



West 38th Avenue

Alternative Concept Streetscape Design

Summary Booklet

Wheat Ridge, CO November 2013



Acknowledgements

City of Wheat Ridge

The following departments were involved with the process:

- Public Works
- Community Development
- Economic Development
- Parks and Recreation

Consultants

Entelechy - Denver, CO

Thanks to the Ridge at 38 Leadership Committee, property and business owners, Wheat Ridge 2020, and the general public for their input through this process.

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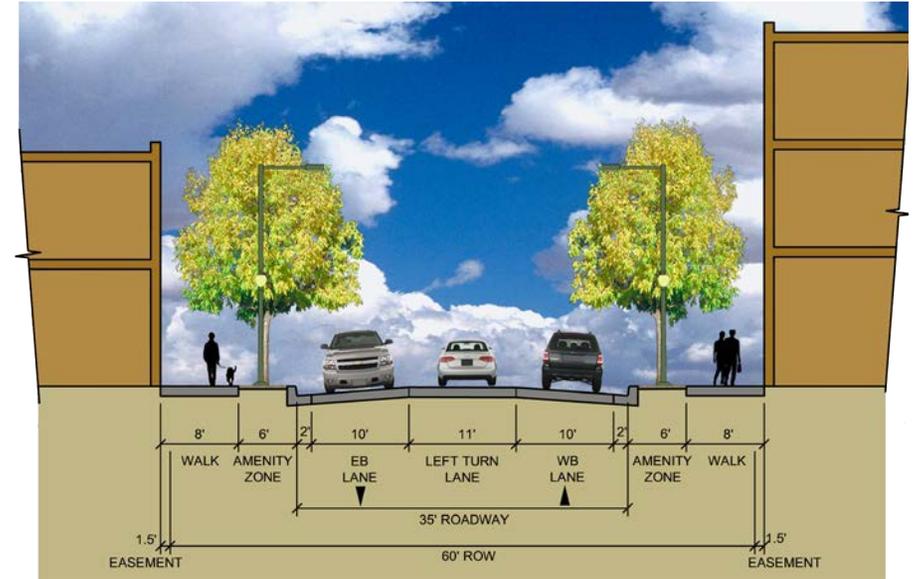
Introduction

Purpose

The West 38th Avenue Streetscape Concept Design Project (Project) is intended to refine the ideas presented in the 38th Avenue Corridor Plan adopted by the City of Wheat Ridge in 2011. The Project focuses on 38th Avenue between Pierce Street on the east and Upham Street on the West within the "Main Street Sub-District" identified in the Corridor Plan.

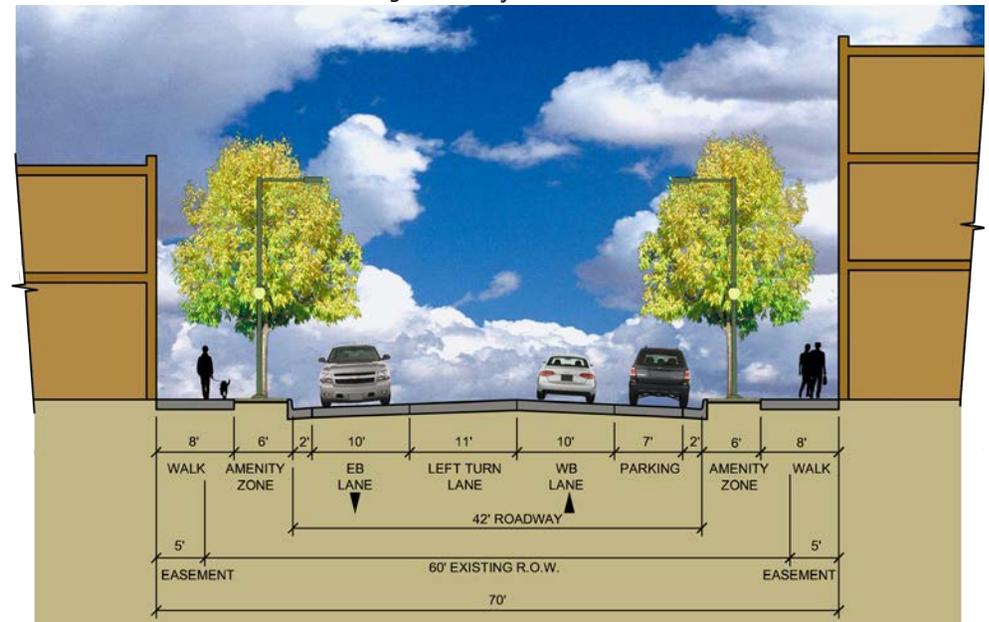
The Project provides alternative conceptual streetscape designs for full rebuild of this section of 38th Avenue to support the continued renewal along this street as the hub of the community's downtown. The Project's starting point was the preferred street sections identified in the Corridor Plan. These preferred street sections presumed a three-lane roadway section and significantly improved back of curb environment that accommodated a continuous sidewalk and provided for an amenity zone along the street. The three-lane roadway section has been in place in a retrofit condition (restriping of the street without moving the curbs) since summer of 2012.

West 38th Avenue Corridor Plan



60' Right-of-Way Preferred Section from the Corridor Plan

70' Right-of-Way Preferred Section from the Corridor Plan



The West 38th Avenue "Main Street" Commercial District Brand and Marketing Strategy process completed in 2012, and recommended in the Corridor Plan, resulted in the "Ridge at 38" brand, which was acknowledged and utilized in this design process.



Final Logo from the Brand and Marketing Strategy

Process

The design process began in July of 2013 and was a partnership between a consulting firm (Consultant) and City staff, led by the Public Works department and in collaboration with the Community Development, Parks and Recreation and Economic Development departments. The process included a public meeting, an online image preference survey, several work sessions with City staff, block-by-block meetings with property and business owners, and a presentation and discussion with the Ridge at 38 Leadership Committee. The alternative streetscape designs, related design concepts (such as signage) and input from this process will be considered by City Council for determination of next steps.

When a preferred design direction and schedule for desired implementation is established, a formal civil survey of the Project area needs to be completed. This survey will provide the detailed existing conditions base from which

schematic design, design development and construction documentation of the street and streetscape design can take place.

Public Input Process

Public Meeting

Approximately 41 individuals attended a public meeting held on Thursday, July 25th, 2013 from 5-7 pm at the Wheat Ridge Recreation Center. At the meeting, City staff provided an overview of mobility and economic statistics of the corridor since the retrofit road diet (street restriping) and other improvements such as retrofit amenity zones (temporary patios in front of the curb) have been installed. Next, City staff and the Consultant provided an overview of the purpose and focus of this Conceptual Streetscape Design Project, solicited questions from the audience, and provided answers. More one-on-one conversations with participants also took place and attendees were asked to complete an image preference survey (see next section). Generally, the verbal feedback included both attendees that were supportive of the changes and direction for 38th Avenue, and attendees that were not.

The following written comments were received during the public meeting:

- I like the plan as it is now on 38th best. The prototypical plan for 60' and 70' w/ parallel on 1 side is better than the old 5 lane 38th. The old 38th 5 lane was worst.
- Love the bike lanes! Go by bike! Make it and they will come: more bike/ped facilities. No congestion, no pollution. Health = wealth.

- Bike lanes are awesome.
- I like the revitalization I am seeing on 38th. However it is extremely difficult crossing 38th on foot. I cross at Newland St.
- I support current change on 38th. Bike lanes are critical to what is trying to be accomplished. Make them a permanent part of 38th Ave. Connect them to Pierce. Encourage walkability / bikeability.
- I use the bike lanes on 38th twice per day and would love them to stay, but realize the amenity zones are a higher priority.
- Regarding the butterfly bench (image from image preference survey), which was my least favorite...I actually like the idea of unique benches, which could be a trademark of a new 38th Ave., but not that butterfly. Maybe leaves or wheat on an artsy bench.
- It seems what we are lacking a fundamental anchor for the main street corridor – no public gathering areas.
- Surely the huge parking lot at the middle school could be used as a public area? Food – check. Shopping – check. Free community fun – lacking (Park? Water features for kids? Gazebo/town square?)
- In general – love the concept. Please change the back-in parking! Eliminate pop-up cafes where it is actually dangerous. Only concern is how to make 38th a consistent cohesive corridor – not the same all thru but consistent.
- We need available parking for business. What turns me off is when I can't find a place to park to go to a business so at times I will skip that shop.
- More advance notice for the meeting would be nice. Starting at 5pm is more difficult for working people. Thanks!



Image Preference Survey

As a follow-up to the public meeting, the same image preference survey was available for 17 days, from July 25th to August 11th, 2013. In addition to the online survey, the information was made also available in hard-copy format. Of the 360 participants who started the online survey, 330 people completed it.

The first nine questions related to 'kit-of-parts' images - the components typically seen in a streetscape, such as pedestrian lighting or benches. Participants were asked to rank the images in each category from most to least desirable. The survey results were utilized to identify preferred themes for conceptual designs (e.g. traditional v modern), rather than to select specific fixtures.

The last question in the survey related to parking preferences, and asked if respondents preferred back-in angled parking on one side of the street or parallel parking on both sides. Sixty-six percent (66%) preferred parallel parking.



The following pages show the kit-of-part images that were included in the image preference survey. The ranking results are indicated by the blue numbers; 1 and 2 represent the first and second highest preferred element within a category, while number 6 represents the least preferred.

1. CAFE SCREENING



A 1



B 2



C



D



E



F 6

2. PEDESTRIAN LIGHTING



A 2



B



C 6



D



E 1



F

3. BENCHES



A



B 1



C 6



D



E 2



F

4. REFUSE CONTAINERS



A 2



B



C 1



D



E



F 6

5. SPECIAL PAVING



A 2



B 1



C



D



E



F 6

6. LANDSCAPING



A



B



C 2



D 1



E



F 6

7. PLANTER POTS



A



B 1



C



D 6



E



F 2

8. SITE WALLS



A 1



B 2



C



D



E



F 6

9. PARKING LOT SCREENING



A 1



B



C



D 6



E 2



F

Block-by-Block Meetings

Block-by-block property owner and tenant meetings were held on Thursday, September 5th, 2013. Four sessions were scheduled to provide more intimate conversations between participants, City staff and the Consultant. Over 25 participants attended.

Comments/questions from the block-by-block meetings included:

- Question about bike lanes being removed.
- Question about moving banner poles west in the future to attract traffic from Wadsworth.
- Thinks the curb cut consolidation at (their) property is a good idea; noted that there is a lot going on in that area and it was better/cleaner/less confusing with fewer distractions/options.
- Wanted to maximize the sidewalk area in front of 7200 to allow outdoor cafes, including potentially removing parallel parking.
- Question about how existing trees will be handled.
- Wanted to ensure that new trees don't block businesses.
- Hates cutting mature/healthy trees, but sees there may be merit in removing older trees in order to achieve the desired aesthetic and cadence.
- Supports the design and wants to make sure the pedestrian crossings are as safe as possible (sees kids using the new beacon).
- Question about the timeline for the project.
- Question about pre-striping parking counts compared to proposed parking counts.
- Question regarding snow plowing.
- Treasure Trunk has donations that come in the east entrance and go to the east side of the building; she's okay with the reconfigured parking lot if the donation truck can still navigate; current striping in the parking lot is unusual.
- Comment about liking the Aspen Grove planters in Littleton.
- Comment regarding Dave's Auto; tow trucks come into the site so the proposed curb cut consolidation may not work as shown.
- Compass likes the parking/curb reconfiguration in front of their property.
- Richard Squire wants to know if the reduction in vehicular traffic affected business; The City acknowledged a minor reduction largely in through traffic; City staff further addressed offline

Invitation Created for the Block-by-Block Meetings



Save the Date:

38th Avenue Block-by-block Meetings

You are receiving this invitation because you are a property owner or business owner on the Ridge at 38 between Upham and Pierce Streets. The City of Wheat Ridge Public Works Department invites you to join us to discuss the next phase of the 38th Avenue plan implementation and the potential improvements to the street frontage at your property.

Over the course of the morning, we will focus on one block at a time to review initial design concepts adjacent to your property. Please consider attending in order to provide input related to the parking, sidewalk, amenity zone, and potential opportunities for curb cut consolidation. Please refer to the schedule below for your appropriate meeting time:

Where Vectra Bank (the **NEW** office location of Wheat Ridge 2020)
7391 W. 38th Avenue, Suite 130

When Thursday, September 5, 2013
Meeting time based on property/business location:

Address	Meeting Time
7100 – 7340 W. 38 th Ave	8:00 am – 9:00 am
7000 – 7085 W. 38 th Ave	9:00 am – 10:00 am
6900 – 6995 W. 38 th Ave	10:00 am – 11:00 am
6800 – 6875 W. 38 th Ave	11:00 am – 12:00 pm

If you are unable to attend during your scheduled time slot, we have a few 15-minute time slots that can be reserved between 12 and 1 pm.



RSVP Requested

Please RSVP to

Mark Westberg or **Lauren Mikulak**

Public Works, Project Supervisor
mwestberg@ci.wheatridge.co.us
phone: 303-235-2863

Community Development, Planner II
lmikulak@ci.wheatridge.co.us
phone: 303-235-2845

- Question about bike lanes; if they are removed can the sidewalk be treated more like a multi-use trail to allow bikes? Similar to how multiuse trails around lakes are striped to separate bikes and peds.
- A-1 needs loading spaces; feeling frustrated that his parking spaces are used by customers of other businesses (eg Right Coast) and the spaces are full all day. Could they be signed 30min loading zone during the day? Likes the back-in spaces for loading.
- Russ asked about getting on-street spaces on High Court.
- The Bartas have two vacant store fronts and residents above; residents park in back, businesses used four spaces in the front.
- Request from both parties to redesign the parking to preserve more spaces along the front of the building.
- The reason for curb cut consolidation is to minimize conflicts with pedestrians; comment was made that the senior population doesn't prioritize walkability and wants better vehicular access to parking area.
- Wants to reconsider the road diet; return to four lanes?
- Question about emergency vehicle response times; they like having the middle turn lane which has helped with response times.
- Tom uses the eastern curb cut on 38th for tow trucks who pull in then out on Pierce; he is okay with an entrance only there, but doesn't want it closed permanently.
- Isabel would welcome a reconfiguration of her parking since there are safety issues with her clients backing into the street.
- Open to considering shared drive access if it improves circulation/parking.



Ridge at 38 Leadership Committee

A meeting with the Ridge at 38 Leadership Committee, which was created after adoption of the Corridor Plan, was held on Wednesday, September 11th, 2013. In order to obtain feedback from this important group, the City provided an overview of the purpose of the Project and this meeting, and then the Consultant provided details on each of the two alternative conceptual streetscape designs and related design materials.

Specific questions asked during the meeting are listed below along with a written answer provided by the City after the meeting:

- Q: Do business owners know they will be losing parking on the south side of the street? A: The block-by-block meetings held to review the conceptual designs in detail with owners/tenants revealed parking impacts.
- Q: Will there be a plaza or public area? Does the plan show a public park or green space? Does it show the school as a gathering space? We need a gathering space. A: This project is focusing on the existing public right-of-way and easement along 38th Avenue. The Corridor Plan does recognize the need for gathering areas on private property, but that is outside the scope of this streetscape project.
- Q: Can we provide parking reservoir signage? Will the middle school parking lot be public parking? A: Parking signage and wayfinding will be part of a final streetscape design. Some shared use of the school parking lot has occurred to-date. Generally, shared use agreements are needed between the affected agencies that stipulate conditions surrounding use of parking.

- Q: Comment that bicyclists spend more money; can a parking space be dedicated to bike parking? A: Since there is minimal on-street parking opportunities it is probably better in this context to provide bicycle parking back of curb.
- Can the sidewalk be a multi-use trail? A: It is not appropriate in this context to have the sidewalk zone treated as a multi-use trail.
- Q: Can bike wayfinding be improved? If bike routes end at 38th can there be signs to connect bikers to parking, downtown, routes? A: Signage and wayfinding as well as bike parking reservoirs at the points where a bike facility connects with 38th will be addressed as part of the final design.
- Q: Is the plan discouraging cycling? A: No the alternatives are not discouraging cycling. While the City has experimented with bike lanes on 38th during the restriping pilot project, there is limited right-of-way width, and the results of the Corridor Plan prioritized sidewalk amenity zones and on-street parking over bike facilities.
- Q: Is the plan showing bike reservoirs? A: Bike parking will be accommodated.
- Q: Is the plan showing preferred locations for public art? A: A diagram illustrating potential locations for public art is included in this document.
- Q: Is the plan showing bus pullouts? A: Bus pullouts are accommodated at all locations in this sub-district except at the eastbound stop at Reed Street.
- Q: Is the plan proposing curb cut consolidations? A: Yes.
- Q: Can the proposed improvements take place within existing right-of-way? A: Based on the

- non-survey base information utilized for this conceptual planning process, it appears that nearly all elements of the preferred street section will be accommodated within either the existing right-of-way and/or existing easements.
- Q: Will the flexible design result in theft or vandalism of street furniture? A: Any streetscape design/elements in the public realm are susceptible to vandalism. The 'flexible' seating idea doesn't necessarily mean they are totally loose and movable - they could be secured.

Additional comments made during this meeting and submitted afterwards by attendees included:

- Prefers raised planter beds.
- Prefers pots to planter beds.
- It's a shame they are doing away with them (bike lanes) on 38th Avenue.
- I would strongly encourage you to consider maintenance and upkeep costs and risks of theft and vandalism. While I did like the look of the "flexible" option, I think there are risks of it costing more long term.
- ...I like the raised planters, they are different than the grates that everyone already has, and allows landscaping under the trees.
- I also think the fixed furniture would be a better idea, they would stay organized and would not be stolen. Any event that I can think of can work around the fixed pieces.
- I like the eclectic design of the (mid) modern and the old mixed together.
- I am VERY excited about what they put together. They are on the right track for sure!
- Wants to preserve bike friendliness if bike lanes are being removed; cited example of Denver's new 15th Street Bikeway.

Design Inspiration

The creative design process began with a review of the Ridge at 38 Brand summary book, the 38th Avenue Corridor Plan, the City's Streetscape Design Manual, and other relevant documents. These processes resulted in the following five key design goals that the Consultant utilized for this Project:

1. Modern/contemporary
2. Recall Mid-Century
3. Forward thinking
4. More welcoming to younger people/families
5. Unique – like no other place in Wheat Ridge and no other main street

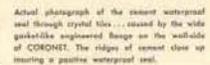
As a starting point, the Consultant focused on the first two points and collected images that represent or evoke mid-century modern design. Some of those inspiration images are shown here and on the following pages.

Design Inspiration: Shapes and Angles



Design Inspiration: Colors, Patterns and Shapes

POSITIVE WATERPROOF PROTECTION...



WALL TILE
BEAUTIFUL PASTEL AND MARBLEIZED COLORS



DESIGN IDEA K-70—Black (A-102) strips set between double rows of Genoa Green (C-244) make a distinguished diagonal design.

DESIGN IDEA K-71—Cardinal Red (D-142) strips on a Travertine (D-247) field with centered blocks of Flony Caroban (D-225).

DESIGN IDEA K-72—Travertine (D-247) squares on Grand Antique (B-204) field; border: Black (A-102), White (D-112) strip.

DESIGN IDEA K-73—ThermoTile Dots (T12b) in a Sarrasinia (B-254) field make a different and decorative floor.

DESIGN IDEA K-77—Ivy ThermoTile (T18) with a floral strip effect in a Napoleon Gray (C-222) field.

DESIGN IDEA K-78—Travertine (D-247) squares set in a Flony Caroban (D-225) background provide a refreshing decor.

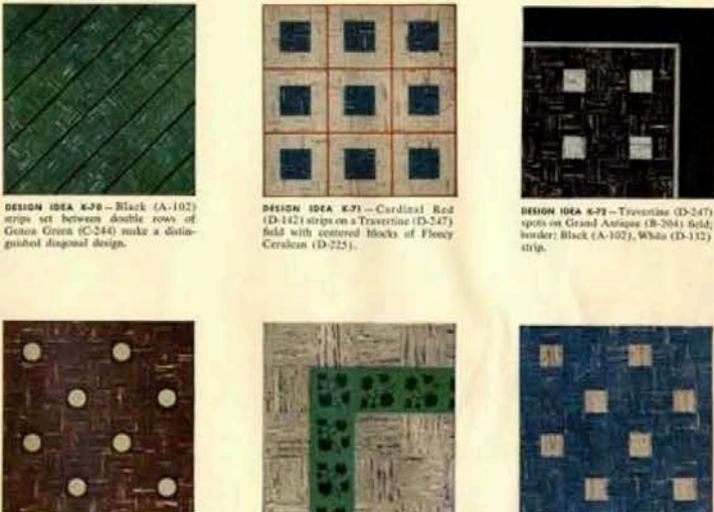
DESIGN IDEA K-86—Combination of alternate squares of Laminaria (D-214) and Langisob (C-257) laid white which gives a zigzag effect.

DESIGN IDEA K-87—Combination of alternate squares of Gaudina (D-214) and Genoa Green (C-244) laid white giving a zigzag effect.

DESIGN IDEA K-88—Checkerboard of Greek Skyron (C-222) and Sarrasinia (B-254).

GET AWAY SECTION OF CORONET TILE SHOWING THE BEVEL EDGE.
NOTE HOW THE WIDE FLANGE SINKS INTO THE PLASTIC CEMENT TO FORM SEAL.

A peaceful wall waiting for club scene.
Give Beauty Palace a clean and modern appearance.
Keep sophisticated staff for an exclusive party.
A cheerful wall for public dining rooms.



DESIGN IDEA K-79—Travertine (D-247) squares on Grand Antique (B-204) field; border: Black (A-102), White (D-112) strip.

DESIGN IDEA K-78—Travertine (D-247) squares set in a Flony Caroban (D-225) background provide a refreshing decor.

DESIGN IDEA K-86—Combination of alternate squares of Laminaria (D-214) and Langisob (C-257) laid white which gives a zigzag effect.

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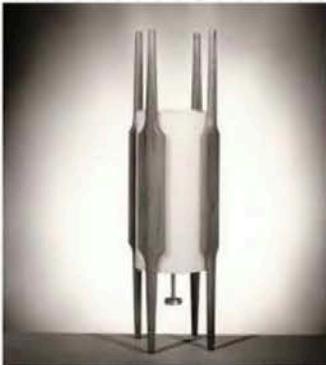
DESIGN IDEA K-88—Checkerboard of Greek Skyron (C-222) and Sarrasinia (B-254).



Design Inspiration: Furniture and Fixtures - Color, Materials and Shapes



Design Inspiration: Lighting Fixtures - Style, Color and Materials

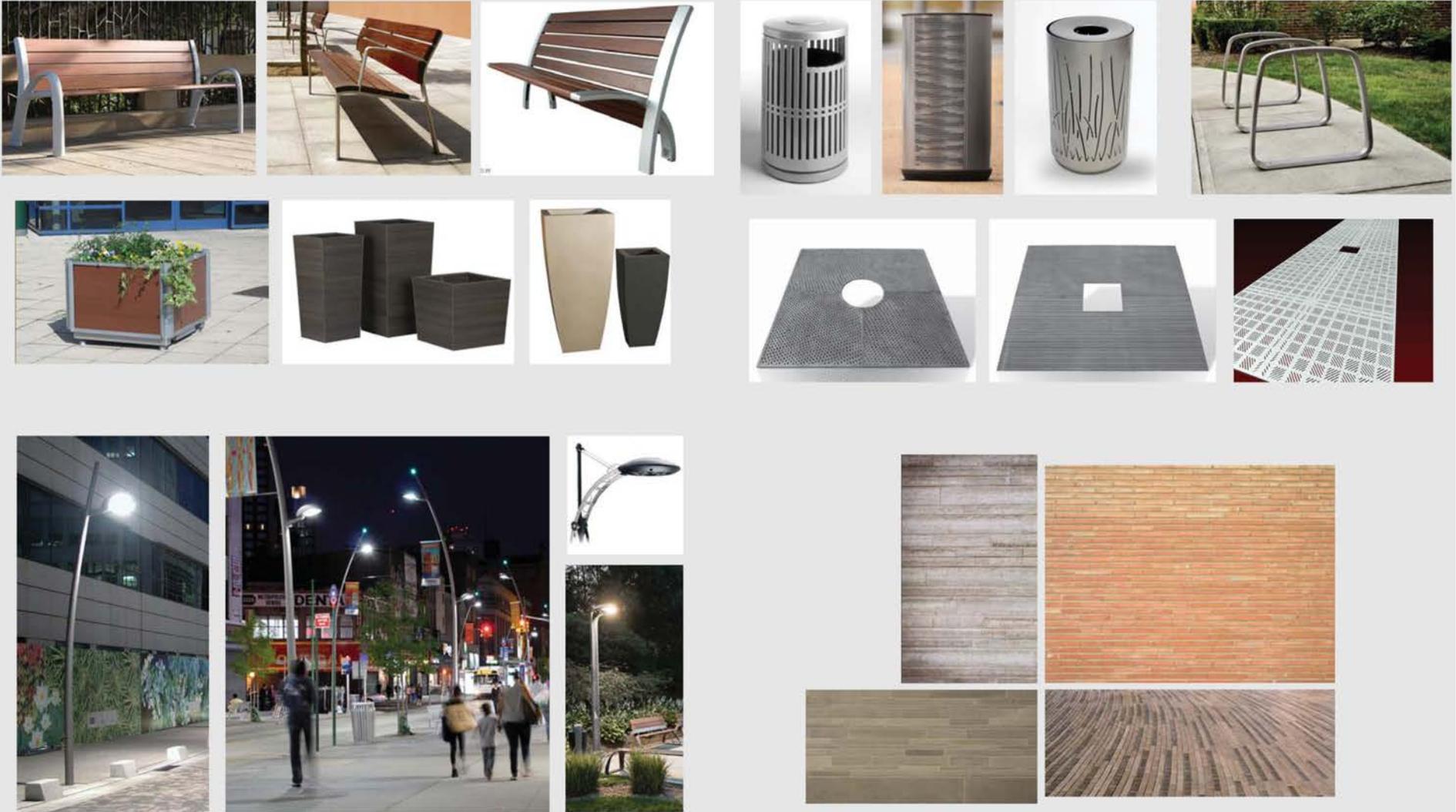


Alternative Kit-of-Parts

Based on public input and the five design goals, two alternative kit-of-parts were compiled. They both focus on recalling mid-century design themes and have a modern/contemporary and forward thinking flavor. The kits explore items such as different finishes, color palettes and approaches to lighting.

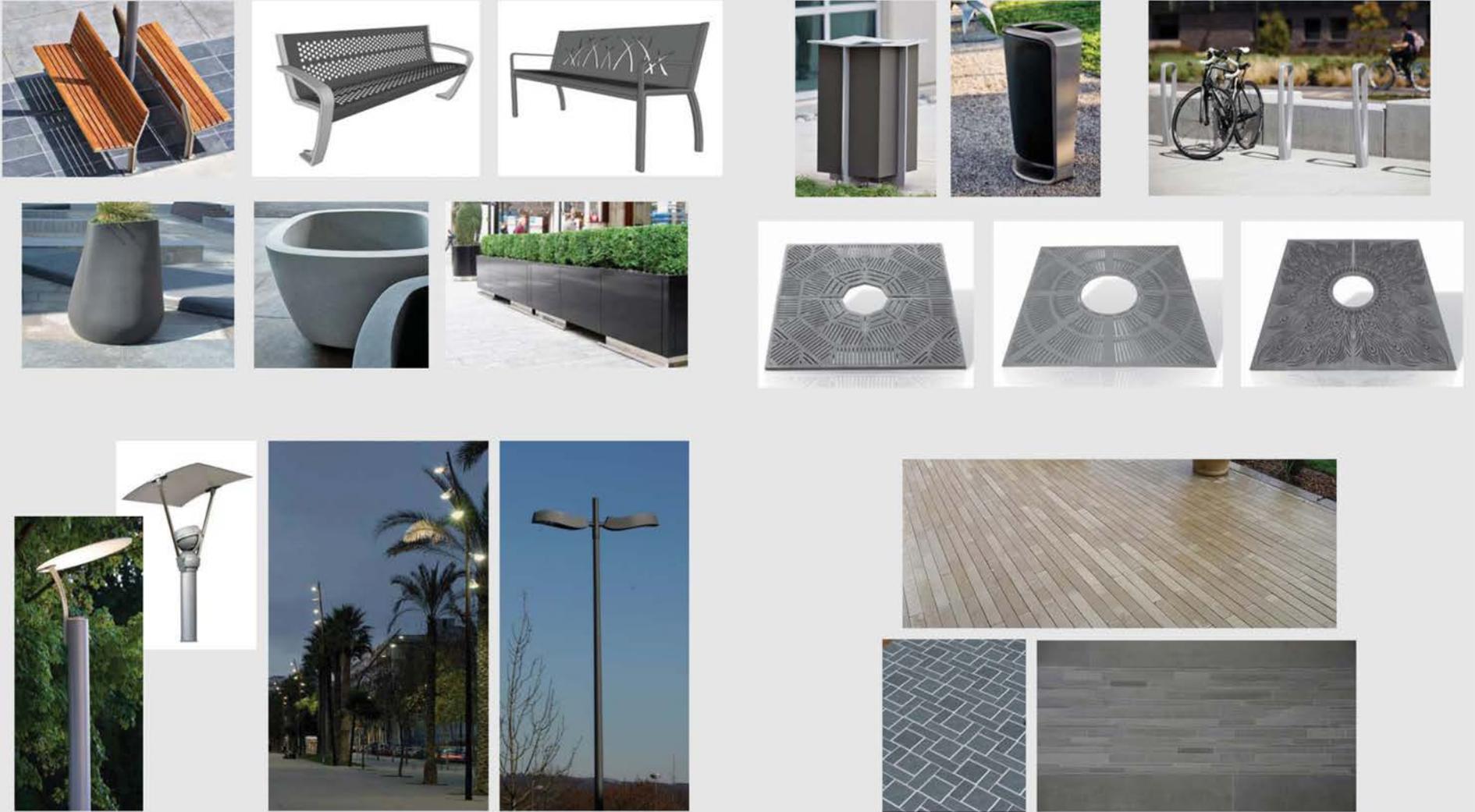
The images in the kits represent a general 'family' or character of streetscape features being considered for the street. Final fixtures, materials, colors, and finishes will be determined in the next phase of the project.

Alternative A Kit-of-Parts: A Focus on Sloping Lines, Use of Wood, Lighter Toned or Saturated Paving Colors, and More Streamlined Detailing



*Note: The images here represent a general 'family' or character of streetscape features being considered for the street. Final fixtures, materials, colors, and finishes will be determined in the next phase of the project.

Alternative B Kit-of-Parts: A Focus on Angular Lines, Use of Metal, Darker Toned or More Saturated Paving Colors, and More Embellished Detailing



*Note: The images here represent a general 'family' or character of streetscape features being considered for the street. Final fixtures, materials, colors, and finishes will be determined in the next phase of the project.

Alternative Streetscape Concept Designs

Overview

Two Alternative Streetscape Concept Designs were completed for 38th Avenue. Both designs share the following fundamental similarities:

1. Address access enhancement

Existing conditions on the corridor include a poorly defined sidewalk and a substantial number of curb cuts, some of which are very wide. Access enhancements would be mainly accomplished by sharing driveways between properties and reconfiguring off-street parking to eliminate backing into the street and across the sidewalk. This would also improve the pedestrian environment. The proposed access enhancement strategy:

- Provides for a continuous sidewalk
- Accommodates an amenity zone for nearly the entire length of the Project area
- Provides greater predictability for drivers entering and exiting private parking areas

2. Identify conceptual changes to on- and off-street parking configurations

On-street parking is only feasible west of approximately 7060 W. 38th Avenue (approximately two parcels east of High Court), where a wider right-of-way exists. East of this point the available right-of-way narrows prohibiting the provision of on-street parking.

3. Enhance and highlight bus stop locations

The following street layout plans (pages 18-20) illustrate the common elements between the alternative concept designs.

The major differences between the two Alternative Concept Designs include:

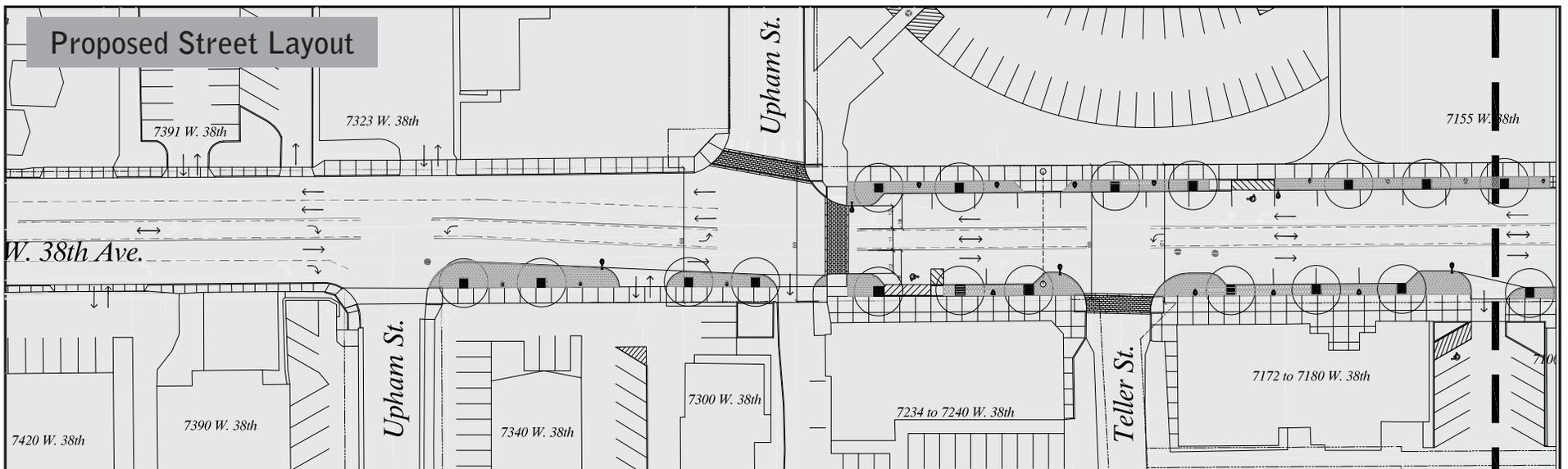
Item	Alternative A	Alternative B
Seating	Flexible/chair and bench mix	Fixed/bench approach to seating
Planting	Planting in pots at bulb outs and along the amenity zone/tree grates around trees	Planting in raised planters typically around trees and at bulb outs
Lighting	Curved/angular fixtures	90 degree perpendicular fixtures
Special paving-amenity zone (both proposing a running bond, linear placement approach reminiscent of the clean lines of mid-century masonry)	Lighter paving reminiscent of the 'blond' colors found mid-century	Darker paving color
Informational Kiosk	Multi-pole/more horizontal board concept	Single pole/more vertical board concept

The differences between the two alternatives are illustrated with plans, sections and three-dimensional renderings beginning on page 21.

These alternatives are not mutually exclusive, specific elements within one design may be combined with an element of the other to reach a preferred direction.

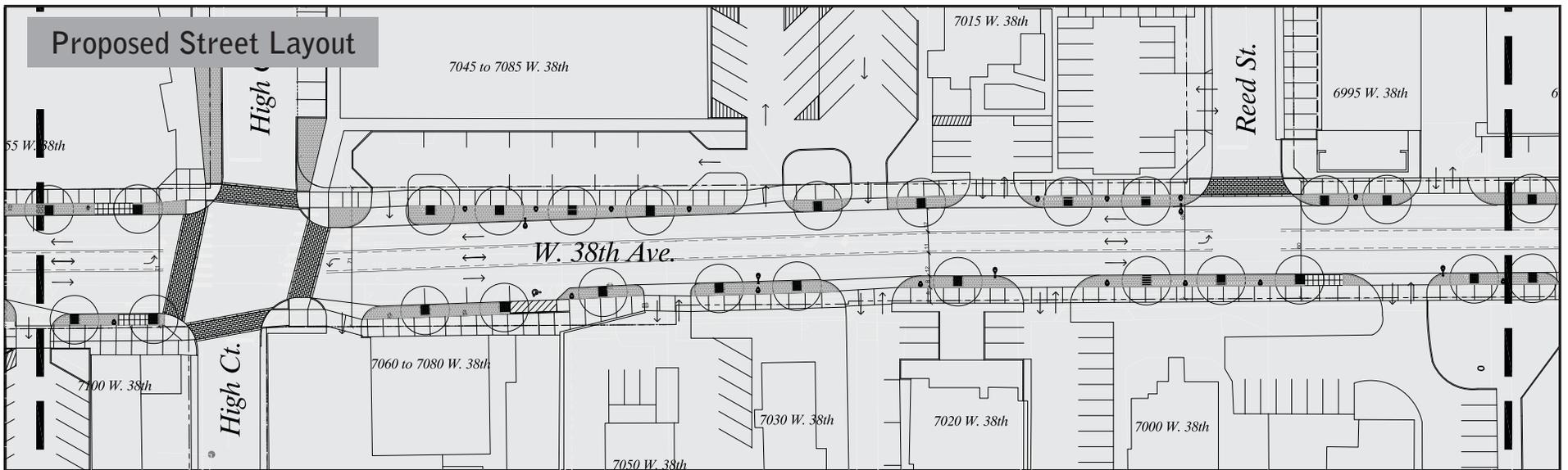
Conceptual level cost estimates show that to complete full street reconstruction and streetscape improvements of West 38th Avenue from Upham to Pierce would cost an estimated \$5.3 to \$5.6 million.

Conceptual Layout - West Segment: 7400 to 7100 West 38th Avenue (Approximately Upham Street to High Court)



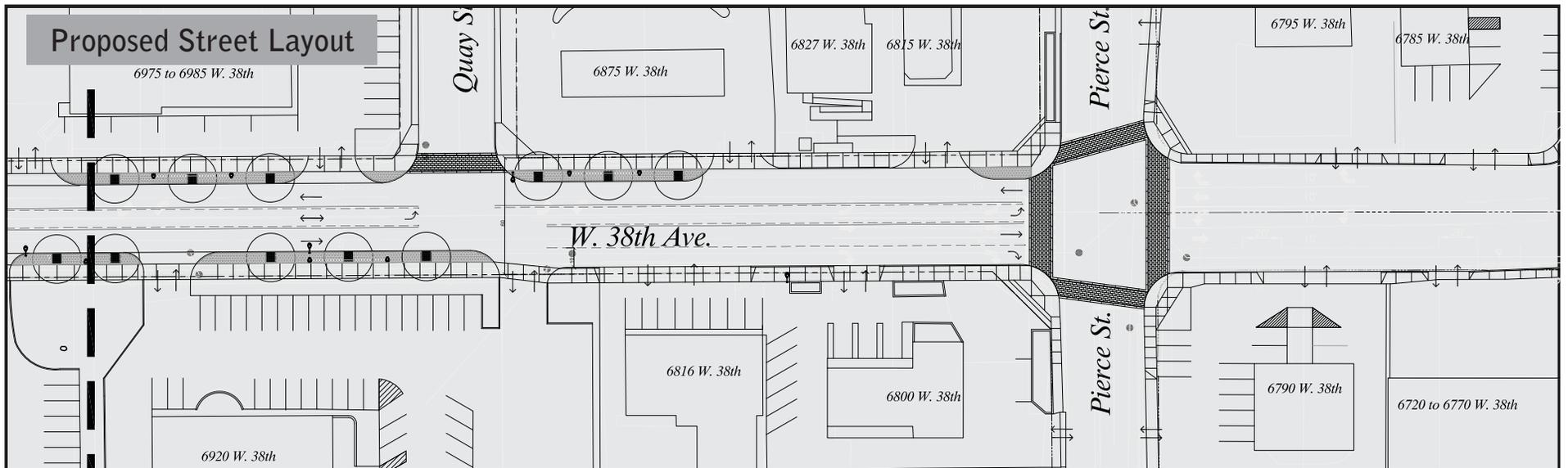
Note: This segment has the wider right-of-way. The west limits of the project are at Upham Street.

Conceptual Layout - Central Segment: 7100 to 6980 West 38th Avenue (approximately High Court to Reed Street)



Note: This segment has the narrower right-of-way starting just east of High Court. On-street parking is not included from this point to the east.

Conceptual Layout - East Segment: 6980 to 6790 West 38th Avenue (approximately Reed Street to Pierce Street)



Note: This segment has the narrower right-of-way. The east limits of the project are at Pierce Street.

Alternative A: Flexible

Pages 21-28 include plans, sections and three-dimensional renderings of Alternative A. The imagery illustrates the following elements.

Common Elements:

- the proposed continuous sidewalk and amenity zone
- special crosswalk treatments at High Court and Pierce and Upham Streets
- special informational signage
- the location of the existing over-the-street banner
- how outdoor cafes can be accommodated
- locations for bicycle parking
- the concept of an additional special paving band crossing the sidewalk (in plan view only)
- regularly placed street trees
- locations for bulb outs that provide for: seating, landscaping, signage/wayfinding, art, and other amenities
- the narrower and wider road sections

Unique to Alternative A:

- the more 'flexible' approach to seating and landscaping via a combination of chairs and benches and a variety of planter pots
- the amenity zone treated with a lighter toned, elongated, running bond paver
- street trees in grates
- a curvilinear pedestrian and high level light pole with a rounded or oval luminaire

Looking East Near Upham Street

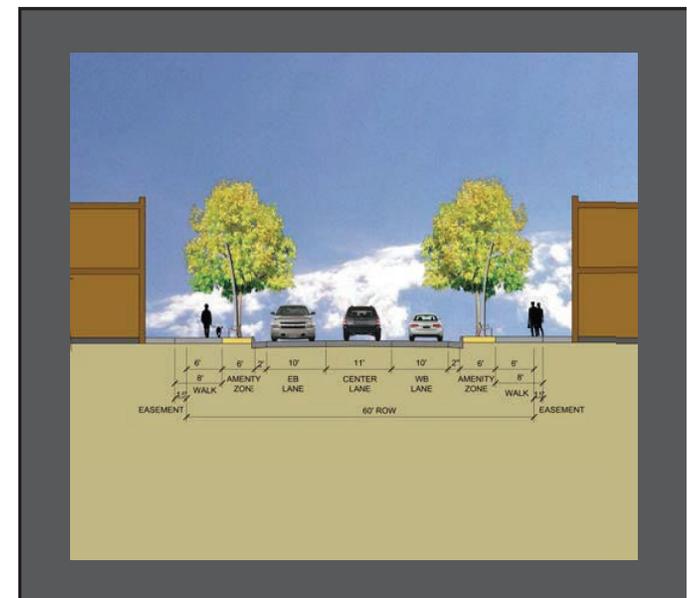
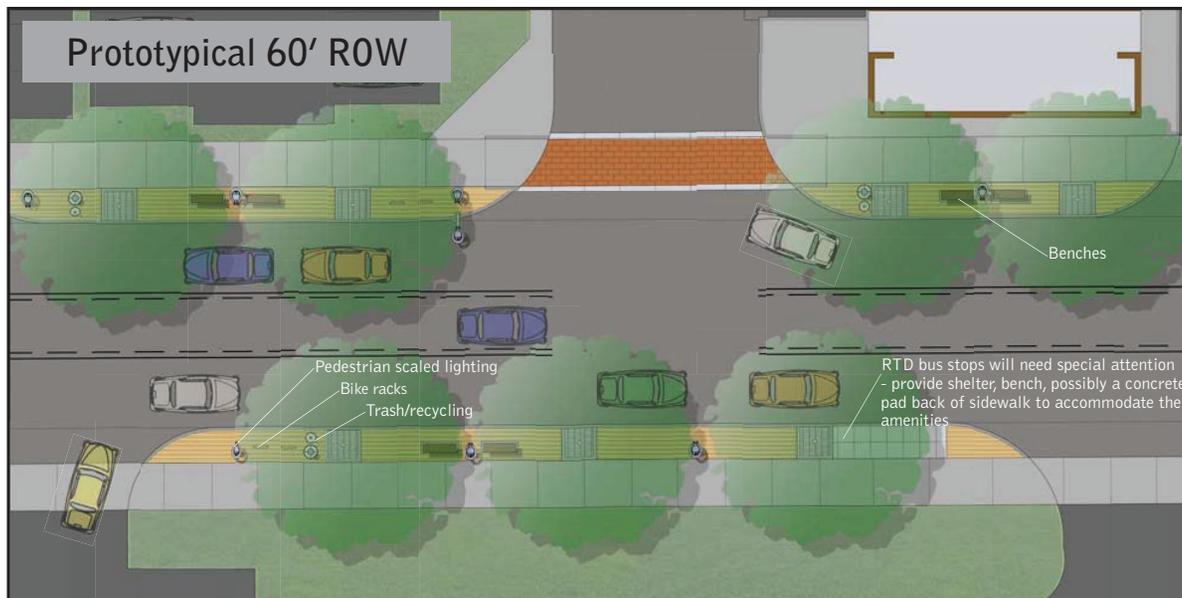
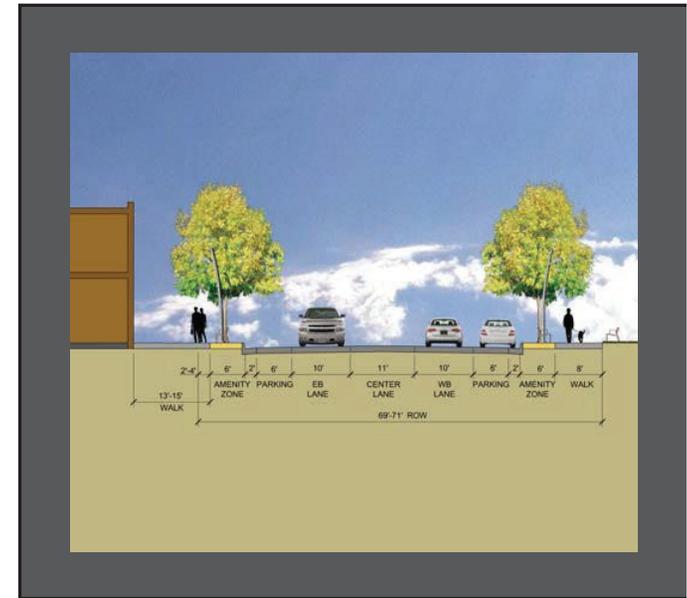
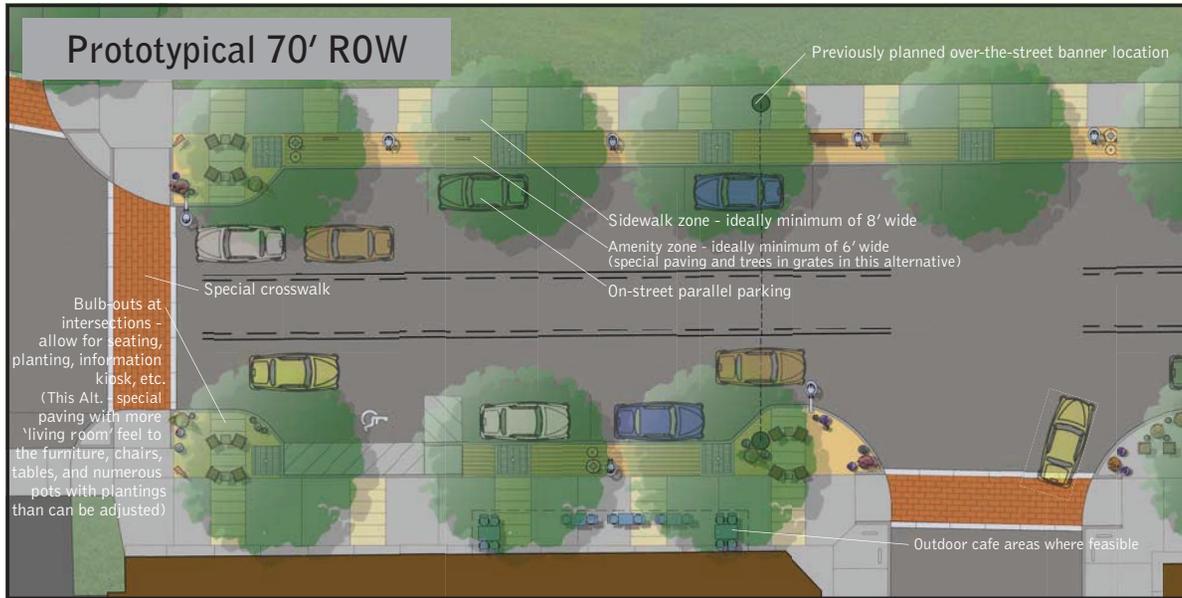


Looking West at Pierce Street



Alternative A: Flexible

These Prototypical Plans and Sections Show Alternative A Kit-of-Parts Applied in the Existing Wider and Narrower Right-of-Way Sections



Looking East at Upham Street



This view highlights parallel parking along both sides of the street, flexible seating and planting options within the amenity zones, and kiosk signage.

Alternative A: Flexible

Looking West Near Teller Street



This view shows how a wider sidewalk can accommodate an outdoor cafe and hardscape amenity zone. This alternative includes grates around the street trees.

Looking East at High Court



This view highlights the intersection treatment with special paving in the crosswalk.

Alternative A: Flexible

Looking East Near Reed Street



This view shows possible elements within the hardscape amenity zone, such as planters, bike racks, and seating.

Looking West Near Quay Street



This view also highlights amenity zone elements and shows an example of parking lot screening across the street.

Alternative A: Flexible

Looking West at Teller Street



This view highlights the flexible seating and planting options at the bulb outs.

Alternative B: Fixed

Pages 29-36 include plans, sections and three-dimensional renderings of Alternative B. The imagery illustrates:

Common Elements:

- the proposed continuous sidewalk and amenity zone
- special crosswalk treatments at High Court and Pierce and Upham Streets
- special informational signage
- the location of the existing over-the-street banner
- how outdoor cafes can be accommodated
- locations for bicycle parking
- the concept of an additional special paving band crossing the sidewalk (in plan view only)
- regularly placed street trees
- locations for bulb outs that provide for: seating, landscaping, signage/wayfinding, art, and other amenities
- the narrower and wider road sections

Unique to Alternative B:

- the amenity zone treated with a darker toned, elongated, running bond paver
- the more 'fixed' approach to seating and landscaping via benches and partially raised planter beds
- street trees in partially raised planter beds
- a perpendicular pedestrian and high level light pole with a rectangular luminaire

Looking East Near Upham Street

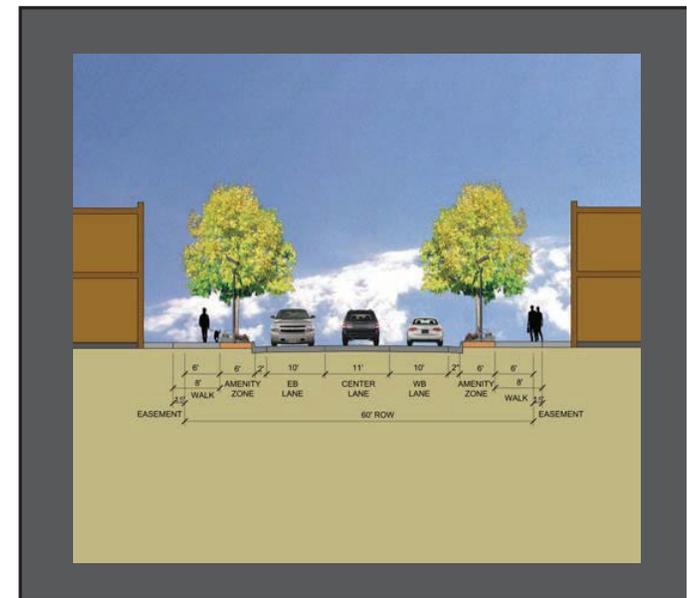
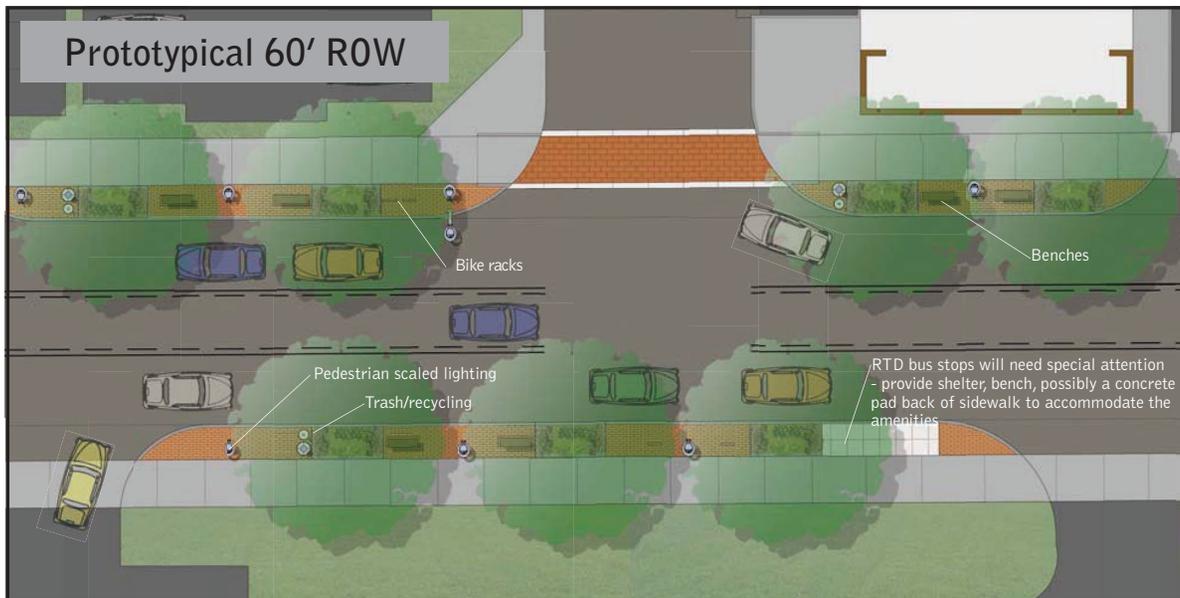
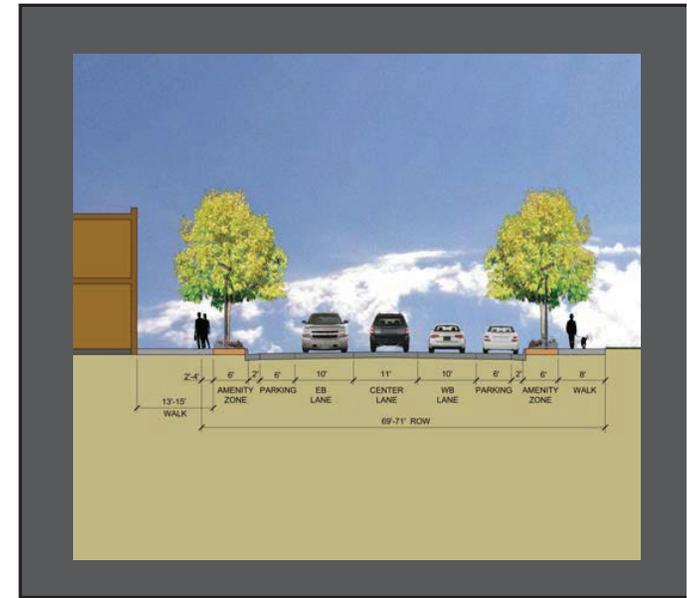
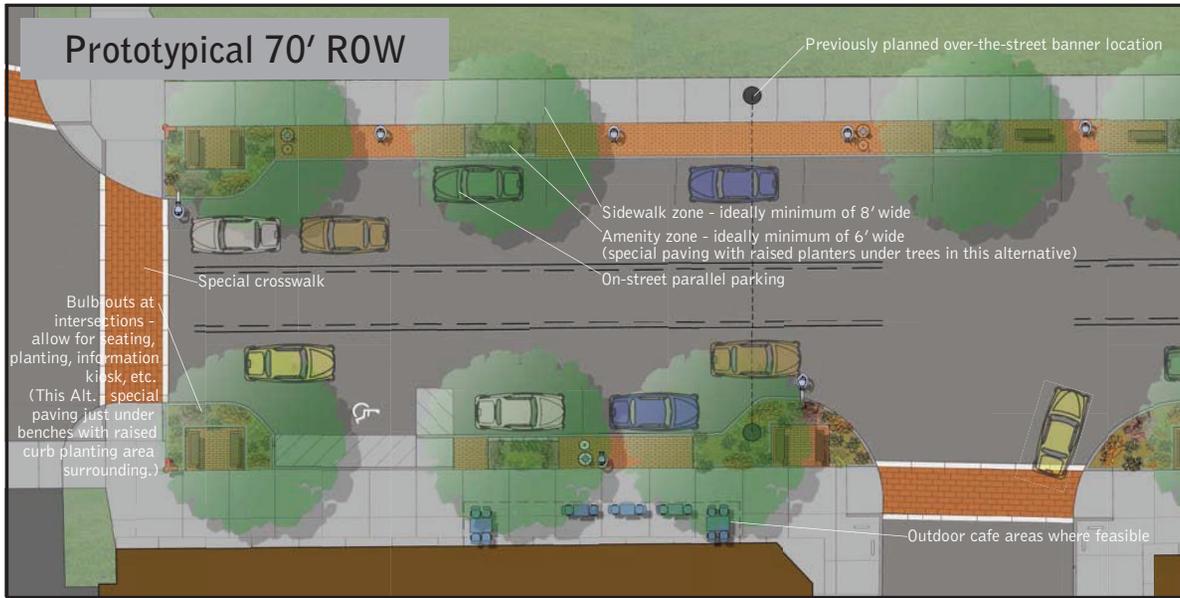


Looking West Near at Pierce Street



Alternative B: Fixed

These Prototypical Plans and Sections Show Alternative B Kit-of-Parts Applied in the Existing Wider and Narrower Right-of-Way Sections



Looking East at Upham Street



This view highlights parallel parking along both sides of the street and fixed seating, raised planting beds, and a different style of kiosk signage within the amenity zones.

Alternative B: Fixed

Looking West Near Teller Street



This view shows how a wider sidewalk can accommodate an outdoor cafe and hardscape amenity zone. This alternative includes raised planting beds around the street trees.

Looking East at High Court



This view highlights the intersection treatment with special paving in the crosswalk.

Alternative B: Fixed

Looking East Near Reed Street



This view shows possible elements within the hardscape amenity zone, such as raised planting beds, bike racks, and seating.

Looking West Near Quay Street



This view also highlights amenity zone elements and shows an example of parking lot screening across the street.

Alternative B: Fixed

Looking West at Teller Street



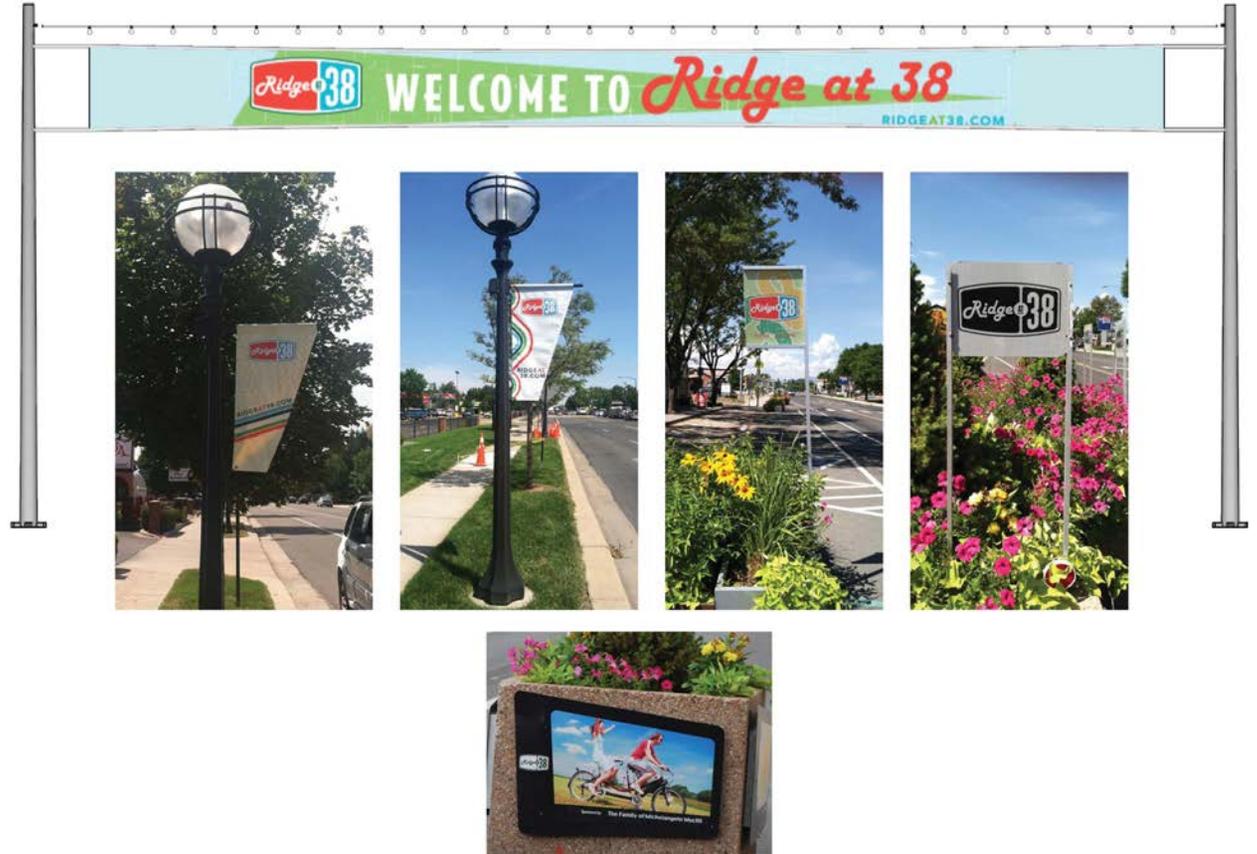
This view highlights the fixed seating and raised planting beds at the bulb outs.

Signage

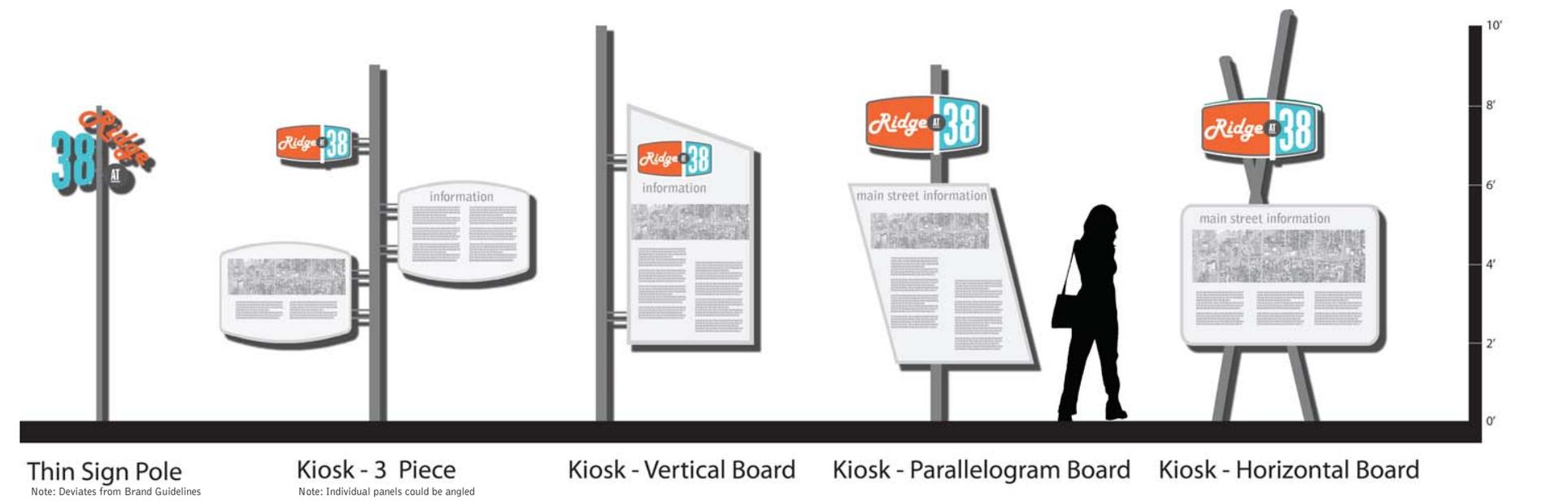
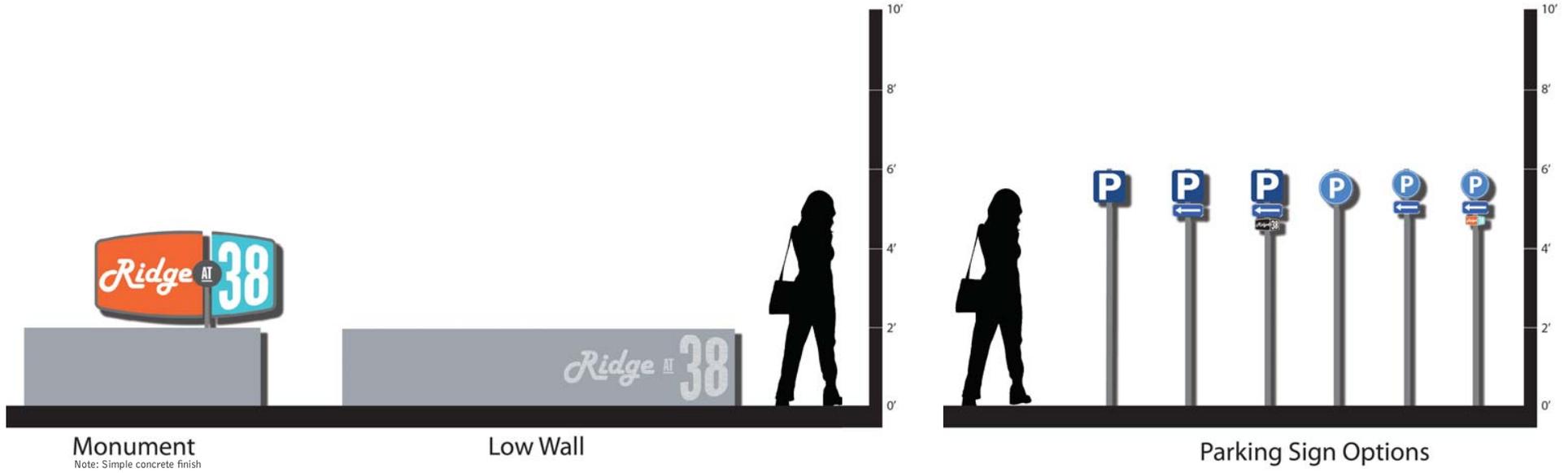
Conceptual designs for branding and local wayfinding signage on the corridor was provided as part of this process. The concepts do not address directional signage to the corridor. The options could work with either of the Alternative Concept Designs, however some elements might be more appropriate to be integrated into one design over another. For instance, integration of a low wall with ingrained lettering may be more appropriate for Streetscape Concept Design Alternative B.

The conceptual signage was cognizant of the Ridge at 38 Brand, including existing light pole banners, planter banners and over the street banners that have previously been designed and implemented on the corridor.

Existing Signage Along 38th Avenue



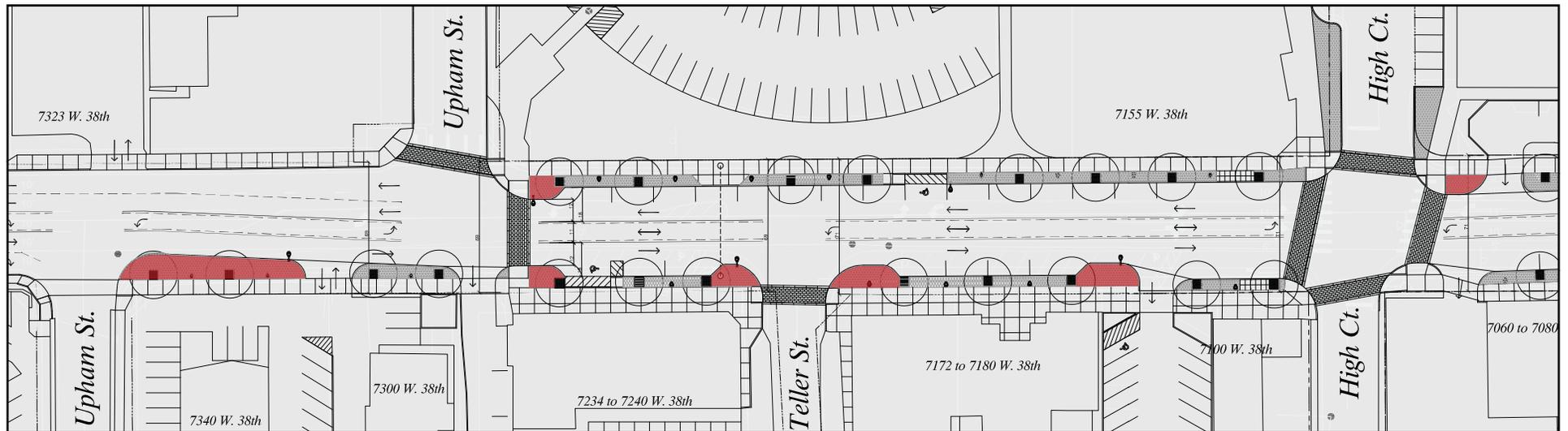
Conceptual Signage Ideas for 38th Avenue



Public Art

The image below identifies possible locations for public art within the right-of-way. Opportunities to collaborate with private property owners may allow for larger art installations than would otherwise be able to fit within the current right-of-way.

Potential Locations for Public Art in the Right-of-Way



Parking

The conceptual streetscape design shown on pages 18-20 does have an impact on parking within the study area. The diagram below illustrates those areas that could be affected.

The blue bubbles show the public, on-street parking counts at three points in time:

- Previous – The parallel on-street parking spaces prior to 2012
- Current – The back-in diagonal and parallel parking spaces that currently exist
- Proposed – The proposed parallel parking spaces that are shown in the conceptual design

Compared to the previous conditions, the proposed streetscape design will have 12 additional on-street spaces. This increase is largely attributed to the additional on-street parking proposed on the north side of the street between Upham and High Court in front of the school.

The orange bubbles indicate the potential impact to private, off-street parking lots. The two numbers indicate the current and proposed parking counts. The conceptual streetscape design proposes access enhancements which would reduce the size and number of curb cuts. The design would result in the loss of 7 off-street parking spaces.

These parking impacts were discussed at the block-by-block meetings. City staff will continue to work with the affected property owners during the subsequent phases of design to resolve any issues and minimize impacts.

Parking Impact Analysis

