those arriving by car and at times even turn their backs to the street.

Challenges
- Distances seem longer than they are due to a lack of consistent and comfortable sidewalks and wayfinding. A low quality walking environment, created by a lack of wayfinding and disconnected sidewalks, increases perceived travel time up to 2.5 - 5 times.*

Case Study: Actual versus perceived time when walking from the Village on 13th to the Columbus Museum

- Actual travel distance by car: 0.6 miles  Travel time 2-3 minutes.
- Actual travel distance by foot: 0.3 miles.  Travel time 6-8 minutes.
- Perceived travel time by foot: 14 minutes*

* research by Lund University Sweden, Janson & Josefsson on perceived travel time vs actual travel time in relation to quality of trip.
01: Even geographically close places seem disconnected and difficult to navigate if you aren’t in a car

Opportunities

• Between the Civic Commons and Cross Country Plaza there is plenty of space and thousands of visitors, but little activity. This demonstrates untapped potential.

• With the proximity between the Library and nearby residential neighborhoods and shopping centers, there is an opportunity to create walking invitations through wayfinding, narrowing roads to shorten crossings and calm traffic, and orienting entrances to nearby streets rather than parking lots.

The Library entrance is oriented to the parking lot, but more invitations to visit the space could be made from Boxwood Boulevard and other nearby streets, especially since desire lines show paths where people would like to walk.

Macon Road is intimidating to pedestrians. More frequent pedestrian crossings and traffic calming are needed to invite people to walk from the Civic Commons to shopping.

Opportunities

• The Columbus Public Library has 400,000 visitors a year - about equal to the Columbus population. But only 6 people walk by it an hour! (Less than 1% of all visitors)

Wayfinding, connecting sidewalks, and programming that activate the Civic Commons could inspire more people to walk to the Library and spend time on its grounds.
02: Streets are not seen as public spaces

Challenges

- Streets are designed as arteries for moving vehicles, not as places for people.
- A lack of street hierarchy between local and major streets invites cars to move through quickly.

Opportunities

- Little activity, but a lot of space. Most places are not very sticky, meaning people that walk by don’t feel compelled to stop and spend time. When streets in Columbus are turned into public spaces, this changes.

At the weekend lunch hour, four out of five people linger on Broadway - this is when, we can imagine, they feel they have a reason to be there. What would make people want to linger at other times of day?

When Columbus’ streets are turned into public spaces - with seating or activities - they become places

Broadway & 11th Weekday Lunch Hour

- 84 pedestrians
- 68 lingering

Civic Commons Weekday Lunch Hour

- 5 pedestrians
- 1 lingering

Bus stops create an opportunity to activate the street, but if they lack shade and connections to sidewalks and street crossings, they won’t be appealing.

A lack of shade and narrow sidewalks adjacent to fast moving vehicles make walking uncomfortable and even scary.

Streets with disconnected sidewalks - or no sidewalks at all - do not invite people to walk, especially children or those with mobility impairments.
03: People want more options to move around than they feel currently exist

Challenges

• Options to move around without a car are few.

• Sidewalks and bike lane networks are disconnected, and in many places non-existent. New lanes are being added and the City is now recognized as a "bronze" level for biking, but current conditions include: non-continuous routes, lack of clarity about where cyclists should be on the road, and lack of shade protecting sidewalks and bike lanes.

• Intersections are wide and lack clear pedestrian markings, which can make pedestrians feel exposed to moving traffic.

• Bus stops often are separated from connected sidewalks and lack wayfinding, shade, and seating.

Even if one wants to walk, missing sidewalks make doing so a challenge.

Crossing wide streets - such as Macon Road - is difficult when crossings are far apart and confusing to navigate.

It’s hot out here! A lack of quality sidewalk connections and shade make bus stops inaccessible and uncomfortable.

If this road wasn’t closed, this wouldn’t feel safe! A lack of protection makes cycling feel unsafe.

Wide intersections without clear markings create confusion and danger for pedestrians and cyclists.
**03: People want more options to move around than they feel currently exist**

**Opportunities**

- Columbus residents walk when there are safe and comfortable ways to do so.

- In some neighborhoods - like the Broadway area Uptown - there are high quality, wide and even sidewalks that can support walking beyond special events, such as the farmers market.

**Walking Rates:**

<table>
<thead>
<tr>
<th>Steet</th>
<th>Weekday</th>
<th>Weekend</th>
<th>Average # of pedestrians/hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadway</td>
<td>500</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>Cherokee Ave</td>
<td>300</td>
<td>600</td>
<td></td>
</tr>
</tbody>
</table>

Higher rates of weekend walking indicate people CHOOSE to walk when they have time & feel invited.

**Opportunities**

- People want to get out of their cars.

We asked: What mode of transit do drivers want to switch to?

We asked: If you could get around just as easily would you switch how you travel?

- Yes, 71%
- No, 14%
- Unreported, 15%

- Bike, 39%
- Unreported, 30%
- Other, 18%
- Bus, 11%

When the options to ride are made comfortable via an event or support from the police in calming traffic, people turn out!
Opportunity

- Columbus has great events and beautiful neighborhoods. When these events are held, whether it's a weekly bike ride or the annual Arts in the Park, people spend more time in public than on non-event days.

- Columbus residents love to attend events - they attract more people than normal days – but they also invite more children and young people to walk and spend time in public.

The QUALITY of the built environment - a sense of history, street trees, active frontages that engage, opportunities to people watch - invites people.

And PROGRAMS - that turn streets into public spaces and offer something for everyone - invite people too.

Number of people spending time in Uptown and Lakebottom during the day

Saturday morning Broadway is packed with people

54 people / hour at 10am

Saturday afternoon event at Cherokee generated a lot of activity

46 people / hour at 2pm

Friday night concerts on Broadway

Peach League Opening Day, Lakebottom Park
Columbus Quality Criteria

A locally defined evaluation tool

Findings from the Favorite Place workshops - the attributes people liked about their favorite places, as well as a set of quality images* - were used to develop local ‘Quality Criteria’.

The Quality Criteria will be a tool to support engagement and planning. It can be used to evaluate current conditions and pilot projects, to generate ideas about how a space could work better, and to engage people in thinking about public space design and activation.

The Columbus Quality Criteria was tested at a second workshop and edited according to feedback.

More information about where it will live can be found in the Pilot Projects section.

*The quality images are a deck of photos representing quality public space, programming and activation examples from around the world. The images serve to inspire and kick-start dialogue.

See Appendix for Columbus Quality Criteria Hand-Outs
Provide more options for how to move around the city that are equally convenient, connected and comfortable.

People want more options to move around than they feel currently exist.

When people feel invited, they come.

Design streets that invite people to stay - not just move from A to B.

Even geographically close places seem disconnected and difficult to navigate if you aren’t in a car.

Improve connections between destinations and favorite places. Leverage existing qualities to decrease perception of distances.

Create more everyday invitations with events and quality buildings and streets.

Streets are not seen as public spaces.