



STATE STREET CORRIDOR MASTER PLAN

Recapturing Our Community Corridors

City Council Work Session



IBI GROUP

March 10, 2015



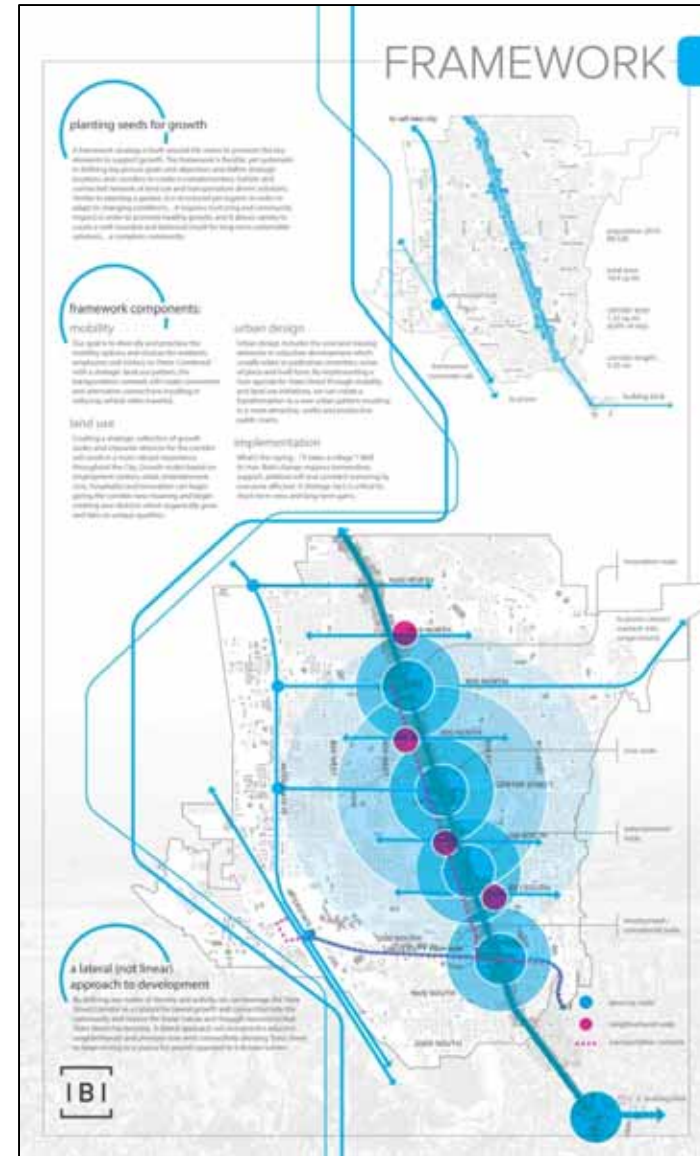
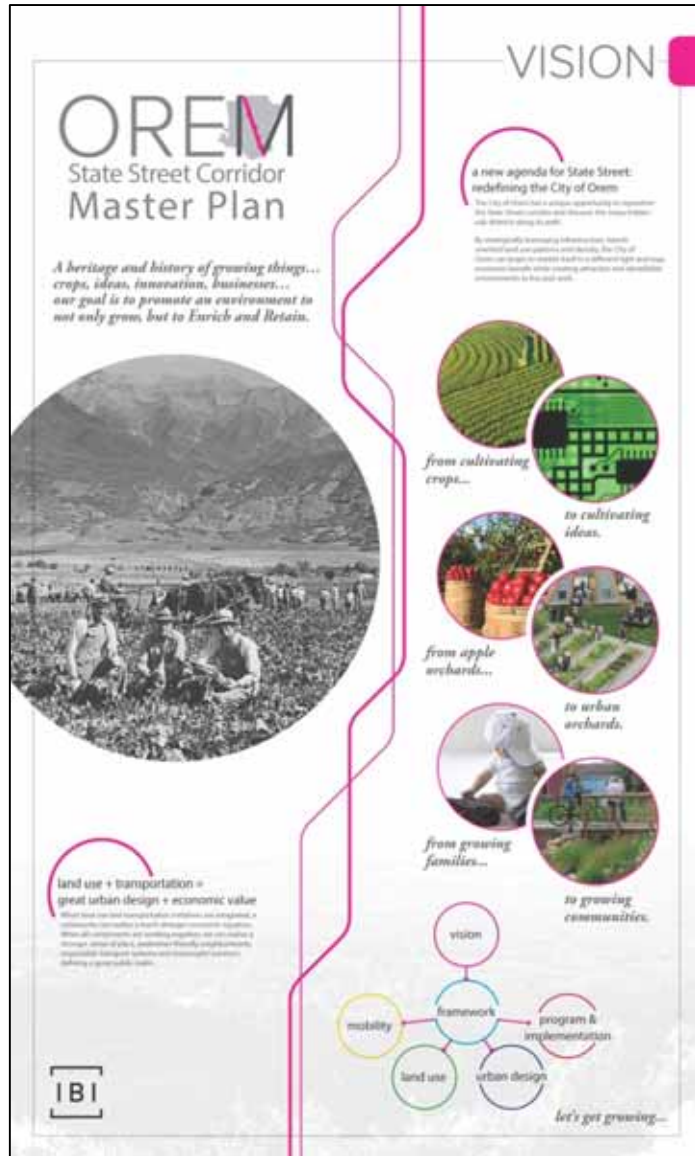
STATE STREET CORRIDOR MASTER PLAN

Master Plan Elements

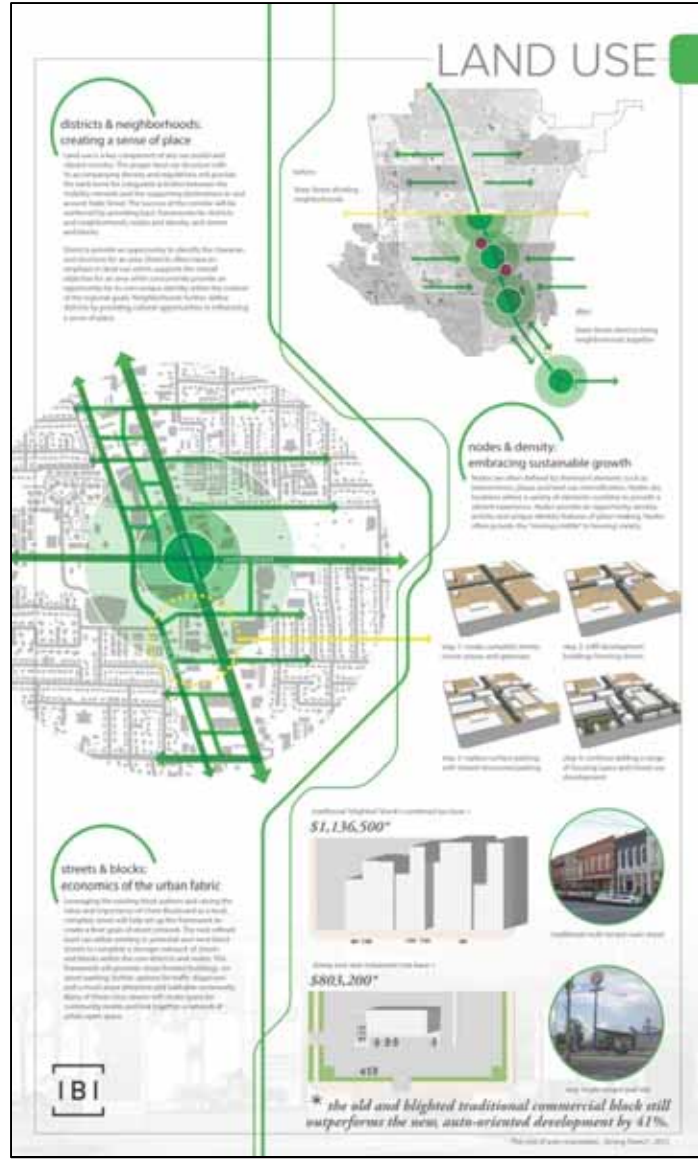
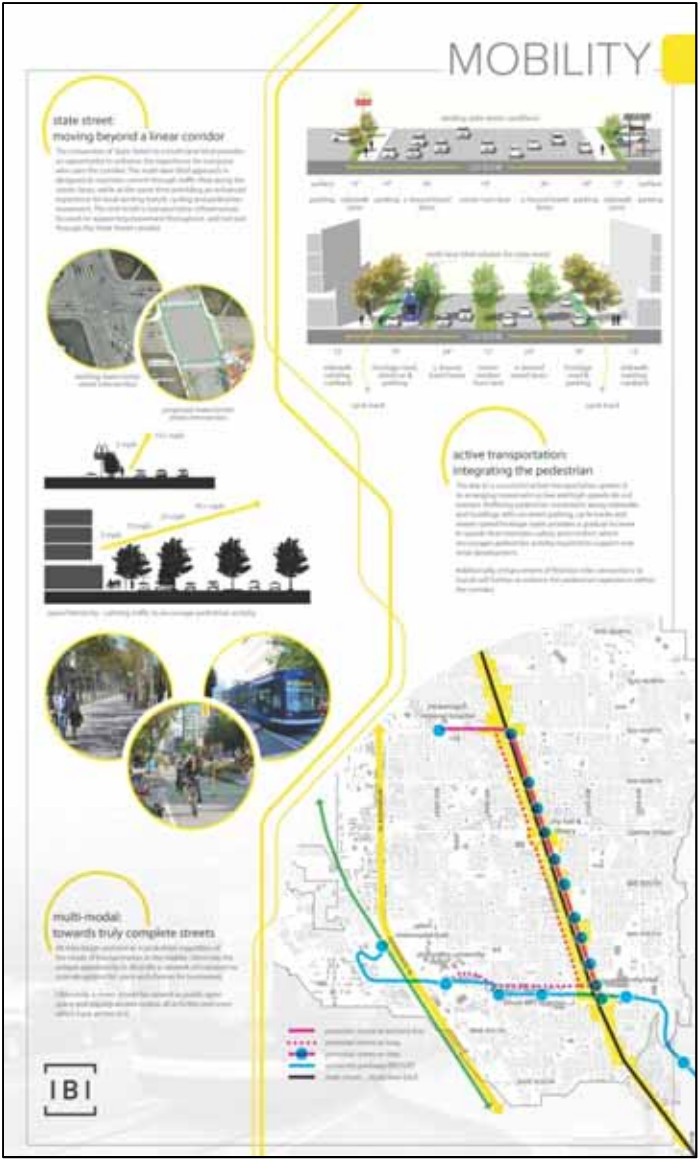


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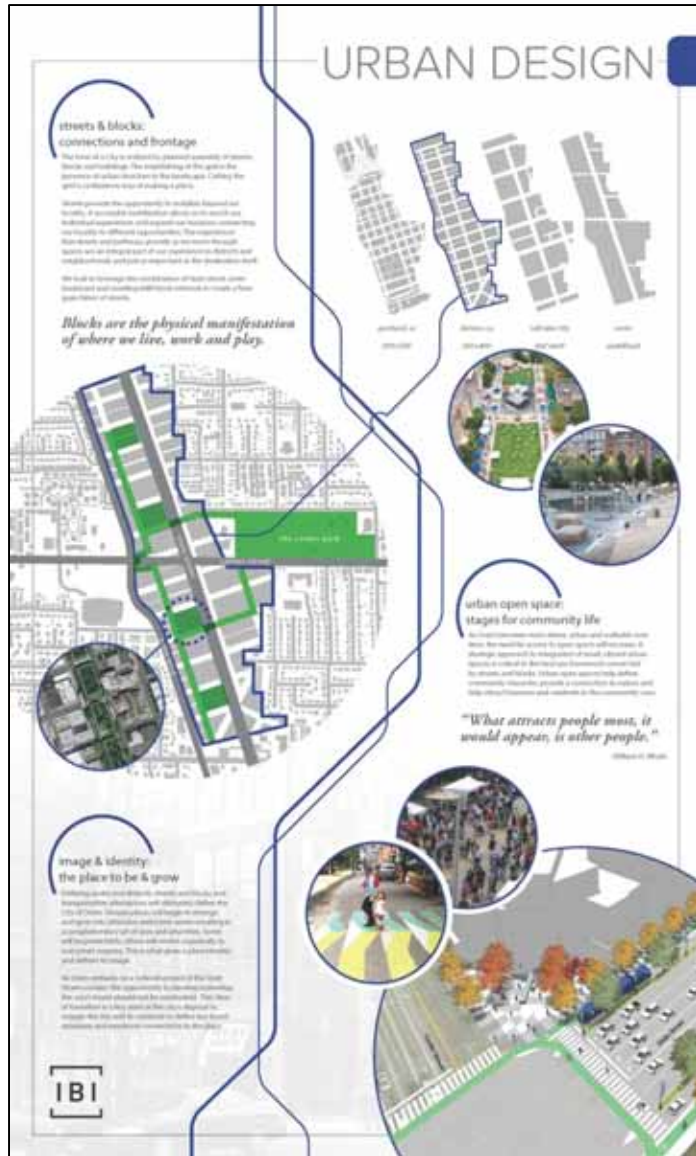
Master Plan Elements - Vision / Framework



Master Plan Elements - Mobility / Land Use



Master Plan Elements - Urban Design / Implementation



Vision Statement/Design Principles

Create a dynamic and incremental framework to guide future growth throughout the State Street Corridor resulting in economic development initiatives, transportation solutions and enhanced community image and identity. The State Street Corridor will promote a family-friendly culture while becoming an attractive, urban lifestyle alternative for residents, businesses and visitors.

DESIGN PRINCIPLES



mobility

State Street will utilize its extensive right-of-way in an efficient and functional way to create a people-friendly street that provides viable transportation options for pedestrians, bikes, transit and vehicles. The addition of new streets between State Street and Orem Boulevard will enhance walkability, traffic flow and improve building frontage.



land-use

A redeveloped, people-friendly State Street will allow and encourage a range of desired land-uses. Nodes will be identified and developed at key areas, in coordination with transit stops, which will become unique districts with a distinguished character and catalyze private investment throughout the corridor.



urban design

The right mix of mobility and land-use will provide an opportunity to create a "place" and significantly increase the quality of life along State Street. A network of parks, plazas, and other community space will be strategically located throughout the corridor and link to existing gathering spaces. The aesthetic appearance of State Street will be greatly improved by locating buildings along the street, minimizing visual impacts of parking lots and signage and unifying the streetscape.

MASTER PLAN GOALS

- Provide regional, local and multimodal transportation solutions
- Lateral approach to a linear corridor connecting adjacent neighborhoods east and west
- Increase building frontage real estate through finer grain street and block network leveraging opportunities with Orem Boulevard
- Concentrate density nodes around potential transit system station areas
- Create a complimentary network of character districts to establish sense of place
- Enhance urban open space system to encourage walkability, community gathering, healthy living and active storefronts
- Improve the aesthetic appearance of the corridor
- Redefine development standards and policies to manage growth
- Maintain bedroom community character while embracing critical and strategically located mixed-use density





STATE STREET CORRIDOR MASTER PLAN

Public Outreach/ Communications Plan

cityoforem.mindmixer.com



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March 10, 2015

Public Outreach / Communications Plan

MindMixer Topic #1

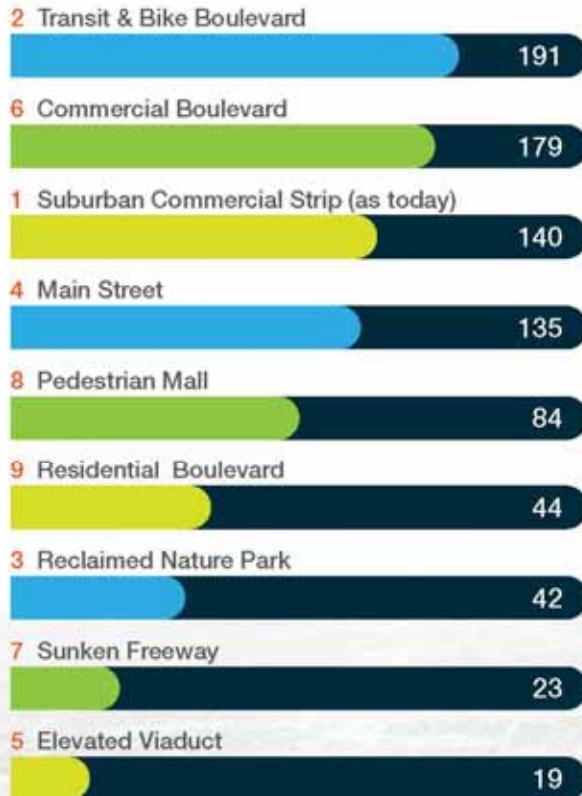
If you had a magic wand and could re-imagine State Street, which one of these street layouts would you choose?



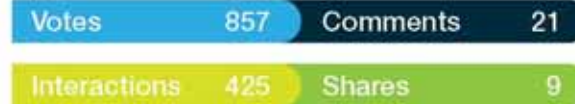
Public Outreach / Communications Plan

MindMixer Topic #1 - Results

Poll Results



Engagement



Participation

76% of People Participated

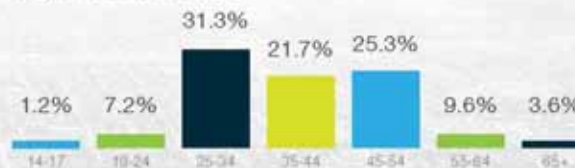


94% More than Your Average and
1404% More than the MindMixer Average

Gender Breakdown



Age Breakdown



Observation – of the 857 votes, 505 (59%) voted for transit and bike boulevard, commercial boulevard or main street. Clearly, grade separation is not favored by the general public.

MindMixer Topic #3

Tell us about yourself! How do you use State Street now? Let us know by answering this short survey!

Question 1 – How far away do you live or work from State Street? (choose one)

About 2-5 blocks away



More than 5 blocks away, but within Orem



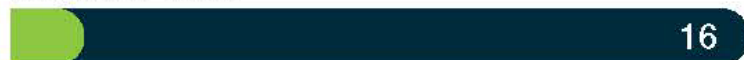
About a block away



Directly on State Street



Outside of Orem



Observation 231 or 58% are within a 5 minute walk of State Street.

Question 2 – How often do you use State Street? (choose one)

Multiple times a day



About 1-2 times a day



A couple of times a week



A couple of days a month



Rarely or not at all



Observation – 361 or 67% utilize the street daily or several times a day.

MindMixer Topic #3

Tell us about yourself! How do you use State Street now? Let us know by answering this short survey!

Question 3 – For what purpose do you use State Street now?

As a way to get to other destinations within Orem



As a way to get to shops and buildings along State Street



As a way to get to other destinations outside of Orem



Observation – 32% Local traffic users – 68% Through traffic users

Question 4 – What do you use State Street for?

To get to shops/restaurants



To commute to work



Open Ended Question (View response below)



To get to community facilities (parks, library, etc.)



To get to theaters, cinemas, etc.



To get to school/college



For recreation or exercise along the street



MindMixer Topic #3

Tell us about yourself! How do you use State Street now? Let us know by answering this short survey!

Question 6 – Would you ever walk or bike along State Street? (choose one)

Only if I need to.



Yes, why not?



Not in my lifetime!



Observation – 78% of voters try to avoid using State Street to walk or bike.

Question 7 – Have you ever crossed State Street on foot? (choose one)

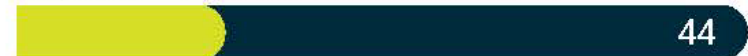
Yes, sometimes – Not my preferred thing, but it's ok.



Yes, once or twice – but I wouldn't repeat it.



No, never – I wouldn't even consider it!



Yes, many times – I don't find anything wrong with it.



Observation – 91% feel crossing State Street is unsafe.

MindMixer Topic #3

Tell us about yourself! How do you use State Street now? Let us know by answering this short survey!

Question 8 · What form of transportation do you primarily use on State Street?



Observation – Vehicular dominated corridor

Engagement



Participation

73% of People Participated

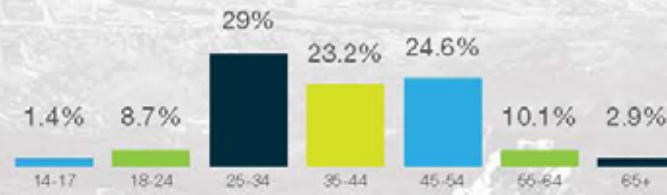


73% More than Your Average and
1237% More than the MindMixer Average

Gender Breakdown



Age Breakdown



Public Outreach / Communications Plan

MindMixer Topic #4

How satisfied are you with State Street as it is today?

Poll Results

It works, but could need some improvements.



It is deficient and needs substantial improvements.



It is abysmal and needs to be redesigned completely.

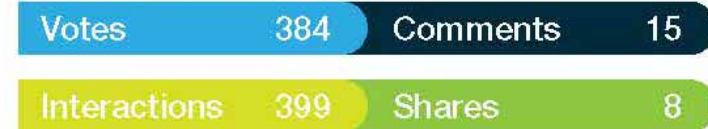


It is a great street. It can hardly be improved.



Observation – of the 384 votes, 303 (79%) believe State Street needs improvements.

Engagement



Participation

72% of People Participated

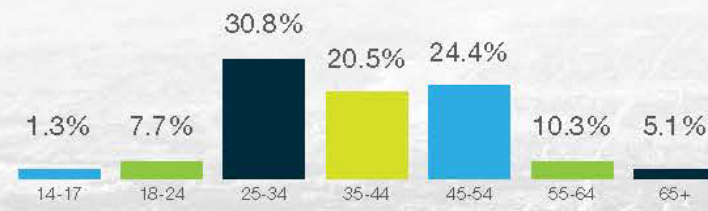


86% More than Your Average and
1337% More than the MindMixer Average

Gender Breakdown



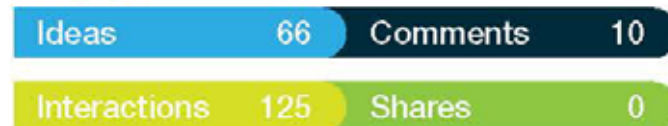
Age Breakdown



MindMixer Topic #5

If you could change one thing about State Street, what would it be?

Engagement



Participation

14% of People Participated

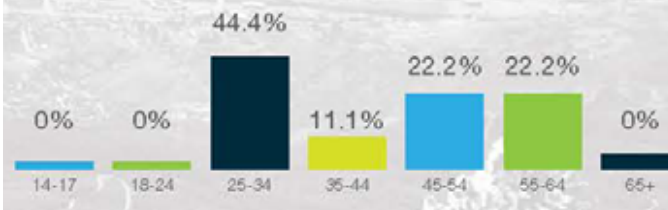


60% Less than Your Average and
178% More than the MindMixer Average

Gender Breakdown



Age Breakdown



Top Ideas

1 More Attractive through...

- Beautification
- Streetscape
- Landscaping
- Upgrading Store Fronts
- Less Signs

2 More Pedestrian Friendly through...

- More Places to Live
- Walkability
- Gathering Spaces and Parks

3 Improved Transportation Experience through...

- Bike Lanes
- Synchronized Lights
- Slower Local Traffic
- Less Business Entrances/Exits
- Added Modes of Transit
- Added Medians
- Added Block Structure Between State St. & Orem Blvd.

4 Create a Sense of Place through...

- Added Mixed-Use
- Gathering Spaces
- More Places to Live
- Identifiable Center or Downtown

Public Outreach / Communications Plan

MindMixer Topic #6

How do you rate the retail quality and variety along State Street?

Poll Results

Lots of Retail Options, but Higher Quality Needed.



Lacks Both Variety and Quality – Needs A Lot of Help!



Fantastic Quality and Variety – Everything I Need!



Good Quality, but Lacks Variety.



Observation – 73% of votes recommend higher quality and variety of retail offerings.

Engagement

Votes 139 Comments 3

Interactions 142 Shares 0

Participation

26% of People Participated

Total Participants 139 540

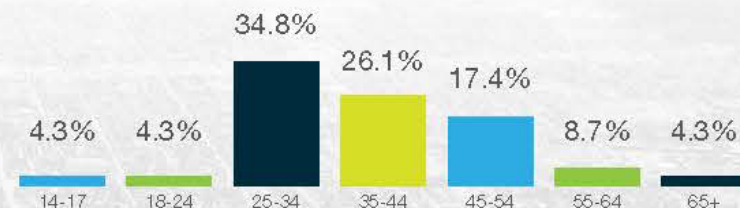
26% **More** than Your Average and
415% **More** than the MindMixer Average

Gender Breakdown

 34%
(43 Females)

 66%
(84 Males)

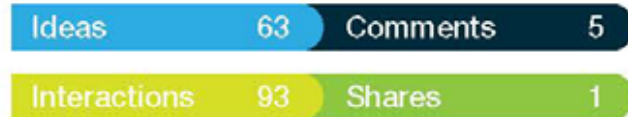
Age Breakdown



MindMixer Topic #7

What do you want Orem to be known for?

Engagement



Participation

13% of People Participated

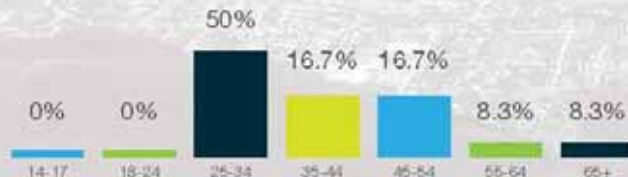


64% Less than Your Average and
152% More than the MindMixer Average

Gender Breakdown



Age Breakdown



Top Ideas

1 Family Friendly and Safe

- Welcoming
- Quality Neighborhoods
- Community Activities

2 Business Friendly and Progressive

- Efficient Government
- Mixed-Use
- Innovative
- Foster Growth

3 Beautiful and Attractive

- Clean
- Parks
- Arts and Culture
- Commitment to the Environment

Public Outreach / Communications Plan

MindMixer Topic #9

If you could describe the existing condition of State Street with one word, what would it be?

Top Ideas

1 Aesthetics (40 of 80 comments, 50%)

- Bland
- Messy
- Ugliness
- Ugly
- Eyesore
- Ugly
- Outdated
- Overrun
- Plain
- Not Aesthetically Pleasing
- Unslightly
- Outdated
- Atrocious
- Rundown
- Stale
- Rundown
- Abortive
- Crappy
- Old
- Really Ugly
- Overhead wires
- Old fashioned
- Sterile
- Uninteresting
- Boring
- Ouch!
- Tired
- Plain
- Unremarkable
- Dated
- Ghetto
- Heavy
- Bizarre
- Yucky
- Wall
- Meh...
- Rundown
- Decent
- Blah
- Antiquated

2 Mobility (28 of 80 comments, 35%)

- Dysfunctional
- Congested
- Slow
- Functional
- Dangerous
- Car-oriented
- Busy
- Through
- Well Traveled
- Satisfactory
- Adequate
- Functional
- Lower Speed Limit
- Congested
- Long
- Unfriendly
- Auto-oriented
- Works Fine for Me
- Busy
- U-turns
- Congested
- Practical
- Convenient
- Unaccessible
- Very Functional
- Perfect
- Artery

3 Land Use (12 of 80 comments, 15%)

- Cluttered
- Haphazard
- Chaotic
- Mod Podge
- Jumbled
- Eclectic
- Crowded
- Hardworking
- Seventies
- Used Car Lot
- Eclectic Style
- Rebirth

Observation – 50% of all comments related to poor aesthetic quality and bad visual appearance.

35% of all comments were traffic related. 70% of these comments were negative and described a congested and unsafe condition. 30% of these comments felt the corridor was functional, satisfactory, adequate or practical.

15% of all comments were land use or urban design related and described a cluttered, jumbled, tired and chaotic condition yet eclectic in style with opportunity for rebirth.

Public Outreach / Communications Plan

MindMixer Topic #10

How is traffic on State Street?

Poll Results

Satisfactory, needs improvement.



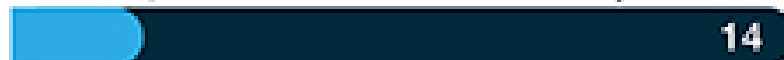
Works well, but things can always be improved.



Awful, bulldoze it and start over!



Excellent, functions as well as can be expected!



Observation – 82% feel the traffic is satisfactory but should be improved where possible.

Engagement

Votes 167 Comments 13

Interactions 180 Shares 1

Participation

28% of People Participated

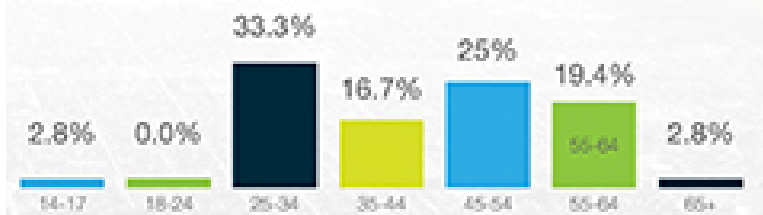
Total Participants 167 599

10% More than Your Average and
519% More than the MindMixer Average

Gender Breakdown

38% (60 Females) 62% (96 Males)

Age Breakdown



MindMixer Topic #12

How walkable is State Street now?

Poll Results

I never walk along State St if I can help it. It's scary and feels unsafe. It needs significant upgrades.



It might not be perfect, but I can walk wherever I need to just fine.

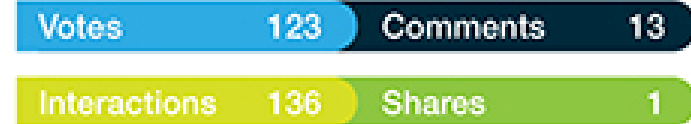


It's pretty bad. It could definitely use a few improvements.



Observation – 75% believe that while the street is accessible, it is not a great place to be a pedestrian.

Engagement



Participation

21% of People Participated

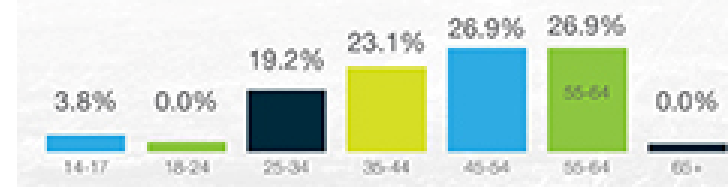


18% Less than Your Average and
363% More than the MindMixer Average

Gender Breakdown



Age Breakdown



Public Outreach / Communications Plan

MindMixer Topic #12

Express your Future Vision of State Street in one word!

Idea Breakdown

1 Aesthetics (14 of 37 Ideas, 38%)

- Beautiful
- Aesthetic
- Warm
- Distinctive
- Engaging
- Destination
- Memorable
- Modern
- Showpiece
- Clean
- Inviting
- Greenway
- Progress
- Attractive

2 Mobility (16 of 37 Ideas, 43%)

- Practical
- Slower
- Intelligent
- Smoother
- Access
- Safety
- Boulevard
- Flowing
- Medians
- Shared
- Usable
- Multi-Modal
- Driveability
- Convenient
- Fast-Bus
- Friendly

3 Land Use (7 of 37 Ideas, 19%)

- Social
- Mixed-Use
- Continuity
- Sustainable
- Uncluttered
- Vegas
- Skyscrapers

Top Ideas by Stars

Boulevard	19 ★'s	Comments	0
Attractive	17 ★'s	Comments	0
Modern	16 ★'s	Comments	0
Multi-Modal	15 ★'s	Comments	0
Showpiece	14 ★'s	Comments	1

Gender Breakdown



Engagement

Ideas	37	Comments	15
Interactions	185	Shares	1

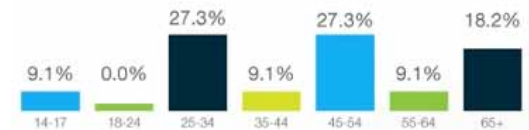
Participation

7% of People Participated

Total Participants	48	662
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59% Less than Your Average and
85% More than the MindMixer Average

Age Breakdown



Observation – 38% of all comments were aesthetically related to a vision of an attractive modern street that is a warm inviting destination and showpiece of the city.

43% of all comments were traffic related to a vision of an intelligent multi-modal boulevard that is safe, friendly, convenient and flowing.

19% of all comments were land use related to vision of a social mixed-use street that is sustainable, beautiful and smart in it's growth.

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MindMixer Topic #13

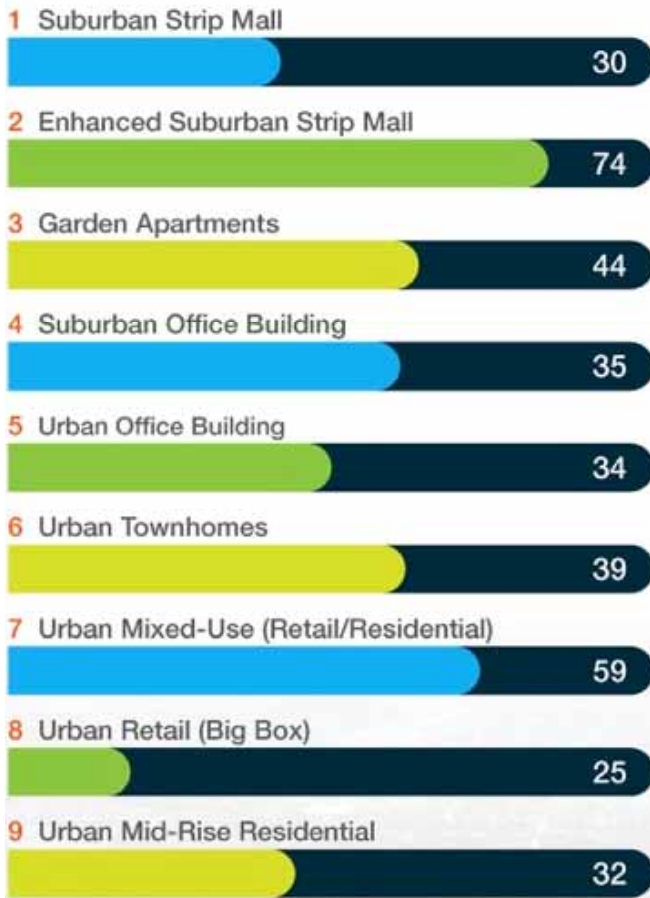
What types of buildings would you like to see along State Street?
Choose from the different options!



MindMixer Topic #13

What types of buildings would you like to see along State Street?
Choose from the different options!

Poll Results



Engagement



Participation

19% of People Participated

Total Participants: 125 / 649

9% More than Your Average and
381% More than the MindMixer Average

Gender Breakdown



Age Breakdown



MindMixer Topic #14

What types of uses would you like to see more of along State Street?

Use	Votes
1. Parks/Open Space	100
2. Cultural/Institutional	96
3. Boutique Retail	92
4. Office	54
5. Multifamily Residential	32
6. Big Box Retail	29
7. Single Family Residential	7
8. Industrial	2

MindMixer Topic #15

Would you support State Street acting as a transit corridor (either Bus Rapid Transit or Light Rail Transit) in the future?

1. Yes	79
2. No	36

Observation – 69% support BRT or LRT along State Street