

Jefferson Ave/E. Utica Street Redesign Report

The Robert T. Coles Town Center



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ARC 547 + URP 565 + ARC 565 URBAN DESIGN Technical Methods

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Project Statement

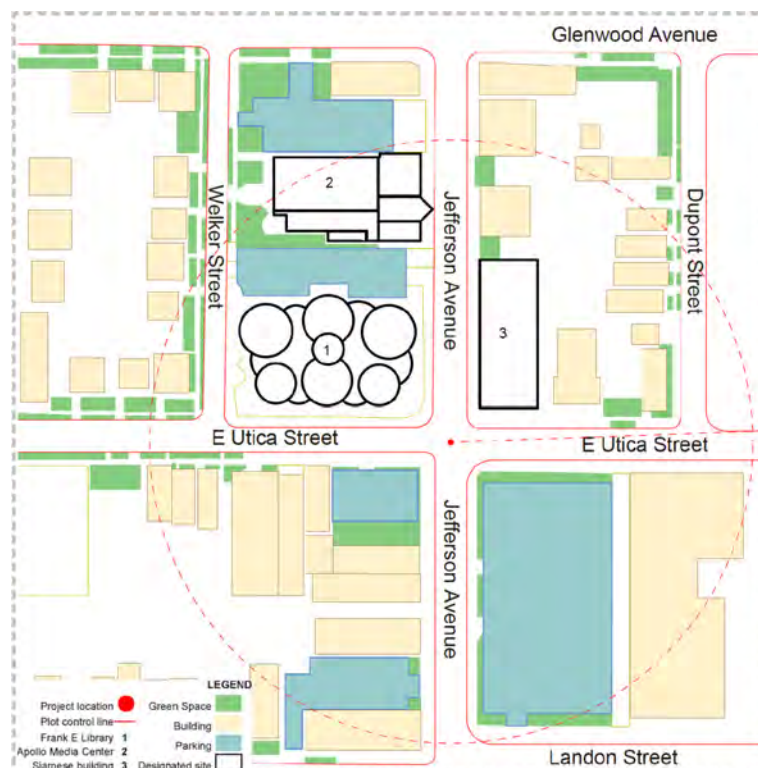
We propose a vision of the Jefferson Ave/E Utica Street intersection as a satellite town center for the East Side: the Robert T. Coles Town Center, named in honor of the architect of the Frank E. Merriweather Library and founder of the first Black-owned architecture firm in New York State. The intersection of Jefferson Avenue and East Utica contains facilities including a library, shopping, TOPS grocery store, branch bank, a church, retail dining, and the Beverly Gray Business Exchange Center, a nonprofit providing small business support. Notable buildings include the former Apollo Theater and the current Frank E. Merriweather Jr. Library, which may be purposed for community events. The concentration of the civic, commercial and food store offers the opportunity to create a more engaging pedestrian hub along Jefferson Avenue. Despite its strengths, the intersection and surrounding area contain vacant parcels, blank walls, and underutilized parking lots despite low rates of car ownership. Road safety is poor with limited facilities for pedestrians, bicyclists, and bus riders, and road and sidewalk facilities are in disrepair and do not meet ADA accessibility standards. There is a noticeable lack of green space, with many municipal tree boxes empty or poorly maintained.

For decades, the East Side of Buffalo and its primarily Black population have experienced disinvestment from public agencies, reflected in current road conditions and the scars of Urban Renewal (Empire State Development, 2019, 22). As part of the New York State Buffalo Billion initiative and the UB Regional Institute's East Side Avenues projects, the Jefferson Avenue Corridor has been recognized as a commercial corridor worthy of investment into streetscape and business improvements. Stakeholders have called for street improvements, and we believe that our proposals for green infrastructure, pedestrian amenity improvements, street narrowing, and sidewalk widening will rise to that challenge (Empire State Development, 2019, 32). We ultimately envision an intersection and streets that attract activity and improve safety for multi-modal transportation users, transforming the intersection from a conduit along the Jefferson Avenue corridor to a destination in its own right. By making the intersection more beautiful and accessible to local businesses, civic organizations, and the citizens who use them, our proposed changes will increase the economic and social vitality of the Jefferson Avenue corridor, the Masten Park neighborhood, and the East Side community. Our main goal is to restore the vitality of the neighborhood.

Scope of Work

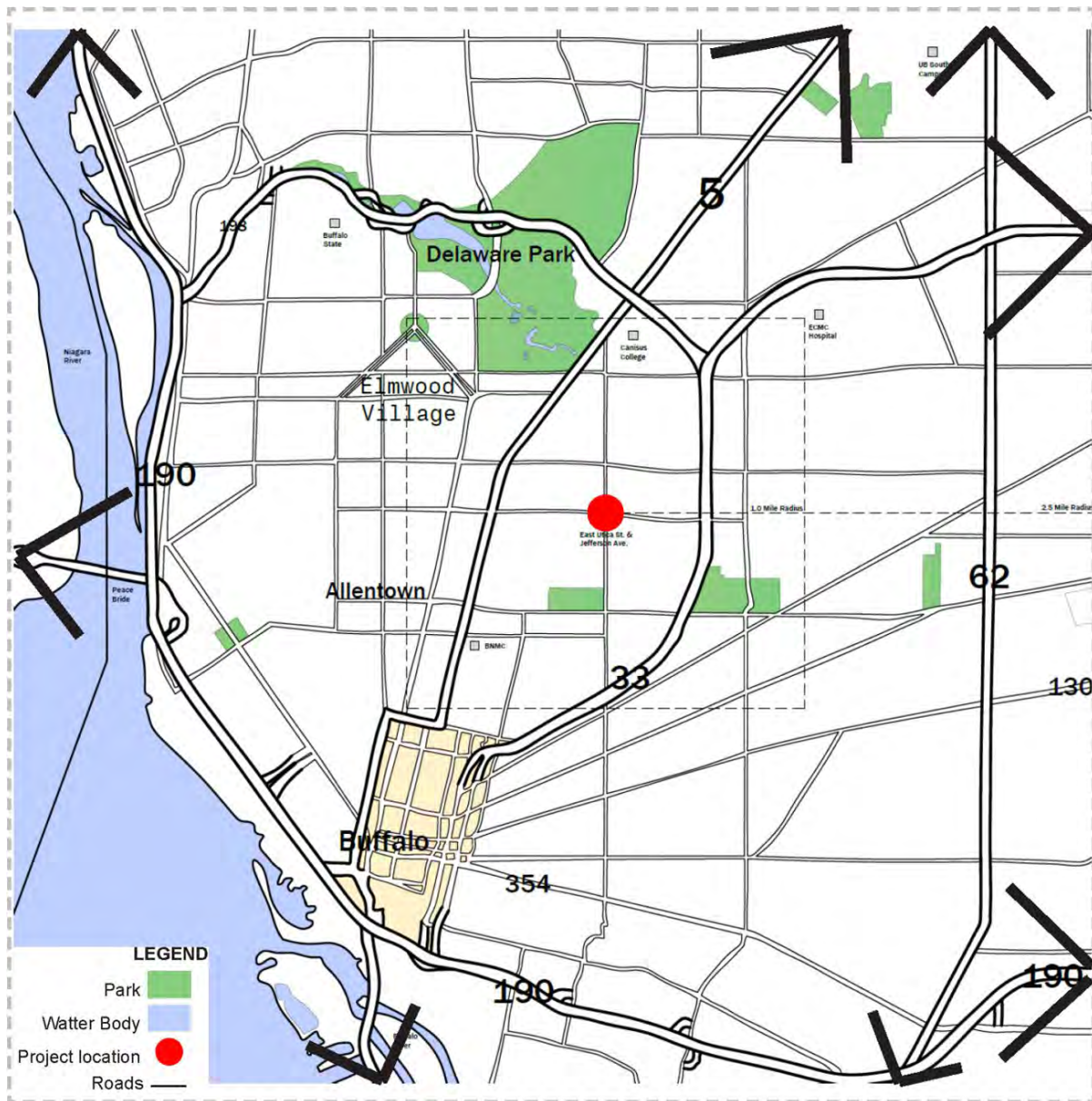
For our project, we focused on the intersection of East Utica Street and Jefferson Avenue in the Masten Park neighborhood on Buffalo's East Side. This intersection currently suffers from disinvestment and a legacy of poor planning choices. In order to better the site and make it more pedestrian friendly, we are calling for its redevelopment into a walkable town center. To best illustrate the site and our redevelopment plans for it, our project is split into two separate parts. The first part of our project focuses on mapping and showing our study area in context of the neighborhood, city, and region. The second part of our project shows before and after depictions of the site to indicate how our proposed changes would alter the existing site, creating a more aesthetically pleasing environment.

For part one of our project, we created ten different maps, first illustrating the site and its surrounding context. The first map is our base map. This map shows the immediate areas within one block ($\frac{1}{4}$ mile) of the East Utica Street and Jefferson Avenue intersection. The map depicts three important buildings, including 1. Frank E. Merriweather Jr. Library, 2. Apollo Media Center, and 3. The Siamese Building. Furthermore, this map shows the location of other buildings, trees, greenspace, parking lots, and internal open space. Map 1 is completed with a red dot indicating the center of the intersection, as well as a red dashed line depicting a $\frac{1}{4}$ radius around the site.





The second map (The Neighborhood and its Context Map) shows a ½ mile radius around the site. This map shows the locations of greenspace, important community assets, such as Tops, Schools, and the former Bills Stadium. Much like the first map, the intersection of focus is indicated with a red dot, and the ½ mile radius from the intersection is indicated with a dashed red line.



The third map shows our study area in relation to the city of Buffalo. This map shows important assets such as colleges, hospitals, parks, waterbodies, highways, and Buffalo's downtown business district. Map three is completed with a red dot showing the location of the intersection, and a dashed line showing a 1-mile radius around the site.

Map 4, The Site and the Metro Map, shows a 10-mile radius around the site. This map shows important highways, such as I-90, as well as the boundaries of Buffalo, the location of the airport, Grand Island, and important states and city roads (such as State Route 324 and Main Street). Like the earlier maps, this map indicates the intersection with a red dot, and a dashed line depicts the 10-mile radius around the site.



The final map, Map 5, shows the site in a regional context (a 200-mile radius). This map shows important highways, as well as other important cities in the region, including 1. Toronto, 2. Cleveland, 3. Rochester, 4. Pittsburgh, 5. Syracuse, 6. Albany, 7. New York, 8. Philadelphia, and 9. Ottawa. Like the earlier maps, the location of our site is indicated with a red dot, and a dashed red line shows the 200-mile radius surrounding the site. Further maps survey the integrity of a street wall via a figure/ground map, the presence of blank walls and street transparency, and a street profile via an axonometric perspective highlighting key buildings. This survey of existing conditions informed our focus on guidelines meant to create an interplay between building activity and sidewalk activity.

While the first part of our project focuses on the location of the site, the second part focuses on existing and proposed conditions. To start out part two of our project, we included two case studies (one from Washington State and one from Pittsburgh) that both acted as inspiration for our redesign. After this, we dive into the plan for our redesign, first talking about site design guidelines, showing a conceptual master plan for our redesign. From the guidelines and our master plan, it can be seen that our focus is on the streetscape itself as well as the frontage of properties along the streetscape. We do not focus on other sides of properties, other than the portions fronting the streetscape, as this is outside our scope of work. Continuing along in the Site Design Guidelines Section, there is a further detailed map of the intersection, with suggestions on what could be done to improve it. Additionally, there is a 3D Axon, further showing our proposed improvements.

For structure, we split recommendations for Jefferson Avenue and those for East Utica Street, but it is important to note that many recommendations are shared to ensure cohesiveness of design. The two rights of way forming the intersection create a unified streetscape, and the separation of content should not be misinterpreted as anything other than an organizational tool. For Jefferson Avenue, we present general recommendations and a specific focus on the redevelopment of the parking lot in front of the strip mall, which can be seen in Map 7 as a major factor breaking the street wall. To depict our proposed improvements, we created a map showing how the site plan for the strip mall parking lot will be changed by adding landscaping, small scale retail, and greater pedestrian connections. Furthermore, we created a before and after perspective depicting these changes. The perspective and site plan are reinforced and enhanced by street sections depicting existing and proposed conditions showing the view on Jefferson Avenue north and south of the intersection. The next section focuses on adjustments to the East Utica Street right of way, incorporating existing and proposed street sections and a street perspective depicting the view in front of the library. Written recommendations include those specific to East Utica Street as well as design elements necessary to create cohesiveness and identity across the town center. All graphics include an inset denoting their location on the site plan. Our redesign calls for added landscaping, the prioritization of multimodal use (bike lanes, bus only lanes) into the right of way, and replacement of traditional sidewalk pavers with red brick to match the entrance to the Library, an architectural gem which forms the core of the intersection.

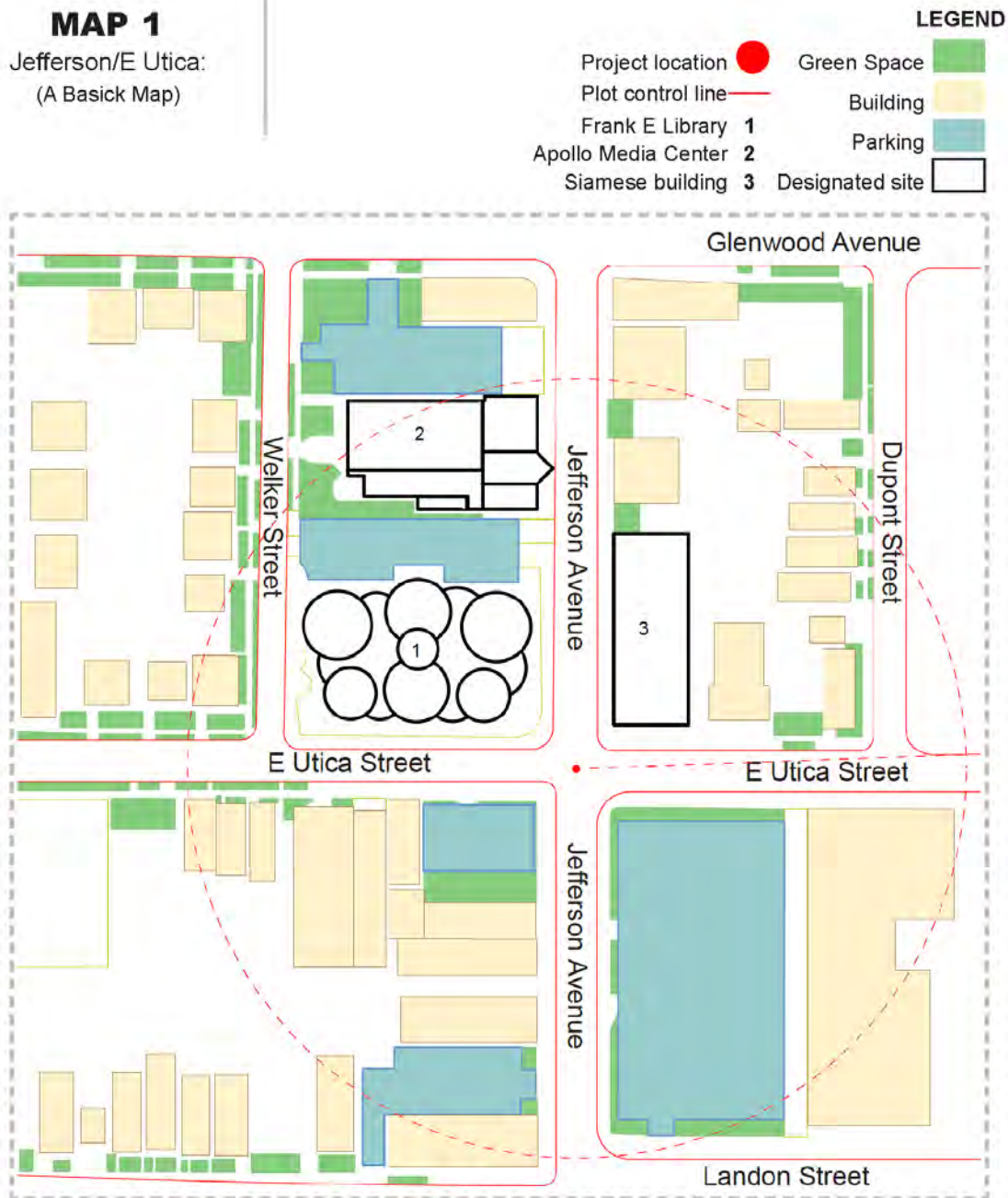
Overall, our site redesign aims to take a potential hub of neighborhood activity and turn it into an aesthetically pleasing and pedestrian friendly town center. Within our scope of work, we created maps showing the surrounding assets in the neighborhood, city and region. For our redevelopment plan, we propose resizing both streets and sidewalks as well as reallocating the use of these features (for example, adding bike lanes to the street and adding cafe seating to the sidewalk). Furthermore, our plan calls for greening of the streetscape by adding landscaping along the sidewalk and creating

green buffers between the street and parking lots. Moreover, our plan calls for the addition of small-scale retail to act as infill in both the strip center parking lot as well as the adjacent parking lot across Jefferson Ave. Lastly our redesign calls for upgrading sidewalks to red brick to create continuity between the library and the rest of the site.

While our site calls for major infrastructure improvements, and the improvements to the street frontage of properties, there are also many factors that do not fall within our scope of work. For example, we didn't include a financial analysis, and one would need to be performed to determine full feasibility. Furthermore, we didn't identify potential funding sources to fund our proposed redevelopment. Additionally, our redevelopment project focuses on a small area and doesn't include a vision for redevelopment of properties or parcels. However, if carried out, our upgrades of the East Utica Street and Jefferson Avenue intersection could act as the catalyst for further change in the neighborhood, improving the lives and livelihoods of Masten Park Residents.

Section I: Survey Before Plan

MAP 1
Jefferson/E Utica:
(A Basic Map)



ARC 547 + URP 565 + ARC 565, 10/01/2020
Project 1: Understanding "Scale" in Urban Design:
Mapping Out The Site In Its Regional Context

0 50 100 200 FEET
Data from: Google Maps & OPEN DATA BUFFALO

GROUP C

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Madeline Ong, March 2021

MAP 2

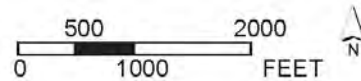
Jefferson/E Utica:
(1/2 mile-radius)

LEGEND

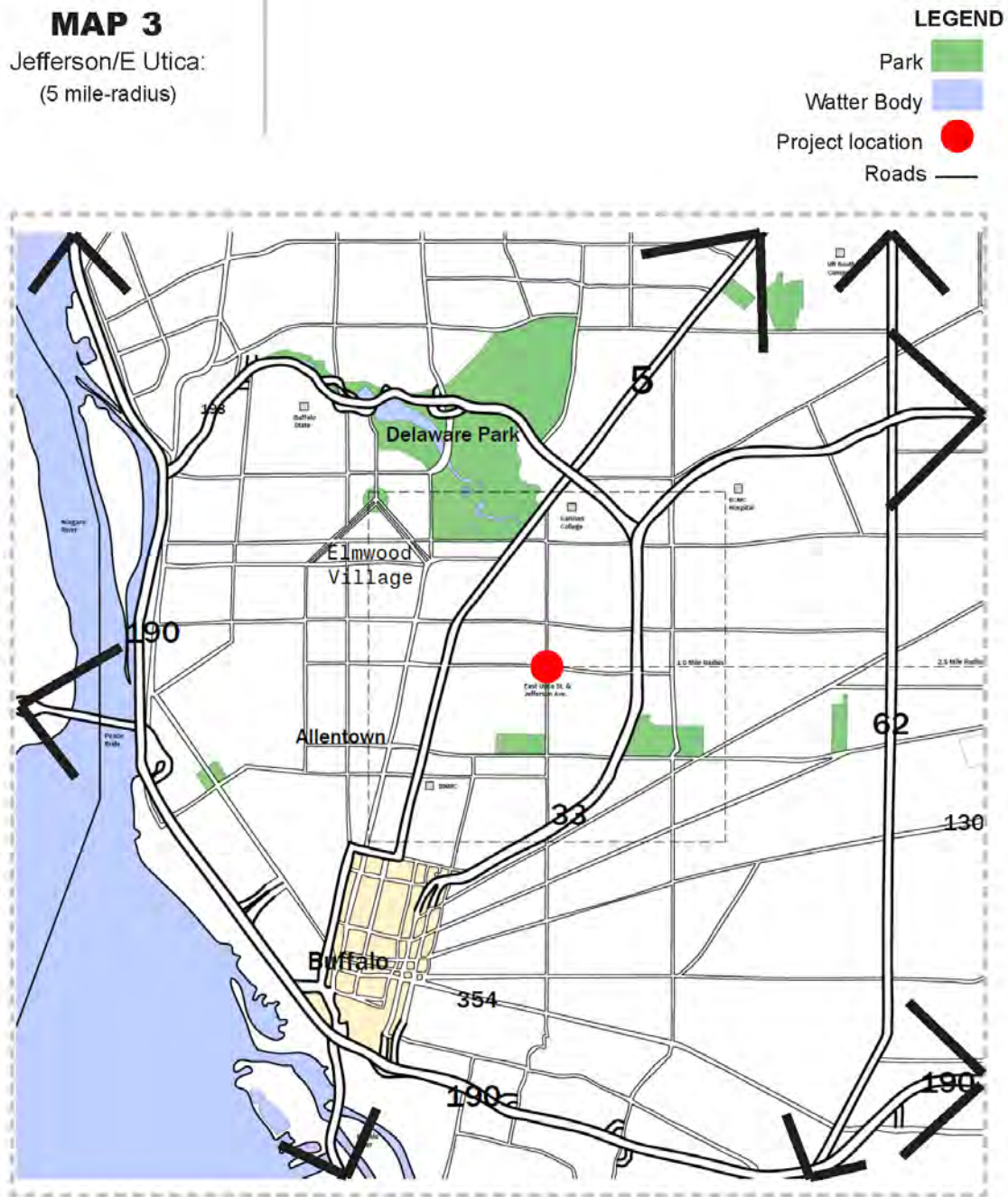
- Project location ● Green Space ■
 Sites of Interest ■
 General Study Area ■
 Roads —



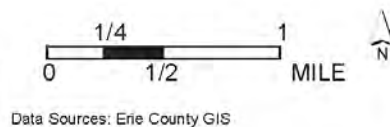
ARC 547 + URP 565 + ARC 565, 10/01/2020
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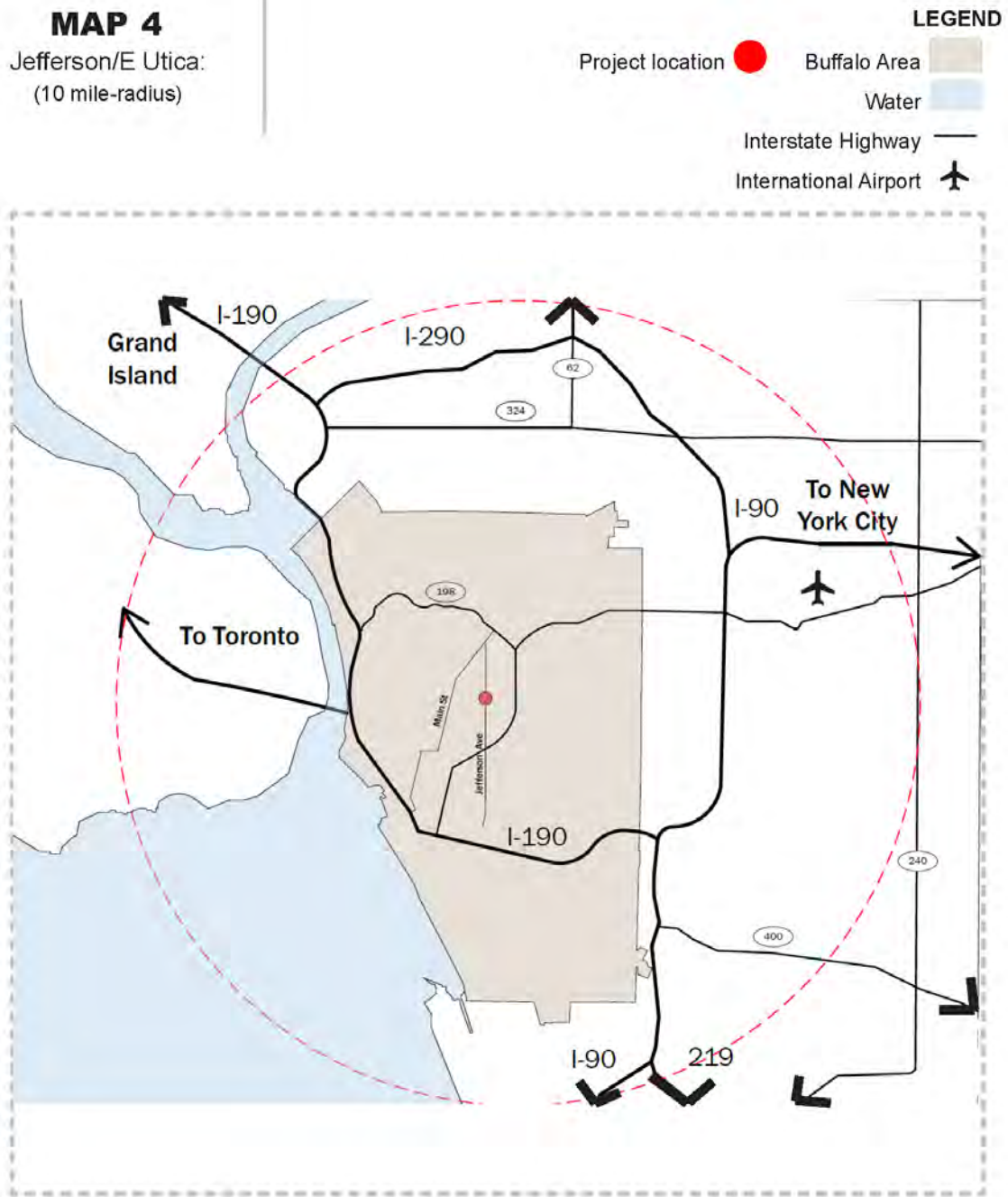
Sean McGranaghan, MUP 2021
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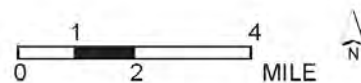
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

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MAP 5

Jefferson/E Utica:
(200 mile-radius)

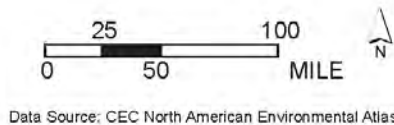
LEGEND

- Major Water Bodies 
- Major Regional Cities 
- Buffalo, NY 
- Interstate Highways 

**GROUP C**

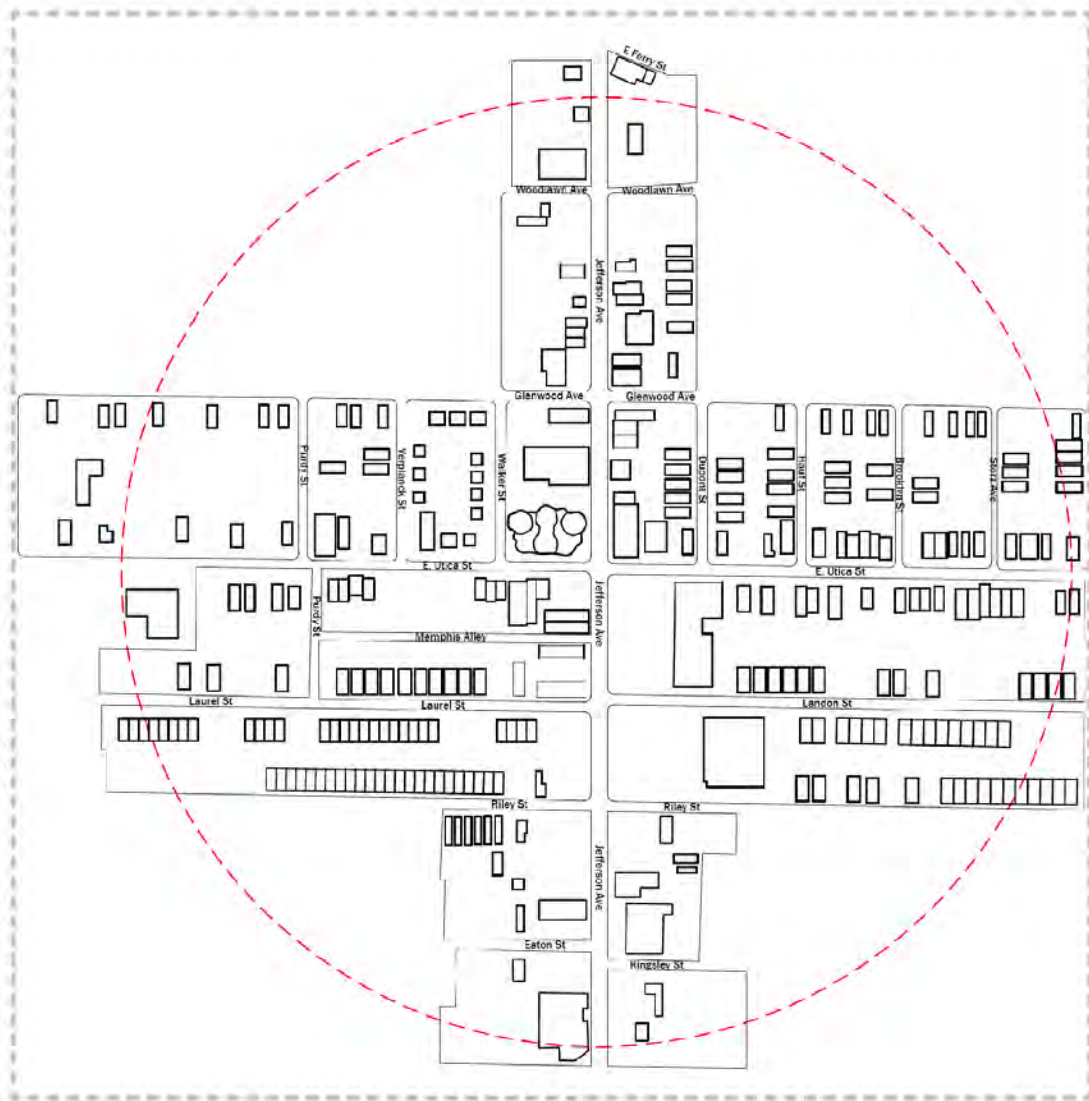
Ruth Fatolitis, MUP 2022
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Michael Pawlak, MArch 2022
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ARC 547 + URP 565 + ARC 565, 10/01/2020
Project 1: Understanding "Scale" in Urban Design:
Mapping Out The Site In Its Regional Context

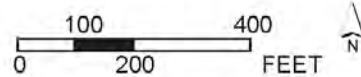


MAP 6

Jefferson/E Utica:
(A Basic Map)



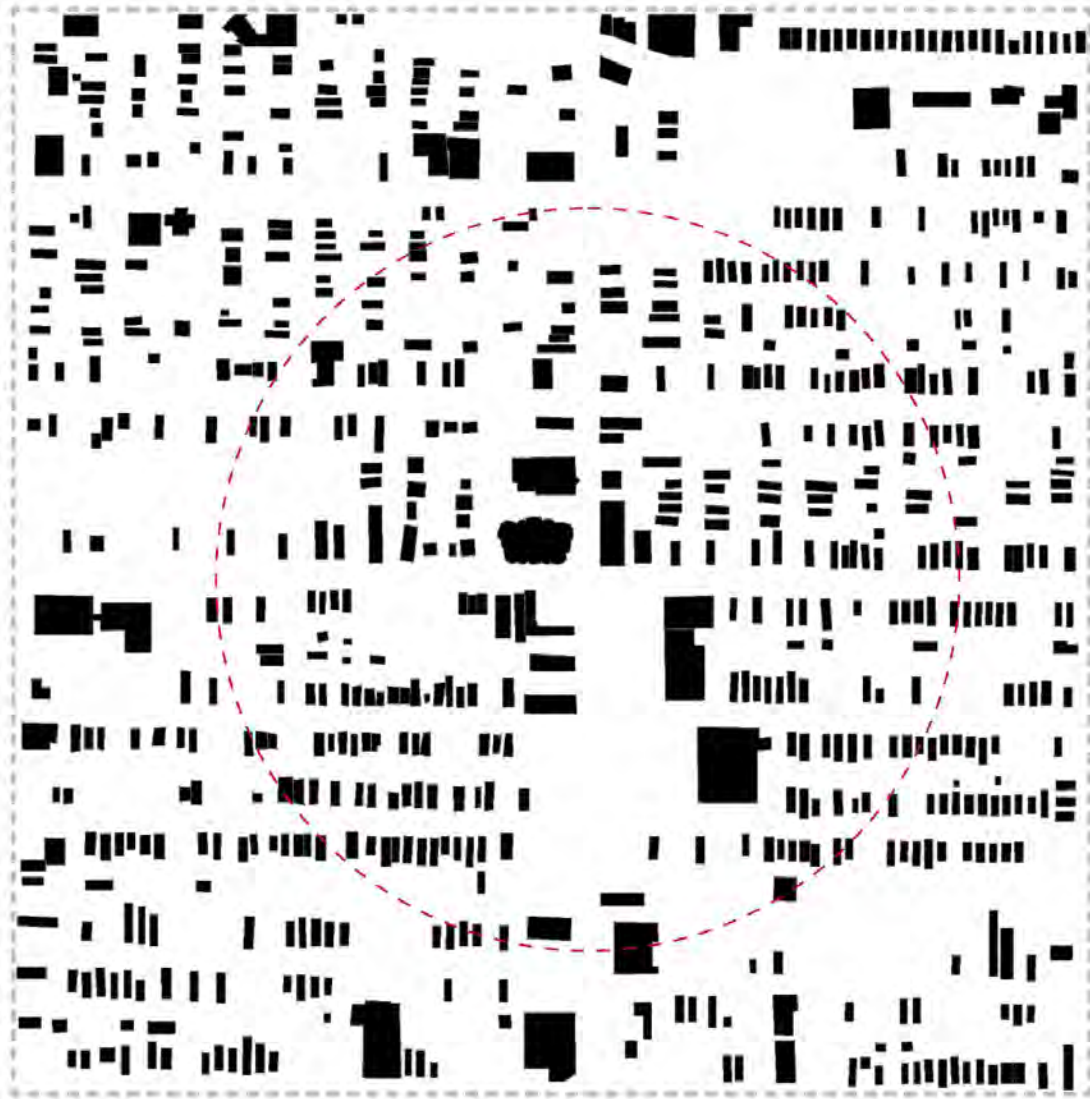
ARC 547 + URP 565 + ARC 565, 10/01/2020
Project 1a: Understanding "Scale" in Urban Design:
Mapping Out The Site In Its Regional Context

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MAP 7

Jefferson/E Utica:
(Figure-Ground Map)



ARC 547 + URP 565 + ARC 565, 10/01/2020
Project 1a: Understanding "Scale" in Urban Design:
Mapping Out The Site In Its Regional Context

0 300 600 1200 FEET

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MAP 8

Jefferson/E Utica:
(Street Transparency Map)

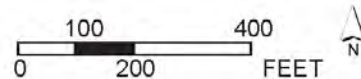
LEGEND

Trans 50%~99%		Trans 10%~20%	
Facad		Trans 20%~30%	
Plot control line		Trans 30%~40%	
		Trans 40%~50%	

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Sean McGranaghan, MUP 2021
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ARC 547 + URP 565 + ARC 565, 10/01/2020
Project 1: Understanding "Scale" in Urban Design:
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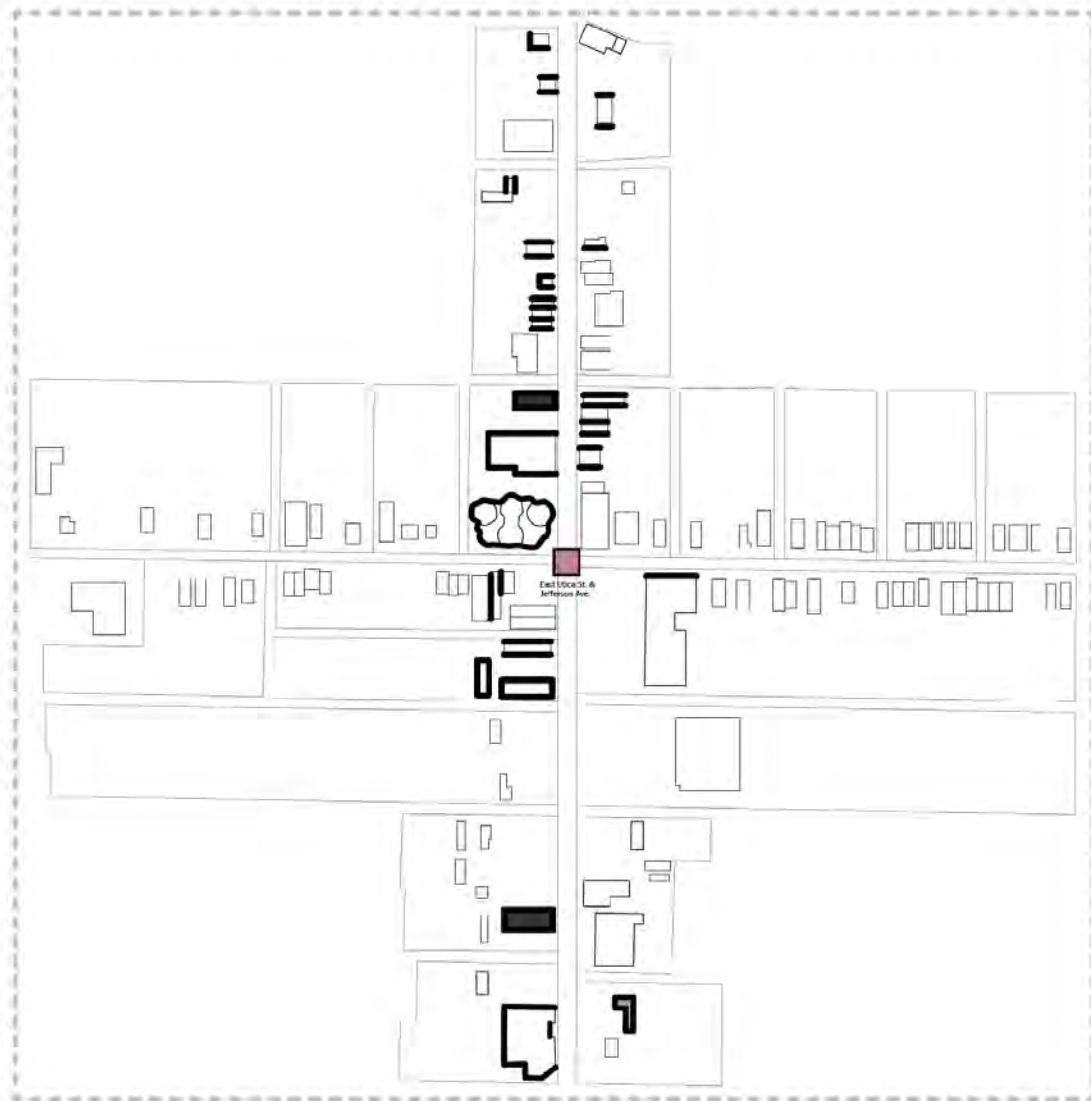


MAP 9

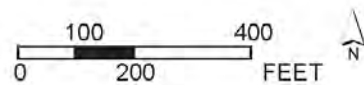
Jefferson/E Utica:
(Street Blank Wall Map)

LEGEND

Transparent Building 
 Vacant Building 
 Blank Wall Location 



ARC 547 + URP 565 + ARC 565, 10/01/2020
 Project 1: Understanding "Scale" in Urban Design:
 Mapping Out The Site In Its Regional Context

**GROUP C**

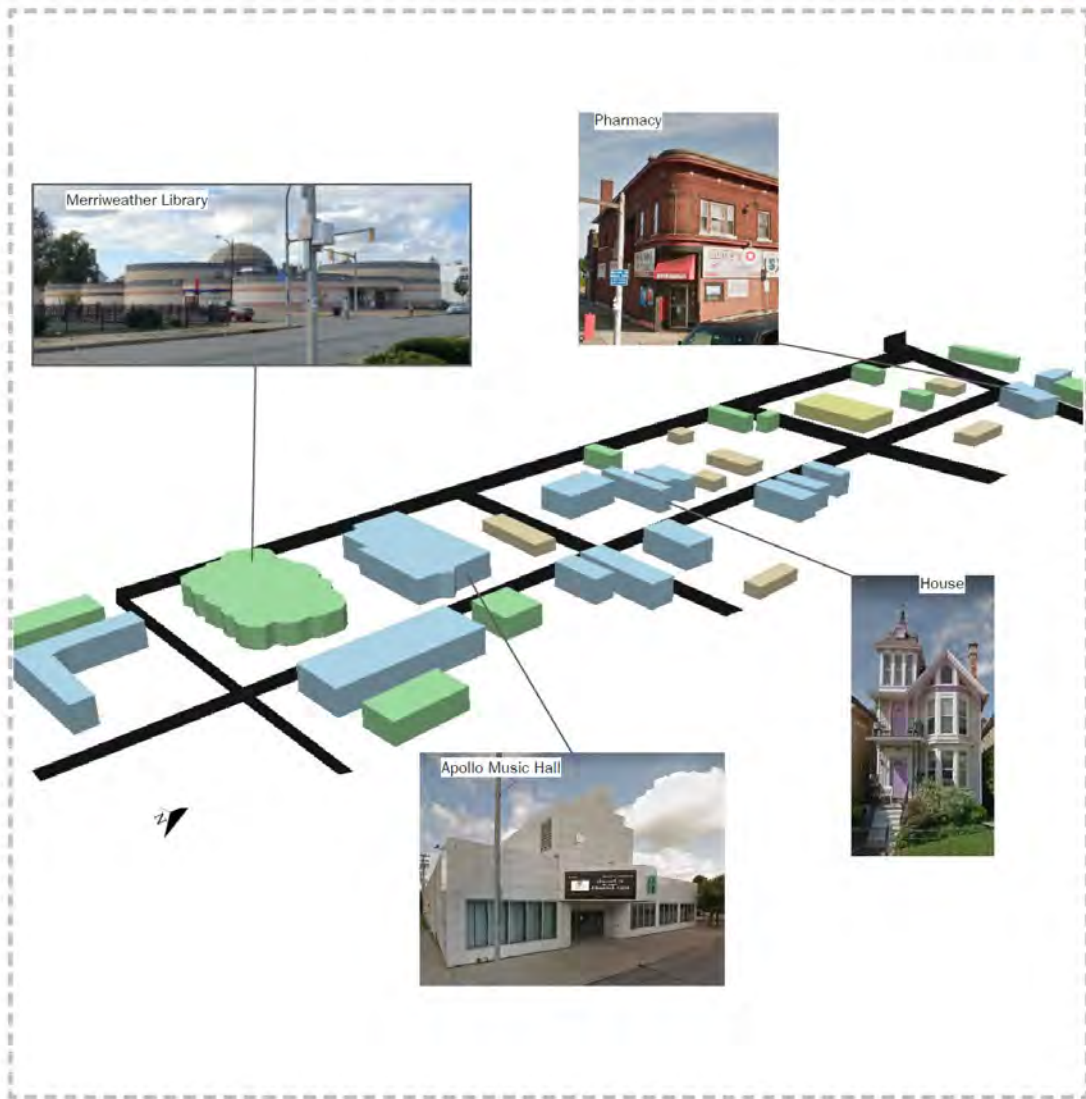
Michael Pawlak, MArch 2022
 Yixuan Zhao, MUP 2022
 Ruth Fatolitis, MUP 2022
 Sean McGranaghan, MUP 2021
 Madelaine Ong, MArch 2021

MAP 10

Jefferson/E Utica:
(3-D study area map)

LEGEND

- 3 Story 
- 2 Story 
- 1.5 Story 
- 1 Story 



ARC 547 + URP 565 + ARC 565, 10/01/2020
Project 1: Understanding "Scale" in Urban Design:
Mapping Out The Site In Its Regional Context

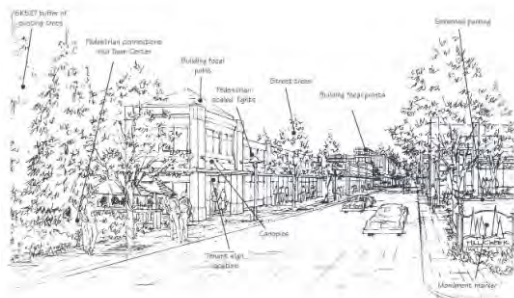
0 25 50 100
FEET

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Madelaine Ong, MArch 2021

Section II: Case Studies

Our group was tasked with redesigning the intersection of East Utica Street and Jefferson Avenue on Buffalo's East Side. Currently, the intersection acts as a community center for the surrounding Masten Park neighborhood, a predominantly African American neighborhood suffering from disinvestment and high poverty (Masten, 2020). In order to rethink the intersection, we looked at two separate case study examples. The first case study, Mill Creek Town Center, is a new construction town center built in 2005, in the Seattle suburb of Mill Creek, Washington. Our second case study is the Uptown Oakland Eco Innovation District, a urban renewal project in Pittsburgh, Pennsylvania.



Figures 1 & 2: The first image shows the plan for Mill Creek Town Center, while the second image shows the completed project, 13 years after construction.

The Mill Creek example is similar to our study area in many ways. Firstly, the development is centered around the intersection of Main Street and 153rd Street SE, much like our redevelopment is centered around the East Utica and Jefferson intersection. Furthermore, the Mill Creek example acts as a community center with a grocery store, small retail shops, as well as residential condominiums. Having the same uses as our intersection, as well as being pedestrian oriented, makes Mill Creek Town Center is a great model to follow for our redevelopment plan. In the Mill Creek case study, there were six different goals. In order to create a similar feel to the Mill Creek example, our plan follows the same goals. These goals include:

1. Encouraging density and a diverse mix of uses.
2. Creating a town center that is strongly pedestrian-oriented and transit friendly.
3. Creating a strong identity for the town center.
4. Creating places that serve a diverse population of varying ages.
5. Integrating the town center with existing commercial development and the surrounding natural environment.

6. Creating a plan that is adaptable for future growth that will be economically viable over an extended period of time.

By following these goals in our redevelopment plan we are aiming to create a mixed-use neighborhood center catered to the diverse needs of the Masten Park community.

While Mill Creek Town Center and our study area have numerous similarities, the two projects differ in many ways. Firstly, the Jefferson and Utica intersection are a long-standing community center, while Mill Creek Town Center is a new construction project. Additionally, all streets and street infrastructure is pre-existing in our study area, while the town center mentioned in our case study was built on vacant land, next to a suburban parkway. Instead of building new infrastructure, our redevelopment project calls for retrofitting existing infrastructure. Lastly, one of the largest differences between our study area and Mill Creek Town Center, is the demographics of the two communities they serve. The Jefferson and Utica intersection are located in a low-income predominantly black neighborhood in an urban setting (Masten, 2020). On the other hand, Mill Creek Town Center is located in a high income, predominantly white neighborhood in a suburban setting (U.S., 2019).



Figure 3 & 4: The above two images concern the Uptown Oakland Innovation District in Pittsburgh. The first image shows that 35% of vacant land in the neighborhood is used for parking, meaning that there are excessive amounts of impervious surfaces (similar to our study area). In our study area we recommended adding small retail to the edge of parking lots to help mitigate the excess pavage. The second image shows how landscaping can be used to improve the aesthetics of existing streetscapes (we used similar methods in our redesign).

The differences between Mill Creek and our study area, is the reason for including our second case study, Uptown Oakland Innovation District in Pittsburgh, Pennsylvania. While this case study calls for creating an innovation district instead of a community center, this example is similar to our study area in that it calls for the redevelopment of an existing neighborhood. Furthermore, much like the Masten Park neighborhood, the South Oakland neighborhood in Pittsburgh has lower than average incomes and a significant African American population (South, 2020). Furthermore, the existing

neighborhood has excess pavement and vacancy, much like our study area. From this case study, we borrowed ideas on using infill development (for example, constructing new buildings on existing parking lots), as well as ideas on how to retrofit existing streetscapes.

The Mill Creek Town Center case study provides a great example on how to create an alluring and pedestrian friendly town center. On the other hand, the Uptown Oakland Innovation District case study provides information on how to revitalize low-income urban neighborhoods, as well as how to retrofit existing streetscapes. Together, these two examples helped us to redesign the East Utica and Jefferson Ave intersection to create a walkable community center, catered to the diverse residents of the Masten Park neighborhood.

By following these goals in our redevelopment plan we are aiming to create a mixed use neighborhood center catered to the diverse needs of the Masten Park community. The key takeaways and adaptations of the Mill Creek Precedent are as follows:

- **Parking lot design:** we used Mill Creek guidelines for secondary street parking (on right) and primary street sidewalk retail to beautify streetscape conditions while avoiding wasteful demolition of the existing strip mall.
- **Sidewalk width:** a minimum sidewalk width of 13', except where the library patio added extra pedestrian space, and street trees along all curbsides.
- **Standardized decorative touches:** paving, landscaping, benches, trash cans, and street lights, with maximum street light heights reflecting a human character (maximum 15').
- **Combining the Mill Creek plaza and street design principles to reflect existing facilities:** arcades and other pedestrian coverings; repeating the brick paving around the library; articulated edge and seating at library; planter(s) to distinguish the library patio and the sidewalk; kiosks, stalls, and sidewalk seating to incorporate street activity from adjacent buildings; murals and signage on existing blank walls
- **Changes in street design to reflect the urban conditions of the intersection:** separate bus and bike lanes; upgrades to bus shelters; eliminating street parking due to existing parking lots and a narrower ROW (66') than that used in the Mill Creek example (80').

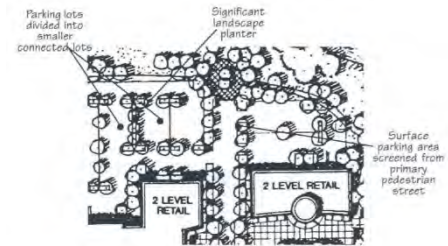


Figure 31: Parking along secondary streets

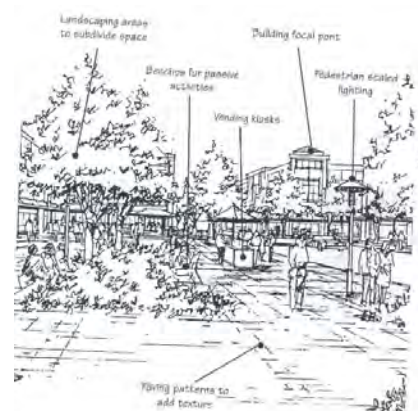


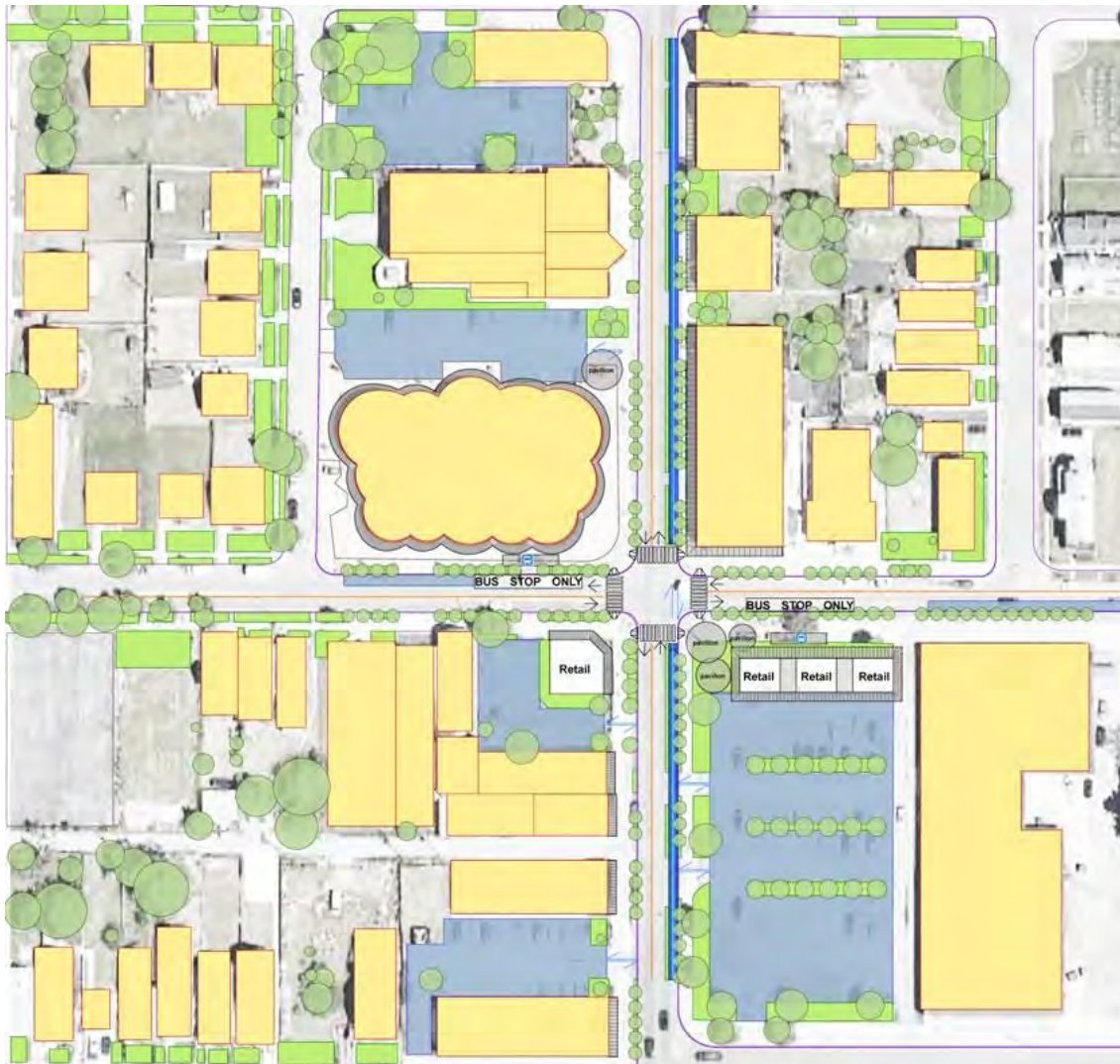
Figure 12: Typical Plaza Features

Section III: Site Design Guidelines

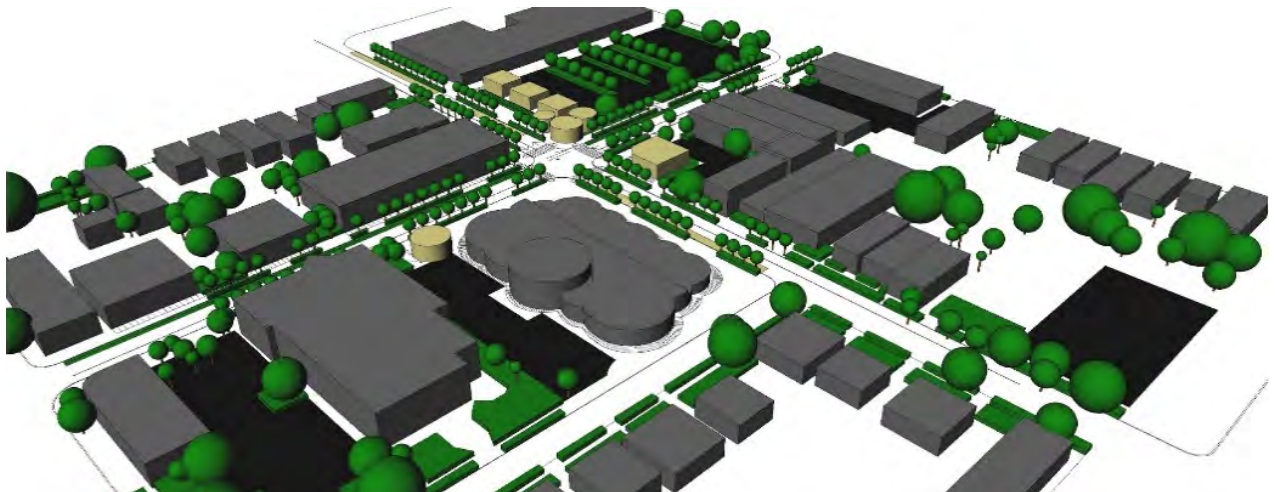
General Principles of Jefferson/E Utica Street Redesign

- **Encouraging density and a diverse mix of uses.**
 - ◆ Create a pleasant and safe environment which welcomes use, including retail, dining, and civic organizations, at all times of day.
 - ◆ Kiosks and pop-up retail facilities in former underutilized parking lots will offer flexibility.
- **Creating a town center that is strongly pedestrian-oriented and transit friendly.**
 - ◆ Widen sidewalks and narrow streets.
 - ◆ Add a protected bike path to the commercial thoroughfare of Jefferson Ave and bus lanes to East Utica St.
 - ◆ Upgrade bus and pedestrian infrastructure.
- **Creating a strong identity for the town center.**
 - ◆ Name and visually identify town center after Robert T. Coles, architect of the library.
 - ◆ Add consistent decorative touches and landscaping to all corners.
 - ◆ Create gathering places around the library and strip plaza lot.
- **Creating places that serve a diverse population of varying ages.**
 - ◆ Ensure ADA compliance of upgrades.
 - ◆ Create streetscapes that allow lingering and gathering with sidewalk activity and amenities.
- **Integrating the town center with existing commercial development and the surrounding natural environment.**
 - ◆ Connect existing built environment and businesses to the street.
 - ◆ Enhance landscaping.
- **Creating a plan that is adaptable for future growth that will be economically viable over an extended period of time .**
 - ◆ Determine phases of implementation and potential collaborators in community.
 - ◆ Allow space for infill development.

Conceptual Master Plan of Jefferson/E Utica Street Redesign

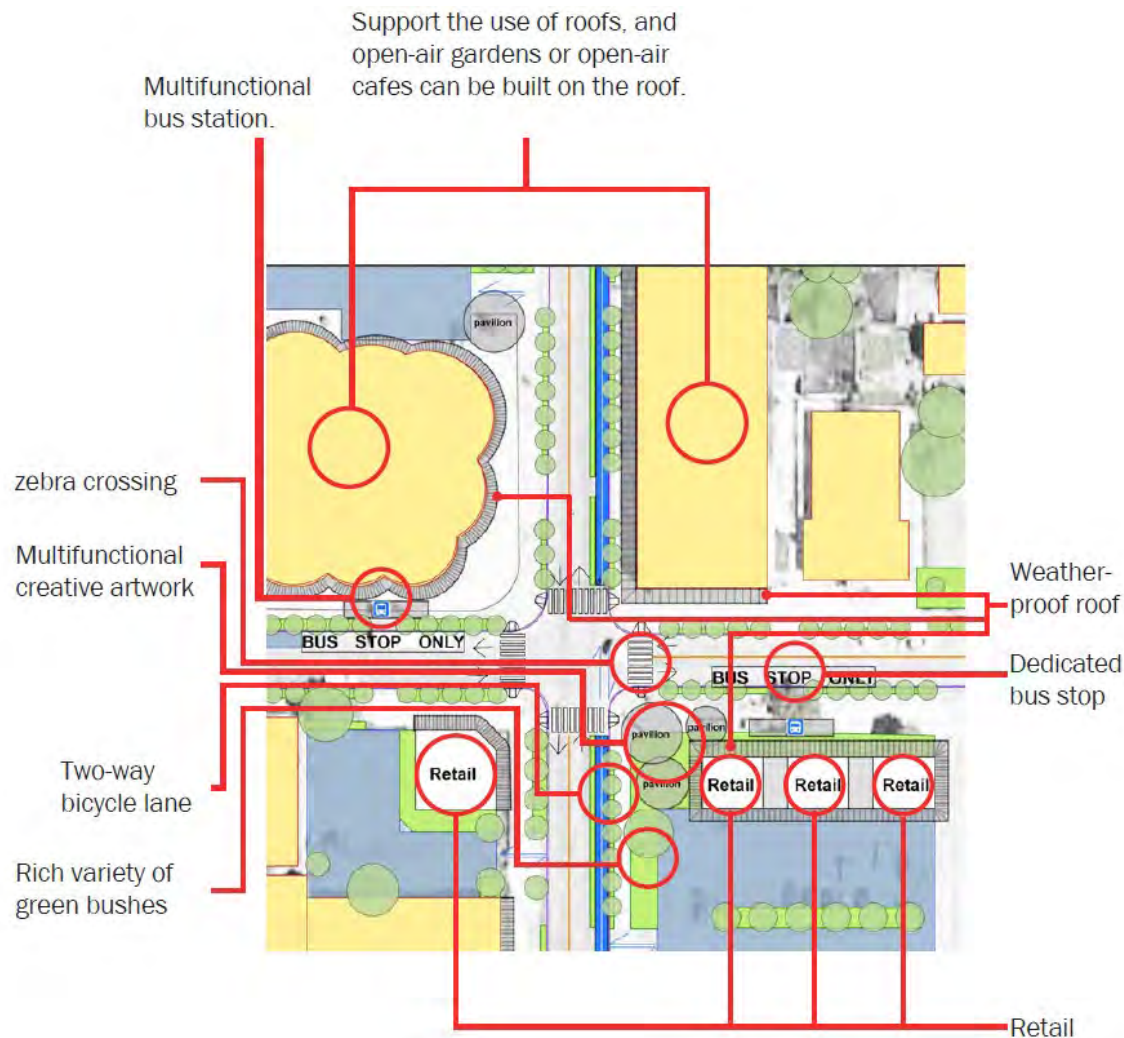


Axonometric Perspective of Proposed Site Plan



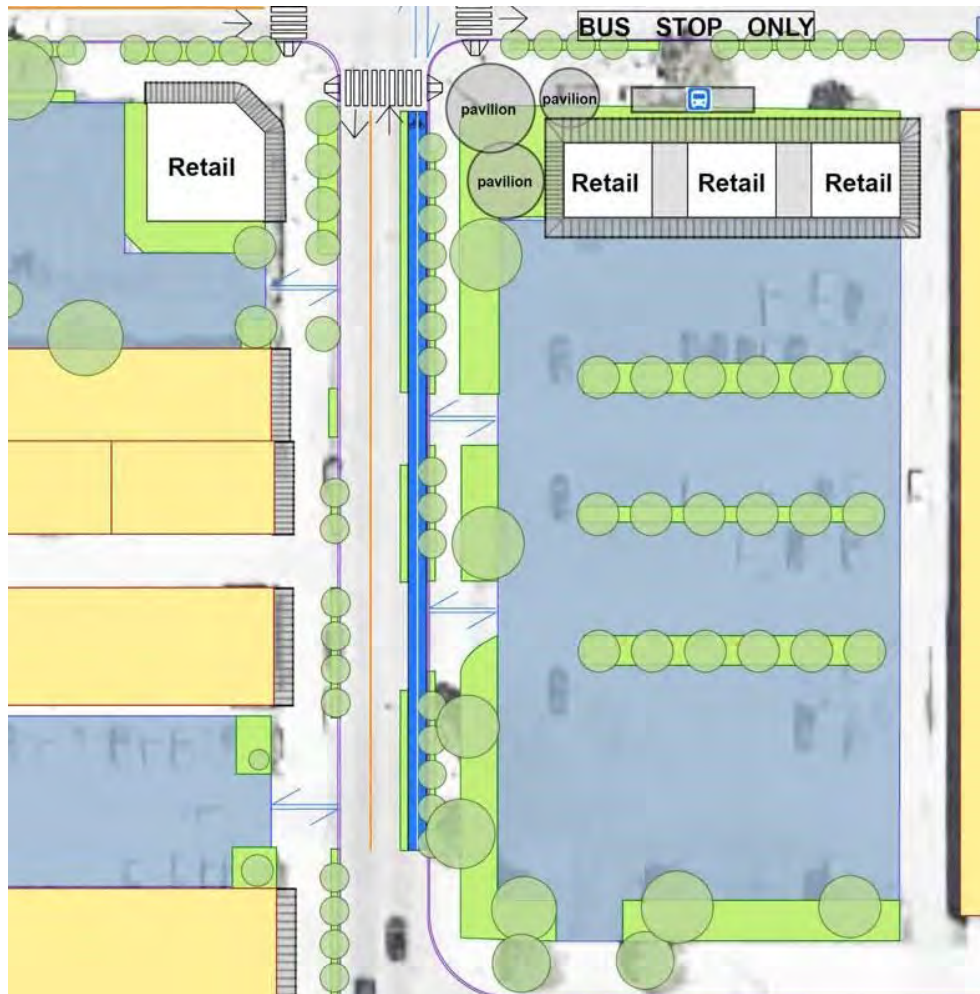
Site Plan Detail

1. The Intersection of Jefferson/E Utica



- Pedestrian passages and public paths should connect to various activities, land uses, downtown, open spaces, and public paths. Also, encourage safe public walkways around and through the parking lot.
- Awnings, arcades, pergolas, and/or overhangs should be provided as much as possible to protect pedestrians from bad weather.
- Pedestrian amenities and details of on-site furniture, lighting, paving, and on-site amenities should be consistent throughout the city center to create a recognizable identity and image.
- Encourage mixed-use residential buildings to provide convenient gathering spaces for building residents and their guests. Examples include high-rise or patio areas or ground-level courtyards.
- Improve the road structure, increase special bicycles, and use green belts for safe separation.

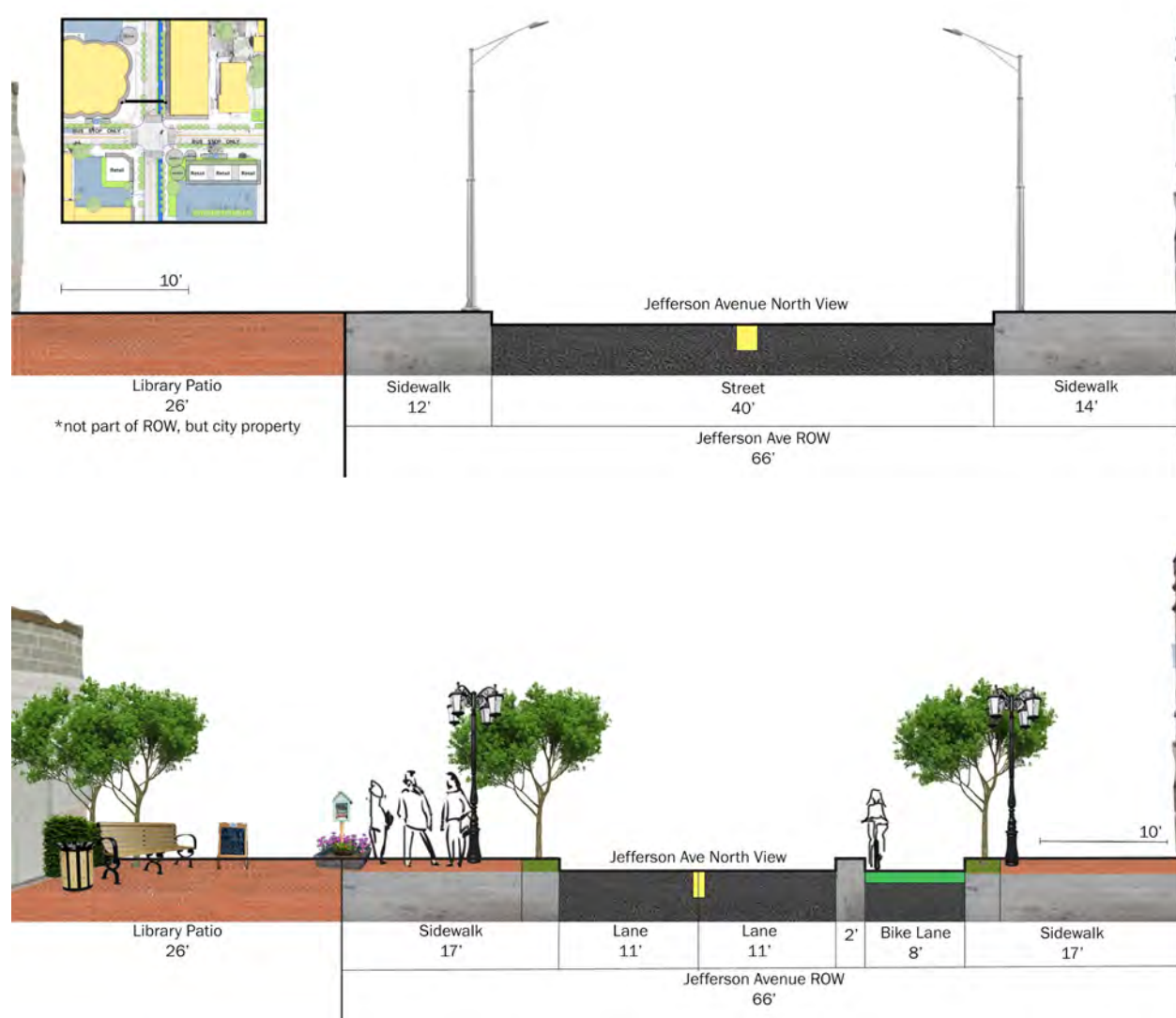
2. Special Priority: Redesign of Parking Lot (South Side of Intersection)



- Parking lots located on either side of the building but facing any street must be screened. Acceptable screening must use durable building materials and/or appropriate landscaping.
- Steel frame or cast-iron frame or grille with rattan frame; low masonry structure or concrete wall or flower trough, 36 to 42 inches high, combined with a 5-foot landscape buffer zone.
- All internal parking spaces in the middle section should be beautified (trees and evergreen bushes) or other acceptable sheltering measures. These areas should include spaces facing pedestrians. The areas should incorporate landscapes, shelters, and facilities such as benches, kiosks, fountains, transit shelters, lattices, or other functions to enhance the pedestrian experience further.
- Whenever possible, it is hoped that small structures (such as self-service kiosks or retail stalls) can be installed at parking lot entrances or intersections to reduce the parking lot frontage of the main pedestrian street and maintain a sense of closed space.

3. Jefferson Avenue: Primary Commercial Corridor

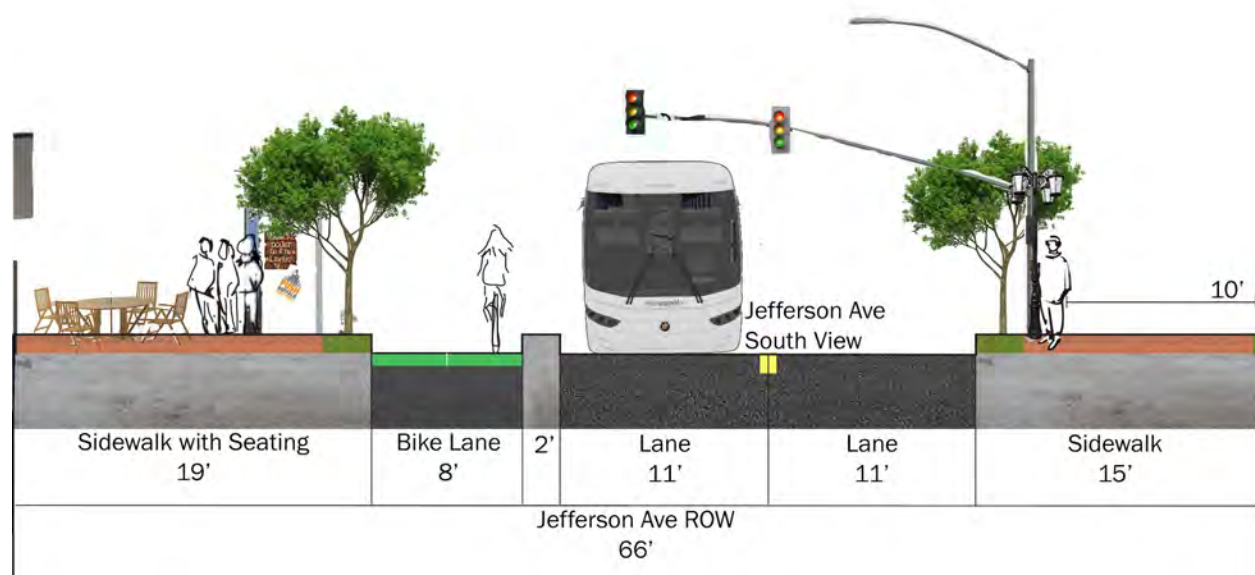
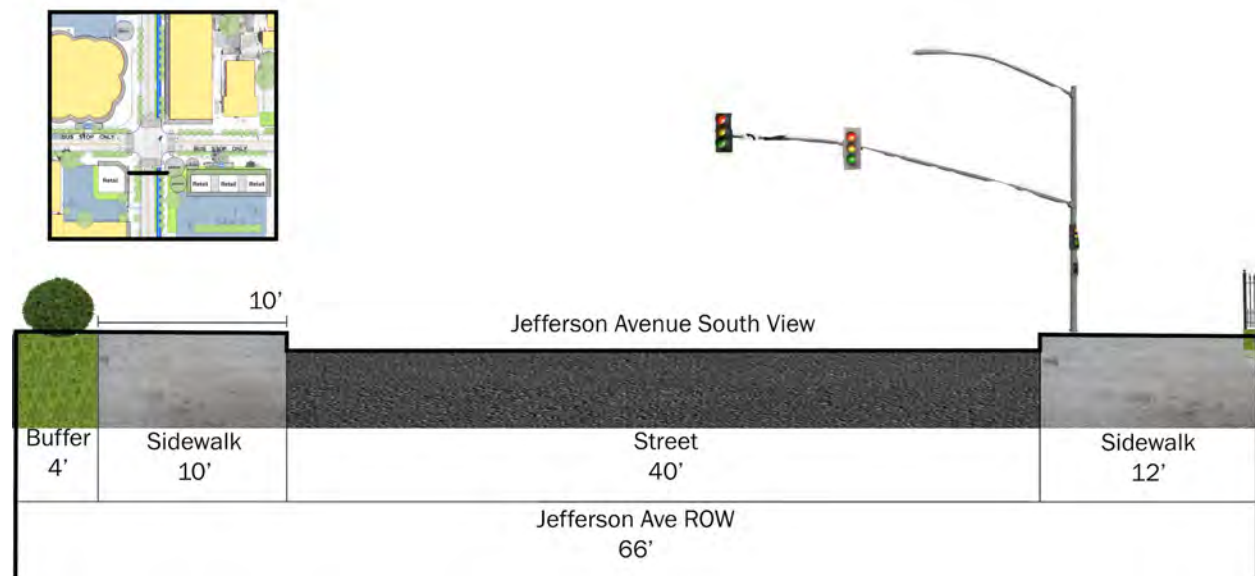
3.1 Existing and Proposed Street Conditions and Location on Site Plan: North View



- Lane width should be reduced to 11', with the addition of an 8' two-way bike lane and 2' protective median between bicyclists and traffic
- Sidewalk width should be extended to 17' with the addition of benches for plaza-style seating
- As a key point, design elements should be included around the intersection, such as weatherproof canopies, streetlamps, unique building materials, and brick paving. These elements will form unique design features in the area.

-
- Pedestrian amenities should be provided, such as trees on the street, landscaping, and seasonal flowers, benches, lighting, banners, and artworks, to add interest to the sidewalks along the street
 - Specific possibilities include planters separating sidewalk and library seating area, benches alongside library, and a “little free library” box
 - Amenities such as benches, lighting, and landscaping should be consistent throughout intersection streetscape
 - Various landscape materials, trees, evergreen shrubs, ground cover plants, and seasonal flowers should be provided to increase the color and visual appeal; planters on both sides of the road or large flowerpots with small shrubs seasonal flowers can also be used. Separate cafe seats from traffic flow and beautify the large parking lot nearby for people to sit and watch.
 - This area should focus on multimodal transport functions, such as providing covered and heated bus shelters and a bike lane. The design should be compatible with the materials and colors of adjacent buildings. The street corner artwork should also have other functions besides decoration, such as providing seats and acting as a rain shelter.
 - Awnings, arcades, pergolas, and/or overhangs should be provided as much as possible to protect pedestrians from bad weather.
 - Crosswalks should be set up at all intersections
 - All public open spaces, sidewalks, and sidewalks should comply with ADA standards.

3.2 Existing and Proposed Street Conditions and Location on Site Plan



3.3 Streetscape Improvements: Detailed Perspective and Location on Site Plan

Perspective view lies south of the street section view, showing pedestrian entry to the parking lot.

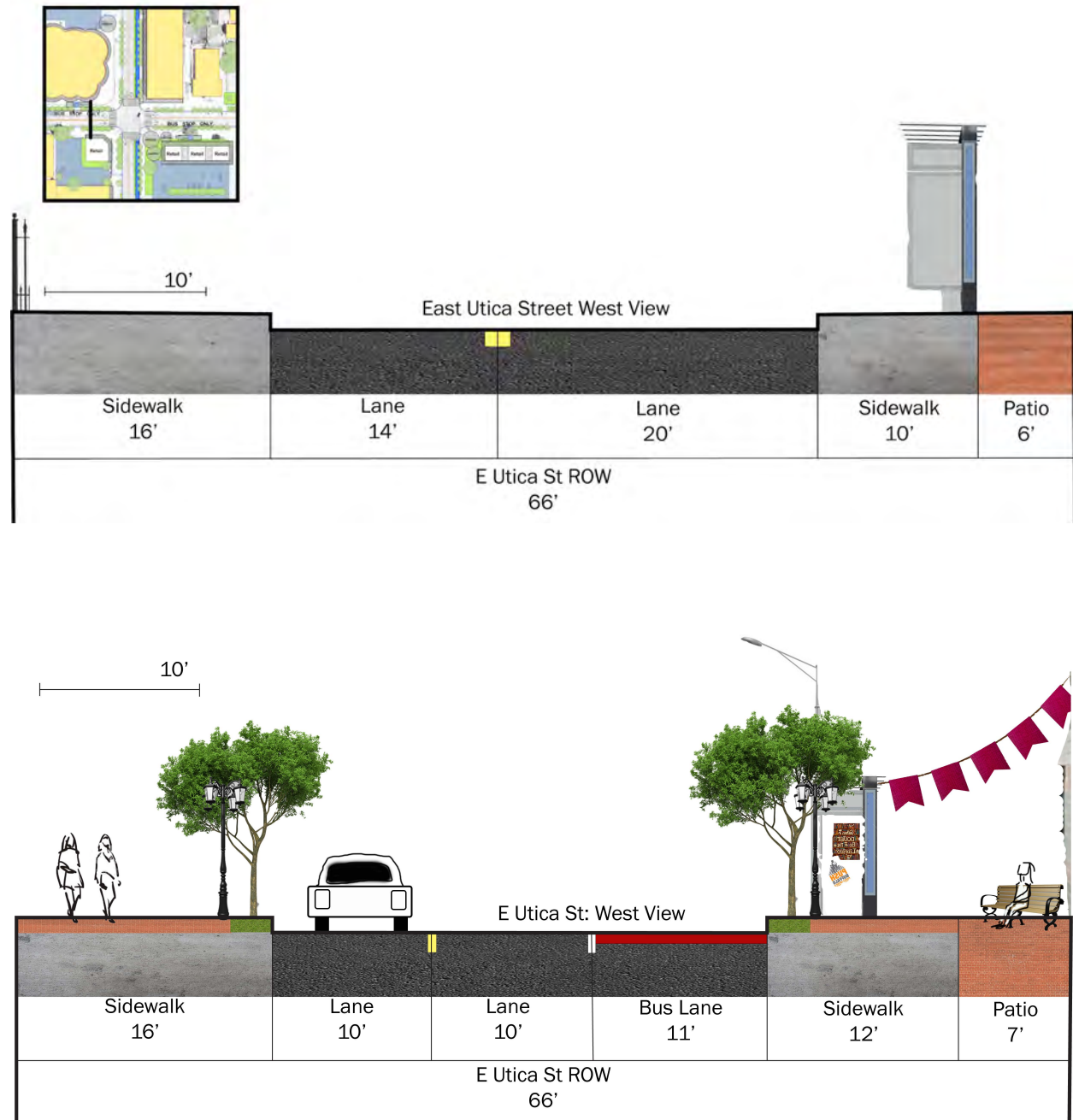


- Lane width should be reduced to 11', with the addition of an 8' two-way bike lane and 2' protective median between bicyclists and traffic
- Sidewalk width should be extended to 19' on plaza side with seating and sidewalk retail to relate shopping plaza to street
- Sidewalk width should be extended to 15' on opposite side with greater attention paid to sidewalk and street tree maintenance

-
- Parking lots located on either side of the building but facing any street must be screened. Acceptable screening must use durable building materials and/or appropriate landscaping, including:
 - Steel frame or cast-iron frame or grille with rattan frame; low masonry structure or concrete wall or flower trough, 36 to 42 inches high, combined with a 5-foot landscape buffer zone;
 - All internal parking spaces in the middle section should be beautified (trees and evergreen bushes) or other acceptable sheltering measures. These areas should include spaces facing pedestrians. The areas should incorporate landscapes, shelters, and facilities such as benches, kiosks, fountains, transit shelters, lattices, or other functions to enhance the pedestrian experience further.
 - Whenever possible, it is hoped that small structures (such as self-service kiosks or retail stalls) can be installed at parking lot entrances or intersections to reduce the parking lot frontage of the main pedestrian street and maintain a sense of closed space.

4. East Utica Street: Secondary Thoroughfare

4.1 Existing and Proposed Street Conditions and Location on Site Plan: West View



4.2 Streetscape Improvements: Detailed Perspective and Location on Site Plan: West View

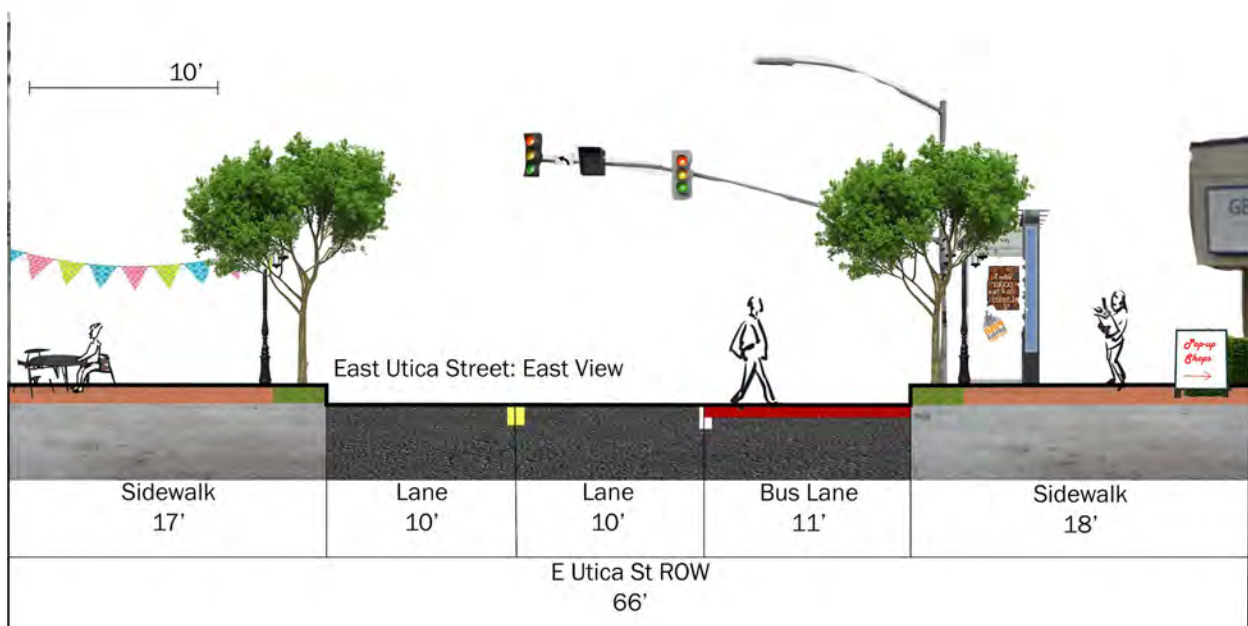
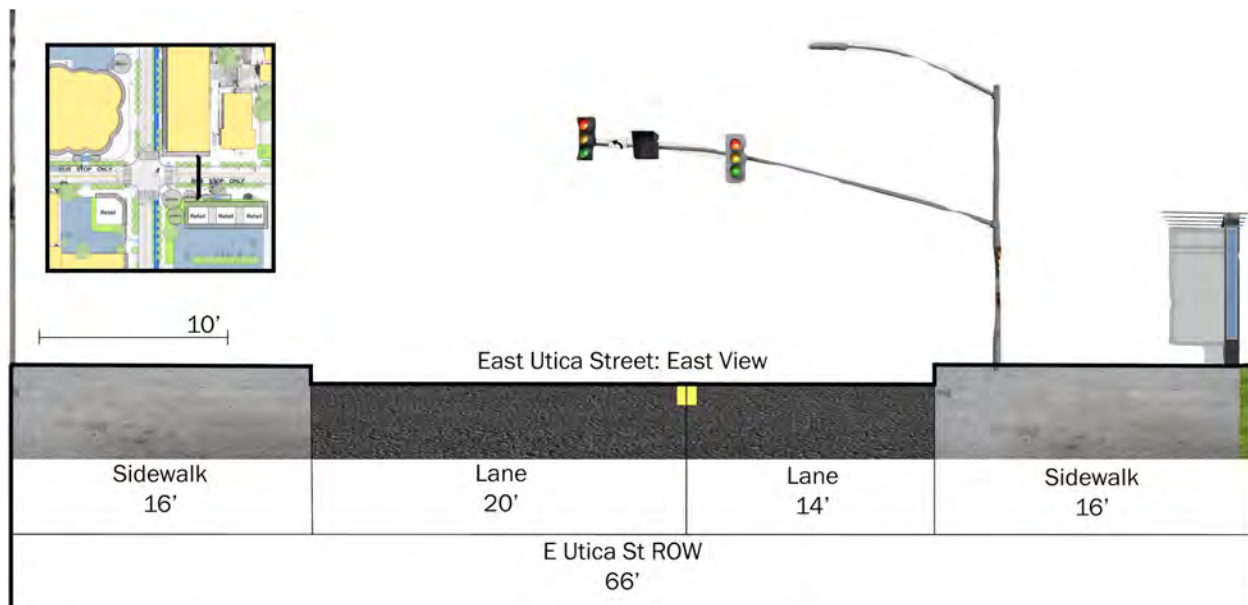


- Lane width should be reduced to 10', with the addition of an 11' bus-only lane
- Sidewalk width on west side of intersection should be extended to 12' on plaza side and slight extension of library patio to allow room for pedestrians and seating even at narrowest point
 - Keep opposite sidewalk at 16'
- As a key point, design elements should be included around the intersection, such as weatherproof canopies, streetlamps, unique building materials, and brick paving. These elements will form unique design features in the area.
- Pedestrian amenities should be provided, such as trees on the street, landscaping, and seasonal flowers, benches, lighting, banners, and artworks, to add interest to the sidewalks along the street
 - Amenities such as benches, lighting, and landscaping should be consistent throughout intersection streetscape
 - Amenities on west side of E. Utica St should connect to public library and retail kiosks
 - Various landscape materials, trees, evergreen shrubs, ground cover plants, and seasonal flowers should be provided to increase the color and visual appeal
- Awnings, arcades, pergolas, and/or overhangs should be provided as much as possible to protect pedestrians from bad weather.
- This area should focus on multimodal transport functions, such as providing covered bus shelters and a bus lane. The design should be compatible with the materials

and colors of adjacent buildings. The street corner artwork should also have other functions besides decoration, such as providing seats and acting as a rain shelter.

- Alternating bus lane direction when it crosses primary thoroughfare will calm car traffic
- Crosswalks should be set up at all intersections
- All public open spaces, sidewalks, and sidewalks should comply with ADA standards

4.3 Existing and Proposed Street Conditions and Location on Site Plan: East View



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- Lane width should be reduced to 10', with the addition of an 11' bus-only lane
 - Alternating bus lane direction when it crosses primary thoroughfare will calm car traffic
 - Sidewalk width should be extended to 18' on plaza side and 17' on church/café side
 - As a key point, design elements should be included around the intersection, such as weatherproof canopies, streetlamps, unique building materials, and brick paving. These elements will form unique design features in the area.
 - Pedestrian amenities should be provided, such as trees on the street, landscaping, and seasonal flowers, benches, lighting, banners, and artworks, to add interest to the sidewalks along the street
 - Signage will connect street and retail and create visual interest
 - Amenities such as benches, lighting, and landscaping should be consistent throughout intersection streetscape
 - Separate cafe seats from traffic flow and beautify the large parking lot nearby for people to sit and watch.
 - Connect amenities to existing storefronts and proposed street retail
 - Various landscape materials, trees, evergreen shrubs, ground cover plants, and seasonal flowers should be provided to increase the color and visual appeal
 - Awnings, arcades, pergolas, and/or overhangs should be provided as much as possible to protect pedestrians from bad weather.
 - Awnings and other protected areas should connect to storefronts and kiosks
 - For example, pavilions on E. Utica St side of parking lot as seen in site plan
 - This area should focus on multimodal transport functions, such as providing covered bus shelters and a bus lane. The design should be compatible with the materials and colors of adjacent buildings. The street corner artwork should also have other functions besides decoration, such as providing seats and acting as a rain shelter.
 - Alternating bus lane direction when it crosses primary thoroughfare will calm car traffic
 - Crosswalks should be set up at all intersections
 - All public open spaces, sidewalks, and sidewalks should comply with ADA standards

Plan Implementation

Phase 1: Improve corner infrastructure

- Add new lights, benches, and signage
- Upgrade bus shelters to be more comfortable and humane
- Add bike lane to Jefferson and bus lane to East Utica
- Repair sidewalks and upgrade paving materials
- Tighten turning radii as part of repairs
- City should plant and maintain currently vacant city tree grates at intersection
- Add pavilions and other pedestrian shelter

Phase 2: Improve parking lot

- Implement landscaping to beautify lot and reclaim unused parking space
- Screen parking lot with a single entrance and exit to facilitate pedestrian safety
- Collaborate with East Side civic organizations about using intersection space, including the plaza and library indoor and outdoor space, for community aid events
- Extend plaza walkway into parking lot
- Maintenance and management of landscaping should be paid for and coordinated by intersection businesses with city assistance: approach the Beverly Gray Center about collaboration on this task

Phase 3: Alter street and sidewalk width

- Implementation of this phase may begin with temporary barriers narrowing the roadway, in the style of COVID-19-era street closures
- Widening of sidewalks and narrowing of streets may be implemented over time as part of routine maintenance

The final result of plan implementation should be an aesthetically cohesive and appealing town center which is a hub of human activity on the East Side. These goals will be met through upgrades of pedestrian, bicyclist, and transit rider conditions to a safer and more humane standard; landscaping of parking lots and a shift in focus from parking to plaza activity; and collaboration with East Side stakeholders and community organizations to ensure that land uses in the town center meet the wants of local entrepreneurs and intersection visitors.

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