

O Street Corridor Assessment

**September
2016**



WALKSacramento

O Street

Corridor Assessment

September 2016



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*If you plan cities for cars and traffic, you get
cars and traffic, if you plan for people and
places, you get people and places.*

~Fred Kent

INTRODUCTION

The O Street Corridor represents an exciting opportunity to revitalize a major Downtown street into a safer, more compelling place to live, work, play, and recreate. Similar to other prosperous corridors throughout the Downtown area such as R Street and K Street, O Street has an abundance of character, history, and charm that if capitalized on can create a more attractive and distinct place.

PROJECT BACKGROUND AND PURPOSE

The purpose of the O Street Corridor Assessment is to provide CADA and associated partners a toolkit for revitalizing and reinvigorating the O Street Corridor to meet the overall goals of improved livability, safety, and health. The report summarizes findings and recommends improvements regarding the pedestrian and bike environment, Crime Prevention Through Environmental Design (CPTED), and placemaking.

CADA

This planning process was initiated by the Capitol Area Development Authority (CADA) as a way to envision a future for this corridor and establish a set of recommendations for getting there. CADA owns several properties along O Street and manages a number of residential buildings. The creation of a more pleasant and walkable corridor is a way to enhance overall livability in the area for many of CADA's tenants. Additionally, broader efforts to activate O Street will build upon several years of ongoing work by CADA to improve the aesthetic quality of both this corridor and the larger CADA service area.

WALKSACRAMENTO

WALKSacramento is a community-based active transportation planning non-profit that works throughout the Sacramento region to build healthier communities through integrated land use and transportation planning. With a goal of increasing regional and local active transportation, WALKSacramento's work focuses on all of the elements that make for a more walkable community including infrastructure, CPTED, and elements of placemaking and community programming.



PROJECT GOALS

In addition to increasing pedestrian and bicycle activity within the Downtown core area, this project seeks to meet several other distinct objectives.

FACELIFT

One major goal of this initiative is to drive more human-scale activity to the corridor by giving O Street a “facelift,” bringing its drab and disjointed appearance into the 21st century. In many places the O Street Corridor is characterized by a harsh urban form with an overabundance of blank facades, sparse shrubbery, and dated public art. Efforts to limit harshness and create more visually interesting public areas will likely draw visitors, employees, and residents to the corridor.



Dated art and uninteresting building facades line O Street

HEALTH AND LIVABILITY

Another significant goal of this project is to reenergize O Street into a more livable community for CADA’s numerous residents and elderly tenants. Currently, the lack of regular activity, visual interest, and programming make for an uninviting and potentially unsafe environment for those living nearby. On the other hand, enhancing pedestrian and bicycle circulation, activating public spaces, and implementing Crime Prevention through Environmental Design elements will help create a safer, more enjoyable place to live.



A CADA sign proclaims, “Time for City Life!” O Street needs to become more active beyond regular business hours

A UNIFIED CORRIDOR

The intent of this project is to not only create captivating spaces along O Street, but to tie individual nodes together into a distinct corridor. Just as the R Street and K Street Corridors are recognizable places, so too is it a goal to enter “O Street” into the Sacramento vernacular. The application of a consistent design and branding strategy throughout will be key in geographically and thematically defining the O Street Corridor.

12 – 24 HOUR CORRIDOR

Another goal of this effort is to draw more activity to the corridor before and after traditional work hours, transitioning from a largely 9am – 5pm space to a 12, 18 or even 24 hour corridor. More regular human scale activity is crucial to promoting personal safety and attracting additional activity to the area, thereby creating a positive feedback cycle. Efforts to implement off-hours programming such as food truck rodeos, farmers’ markets, and community walks will also help to meet the overall goal of enhanced safety through activation.

CAPITALIZE ON STATE OFFICE BUILDINGS

The rich history and statewide significance of the several state buildings throughout the corridor is a major part of the O Street culture. Drawing several hundred state workers to the area each day and encompassing a significant portion of the corridor, the buildings and campuses are major assets to the area. Branding and thematic design strategies that draw inspiration from the state buildings will expand upon that culture to help create a more unified, and intentional space. Examples might include borrowing design themes from the State of CA Seal and installing artwork that draws inspiration from nearby buildings such as the Education and Parks and Recreation departments.

ENCOURAGE MOVEMENT ALONG THE STREET

In line with creating a more cohesive corridor, another goal of this project is to generate interest in exploration and encourage movement along O Street. Separating the Sacramento River and the Golden One Center from Midtown and other parts of the City, O Street is an underutilized, yet excellent pedestrian and bicycle connection due to its relatively calm traffic. Furthermore, encouraging movement along the corridor through art and wayfinding can help expand existing activity from individual nodes to all parts of O Street.



The Seal of California might serve as artistic inspiration throughout the corridor, highlighting O Street's statewide significance.

PURPOSE OF THE REPORT

The O Street Corridor Assessment offers the following set of tools for guiding efforts to meet the above goals as well as the broader objectives of enhancing livability, improving safety, and encouraging more active transportation:

- An assessment of the pedestrian, bicycle, and transit environment
- A set of infrastructure recommendations to guide future pedestrian and bicycle facility improvements
- An analysis of the potential personal security threats, accompanied by CPTED recommendations
- A conceptual plan and menu of opportunities for revitalizing the corridor through placemaking
- A set of programmatic suggestions for further enhancing a sense of place and community

PROCESS

WALKSacramento conducted a walk assessment with CADA on August 19th, 2016 to discuss the vision for the corridor as well as key opportunity areas. During the assessment, WALKSacramento engaged several residents, visitors, and business owners via an in-person intercept survey. WALKSacramento also held a separate focused walk/bike audit on September 9th to further analyze pertinent issues for pedestrians and cyclists. A final evening CPTED audit was held on September 12th to assess activity levels and personal safety after regular business hours. This report is the culmination of these assessments.

DOCUMENT OVERVIEW

- Section 1: Introduction – This section provides background on the planning process, outlines project goals, and explains the organization and purpose of the report.
- Section 2: Existing Conditions – This section provides a broad overview of the current built environment features and human-scale activity present along O Street. The section includes additional background regarding regional/local context, assets, and challenges.
- Section 3: Survey Conclusions – This section synthesizes information gleaned from residents, visitors, and business owners along O Street, that guide the analyses and recommendations within the following sections.
- Section 4: Active Transportation – This section summarizes findings from the walkability assessments and recommends several improvements for enhancing active transportation safety, connectivity, and comfort.
- Section 5: Crime Prevention Through Environmental Design – This section summarizes findings from the CPTED analysis and offers both built environment and programmatic solutions for limiting potential personal safety threats.
- Section 6: Placemaking – This section provides more background on the concept of placemaking and establishes a set of principles to keep in mind. The section identifies specific opportunity areas and broader design themes to consider.

PROJECT AREA MAP



EXISTING CONDITIONS

Currently, O Street functions more as collection of disjointed street segments than a cohesive corridor. The majority of activity occurs between regular business hours despite the several businesses and numerous residences along the corridor. While some of the inactivity along O Street can be attributed to the limited number of retail and dining opportunities, more generally, the corridor lacks elements that make it feel like an interesting place to be. As a relatively walkable and bikeable connection between major downtown destinations, O Street's uninviting and outdated aesthetic misses an opportunity to attract visitors to and through the area. In contrast to other well-visited downtown corridors, O Street lacks both a place based approach and whimsical nature that has led to some of the success of R Street and K Street. However, with improvements to traffic safety and personal security coupled with an intentional approach to branding and placemaking, it is possible to bring O Street into the 21st century as a truly great place to be.

REGIONAL/LOCAL CONTEXT

The O Street Corridor study area focuses on a roughly 10 block, ¾ mile area from 7th to 17th Street in downtown Sacramento. N Street and P Street make up the north and south boundaries respectively. O Street is about a half-mile from the Sacramento River Trail and directly adjacent to Midtown. As a significant regional transit corridor, O Street connects parts of South and East Sacramento with downtown destinations including the Capitol, the Golden 1 Center, and the future Railyards development - home to a major hospital and Major League Soccer sports complex.

LAND USE AND TRANSPORTATION NETWORK

O Street is relatively calm transportation corridor, in part due to its lack of through connectivity for motor vehicles. The corridor is bisected by major arterials including 15th and 16th Streets to the east and 9th and 10th Streets to the west that carry high volumes of north/south traffic across the corridor. O Street is roughly made up of three relatively distinct yet partially overlapping segments:

A transit corridor for 7th to 12th



A state office building corridor from 7th to 15th

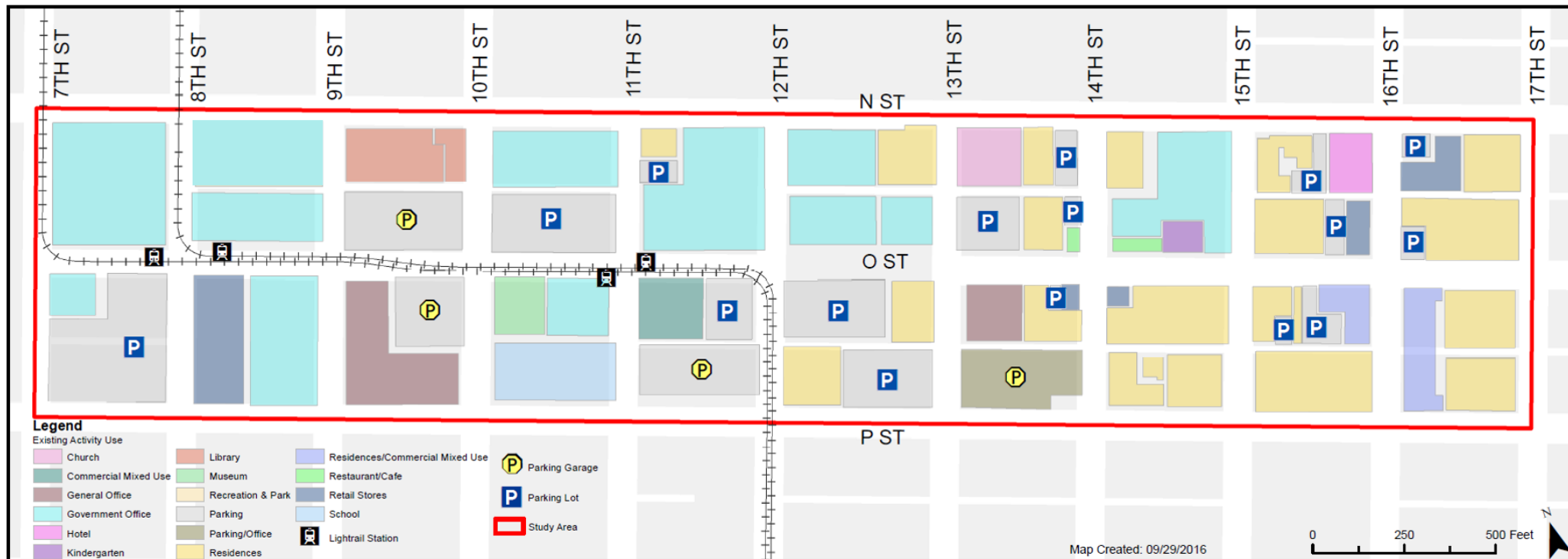


A mixed commercial and residential corridor from 13th to 17th



LAND USE AND TRANSIT MAP

The project area contains a mix of land uses including commercial mixed use, residential, office, and parking. However, the majority of corridor-facing land uses are surface parking lots, state office buildings, and residences. Small commercial nodes are present at 14th and 11th Streets.



ASSETS AND OPPORTUNITIES

The Corridor has several positive attributes and opportunities throughout. From a transportation standpoint the corridor is both a transit hub and low-stress pedestrian and bike connection through the Downtown core area. Its proximity and direct connectivity to major Sacramento attractions represents a great opportunity to attract more visitors to the corridor. Good Regional Transit access represents an opportunity to draw visitors from around the region. Relatively traffic-calm streets make for a comfortable walking and biking environment in most situations. Finally, the recent development along 16th Street creates a welcoming gateway into the corridor along one of Downtown's most traveled roadways.

The state buildings are both assets and opportunities in that they attract hundreds of employees to the corridor daily, and more generally, are interesting landmarks of statewide significance. Similarly, the State of California Museum is an attractor to the area and can be capitalized on as inspiration for creating more interest along O Street, e.g. historical plaques and California themed art. Locally, well-liked restaurants, cafes, and established adjacent neighborhoods are assets to build upon and tap into.

CHALLENGES

In addition to several assets and opportunities, the O Street Corridor does have its challenges. Many of those challenges are due to the lack of activity generators and a harsh urban form. Challenges include:

- Limited retail and commercial opportunities that attract activity
- Little to no activity after regular business hours
- Harsh urban form that lacks color, interesting architectural design, and public art – abundant hardscaping
- Lack of consistent thematic design or branding strategy to tie the corridor together as a distinct place
- Discontinuous motor vehicle and bicycle circulation
- Under-lit and uninviting areas



Left: A harsh urban form creates uninviting spaces throughout the corridor

Right: The corridor is a transportation hub proximate to several popular Downtown destinations



SURVEY RESULTS

In concert with the assessments, WALKSacramento gathered community input via intercept surveys of residents, business owners, and visitors along the corridor (see Appendix A). Surveys of individuals were designed to collect information regarding mode choice, how and why they were on O Street, and their ideas for improvement. Business owner surveys gauged reasons for locating on O Street and their thoughts on revitalizing the corridor.

Business owner surveys and in-person interviews made clear that most of the businesses cater to the working population roughly between the hours of 9 am and 5 pm. Concerns such as loitering, negative nighttime activity, and lack of evening-time business were common amongst those surveyed. Several owners suggested that if the demand warranted it, they could be open later. Additionally, placemaking and CPTED improvements were well regarded as a means to increasing activity and enhancing business along the corridor. Corridor-wide wayfinding and traffic safety improvements at the 14th and O Street intersection were common requests among several respondents.

Over 35 pedestrians along the corridor were surveyed. Commonly, respondents were unaware that they were currently on O Street and did not consider the corridor an interesting place to be. Several respondents were employees at nearby state buildings and mentioned that while the street is walkable, it is not necessarily a visually pleasant or interesting area to visit. Around the lunch hour many state employees travel north to the Capitol to walk or jog instead of along the corridor. When asked about improvements that would encourage them to visit and travel to other parts of O Street, lighting, traffic safety, public art, and more comfortable seating areas were identified. A recurring comment that stood out was that several of the state buildings are “ugly,” “imposing” and are a “mystery” (as to their function).

The intercept surveys were used to inform a set of community-driven priorities geared toward improving conditions along O Street:

- Enhance traffic safety, especially at 14th and 16th Streets and at conflict points between pedestrians, motor vehicles, and trains
- Improve lighting and implement other CPTED principles to enhance perceived and actual safety
- Identify opportunities to “demystify” large state buildings and engage more at the human-scale (e.g. artwork and informative displays)
- Beautify the corridor with more landscaping, public art, color, and other placemaking strategies
- Employ branding strategies to tie the corridor together as a more recognizable place

O Street Intercept Survey
August 21, 2014

Individual

Age: 18-24
Gender: Male
Location: 11th & O Street
What is your connection to O Street?
How often do you use O Street for travel?
During a typical visit, how much time do you spend here?
How did you get to O Street?
What do you like about this part of O Street?
What do you dislike about this part of O Street?
What type of improvements would you like to see along O Street?
Should these improvements affect the amount of time you spend here?
Business Owner:
Business Location/Name:
How long have you done business on O Street?
Why did you choose this area for your business?
Are you planning on staying in this area?
What affects your decision to stay on O Street?
What do you think would improve business in this area?
Other Comments:

Over 45 people were surveyed about their perception of O Street

ACTIVE TRANSPORTATION

MOVEMENT WITHIN THE O STREET CORRIDOR

The O Street Corridor provides an end-to-end travel way for pedestrians, with varying degrees of continuity for biking or transit. Interruptions and limitations of the travel path vary depending on the mode and the location.

Pedestrians may travel the full length of the corridor with only two interruptions on the south side, however, bicycle travel is entirely prohibited on two blocks and limited to one direction on three blocks. Light rail runs on O Street for the five blocks between 7th and 12th Streets. There are two light rail stations, each serving two directions with one station at the west end of the corridor and one near the middle. Although there are no bus stops on the corridor, there are fourteen stops on intersecting or parallel streets within one block of O Street.

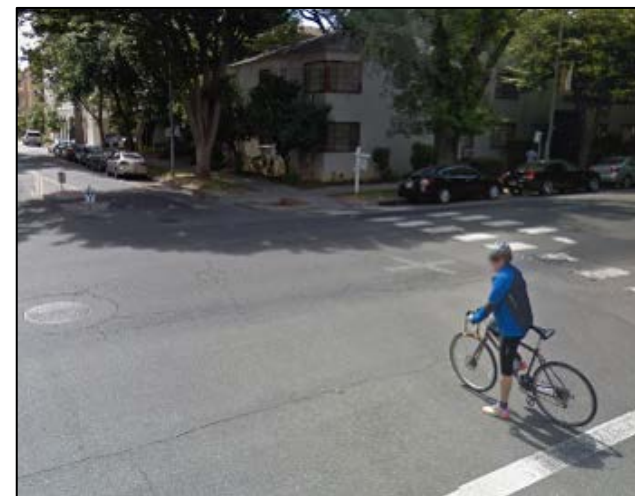
QUALITY OF TRAVEL EXPERIENCE

WALKING

The walking experience is generally pleasant throughout the corridor. Sidewalks are physically separated from the street, with an abundance of shade trees and marked crossings. Traffic volumes and speeds are relatively low on O Street contributing to quieter and lower-stress pedestrian environment. Numerous trees provide shade from the sun, a passive connection with nature, and physical separation from vehicles. Some blocks are much less interesting due to unremarkable design and dull parking garage facades.



The O Street Corridor is served by the Blue, Gold, and Green light rail lines



A cyclist waiting to cross 15th Street

BICYCLING

The bicycling experience is dependent upon traffic conditions and the route one takes. Traffic varies both by location and time of day. When there is little traffic on O Street, the ride can be very pleasant. However, during heavier traffic periods cyclists do not have a safe and well-defined place to be due to a lack of marked facilities. Trees in landscape planters behind street curbs provide shade for bicyclists.

TRANSIT

The O Street Corridor is well served by transit. The 8th and O light rail station, near the west end of the corridor, as well as the Archives Plaza light rail station (11th and O), near the middle of the corridor, serve westbound and eastbound Blue, Gold and Green line trains. There are bus stops on 7th, 8th and 9th within a half-block of O Street, with eleven more stops one block away on N Street and P Street. No matter where you are on O Street, there is a bus stop or light rail station within a three-minute walk.

STREET SAFETY

The O Street Corridor has had relatively few collisions involving pedestrians or bicycles. There were four vehicle-pedestrian, one bicycle-pedestrian and five vehicle-bicycle collisions reported for 2005 through 2013. Two of the pedestrian and two of the bicycle collisions occurred at 16th Street.

INFRASTRUCTURE

PEDESTRIAN



Well shaded and separated sidewalks at 15th Street make for an excellent walking environment

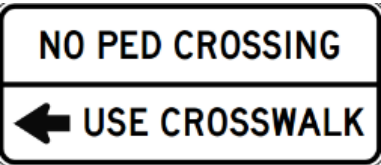
Sidewalks are nearly entirely detached throughout the entire corridor. Sidewalks are separated from vehicle lanes by a distance of at least six feet, with the space occupied by planter strips, trees, concrete or pavers. There are several blocks where the separation is even greater due to parallel or diagonal parking spaces at the curb.

Sidewalks are generally wide giving pedestrians ample room for walking in groups or passing other pedestrians. In most places the sidewalks are about eight feet wide. The sidewalks may feel much wider at the light rail stations because there are pavers from the sidewalk to just beyond the far side of the tracks. Several restaurants have outdoor seating areas that extend into the sidewalk. For about twenty feet at those locations the pedestrian zone shifts to the back of the curb and the width diminishes to four feet.

Sidewalk surfaces are well maintained and do not have many defects such as cracks or lifting of the concrete due to root structure or a lack of maintenance.

The two discontinuities for pedestrians on the O Street Corridor are at 7th Street and 12th Street. The south leg of the 7th Street intersection has vertical curbs on both sides. There is a bus stop on the west side at which pedestrians could step into the street and cross, but on the east side there is a landscape planter behind the vertical curb with no curb ramp, thus limiting pedestrian continuity.

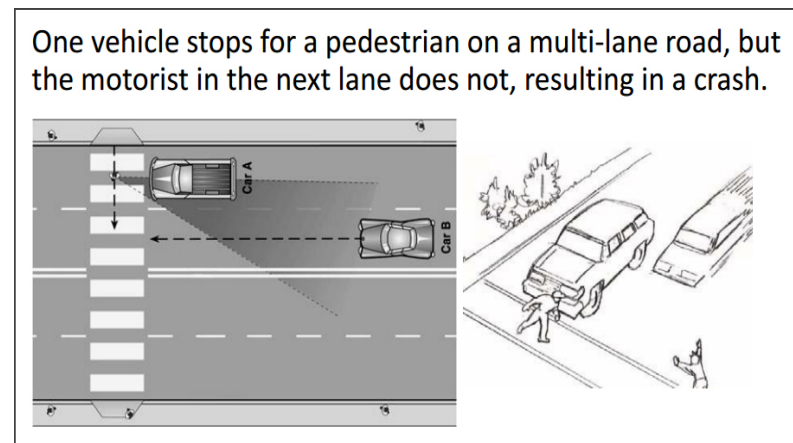
Pedestrians are prohibited from crossing 12th Street on the south leg of the intersection, as there are “No Ped Crossing Use Crosswalk →” signs on both sides. The east side has a vertical curb and landscape planter between the sidewalk and the street. At both intersections, pedestrians walking west or east on the south side of O Street would have to walk the other three legs of the intersection just to cross to the other side of 7th or 12th.



There are 11 intersections across the corridor, meaning that there are forty-four potential locations for street crossings at intersections. Twenty-six of the intersection legs have marked crosswalks, although several are partially or nearly completely worn away. Between 7th and 12th Streets there are four legs that cross only light rail tracks and have no marked crosswalks.

Crossing O Street at 14th can be difficult for pedestrians at times due to the lack of controls for vehicles. The triple-four crosswalks can help to alert drivers that pedestrians may be present and desiring to cross, but vehicles are at speeds and frequencies just high enough (especially along larger arterial streets)

to make crossing difficult for many people. This is especially true for pedestrians such as children and the elderly, both of which walk more slowly and are less able to accurately judge vehicle speeds and locations.



Pedestrians have difficulty crossing two streets that intersect O Street. 15th Street is one-way southbound with three automobile lanes, while 16th Street is one-way northbound with three automobile lanes. Both 15th and 16th are major through streets that serve traffic into and out of downtown and areas north and south of the O Street Corridor. Pedestrians that cross streets with multiple uncontrolled same-direction lanes are at greater risk of being hit by a vehicle than if they are crossing a two-lane bi-directional street. The risk increase is due to a phenomenon frequently called the multiple threat; when one vehicle yields to the pedestrian and overtaking vehicles do not see the pedestrian or fail to stop.

Sidewalk lighting is provided by pedestrian scale lights on the blocks between 13th and 15th; at light rail stations pedestrian scale lights are on the north side between 7th and 9th, both sides between 9th and 10th, the south side between 10th and 11th, and both

sides between 11th and 12th. The rest of the corridor sidewalk lighting is provided by traditional street lights, except for 7th to 9th and 10th to 11th which are illuminated only at the corners.

Areas throughout the corridor are landscaped with trees, shrubbery, and/or drought resistant plants. However, in several locations hardscape within the sidewalk zone nearest to the street could be replaced with landscaping. An example is found on the north side of O Street between 10th and 11th Streets.

BICYCLES

There are no bike lanes on the corridor so bicyclists must ride within or near the edge of the traffic lane. The corridor is also not designated a bicycle route within the City of Sacramento's Bicycle Master Plan. The lane widths are just wide enough on most blocks to allow vehicles to pass bicycles with three feet spacing as required by state law, but many bicyclists may still prefer not to ride in the street. There are also several blocks with diagonal parking, which presents risks to bicyclists because drivers in autos backing out of parking spaces are often unable to see approaching bicyclists.

The interruptions in the bicycle travel way relegates the corridor's usefulness to primarily accessing destinations along individual segments of the corridor. Bicycle traffic is one-way eastbound from 7th to 9th, prohibited from 9th to 10th, one-way westbound from 10th to 11th, prohibited from 11th to 12th and two-way from 12th to 17th. Since through travel by bicycles is not allowed, alternate routes, such as going around blocks or riding against traffic, are taken to reach many destinations on the corridor.

Bicycle storage facilities are very limited. There are racks and lockers on the north and south sides at the westbound Archives Plaza Station. There is also a bicycle rack at the southeast corner at 10th and at 16th. It is not uncommon to see bicycles chained to fences, poles, and even trees.



Bicycle parking is limited on O Street

INFRASTRUCTURE RECOMENDATIONS

The O Street Corridor could better serve people using active transportation if improvements were made to the streetscape at intersections and along blocks. The following recommendations are discussed according to location (the length of O Street from 7th Street to 17th Street).

7TH STREET INTERSECTION

Add pedestrian crossing on the south leg. This is the western entrance to the corridor. Pedestrians may desire to cross at the south leg to minimize travel distance and number of crossings. Additionally, the bus stop at the southwest corner may act as a pedestrian attractor. There is currently no curb ramp on either side of the intersection on the south leg.

7TH STREET TO 8TH STREET BLOCK

Add pedestrian lighting on the south side. The north side of O Street has lighting for pedestrians provided by the light rail station, however, the south side has neither pedestrian nor street lighting. Additional lighting will better illuminate the walking surface and nearby area for safer nighttime travel.

Add sharrows at the east end. The block currently has a single eastbound traffic lane with parallel parking, leaving no room for a bicycle lane. Adding sharrows at the east end will remind drivers and bicyclists that they need to share the lane.

8TH STREET TO 9TH STREET BLOCK

Add pedestrian lighting on the south side. The north side of O Street has lighting for pedestrians provided by the light rail station, however, the south side has neither pedestrian nor street lighting. Additional lighting will better illuminate the walking surface and nearby area for safer nighttime travel.

Add sharrows at east end. The block currently has a single eastbound traffic lane with parallel parking, leaving no room for a bicycle lane. Adding sharrows at the east end will remind drivers and bicyclists that they need to share the lane.

9TH STREET TO 10TH STREET BLOCK

Add bicycle facility. Light rail tracks take up half of the space between where curbs would be if the block had a street. Vehicles, including bicycles, are currently prohibited from the segment.

10TH STREET TO 11TH STREET BLOCK

Add pedestrian lighting on north side. The south side of O Street has lighting for pedestrians provided by the light rail station, while the north side only has traditional street lighting. Pedestrian scale lighting will better illuminate the walking surface and the nearby area for safer nighttime travel.

Add sharrows at west end. The block currently has a single westbound traffic lane with parallel parking, leaving no room for a bicycle lane. Adding sharrows at the west end will remind drivers and bicyclists that they need to share the lane.



While not ideal, sharrows remind drivers and cyclists that they share the road

12TH STREET INTERSECTION

Add crossing to south leg. Pedestrians walking on the south side of O Street are prohibited from crossing at the south leg of the intersection. To continue east they must walk to the north leg, cross O Street and then walk back south to the sidewalk. Adding a crosswalk at the south leg would provide a legal and accessible crossing for pedestrians on the south side of O Street.

Replace post-and-cable with more attractive barrier. The current barrier has the appearance of a temporary treatment.

Add stop sign for northbound vehicles. Pedestrians and bicyclists travelling east or west are confronted with traffic that has a southbound stop sign but no stop sign northbound. The difference in vehicle movements could influence pedestrians to cross at an unsafe time.



The current vehicle barriers at 12th and 13th Streets are unsightly and can lead to conflicts between cyclists and vehicles

12TH STREET TO 13TH STREET BLOCK

Add pedestrian lighting on both sides. Neither side of the street has street lighting. Pedestrians will be able to walk more safely after dark if the sidewalk and the nearby surrounding areas are better illuminated.

Add bike lanes at each end of block and sharrows between. The street between 12th and 13th has been transformed into a “parking lot” for the State of California. The end of the block at 12th Street has a post-and-cable vehicle barrier with openings on each side wide enough for bicyclists to use. The 13th Street end also has a post-and-cable vehicle barrier and opening, but also has a single-lane, 2-way opening on the south side. Marking bicycle lanes at the openings at each end of the street would indicate to pedestrians and drivers that bicycles are to be expected. Marking sharrows at each end inside of the barriers will remind drivers and bicyclists that they share the road.

Reconfigure “parking lot” entrance/exit to create one lane in each direction. Pedestrian may not expect vehicles or bicycles to enter the “parking lot” on the left (south) side of O Street.

Replace post-and-cable at 13th Street with more attractive barrier. The current barrier has the appearance of a temporary treatment.

13TH STREET TO 14TH STREET BLOCK

Replace diagonal parking spaces on north side with parallel spaces. The street space available to drivers and bicyclists is limited by the diagonal parking spaces on the north side. Replacing those spaces with parallel parking spaces would provide additional room for bicyclists and reduce the risk of cars backing into the path of a bicycle.

Add sharrows at each end. There is not adequate room for a bicycle lane - marking sharrows at each end of the block will remind drivers and bicyclists that they share the road.

14TH STREET INTERSECTION

Add curb extensions on O Street. Curb extensions would shorten the crossing distance for pedestrians and give drivers better visibility of pedestrians that are waiting to cross or are entering the crosswalk.

Create a 4-way stop. This intersection can be difficult to navigate for cyclists and pedestrians as north/south bound traffic often assume that all 4 legs are stop controlled. This can lead to vehicles continuing through the intersection or making turn movements when east/west bound traffic has the right of way.

Add sharrows at each end. There is not adequate room for a bicycle lane - marking sharrows at each end of the block will remind drivers and bicyclists that they share the road.

Add bike corrals on 14th Street. Bike corrals would provide space for parking bicycles that would not take away from sidewalk space. They would also give drivers better visibility of pedestrians that are waiting to cross or entering the crosswalk. Bike corrals could be coupled with parklets.

Add bicycle parking at or near each corner. The one existing bicycle rack is inadequate for the restaurants, market, and other land uses at the intersection. More “official” bicycle parking placed in convenient and safe spots would prompt more people to use bikes to get to 14th and O.



The 14th and O intersection is a conflict area due to north/south bound traffic failing to yield to east/west traffic

14TH STREET TO 15TH STREET BLOCK

Add sharrows at each end. There is not adequate room for a bicycle lane - marking sharrows at each end of the block will remind drivers and bicyclists that they share the road.

15TH STREET INTERSECTION

Remove parking space on O Street at the southwest corner. There is not room for bicycles and vehicles to wait side-by-side. Removing the parking space would provide adequate room, and provide drivers with better visibility of pedestrians that are waiting to cross or are entering the crosswalk.

15TH STREET TO 16TH STREET BLOCK

Replace diagonal parking spaces on north side with parallel spaces. The street space available to drivers and bicyclists is limited by the diagonal parking spaces on the north side. Replacing those spaces with parallel parking spaces would provide additional room for bicyclists and reduce the risk of cars backing into the path of a bicycle.

Add sharrows at each end. There is not adequate room for a bicycle lane - marking sharrows at each end of the block will remind drivers and bicyclists that they share the road.

Add pedestrian lighting on both sides. Neither side of the street has pedestrian lighting. Pedestrians will be able to walk more safely after dark if the sidewalk and the nearby surrounding areas are better illuminated.

16TH STREET INTERSECTION

Add pedestrian safety enhancement(s) on north and south legs. Although the north and south legs have curb extensions that shorten the crossing distance, pedestrians do not have an easy way to cross of 16th Street. Enhancements to consider include a Rectangular Rapid Flashing Beacon (RRFB), a Pedestrian Hybrid Beacon (PHB) also known as a HAWK, and a traffic signal.

Add eastbound and westbound sharrows across intersection. Bicycles on O Street crossing 16th Street must share the space with vehicles. Marking the path that bicycles and vehicles will use with sharrows will remind drivers and bicyclists that they share the road.

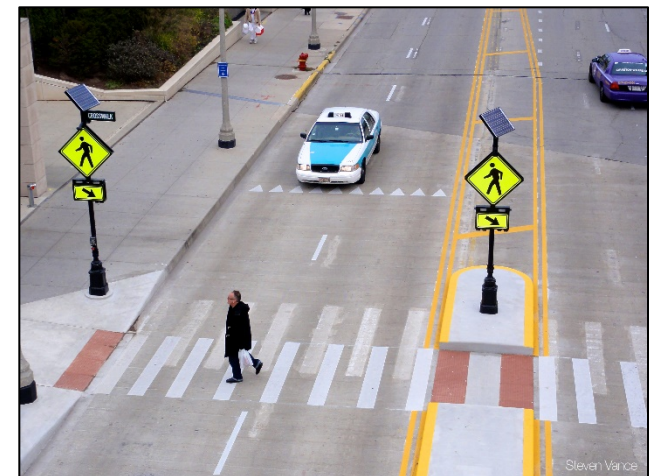
Add bicycle parking near each corner. There are many retail, commercial and residential destinations near the intersection that create demand for short-term bicycle parking. Bike parking placed near each corner will make bicycling to any of the destinations more convenient. The area on O Street at the southeast corner may be an opportunity for a bike corral if designed with enough of a barrier between vehicles turning right off of 16th Street.

16TH STREET TO 17TH STREET BLOCK

Add sharrows at each end. There is not adequate room for a bicycle lane - marking sharrows at each end of the block would inform drivers and bicyclists that they share the road.

ALL INTERSECTIONS

Add pedestrian lighting at corners. It is important for drivers to see pedestrians at corners so they may be able to determine the pedestrian's intent to cross the street. Once pedestrians are in the crosswalk, traditional street lighting should provide enough illumination for the driver to see the pedestrian. However, prior to stepping into the street the pedestrian may not be illuminated by traditional roadway lighting. Pedestrian lighting at each corner will help to increase safety for pedestrians crossing the street.



An RRFB crossing stops traffic only when pedestrians are present and desire to cross

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

This Crime Prevention Through Environmental Design (CPTED) assessment provides an overview of CADA’s portion of O Street, between 7th and 17th Streets in downtown Sacramento. The focus of this assessment is to make specific recommendations with the goal of changing use patterns that lead to conflict and negative behaviors in an effort to promote safety and encourage positive activity.

See Appendix B for CPTED disclaimer.

CPTED BACKGROUND

CPTED is a design and crime prevention concept based on the belief that proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime, an improvement in the quality of life, and the creation of a more livable community. Improving both the actual and perceived safety in an area is paramount to the success of broader placemaking efforts. As the concept of CPTED has evolved over time, three distinct approaches have emerged: 1st Generation, Advanced 1st Generation, and 2nd Generation CPTED.

- 1st Generation CPTED focuses on four strategies: natural surveillance, natural access control, territorial reinforcement, and image. These strategies encourage the community to take ownership and control of the places they live, work, and play through improvements to the built environment.
- Advanced 1st Generation CPTED takes a larger scale look at how crime is displaced by positive activities and how people move between spaces. The main focus areas are incompatible land uses, movement predictors, activity support, and displacement.
- 2nd Generation CPTED expands the focus beyond physical design to the underlying social issues that affect crime and safety. The key strategies involved with 2nd Generation CPTED are capacity, cohesion, connectivity, and culture.¹

THE PRIMARY ELEMENTS OF CPTED

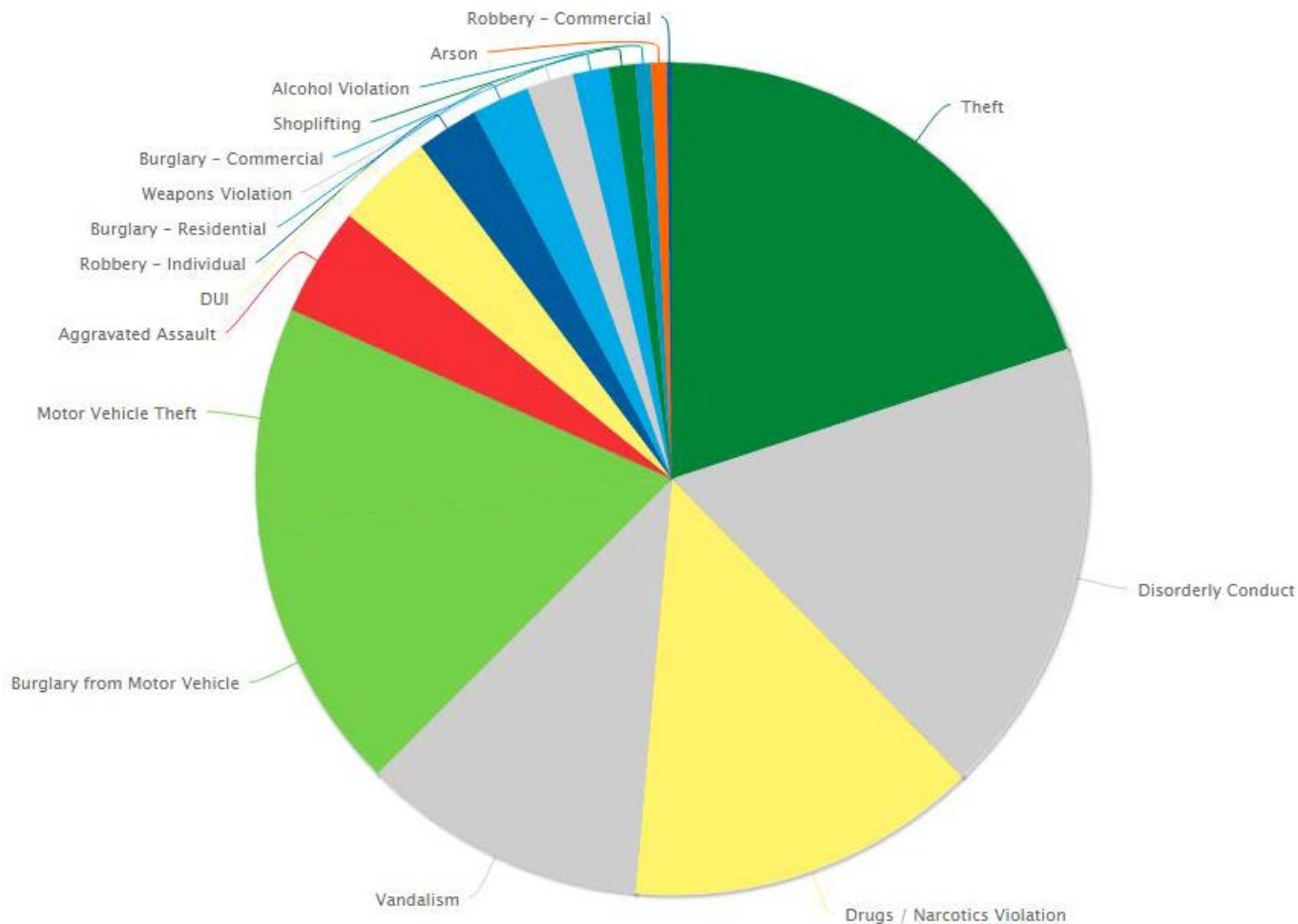
Natural Surveillance	Natural surveillance is the placement of physical features, activities, and people in a way that maximizes visibility of buildings, people, parking areas, and entrances. The objective is to increase the number of “eyes on the street” and create visual connections between adjacent spaces.
Natural Access Control	Natural access control is a design strategy focused on decreasing the opportunity for crime by controlling access to and through a site and directing the flow of people.
Territorial Reinforcement	Territorial reinforcement uses physical features to express ownership and distinguish between private and public space to define property lines.
Image	A well maintained and managed area allows the continued use of a space for its intended purpose while conveying a sense of ownership and regular activity.

¹ An exploration of 1st and 2nd generation CPTED, 2011, <http://ro.ecu.edu.au/cgi/viewcontent.cgi?article=1012&context=asi>

NATURE OF RECORDED CRIME

Crime statistics from the LexisNexis Community Crime Map crime database for the City of Sacramento show the following crimes have been reported on or within a half-mile of the project site in the last 6 months. The majority of reported crimes near the O Street Corridor are related to theft and burglary involving vehicles or residences. Crimes of this nature most commonly occur at night with some during the day in areas with low pedestrian activity.

CPTED physical design and social strategies can reduce these instances by encouraging more around the clock activity along the corridor, thereby decreasing opportunities for negative activity. An analysis of nearby crime by day of the week and hour also revealed crime hotspots after working hours and during the weekends, further exemplifying the need for strategies that activate the corridor throughout the day and on weekends (See Appendix C).



CPTED FINDINGS AND STRATEGIES

STREETSCAPE

Streetscape elements play an integral role in the vibrancy and safety of a corridor. With limited space and potentially conflicting uses, individual streetscape elements should be carefully organized and placed with the whole block or corridor in mind to avoid reduced visibility and pedestrian access. Carefully placed elements can contribute to the overall aesthetic of the corridor and encourage people to walk and spend more time outside, helping to create a safer, more active street.

PEDESTRIAN REALM

SIDEWALK MAINTENANCE

Sidewalks are a major streetscape element and function as the main thoroughfare moving pedestrians along the street and through the corridor. Well-maintained sidewalks are necessary for pedestrians to travel safely, comfortably, and efficiently. Regular maintenance also conveys a sense of territoriality and ownership which aids in deterring additional littering and crime. Sidewalks, if well maintained can also function as places for positive activity, e.g. outdoor rooms, gathering spaces, and art and entertainment areas.



A well maintained sidewalk that facilitates significant natural surveillance on O Street

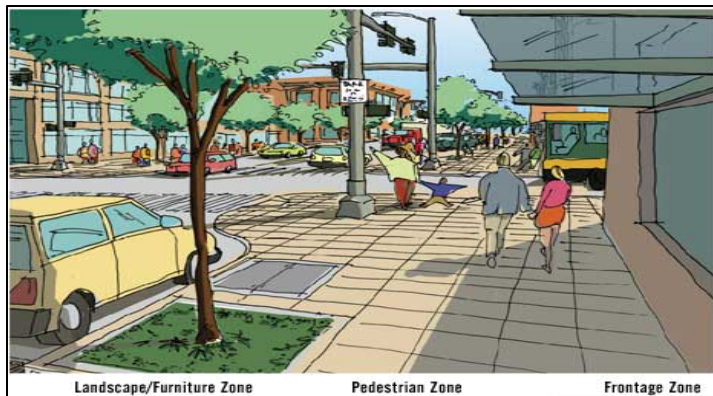
Recommendations

- Sidewalks should be well-maintained, free of cracks, upheaving, overgrown vegetation, and debris. Particular attention should be given to sidewalks adjacent to parking lots, and vacant or underutilized properties and areas where special paving has been used. Sidewalks and pathways with stamped concrete, brick, or pavers require more frequent maintenance.
- Maintain clean sidewalks and gutters along the corridor, particularly between 7th and 13th Streets, near the state buildings.
- Install at least one trash can at each corner of the street.
- Ensure trash cans have lids with secure bottoms. The unit should be attached to the pavement to avoid vandalism and dumpster diving.
- Install ash receptacles in areas of high pedestrian activity and near seating areas throughout the corridor.

PEDESTRIAN ZONE

Sidewalks usually consist of several zones. The frontage zone is adjacent to the front of buildings and along the property line. The pedestrian zone is for pedestrian travel, while the landscape/furniture and frontage zones are used for street furnishings such as trees, landscaping, benches, and street lights. In some instances a buffer zone along the curb provides additional space for entering and exiting vehicles.

An important concept to keep in mind with regard to CPTED and the pedestrian realm is that more “eyes on the street” contributes to both actual and perceived improvements to safety. “Eyes on the street” can be facilitated by removing obstructions from the sidewalk area, allowing view of the sidewalk from within a building, and implementing other treatments that attract regular activity to an area. Additionally, large displays, pieces of street furniture, or utilities can create areas of concealment that contribute to a decreased perception of safety. Finally, at intersections where sharp building corners create blind spots, additional lighting and even outdoor convex mirrors can enhance perceived and actual safety.



Sidewalk Zones

Source: Seattle Right of Way Improvements Manual



Curb extensions are helpful for reducing pedestrian crossing distances and can support street furniture and other positive activity

Source: SF Better Streets

Recommendations

- To ensure access and safety, sidewalk amenities should be well organized and used to clearly define the Pedestrian Zone.
- If not already present, encourage restaurant owners and businesses along the corridor to set out removable tables and chairs in the frontage or furniture zones. This helps define the space as semi-public, encourages “eyes on the street” and can limit loitering by encouraging positive activity.
- Limit ground level vegetation to two feet in height and a minimum height of six feet for the lowest tree branches (2 foot-6 foot rule). This allows for a clear line of sight while still maintaining landscaped areas.
- Remove obstructive displays and hazing from windows to encourage more “eyes on the street” and a sense of consistent surveillance.
- Remove large displays and other obstacles from the pedestrian realm to limit opportunities for concealment
- Consider lighting and other treatments to improve visibility and enhance safety at blind corners

STREET FURNITURE

Street furniture such as seating, bike racks, trash cans, ash receptacles, and planters can encourage visitors to spend more time in the corridor by providing amenities and space for eating, socializing, and resting. Seating along the corridor is important for elderly residents, visitors with limited mobility, or young families. Street furniture adds to the overall character and identity of the corridor. Positive activities and socialization along the street, especially during after-work and weekend hours, increase the number of legitimate users and “eyes on the street.”



Multi-use and multi-directional benches
Source: BD Barcelona Design, <http://bdbarcelona.com/en>



Poorly designed or limited bicycle parking often leaves no other alternative. Parking should be well lit and placed in clear lines of sight

Recommendations

- All street furniture should adhere to a common design theme to promote the corridor as unified place. Identifiable features help brand the corridor and reinforce territoriality and ownership.
- All bicycle rack fixtures should have a minimum 2 inch diameter and at least 2 support points for the bicycle. These features will help keep the bicycle upright and in alignment while also deterring theft.
- Place bicycle racks within clear sightlines from active areas and building windows to ensure surveillance. Lighting can also enhance safety.
- Consider multi-directional and multiuse seating and orient seating towards different activity areas at once.
- Seating design should discourage sleeping and long term occupancy.

LANDSCAPING

Trees and landscaping add color and visual texture to the streetscape and help to attract and retain positive activity by providing shade and aesthetic quality. At the same time, landscaping can create conflict areas and spaces for crimes to occur if not designed properly. Good landscaping employs three primary CPTED strategies: territoriality, access control, and enhanced visibility.

TREES

Trees are particularly of interest with regard to CPTED. Trees can provide shade canopy and visual interest that makes for an excellent walking and biking environment. However, they can also obstruct views, leave debris, and create areas of concealment. Preventative and corrective strategies along O Street can help to ensure that the corridor is both a well-shaded and safe place to be.



Tree branches block pedestrian scale street light at the Intersection of O and 14th Street

Recommendations

- Perform regular tree clearance and pruning
- Avoid planting trees with dense, low-hanging canopies and downward facing branches along the street. Tree canopies can block sightlines of the street and activity areas, particularly from upper story windows that provide additional surveillance. Areas with low tree canopies can create areas of concealment and have been shown to attract negative activity
- Avoid placing trees adjacent to light fixtures. Trees can partially or entirely block the illumination from a street light, reducing visibility of the sidewalk and street.
- Plant trees with upward and outward facing branching to maintain sightlines at intersections, crossings, driveways, and areas of high pedestrian activity.
- Avoid creating dimly lit areas by allowing landscaping to become overgrown.

LANDSCAPE STRIPS AND PLANTERS

Landscape strips and planters can be used to create a buffer between the roadway and streetscape, reduce noise, create a comfortable walking environment, and even serve the dual purposes of supporting bicycle parking, seating, and public art. Although planter areas do not currently pose a CPTED issue along the O Street Corridor, these principles should be kept in mind for future efforts.



Example of urban reuse of a dumpster to provide room for seating and greenery, combining landscaping with natural surveillance

Recommendations

- Ensure planter strip design does not create areas of concealment or obscure sightlines.
- Ensure landscaping and planter design and placement maintains a clear travel path.
- Ensure landscaping and planters do not obstruct views of the roadway or driver visibility.
- Select plant material that does not create hiding places, obscure sightlines, or leave debris in path of travel.
- Limit ground level vegetation to two feet in height and a minimum height of six feet at the lowest tree branches (2 foot-6 foot rule) to maintain visibility at critical areas.
- Use planter strips along the edges of parking lots, in pedestrian plazas, and near building entrances to help define the space, add visual interest to the streetscape, and serve a dual-purpose as bollards.

INACTIVE SPACES

Inactive spaces can be found in all shapes and sizes including abandoned and unused lots, alleys, vacant buildings and building entrances, and green space such as parks. Along the O Street Corridor, inactive spaces such as expansive parking lots near state buildings, alleyways and secluded building entries represent opportunities for negative activity. Furthermore, WALKSacramento's night audit along the corridor revealed that parking lots and building entries attracted loitering and transient encampments. Proper design and lighting can transform inactive spaces into safer, more inviting places to be throughout the day and evening. Additionally, the perception of around the clock safety is critical to attracting visitors and creating a more livable environment along the corridor.

PARKING AREAS

Although parking lots and structures take up a considerable amount of space in most urban corridors, they are often overlooked when it comes to human-scale design and activation, in part due to their auto-oriented purpose. The O Street crime analysis revealed high volumes of vehicle theft and burglary from vehicles. Furthermore, under lit and obscured parking areas create a perception of danger, especially in the early morning and evening. The nighttime CPTED assessment revealed limited illumination of parking lots throughout the O Street Corridor



Unlit and inactive building entrances with blind corners create the potential for conflict



LED Parking lot and structure lighting should not create intermittent illuminated areas. Note that the parking spaces in this photo are underlit

Recommendations

- Ensure clear sightlines through parking lots
- Post safety signs encouraging parking lot patrons to be aware of their surroundings, report suspicious activity, and keep personal belongings out of site.
- Provide adequate lighting of parking lots at the pedestrian scale.
- Activate surface parking lots during off peak hours through programming such as outdoor movies, concerts, food festivals, markets, food truck events, etc. Even intermittent programing can help create a sense of territoriality.
- Install design elements such as murals, fencing, and signage to distinguish between private and public parking areas.

ALLEYS AND PASSAGEWAYS

Alleys and other similar spaces can vary in size and function from small residential alleys with limited traffic to larger service alleys. A common characteristic of alleys is the lack of regular surveillance due to their limited use and poor sightlines. Activating alleys with lighting, public furniture, art, and other treatments is key in drawing more regular positive activity and ensuring consistent surveillance. Treatments can vary from reclaiming the entire alley to low-cost alternatives such as lighting, art work, and other furnishings.

While there are relatively few service or residential alleys along this portion of O Street, principles of alley activation can be applied to other inactive spaces throughout the corridor, including narrow parking lots, secluded buildings, and recessed or elevated spaces outside of street-level view. Examples along O Street include:

- The recessed and elevated levels of the state building at 7th and O street
- The motor vehicle restricted portion of O Street adjacent to the Department of Veterans Affairs

Recommendations

- Ensure adequate lighting of alleys and underutilized areas.
- Add public art, seating, unique paving, and planters to create an inviting space and encourage pedestrian travel.
- Install wayfinding signage to help orient pedestrians to and through the space.
- Install clear entry points to help direct pedestrians.
- When possible screen utility and service areas and trashcans to create a clean space and discourage dumping and other illegal activities.
- Encourage shared-use of the space with unique programs such as food cart alleys, outdoor work space, extended seating areas for cafés and restaurants.



This service alley between 10th and 11th Street is poorly lit and inactive. Activation of this alley would create a safe, inviting, and interesting pedestrian connection to N Street



A pedestrian mall that has been converted from a service alley into a community asset

Source: Mark Farmer, placemakes.org/category/parklet

LIGHTING

Illumination of roadways, bike lanes, sidewalks, alleys, and adjacent areas is critical in deterring negative activity and enhancing both actual and perceived safety. Lighting design plays multiple roles along most corridors including highlighting pedestrian and other activity areas, encouraging or discouraging use of spaces, and contributing to the atmosphere and aesthetic nature of the street.

The O Street Corridor is generally well lit with pedestrian scale lighting along most segments. However, WALKSacramento's nighttime audit did reveal a number of under-lit areas including:

- Smaller parking lots
- Building entrances
- Alleyways
- Recessed and elevated areas outside of the public view shed
- Bike parking



An example of existing pedestrian scale lighting along O Street

Recommendations

- Install properly scaled and evenly spaced lighting along the roadway and streetscape where not already present. Ensure that illumination is spread evenly along an area to avoid creating intermittent dark spaces.
- Illuminate building entrances, fire escapes, parking lots, and alleys with bright white light
- Integrate ground level pedestrian scale lighting into building facades, planters, landscape, and pavement design.
- Install temporary or seasonal lighting to add visual interest and create a sense of ownership, activity, and novelty.
- Position lighting to avoid glare areas and blind spots.



Creative and engaging street lights create visual interest and provide ample illumination of a space

PLACEMAKING

According to the Project for Public Spaces, placemaking is term that encompasses numerous strategies that “inspire people to collectively reimagine and reinvent public spaces as the heart of every community.” Placemaking facilitates creative patterns of use, particularly focused on the social, cultural, and physical characteristics of an area.² These strategies are crucial for activating spaces, driving more positive activity, and creating great, walkable communities.

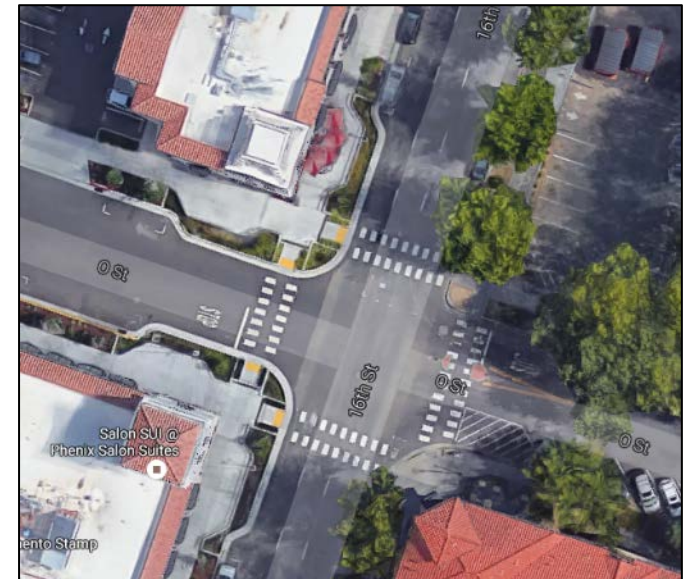
STREET REALM

In this report, the street realm refers to all aspects of the O Street Corridor that move various modes of traffic through the area, e.g. travel lanes, intersections, crosswalks, and bike lanes. Placemaking becomes important in the context of the street realm as it is a tool for modifying traffic behavior, enlivening surrounding streets and public spaces, and creating foot traffic that can boost business and energize street life in the area. Because nearly every visitor and commuter to or through the O Street Corridor traverses at least one intersection, the current lack of street realm activation misses a significant opportunity to engage more people and create further interest in exploring other parts of O Street. The strategic placement of art, consistent designs themes, and other treatments within the right of way can take advantage of these relatively large, overlooked spaces to create a greater sense of place while still allowing for unimpeded flow of traffic.

INTERSECTIONS

Intersections function as the gateway into and out of an area. As a consistent feature throughout the O Street corridor, unified placemaking efforts at intersections will not only help to create a sense of place at individual junctions, but will establish the corridor as a connected place. Because intersections carry north/south traffic across the corridor, placemaking strategies at higher volume intersections can engage a broader range of travelers who would not otherwise consider the corridor a place to visit. Due to their size, intersection based placemaking efforts are scalable from larger art or landscaped installations to smaller, less prominent treatments such as decorative traffic light fixtures and temporary art. Furthermore, greater visual interest at intersections helps to generate the perception of human activity, which in turn may lead to traffic calming.

There are 11 intersections along the CADA portion of the O Street Corridor. Currently, due to a lack of deliberate design features, the corridor functions more as 8 separate segments interrupted by these intersections. However, interrelated placemaking efforts at intersections can help to tie the various segments together into a more unified corridor. In doing so, it would become clear to visitors that instead of simply moving from intersection to intersection they are traveling within a more connected and geographically defined space.



The 16th and O Street Intersection represents an opportunity for activation and corridor branding

² Project for Public Spaces, http://www.pps.org/reference/what_is_placemaking/

Intersections with more activity such as 7th, 14th, 15th, and 16th streets should be designed with larger more prominent treatments, drawing attention toward the corridor. Less active intersections should be treated with smaller, yet similarly designed installations to maintain a sense of unity. Regardless of the treatment, replicating similar elements across the several intersections will help reinforce the corridor as a distinct place.

16TH AND O STREET

One idea that stood out to the group on the walk audit was using the pavement space at the 16th and O intersection to boldly proclaim the corridor. A colorful and thematically designed “O Street” painted within the intersection would serve as a welcome sign to the corridor and be seen by potentially thousands of daily commuters passing through on 16th Street. These larger intersection-based treatments advertise the corridor as an area of interest and may encourage further exploration along O Street.



Communities throughout the United States have started to implement intersection-based art projects as a way to engage communities, calm traffic, and activate underutilized spaces
Source: Fortlauderdale.gov



14TH AND O STREET

The 14th and O intersection

is one of the more prominent opportunities along the corridor with several street facing restaurants and cafés. However the intersection is often cited as being confusing and not friendly to pedestrians and cyclists due to wide turn radii and the lack of a 4-way stop. Treatments such as another painted “O Street,” an artistic mandala, or in-laid stone and other tactile treatments would help to create more of a human-scaled space, and potentially lead to greater driver awareness through the intersection.

As a major north/south arterial, in-pavement art and branding at 16th and O Street could attract passersby to the corridor

PARKLETS

Parklets are sidewalk extensions that expand the street furnishing zone outward, providing additional room for amenities such as seating, landscaping, and bicycle parking. Parklets are often installed in existing, underutilized parking spaces and are intended to reclaim portions of the street realm for more human scale activity. Often designed as both a functional and visually captivating space, parklets can be built as extensions of restaurant seating or as an artful public plaza where passersby can relax and enjoy their surroundings.

Parklets along O Street will help to transform the street from a simple path of travel into an interesting and inviting destination, drawing in and retaining more regular activity. Of course, parklets should be designed with CPTED principles in mind to limit negative activity and the perception of the space as a nuisance. Additionally, installations should be designed to build off of broader corridor-wide branding and thematic strategies.

OPPORTUNITIES FOR PARKLETS:

- The 14th and O Street Intersection
- Either side of the street between 14th and 15th Streets
- South side of O Street between 13th and 14th Streets
- Within the service alley between 12th and 13th Streets
- North side of O Street between 10th and 11th Streets
- Southside of O Street between 9th and 10th Streets
- Southside of O Street between 7th and 8th Streets



A parklet in San Francisco that adds additional seating, greenery, and visual interest along a commercial corridor. Note the bicycle parking
Source: Mark Hogan, www.flickr.com/photos/markhogan/6343548530

CROSSWALKS

In many places across the country, including Sacramento, communities are looking beyond traditional white paint and reimaging crosswalks as a way to create distinct places through expressions of culture, history, and art. Special pavement treatments can break the visual monotony along a street and highlight crossings as natural and creative extensions of the pedestrian realm. Crosswalk treatments are a great way to establish a gateway to key corridors by artistically expressing elements from that area within the street.

To build on the theme of encouraging movement along the corridor, creative treatments should be designed with directionality in mind, guiding visitors to continue along the street in a particular direction. Treatments should draw artistic inspiration from nearby areas of interest, landmarks, and other recognizable or notable features in the area.

Creative crosswalks along the O Street corridor should accomplish four main objectives:

1. Enhance safety
2. Create a sense of place within individual nodes
3. Guide visitors along the corridor
4. Create a more unified sense of place throughout.

15TH, 12TH, AND 8TH STREET

One crosswalk concept that was discussed on the walk audit was to borrow themes from nearby state office buildings at key intersections. An example is to redesign the northernmost east-west crosswalk at 15th and O Street with an education theme to highlight the adjacent California Department of Education building. Other examples might include a transportation related crosswalk at 12th Street and a park related crosswalk at 8th Street to pay homage to the Departments of Transportation and Parks and Recreation respectively.

The themed crossings would create more street level visual interest near each building, but would bring a more unifying placemaking theme to the O Street Corridor. Other places from which to borrow design inspiration include the nearby King's Arena, Sacramento River, State Capitol, and Midtown area, using directionality and design to guide visitors along the O Street Corridor to these areas of interest.



This recently installed rainbow crosswalk in Midtown, Sacramento celebrates the nearby LGBT community
Source: Andrew Nixon, capradio.org



A whimsical crosswalk brings visual interest and directionality to the street.
A similar treatment near the Department of Education may be well-received

PEDESTRIAN REALM

The pedestrian realm refers to the areas of a street used by people to walk, sit, play, shop, interact, and relax. The pedestrian realm is much more than the sidewalk; in general it refers to the space between the property line and the curb, but can include crossings, pathways, alleys, plazas, and temporary pedestrian malls. The combination of several design elements within the pedestrian realm help to create a pleasant and engaging walking experience.



An active pedestrian passageway in Philadelphia
Source: Kjetil Ree



A neighborhood shopping street in New York reflects the many components of a great pedestrian environment Source: Momos



This simple plaza elevates the pedestrian realm with seating, greenscaping, and bicycle parking

LANDSCAPING

Landscaping is an important component of the streetscape environment. Landscaping can define the pedestrian realm, provide shade, soften the urban environment, and geographically identify a space. Landscape area throughout the O Street Corridor are mostly inconsistent and uninspired, for the most part lacking color, texture, and variety.

Landscaping areas are also canvass for creative placemaking and whimsical interventions. Examples might include artistically designed landscaping barriers, colored planter lights, shaped hedges, art installations, seating, educational nature displays, and others.



Chicago's Magnificent Mile sidewalk gardens filled with temporary art exhibits

Source: www.edenmakersblog.com

PLANTER STRIPS

Relatively wide landscaping/furniture zones are consistent throughout the corridor in various widths and conditions. While certain areas are inhabited by mature trees, grasses, landscaped bioswales and drought tolerant vegetation, others are less interesting with decomposed granite or concrete. A more consistent landscaping palette applied to all areas will help to re-activate spaces while creating a more unified pattern throughout the corridor. In addition, planter strips and other landscaped areas might be further activated with art, lighting, and seating. An interesting concept is the use of planter areas to host temporary and constantly rotating art fixtures to create a sense of novelty and further encourage exploration and discovery.



The San Francisco "Sidewalk Garden Project" uses bioswales to create an attractive pedestrian environment with consistent design. Source: www.riversofflowers.org



Raised planters with decorative iron fencing separate pedestrians from traffic. This design also discourages use by dogs Source: www.hoerschaudt.com



A pop-up plaza installation creates an attractive and whimsical plaza in an urban setting

Source: Sikora Wells Appel, www.sikora-wa.com

SIDEWALKS AND PLAZAS

Beyond the design and placement of sidewalk amenities and landscaping, sidewalks and plazas represent opportunities to implement unique and creative strategies to engage pedestrians and create distinct places. Art installations are a great way to add color, texture, and interest to any pedestrian space. Sidewalk and plaza art should not only be engaging and designed with creative materials, but should reflect the nearby community's culture and interests. For example, public art along O Street might draw inspiration from adjacent state buildings or other nearby Sacramento landmarks. Furthermore, public realm art should expand beyond 2-dimensions to engage passersby in an auditory and tactile manner. Together, these approaches to the pedestrian realm help visitors build positive associations with the space.

Plazas are another great placemaking tool for generating and retaining activity. The most interesting plazas go beyond seating areas to include shade, art, landscaping, and programming. There are several opportunities to create plazas along O Street, including the currently unused hardscaped area at the north east side of the 12th and O Intersection. More defined seating areas along the street will help to retain and attract state employees who often leave the area for breaks and lunch.



Before I Die public art project engages passersby in a creative way

Source: Tomek Nacho, www.flickr.com/photos/tomeknacho/28035955424



Colorful brick pavers in Amsterdam add joy and excitement to any walk

Source: poppiesandicecream.blogspot.com

THEMATIC PLACEMAKING

A major goal of this project is to identify ways to create several distinct places along the corridor, while eliciting a more unified sense of place throughout. A straightforward way of accomplishing this is to employ similar design themes across various placemaking efforts that are tied to a larger branding strategy. These thematic placemaking efforts can take the form of similar logos, color schemes, design styles, graphic representations, and even a consistent landscaping palette. As more objects and spaces are designed in a similar fashion at different points along the corridor, the various segments and nodes along O Street will begin to come together as a more connected and geographically defined place.

Another way to reinforce themes and create connections throughout an area is through the use of “call-backs” or installations that reference another part of an area. An existing example of this can be found on the advertisement banner at 15th and O Street that borrows designs from a larger mural at 14th and O. This strategy encourages exploration and helps to tie together seemingly unrelated areas to create a more connected place overall.



A whimsical wayfinding sign at City Hall

The most apparent design theme on O Street is a depiction of the State Capitol placed on wayfinding signs and certain bicycle racks throughout. However, this design theme is associated with the broader downtown area and does not help to identify O Street as its own distinct place. The following section will cover several areas or “canvases” where a thematic placemaking approach would serve to better define the O Street Corridor.

WAYFINDING

Wayfinding refers to all of the ways in which people orient themselves in a physical space to make decisions about how and where they travel. Through design themes and directional cues, wayfinding systems help inform visitors of their location within a larger place. Wayfinding can be entirely directional or also include themes and creative design to create sense of place and promote an area’s brand. Wayfinding signage is not limited to maps and street signs, but can be placed throughout an area as art, creative place markers, and other less utilitarian objects. A strong place-based wayfinding system not only provides clear direction to and through an area, but uses similar design themes to further define a space as a recognizable place to move around in.

Wayfinding signage along this corridor should be used as a tool to encourage further exploration along O Street, with installations highlighting less obvious areas of interest such as other nodes along the corridor, nearby landmarks and parks, and placemaking efforts including public art and plazas. More prominent wayfinding signs should include consistent design tied to a broader O Street branding scheme, and located at high volume nodes such as at 16th Street, 14th Street, light rail stops, and other areas of congregation. To further tie the corridor together and more consistently engage visitors, smaller, yet similarly themed wayfinding should be installed in-between more prominent signage. Examples might include directional plaques, in-pavement markings, or other artistic treatments.

CELEBRATED ENTRY

Celebrated Entry refers to a range of treatments placed at key entrances to a community or space that both welcomes visitors and helps to brand the area. Taking the form of archways, banners, sign posts, murals, etc., celebrated entry installations are large and very recognizable objects, often setting a design theme for the rest of the area.

Although the two more obvious locations for celebrated entryways are 16th and 7th Streets, smaller, similarly themed installations such as poles or banners could welcome visitors to more distinct places along O Street such as the corridor's commercial areas. Entryways at either ends of O Street are also an opportunity to encourage visitors on to the Sacramento River and Midtown.



R Street Corridor celebrated entry



Decorative banner employing the “call-back” strategy at 15th and O Street

STREET LIGHTING

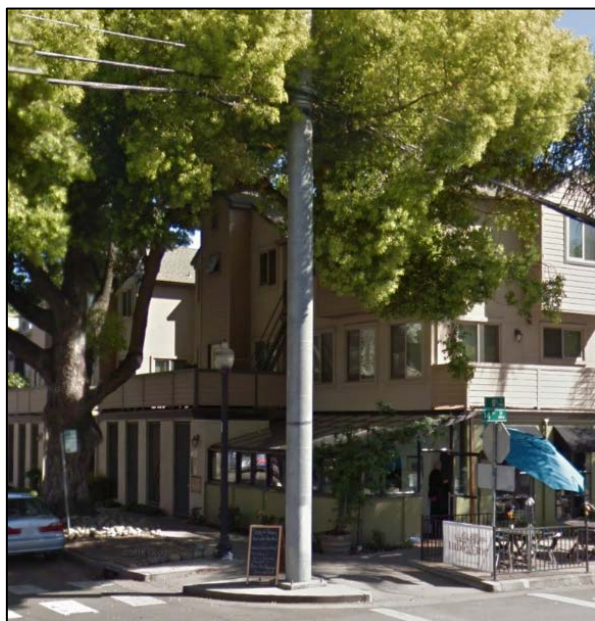
One of the most consistent features throughout the O Street Corridor are the black painted acorn style street lights. Well-designed to be at the pedestrian scale, the street lights are an opportunity to employ a thematic placemaking strategy that helps to geographically define the corridor.

Examples of treatments include repainting the poles to match a broader O Street Corridor color scheme, hanging “O Street” banners on each pole, and/or installing specialized banners to highlight nearby areas of interest. Regardless of the treatment, efforts to activate street lights should be consistent in design theme amongst the individual lights as well as with broader placemaking and branding efforts.

STREET AMENITIES

Along most urban commercial corridors there are several features that when left untreated, tend to fade into the rest of the environment. Examples include utility coverings, trashcans, newspaper boxes, plaques, and even street furniture in some cases. However, if designed intentionally, these mundane, even unsightly features can become great assets to placemaking in an area. An example of this approach can be found on artistically wrapped newspaper and utility boxes throughout the CADA district.

As the O Street Corridor transitions from residential to commercial to office centric uses, there is limited design consistency with regard to street furniture, trashcans, and other objects that the public regularly engages with. More cohesive design that is at the same time visually interesting (e.g. artistic metal work on trash can enclosures and decorative plaques on all benches) can draw more interest and help to better geographically define the corridor. Applying a recognizable and attractive design theme to these potentially obtrusive and often blandly designed features is crucial to activating areas and reinforcing the “O Street Corridor” brand.



Several prominent steel utility poles represent an excellent opportunity to draw visual interest to individual nodes while tying the corridor together with similar design approaches

GALVANIZED STEEL POLES

Several large galvanized steel poles support telephone and light rail wires along the corridor. The poles are not only large and intrusive, but their gray, uninteresting appearance creates an eyesore. These poles represent an excellent opportunity to modify an unappealing feature into an attractive and engaging piece of public art that drives both local and corridor-wide placemaking. Enhancements including color, banners, and other artistic treatments would make for a more appealing and interesting overall environment. Design should be tied to broader placemaking strategies, applying similar colors, designs, and themes. Poles are present at the intersections of 14th, 12th, and 8th Streets.



A CADA project to activate previously unsightly utility boxes. Additional branding and thematic consistency will help to tie the corridor together

TRASH CANS

There is no design consistency throughout the O Street Corridor with regard to trash cans. While a relatively minor feature when put in perspective of the entire corridor, trash cans are present on nearly every block and are used daily by hundreds of visitors. Applying a consistent and more whimsical design is a way to further brand the corridor, create more inviting spaces, and even encourage more use of the receptacles.

SEATING

Similar to the trashcans and other pedestrian realm amenities, there is no clear design intent with regard to seating along O Street. Unlike trashcans, areas that are used for seating can sometimes be undefined and serve multiple purposes. Therefore, efforts to apply thematic placemaking to seating throughout the corridor should expand beyond only a consistent bench design. For example, the heating and air vents adjacent to several state buildings are popular seating areas, yet the lack of any design or other treatments misses an opportunity for placemaking.

A lower cost alternative to replacing existing seating while still creating a broader sense of place may be to apply uniform treatments such as a decorative plaques, a similar color palette, or other forms of art to all benches and other well-used seating areas.



Creatively designed trash receptacle that doubles as a branding tool and wayfinding tool
Source: Wojciech Jachowicz
<https://www.smashingmagazine.com>



Similar to trashcans on O Street, there is little to no design consistency across seating types

BIKE INFRASTRUCTURE

Bicycle parking represents another great opportunity to apply thematic placemaking in order to create more street-level visual interest, establish a more cohesive sense of place, and even encourage more bicycle use. As intermittent features throughout the corridor, both short term and long term bicycle facilities can act as canvases for art and placemaking.

SHORT TERM BICYCLE PARKING

Sacramento is well known for its many artistic short-term bicycle racks that make for distinctive and whimsical places throughout the City. Similar installations throughout the O Street Corridor tied to a broader design or thematic strategy will create distinct and enjoyable places and can create a broader sense of unity throughout the corridor. Currently, there is limited consistency across the corridor both in terms of rack type and any thematic elements. Returning to the earlier concept of using state buildings as design inspiration, bicycle parking might also be designed to similarly showcase these areas of interest. More simply, an O Street logo, brand, or color scheme could be applied uniformly, making retrofitting existing racks a more cost effective strategy.



“KAY” Street installations along K Street brand the corridor and double as functional bike racks

LONG TERM BICYCLE PARKING

At several locations throughout the corridor, including light rail stops and the Caltrans office building, long term bicycle facilities provides commuters with secure parking. However, lack of color or other visual interest cause these facilities to stand out more as eyesores. Similar to utility boxes along O Street, the plain, flat surfaces of the bike lockers make for an excellent art canvas. Walk audit participants disused the idea of designing the lockers with art that depicts bicycling and incorporates motion as a visual cue to encourage travel along the Corridor.



Existing bicycle lockers adjacent to Caltrans are a great opportunity for themed art



Example of a themed bicycle locker design Source: John Romeo Alpha
<http://onespeedgo.blogspot.com/2011/08/phoenix-central-station-bicycle-lockers.html>

ACTIVATING BLANK SPACES

Sizable blank facades throughout the corridor including building facades, parking structures, and alleys create an uninteresting and uninviting pedestrian experience. Large blank surfaces are most commonly found on the sides of buildings, parking garages, and within alleys. As major components of the view shed along O Street, these spacious canvases miss an opportunity to support public art, attract visitors down the street, and build upon broader O Street branding and thematic strategies.

BUILDING FACADES

Building façade renovations can drastically change the look of a building and the surrounding area. Façade design can extend beyond the use of paint to include textural elements that further soften the urban form. Incorporating themes or color schemes from broader design strategies will help to create the sense of a more unified corridor.

The walk audit identified several potential locations for improvement:

- Most east/west facing state building facades
- Golden 1 Bank at 12th Street
- Department of General Services Building at 8th Street where a park themed mural could highlight the adjacent Department of Parks and Recreation and bring attention to the second story park area.

The wide, monochromatic walls surrounding the Secretary of State building is an excellent opportunity to further activate the area as a destination. Walk audit participants discussed ideas including movie poster-like art, textural art pieces that flow into the sidewalk, and murals inspired by elements of the California Seal.



Although the O Street facing façade is architecturally interesting, the east facing Golden 1 Bank wall is gray and uninspired. This an excellent opportunity to partner with the Sacramento Kings to install a mural that is visually interesting and attracts visitors down the corridor.



PARKING STRUCTURES

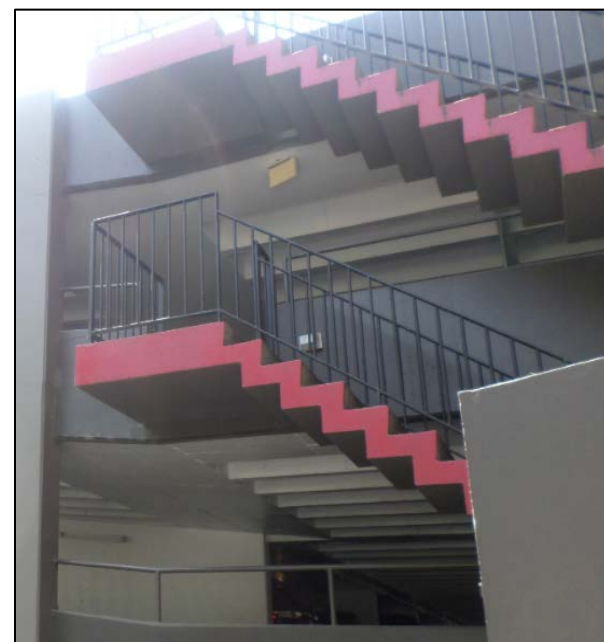
Commonly, as large, imposing, and dull structures, parking garages can be urban eyesores. In many cases along O Street, expansive, gray parking structures loom over the corridor encompassing much of the view shed. Murals and other art installations can transform the facades of parking garages from unsightly to works of art that not only draw visual attention, but support broader branding strategies and encourage movement along the corridor. For example, parking decks surrounding the O Street Corridor might draw inspiration from nearby state buildings, the Sacramento Kings, or Sacramento River to create interest in traveling along the corridor to these areas while reinforcing the idea of O Street as a transportation connection. More simply, highlighting portions of the facades with color is a lower-cost, yet effective way to activate these spaces and bring them into the corridor.



A stark gray parking structure dominates the sky line at 13th and O Street.



A play on words in this graffiti art adds color, and a whimsical nature to an otherwise uninteresting façade in Los Angeles, California
Source: Helen Ly / viewfromaloft



A simple splash of color makes for a far more attractive backdrop at the Capitol Towers parking structure

ALLEYS

Alleys provide opportunities to enhance pedestrian and bicycle access, extend restaurant and commercial zones, and create unique spaces along O Street. The addition of lighting, landscaping, street furniture, and programming are just a few ways to attract more users and transform the spaces from once uninviting areas to a distinct places.

Alley activation can include installing attractive pavers, seating, greenery, façade art, and shade structures. Furthermore, to draw attention to alleys as intentional spaces, programming should accompany built environment change. The alley between 12th and 13th Street on O Street is an excellent opportunity to create a positive shared space that doubles as a more functional transportation route between N and O Street.



Liestal Alley activation in midtown Sacramento. Source: Sacramento Grid 2.0



Cady's Alley in Washington D.C. has been upgraded with various paving materials, landscaping, seating, lighting, and access from the rear of buildings to create a unique pedestrian space

Source: Payton Kung, www.flickr.com/photos/paytonc



Programming within alleys bring positive activity to underused spaces. Source: WhichwayAustin www.whichwayaustin.blogspot.com

PROGRAMMATIC PLACEMAKING

People and places are at the heart of placemaking, meaning that creating a distinct place is as much about physical design as it is the social and cultural aspects of a community. One of the best ways elevate an area as a true community space is to intentionally bring activity to the area in support of people's interests, needs, and culture. Programming helps to drive positive associations and develop familiarity with an area, ultimately increasing the likelihood of more repeat interactions with a space. Depending on the available spaces and partners, programs might include farmers markets, community walking or biking programs, food festivals, art walks, and concerts.

Healthy eating and active living programs such as walking groups, fitness in the park, farmers markets, and community gardens can make positive use of existing urban space while provide easily accessible health and recreation opportunities for residents and visitors alike. These programs also have the co-benefits of creating more natural surveillance through “eyes on the street.”



Kaiser Permanente's Meadowview Walk to Thrive in South Sacramento.
Source: Erasmo Martinez, Sacramento Bee

WALKING PROGRAMS

Programs that promote walking or biking can be a low cost and sustainable way to encourage engagement with the corridor while supporting regular physical activity. Programs can be informally organized by residents or formalized, sponsored, and supported by nearby business. These programs can be open to all residents and visitors or geared towards a specific segment of the population, for example, senior residents or state employees. Potential partners to consider are Kaiser Permanente Walk to Thrive, American Association for Real Possibilities (AARP), Fleet Feet Sport, and local gyms.

PARK ACTIVITIES

One untapped opportunity lies in activating the open park above the Department of General Services Building at 7th and O Street. The park is currently underutilized and under maintained. Fitness programs for residents or nearby state workers in the park can serve as the catalyst for design improvements and future programming. Additionally, using the amphitheater area to host after-hours movie screenings or concerts is a strategy for attracting positive activity to the corridor after dark. A partnership with the Capital Athletic Club located within walking distance of the park could help activate the underused space and engage state employees.

FOOD PROGRAMS

Vehicle restricted areas, rows of unused parking, and vacant surface parking lots on the weekends make for excellent programming spaces after regular business hours along O Street. These spaces are particularly suited for food related programs such as farmers' markets, food truck rodeos, food cart stalls, and festivals. These events can turn a once dead space into a lively place to enjoy with family and friends.

Additionally, food related programming can occur during regular business hours to retain state workers along the corridor and encourage exploration of different parts of O Street. Examples include a small farmers' market and food truck rodeo similar to the ones held throughout the Downtown area on weekdays. Existing underutilized spaces such as sidewalk buffer zones, intersection corners, alleys, and parking lots can be temporarily transformed to support any of these uses.

**“If you want to seed a place with activity,
put out food, because food attracts people
who attract more people.”**

- *William Whyte, the Social Life of Small Urban Spaces*



This food cart is a popular lunchtime draw for State workers. Attracting additional carts and providing dedicated space for them may create a popular destination along O Street.



The empty wall space by the 7th and O light rail station is an excellent opportunity for a temporary food stall, especially during Golden One events.

APPENDIX A

O Street Intercept Survey August 19, 2016

Individual	
Age	<input type="checkbox"/> 0 – 18 <input type="checkbox"/> 19 – 30 <input type="checkbox"/> 31- 40 <input type="checkbox"/> 41- 50 <input type="checkbox"/> 51- 70 <input type="checkbox"/> 71+
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other
Location	
What is your connection to O Street?	<input type="checkbox"/> Live nearby <input type="checkbox"/> Work nearby <input type="checkbox"/> Shopping/Errands <input type="checkbox"/> Recreation <input type="checkbox"/> Other Comments
How often do you use O Street for travel?	<input type="checkbox"/> Less than once per week <input type="checkbox"/> 1 – 2 times per week <input type="checkbox"/> 3-5 times per week <input type="checkbox"/> Everyday
During a typical visit, how much time do you spend here?	<input type="checkbox"/> 0- 30 minutes <input type="checkbox"/> 30-60 minute <input type="checkbox"/> 1-2 hours <input type="checkbox"/> 2+ hours
How did you get to O Street?	<input type="checkbox"/> Automobile <input type="checkbox"/> Walking <input type="checkbox"/> Biking <input type="checkbox"/> Light rail <input type="checkbox"/> Bus transit <input type="checkbox"/> Other Comments
What do you like about this part of O Street?	
What do you dislike about this part of O Street?	
What type of improvements would you like to see along O Street?	
Would these improvements affect the amount of time you spend here?	
Business Owner	
Business Location/Name:	
How long have you done business on O Street?	
Why did you choose this area for your business?	
Are you planning on staying in this area?	
What affects your decision to stay on O Street?	
What do you think would improve business in this area?	
Other Comments	

APPENDIX B

CPTED DISCLAIMER

This Crime Prevention Through Environmental Design (CPTED) assessment has been conducted for the Capital Area Development Authority (CADA). The information contained within is based on guidelines set by the National Institute of Crime Prevention Training Institute and the observations of the individual members conducting the assessment. The recommendations and strategies suggested here are intended to reduce opportunities for crime, improve quality of life, and provide for a safer environment. Full implementation of the recommendations included in this assessment cannot guarantee that the O Street Corridor or the surrounding areas will be crime-free or entirely safe without risks. Rather, this document is meant to assist in reducing the potential for incidents by providing recommendations for improving awareness of potential problems. The recommendations reflect the assessor's understanding of safety issues at the time of the assessment. We recognize that security, safety, emergency management and crime prevention and reduction strategies are dynamic processes. As street conditions and activities change some of the assumptions made during this review process will also change. Therefore, security process management, technology, policies and procedures should be routinely reviewed and updated to reflect changes in the environment and the expectations of the community.

STATE CONFIDENTIALITY STATUE

Portions of the CPTED report may contain confidential information that may be privileged pursuant to California Evidence Code Section 1040. Such privileged information may be potentially withheld pursuant to the California Government Code Section 6255.

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APPENDIX C

CPTED HOTSPOT ANALYSIS

