

## GOALS + PRIORITIES

These goals were written by stakeholders based on input from the community and priorities established through public outreach. These goals directly address the concerns and aspirations described in the State Street Today chapter.

The goals are paired with indicators to measure success of the whole plan and its implementation over time. Some are easily quantifiable and can be measured, while others are more qualitative in scope.

### Measures of Success

Each Life on State goal is described in greater detail in the following pages.

The “Measures of Success” boxes on each page list multiple ways to evaluate how change contributes to success.

### Goals

#### IMPROVE SAFETY & SECURITY



### Description

Create a State Street that is welcoming, safe, and healthy by improving traffic safety for drivers, pedestrians, bicyclists, and transit riders, and use urban design to prevent crime and improve security.

#### IMPROVE IDENTITY OF PLACE



Establish and strengthen a unique sense of place that supports State Street’s cultural significance in the region, encourages civic pride in the surrounding neighborhoods, and leads to economic success.

#### EXPAND CONNECTIVITY



Expand opportunities to safely cross State Street, connect more people to more places in and around the area, and improve access to nearby schools, businesses, and community services.

#### OPTIMIZE MOBILITY



Improve access for commuters, residents, and businesses along the State Street corridor by enhancing safe and comfortable travel for all modes of transportation.

#### DRIVE ECONOMIC PROSPERITY



Examine opportunities for infrastructure improvements, regulatory changes, and public-private partnerships that increase investment and job growth, and promote a multi-faceted, internationally competitive corridor.

#### SUPPORT EQUITABLE LIVING OPPORTUNITIES



Expand and attract new housing options along State Street for all life stages and incomes, and enable sustainable, urban living with improved access to local businesses and community services.

#### ENCOURAGE HEALTHY & SUSTAINABLE DESIGN



Create a public realm and built environment that promotes healthy lifestyles and reduces the environmental impacts of new and existing development.



## Improve Safety & Security

**Goal:** .....

Create a State Street that is **welcoming, safe, and healthy** by improving traffic safety for **drivers, pedestrians, bicyclists, and transit riders**, and use **urban design** to **prevent crime** and **improve security**.



A safe midblock crossing with a pedestrian refuge at State Street and Sunset Ave.

### Measures of Success

- ▶ Decrease in injuries and fatalities on State Street
- ▶ More active street frontages through redevelopment to increase “eyes on the street”
- ▶ Increase of ground floor transparency in buildings to avoid blank walls

### What people said...



of survey respondents\* chose as their top priority for the corridor:

- ▶ **“Make the street safer for walkers, bikers, and cars”** or:
- ▶ **“Reduce crime”** or:
- ▶ **“I can’t decide. I want it all!”**

\*The majority of survey respondents live or work on or near State Street. See Appendix I for more information.



## Improve Identity of Place

**Goal:** .....

Establish and strengthen a **unique sense of place** that supports **State Street's cultural significance** in the region, **encourages civic pride** in the surrounding neighborhoods, and leads to **economic success**.

### Measures of Success

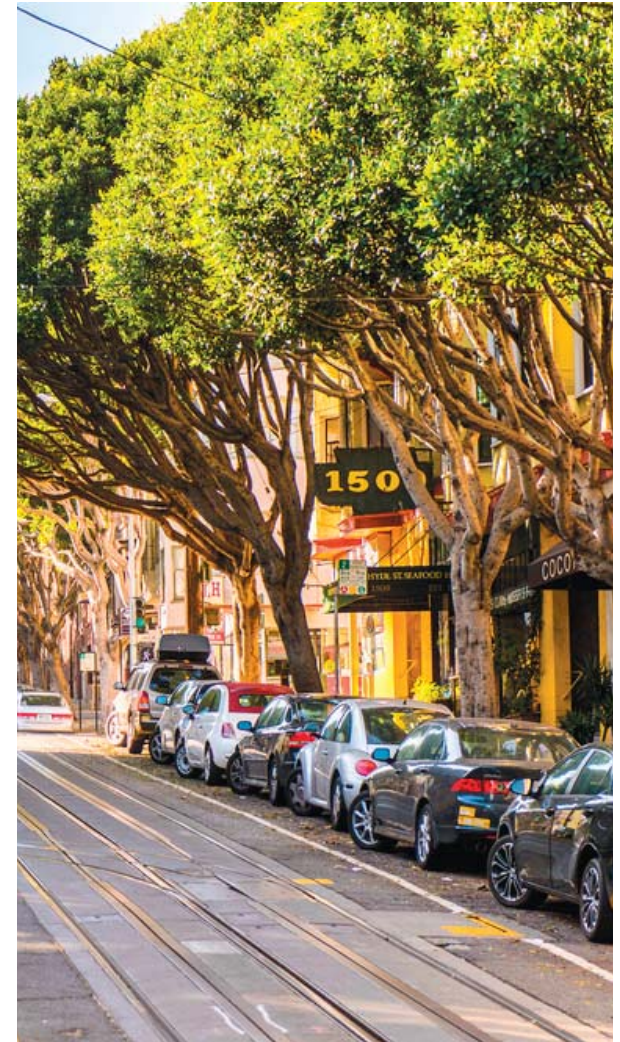
- ▶ Increased structured and regular opportunities for civic dialogue on State Street
- ▶ Increased business involvement in implementing solutions through a State Street business advisory group
- ▶ Increased perception of a State Street "brand" that generates excitement in the community and beyond, attracting new residents, businesses, and visitors

### What people said...



of survey respondents chose as their top priority for the corridor:

- ▶ **"Add more trees, trails, and open space"** or:
- ▶ **"Make the street safer for walkers, bikers, and cars"** or:
- ▶ **"I can't decide. I want it all!"**



Street trees and welcoming and interesting streetfronts strengthen identity





## Expand Connectivity

Goal: .....

Expand opportunities to **safely cross** State Street, **connect more people to more places** in and around the area, and **improve access** to nearby **schools, businesses, and community services**.



Increasing the number of high visibility crossings will better connect State Street to surrounding neighborhoods and services

### Measures of Success

- ▶ Increased safety and comfort at existing crossings
- ▶ Increased number of east-west crossings
- ▶ Improved access to opportunity - increase in number of jobs, education, or other destinations within a 30-minute transit, bike, or walk trip

### What people said...



of survey respondents chose as their top priority for mobility:

- ▶ **“Better connections for bikes and pedestrians”** or:
- ▶ **“Safety improvements for bikes and pedestrians”**



## Optimize Mobility

**Goal:** .....

Improve **access for commuters, residents, and businesses** along the State Street corridor by enhancing safe and comfortable travel for **all modes of transportation.**

### Measures of Success

- ▶ Increased number of walking, biking, and transit trips
- ▶ Decrease in daily vehicle trips per household
- ▶ Decrease in household transportation costs
- ▶ Increased transportation system efficiency (person throughput by mode)
- ▶ Increase density and achieve a minimum transit supportive density of 100 people per acre living or working on State Street

### What people said...



of survey respondents chose as their top priority for mobility:

- ▶ **“Improve existing transit”** or:
- ▶ **“New transit lines”** or:
- ▶ **“Reduce traffic congestion”**



Enhancing transit and making it more attractive and accessible will improve mobility for residents and commuters



## Drive Economic Prosperity

Goal: .....

Examine opportunities for **infrastructure improvements**, **regulatory changes** and **public-private partnerships** that **increase investment** and **job growth**, and promote a **multi-faceted, internationally competitive corridor**.



Storefront improvements on State Street will increase the liveliness of the street

### Measures of Success

- ▶ Decrease development costs through regulatory changes
- ▶ Increase value of new private investment on State Street
- ▶ Increased sales and property tax revenue
- ▶ Increase in the number of employers who choose to locate a major headquarters or office on State Street

### What people said...



of survey respondents chose as their top priority for business:

- ▶ **“Bring new businesses and jobs to the area”** or:
- ▶ **“Public space improvements and street trees”** or:
- ▶ **“Existing storefront improvements”**



Making the right infrastructure investments and regulatory changes will help stimulate additional private investment and development along the corridor



## Support Equitable Living Opportunities

**Goal:** .....

Expand and attract **new housing options** along State Street for **all life stages and incomes**, and enable **sustainable, urban living** with improved **access to local businesses and community services**.



Allow and support a diverse mix of housing types

### Measures of Success

- ▶ Increase in diversity of housing types and number of units
- ▶ Increase number of affordable housing units
- ▶ Increase in investment in homes and neighborhoods
- ▶ Increase in services and amenities in close proximity to State Street

### What people said...



of survey respondents chose as their top priority for housing:

- ▶ **“Block-by-block neighborhood revitalization”** or:
- ▶ **“Add more affordable housing units”**





## Encourage Healthy & Sustainable Design

**Goal:** .....

Create a public realm and built environment that promotes **healthy lifestyles** and **reduces the environmental impacts of new and existing development.**

### Measures of Success

- ▶ Reduced water consumption and energy use per household
- ▶ Increase in walking and biking trips
- ▶ Increase in number of parks and recreation amenities within 1/4 mile of State Street
- ▶ Increase neighborhood tree canopy coverage
- ▶ Decreased carbon footprint by reducing number of vehicle trips per household

### What people said...



of survey respondents chose as their first or second priority for the corridor:

- ▶ **“Add more trees, trails, and open space”**



Improve Green Infrastructure and Create New Parks