Public Open House I
Summary
October 26th 2018
Outreach Summary

WORD OF MOUTH, PHONE CALLS
FLYERS, POSTERS
SOCIAL MEDIA, WEB, EMAIL
Help design YOUR street!

Join us @ the 1st Open House for the South New Street Streetscape Design!
What do you want to see? New trees, public art, better lighting, traffic calming, benches, new signage...drop by and bring YOUR ideas!

**WHEN:** Wed. Oct. 17th. (drop in) 12-2pm or 5-7pm

**WHERE:** 306 So. New St.

Welcome to our 1st Open House!
The South New Street Streetscape Enhancement Project envisions the improvement of pedestrian accessibility and safety, and embrace the cultural and institutional platform in South Bethlehem for public space utilization and economic sustainability.

Incorporating heritage and identity will provide a gateway along South New Street between Lehigh University’s active pedestrian plaza, Farrington Square, and Fahy Bridge, a major north/south corridor in South Bethlehem that is continuing to grow as both a neighborhood and citywide destination.

**OUR GOALS:**
- Develop a welcoming corridor between Lehigh University and Fahy Bridge, celebrates local culture and business, and fosters a strong community.

**CONNECTIVITY**
- Transit Connection
- Multiuse Trail Connection

**IDENTITY**
- Gateway to SouthSide

**SAFETY & ACCESSIBILITY**
- Traffic Calming

**CHARACTER**
- Give us your vision for the street!

What do you want to see? New trees, public art, better lighting, traffic calming, benches, new signage...drop by and bring YOUR ideas!

**WHEN:** Wed. Oct. 17th. (drop in) 12-2pm or 5-7pm

**WHERE:** 306 So. New St.

The first public open house was advertised in print with flyers and posters as well as online via partner websites, eblasts, and social media.
PRESENTATION

October 17th 2018 12-2pm or 5-7pm

The project team and partners gave a short presentation to kick-off the first public meeting. The presentation provided an overview of the project goals and partners and existing conditions. Existing conditions research included site context, existing transit, canopy trees, and lighting inventory.
Welcome to the 1st Open House for the South New Street Streetscape Design!

October 17th 2018

TODAY’S AGENDA

1.) WELCOME & INTRODUCTIONS
2.) BRIEF PRESENTATION
3.) INTERACTIVE ACTIVITY

HELLO

SOUTH NEW STREET STREETSCAPE ENHANCEMENT PROJECT

STAKEHOLDERS

City of Bethlehem

WRT PRIME CONSULTANT

+ Landscape Architect
+ Architect
+ Civic Engagement

KEYSTONE CONSULTING ENGINEERS, INC (KCE) Civil | Traffic Engineering | Surveying

BEAM, LTD Lighting Design

LEHIGH VALLEY ENGINEERING MEP Engineering

GOALS

DEVELOP A WELCOMING CORRIDOR BETWEEN LEHIGH UNIVERSITY AND FAHY BRIDGE WHERE CELEBRATE LOCAL CULTURE AND BUSINESS, FOSTER A STRONG COMMUNITY.

SAFETY & ACCESSIBILITY
Traffic Calming

CONNECTIVITY
Transit Connection
Multiuse Trail Connection

IDENTITY
Gateway to SouthSide
**PRIORITIES**

- SAFETY & IMPROVEMENTS (bump-outs, pedestrian area, etc.)
- BICYCLE & TRANSIT AMENITIES (bus shelters, bike racks, etc.)
- LANDSCAPING (shade trees with native plants, etc.)
- PUBLIC ART / IMPROVED SIGNAGE (mural art, environmental graphic, etc.)
- GATEWAYS / POCKET PARKS (greenway park, plazas, parklets, etc.)
- PEDESTRIAN AMENITIES (lighting, seating, etc.)

**SAFETY & ACCESSIBILITY**

WHAT WOULD MAKE A PEDESTRIAN-FRIENDLY STREET?

PLACE A DOT IN THE BOXES BELOW!

- BUMP-OUTS
- CROSSWALK ART
- LIGHTING
- PLANTING
- OTHERS?

**CONNECTIVITY**

WHAT WOULD MAKE A ICONIC GATEWAY TO SOUTHSIDE?

PLACE A DOT IN THE BOXES BELOW!

- BUS SHelter
- LIGHTING
- ART
- PLAZA
- OTHERS?

**IDENTITY**

WHAT WOULD MAKE A COHESIVE STREETSCAPE?

PLACE A DOT IN THE BOXES BELOW!

- STREET FURNITURE
- LIGHTING
- SPECIAL PAVING
- GRAPHICS
- OTHERS?
OPEN HOUSE

October 17th 2018 12-2pm + 5-7pm

The final portion of the meeting was an interactive open house with 4 stations organized around the topics of visioning and identity, quality of life, and connectivity. The following pages contain the original boards as well as the responses the project team received from community members, agency partners, and stakeholders.

Present from the WRT team was: Keiko Cramer, Misa Chen, Erin Roark, Mary Morton, Kristine Pedersen and Jingran Yu. In addition to the WRT led Planning and Design Team, KSE Engineers were present at the Open House at stations.
WHO PARTICIPATED?

65 PARTICIPANTS

HOW DID THEY HEAR ABOUT IT?
### Challenges & Opportunities

#### What are your priorities for streetscape improvements?

Place a dot in the boxes below!

- Traffic Calming / Safety Improvements (bump outs, pedestrian crossing area, etc.)
- Landscaping (shade trees with native plants, etc.)
- Gateway / Pocket Parks (greenway, park, plazas, parklets, etc.)
- Bicycle & Transit Amenities (bus shelters, bike racks, etc.)
- Public Art / Improved Signage (mural art, environmental graphic, etc.)
- Pedestrian Amenities (lighting, seating, etc.)

---

#### How do you interact with the street now?

Place a dot or post-it note with your thoughts!

- More people walking
- More people riding bikes
- More people using cars
- More people using public transit
- More people using sidewalks
- More people using bike lanes
- More people using park areas
- More people using public art
- More people using pocket parks
- More people using greenways
- More people using pedestrian amenities
- More people using bicycle amenities
- More people using transit amenities
- More people using traffic calming
- Other comments...
CHALLENGES & OPPORTUNITIES

WHAT IS ONE THING YOU WOULD CHANGE?

PLACE A POST-IT NOTE WITH YOUR THOUGHTS!
What is one thing you would change?

+ Decorative sidewalks and crosswalks (1 like)
+ Facades are not interesting (1 like)
+ More greenspace (2 like)
+ More lights (2 likes)
+ More places for children or retired people - both groups need public space (1 like)
+ Sidewalks are too narrow, make more walkable (2 likes)
+ Continue the greenway (4 likes)
+ More landscaping beds and trees (1 like)
+ Too grey, add more colors and multi-dimensions (2 like)
+ More outside seating and dining opportunities (6 likes)
+ Windtunnel
+ Take wall down at Farrington Square (4 likes)
+ Make it safer for pedestrians to cross Fahy Bridge (2 like)
+ Signs w/ times it take to walk to north side and sensors for lights
+ More bike friendly (6 like)
+ Define greenway crossing and introduce table top

+ Crosswalk safety (4 likes)
+ Traffic calming measures (2 likes)
+ Want to feel like your entering an art district (1 likes)
+ Enhance greenway crossing and add formal entrance to greenway that says “You’re here” (2 likes)
+ Signage about historic buildings
+ More of a welcoming entrance
CHALLENGES & OPPORTUNITIES

WHAT IS THE BEST THING ABOUT SOUTH NEW STREET NOW?

PLACE A POST-IT NOTE WITH YOUR THOUGHTS!
WHAT IS THE BEST THING ABOUT SOUTH NEW STREET NOW?

- It's clean (2)
- It is the gateway to the greenway (13)
- There is access to parking in the new garage (9)
- Exisitc businesses with historic facades (9)
- Receives a lot of natural sunlight (1)
- There is new construction + business coming to the area (1)
- Its axial relationship to the campus (1)
- Mural at the end of the bridge (1)

RESULTS/WHAT WE HEARD
CHALLENGES & OPPORTUNITIES

HOW DO YOU INTERACT WITH THE STREET NOW?

PLACE A DOT OR POST-IT NOTE WITH YOUR THOUGHTS!

EXERCISE

PLACE A DOT OR POST-IT NOTE WITH YOUR THOUGHTS!
## HOW DO YOU INTERACT WITH THE SPACE NOW?

### WINTER
- **30** TOTAL RESPONSES
- **MAJORITY OF PEOPLE...**
  - Walk and drive through in the morning and afternoon (22 responses)
  - Visit restaurants and shops at night time (3 responses)
- **FEW PEOPLE...**
  - Bike
  - Run errands
  - Get lunch on Greenway

### SPRING
- **23** TOTAL RESPONSES
- **MAJORITY OF PEOPLE...**
  - Getting coffee in the morning (3 responses)
  - Walking through in the afternoon (5 responses)
  - Visiting restaurants in the evening (4 responses)
- **FEW PEOPLE...**
  - Driving thru
  - Biking
  - Shopping
  - Going to library

### SUMMER
- **19** TOTAL RESPONSES
- **MAJORITY OF PEOPLE...**
  - Walking through in the morning and afternoon (7 responses)
  - Visiting restaurants and shops (3 responses)
- **FEW PEOPLE...**
  - Drive thru
  - Lunch on Greenway
  - Events
  - Getting coffee

### FALL
- **24** TOTAL RESPONSES
- **MAJORITY OF PEOPLE...**
  - Walk and drive through in the morning and afternoon (10 responses)
  - Getting coffee or dining in the morning (4 responses)
- **FEW PEOPLE...**
  - Bike
  - Errands
  - Shop
  - LUNCH ON GREENWAY
  - Drive thru
  - At night
CHALLENGES & OPPORTUNITIES
WHAT ARE YOUR PRIORITIES FOR STREETSCAPE IMPROVEMENTS?
PLACE A DOT IN THE BOXES BELOW!

- Trafficking Calming / Safety Improvements (Bump-outs, Ped-Crossing Area, etc.)
- Landscaping (Shade Trees with Native Plants, etc.)
- Pocket Parks (Greenway Park, Plazas, Parklets, etc.)
- Bicycle & Transit Amenities (Bus Shelters, Bike Racks, etc.)
- Public Art / Improved Signage (Mural Art, Environmental Graphic, etc.)
- Pedestrian Amenities (Lighting, Seating, etc.)

WHAT ARE YOUR PRIORITIES FOR STREETSCAPE IMPROVEMENTS?
PLACE A DOT IN THE BOXES BELOW!

- Trafficking Calming / Safety Improvements (Bump-outs, Ped-Crossing Area, etc.)
- Landscaping (Shade Trees with Native Plants, etc.)
- Pocket Parks (Greenway Park, Plazas, Parklets, etc.)
- Bicycle & Transit Amenities (Bus Shelters, Bike Racks, etc.)
- Public Art / Improved Signage (Mural Art, Environmental Graphic, etc.)
- Pedestrian Amenities (Lighting, Seating, etc.)
WHAT ARE YOUR PRIORITIES FOR STREETScape IMPROVEMENTs?

22%  29 VOTES
TRAFFIC CALMING/SAFETY IMPROVEMENTS (BUMP-OUTS, PED-CROSSING AREA, ETC.)

16%  20 VOTES
PUBLIC ART / IMPROVED SIGNAGE (MURAL ART, ENVIRONMENTAL GRAPHIC, ETC.)

12%  16 VOTES
BICYCLE & TRANSIT AMENITIES (BUS SHELTERS, BIKE RACKS, ETC.)

16%  21 VOTES
GATEWAYS / POCKET PARKS (GREENWAY PARK, PLAZAS, PARKLETS, ETC.)

16%  20 VOTES
LANDSCAPING (SHADE TREES WITH NATIVE PLANTS, ETC.)

18%  23 VOTES
PEDESTRIAN AMENITIES (LIGHTING, SEATING, ETC.)
SAFETY & ACCESSIBILITY

WHAT WOULD MAKE A PEDESTRIAN-FRIENDLY STREET?

PLACE A DOT IN THE BOXES BELOW!

- BUMP-OUTS
- CROSSWALK ART
- LIGHTING
- PLANTING
- OTHERS?

EXERCISE
WHAT WOULD MAKE A PEDESTRIAN FRIENDLY STREET?

BUMP-OUTS — 21 VOTES
CROSSWALK ART — 19 VOTES
LIGHTING — 20 VOTES
PLANTING — 17 VOTES

OTHER SUGGESTIONS
- EXPAND SIDEWALKS SO THERE CAN BE MORE SEATING AND SPACE FOR PEOPLE
- ADDITIONAL HANDICAP AND ACCESSIBLE PARKING
- USE JANE JACOBS PRINCIPALS TO ADD LIFE TO THE STREET
- ENFORCE NO TURN ON RED AT FAHY 6AM-6PM
- CORRECT TRAFFIC LIGHT TIMING AT 3RD AND 4TH ST INTERSECTIONS
**Connectivity**

**What would make an iconic gateway to Southside?**

Place a dot in the boxes below!

- Bus shelter
- Lighting
- Art
- Plaza
- Others?
WHAT WOULD MAKE AN ICONIC GATEWAY TO SOUTHSIDE?

- **BUS SHELTER**: 5 votes
- **LIGHTING**: 7 votes
- **ART**: 23 votes
- **PLAZA**: 24 votes

**OTHER SUGGESTIONS**

- Construct and arch (6 likes)
- Food, music, and seating areas for a monthly community event like San Francisco's "Off the Grid"
- Facade, awning improvements between 4th and Greenway
- Koi/Reflection pond
- Brand it and give it a name
- Industrial bold colors, art
- Four season planting interest
- Introduce programming to attract people there
- Rock climbing wall
IDENTITY

WHAT WOULD MAKE A COHESIVE STREETSCAPE?

PLACE A DOT IN THE BOXES BELOW!

STREET FURNITURE  LIGHTING  SPECIAL PAVING  GRAPHICS  OTHERS?
WHAT WOULD MAKE A COHESIVE STREETSCAPE?

**STREET FURNITURE**
- 18 VOTES

**LIGHTING**
- 21 VOTES

**SPECIAL PAVING**
- 14 VOTES

**GRAPHICS**
- 19 VOTES

**OTHER SUGGESTIONS**
- REMOVE THE WALL AT HARRINGTON SQUARE TO MAKE PLAZA MORE OPEN (2 LIKES)
- DO NOT ABANDON WHAT CURRENTLY EXISTS, EMBRACE OLDER BUILDINGS, AMPLIFY HISTORIC FAÇADES (2 LIKES)
- SIGNS AND MAPS FOR POPULAR SPOTS (2 LIKES)
- SMALL CONCERT SPACE
- ICONS THAT CAN BE CARRIED THROUGHOUT SOUTH NEW STREET
- INTERACTIVE CALENDAR OF EVENTS FOR WHATS HAPPENING
GOALS

I WOULD CONSIDER THE REDESIGN OF SOUTH NEW STREET A SUCCESS IF...

PLACE A POST-IT NOTE WITH YOUR THOUGHTS TO FINISH THE SENTENCE!
<table>
<thead>
<tr>
<th>Results/What We Heard</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Outdoor Seating</td>
</tr>
<tr>
<td>More Local Restaurants</td>
</tr>
<tr>
<td>We Preserve the History, Commerce, and Architecture</td>
</tr>
<tr>
<td>Attracts People from Outside Immediate Area</td>
</tr>
<tr>
<td>Outdoor Activities for People to Spend More Time</td>
</tr>
<tr>
<td>People from All Backgrounds Can Equally Enjoy the Space</td>
</tr>
<tr>
<td>It Results in a Vibrant Streetscape</td>
</tr>
<tr>
<td>Benches Directed at Points of Interest</td>
</tr>
<tr>
<td>Improved Crosswalk and Sidewalk Safety</td>
</tr>
<tr>
<td>Improved Bike Lanes for Safety</td>
</tr>
<tr>
<td>Commits to Being and Arts District</td>
</tr>
<tr>
<td>Increased Usage of the Greenway</td>
</tr>
<tr>
<td>Reduced Congestion and Calm Vehicle Traffic</td>
</tr>
<tr>
<td>Increased Lighting for People to Be Active at Night</td>
</tr>
<tr>
<td>More Open Entrance to Harrington Square</td>
</tr>
<tr>
<td>There is a Distinct Entrance to the Greenway</td>
</tr>
<tr>
<td>Trash Cans Removed from Pedestrian Walking Zones</td>
</tr>
</tbody>
</table>
ENGAGEMENT