



300 North; 300 West to 1000 West

300 North Focus Group Meeting Report

July 20, 2021
5:30-7:30 PM
NeighborWorks Salt Lake

Overview

NeighborWorks Salt Lake, in consultation with Avenue Consultants, recruited 18 participants representing a cross-section of interests along 300 North from 300 West to 1000 West to participate in an informal focus group to understand what street improvements would enhance their experience, safety, and use of 300 North today and in the future. Out of the 18 participants who RSVP'd, 12 attended the meeting and 7 completed the survey. Representatives from the Northwest Recreation Center and the Utah State Fair Park were contacted but were unable to attend. As the project progresses, we will continue to solicit feedback from them via an online survey with a personalized invite, along with other groups we were unable to reach during the first phase of outreach, including: Northwest Senior Center, Boys and Girls Club, West High School, Guadalupe Church, Westview Media, Box Car Gallery and Studios, 4th West Apartments, Lee's Market, and the Salt Lake City Fire Department.

The following organizations and stakeholders were represented at the focus group:

- Meztizo Coffeehouse
- NeighborWorks Salt Lake
- River District Business Alliance
- Fairpark Community Council
- Giv Group
- Salt Lake City Bicycle Advisory Committee
- Signature Books
- Residents

Below is a snapshot of attendees and preferences shared by those who completed the survey at the focus group. Qualitative data about safety concerns and desired improvements are incorporated into the comments below.



Gender	Age Range	Race	Income Range	Live/Work on 300 N	Travel Modes in Last 6 Mos	Improvements by Priority
Male-5 Female-3	21-69	Asian-1 Hispanic/Latino-1 Mixed Race-2 White-4	\$50K- \$100K+	3 work nearby 5 live nearby	Car: 6 Walk: 6 Bike: 2 Transit: 1	Lighting: 6 Trees/Shade: 3 Street Parking: 3 Landscaping: 3 Improved Sidewalk: 3 Crosswalks: 2 Bike Facilities: 1 Medians: 1 Added Travel Lanes: 1



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Summary and Themes

The focus groups were facilitated by Avenue Consultants and NeighborWorks Salt Lake. Attendees were placed in two groups and given a brief description of the project. They then participated in a concept design exercise using color coded blocks to mimic street elements. The interactive exercise allowed them to build their ideal roadway with the elements they prioritized. Seven cross sections were designed by the group and are included in the Cross Section Summary part of this report. The second half of the event was a facilitated dialogue about participants' experiences using the road, their vision of its future, and their current challenges using it.

The main concerns expressed by both focus groups was the lack of pedestrian and bike amenities that could improve safety and make the roadway more comfortable for non-drivers. This includes better lighting, barriers between cars and bikes/peds, and enhanced crosswalks. Speeding and accidents deter community members from walking and crossing wide roadways like 1000 West on 300 North. Other information from the groups included:

- Sense of community is an important value in the community, and they want to see more people on the street. More destinations on the corridor, such as cafés and restaurants, would help to draw the community to 300 North.
- Public art and beautification would make the corridor more pleasant for pedestrians and cyclists.
- The group enjoys 300 North and believes it is a valuable corridor. It's important that it stays a community amenity and is safe enough for kids to walk to school and provide space for people to enjoy the outdoors.

Challenges and Barriers

- What keeps you from using 300 N:
- Accidents and traffic
- Train – hard to avoid in car
- 1000 West 300 North Intersection feels unsafe on foot
- Difficult to cross east to west
- Limited sight and high volumes of traffic pushes vehicles and parking into neighborhoods during events at Fairpark
- Crossing distance on foot at 1000 West is long for adults and children
- Lack of parking
- Drivers don't see pedestrians
- Sidewalks could be wider
- Bike lane striping is fading
- Need more sidewalks and crosswalks
- Lack of lighting



Experience Using 300 North

- A lot of people in underpass
- Fairly pleasant – feels slow and safe
- Seen multiple accidents





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How Often Do You Travel 300 North?

- Work commute
- Twice a day

Safety Challenges

- Trash/pollution
- Speeding, particularly on North Temple
- Several accidents on 900 West

What Would Make the Road More Comfortable?

- Better safety features and slower design speed
- Lighting
- Electric scooters removed from sidewalks
- Buffer for bike lanes
- Shade

What Safety Improvements Would Make the Road More Comfortable?

- Lighting and signage
- Improved bike lanes
- Brighter crosswalks
- Dips or raised crosswalks

What Would Encourage You to Use the Road More?

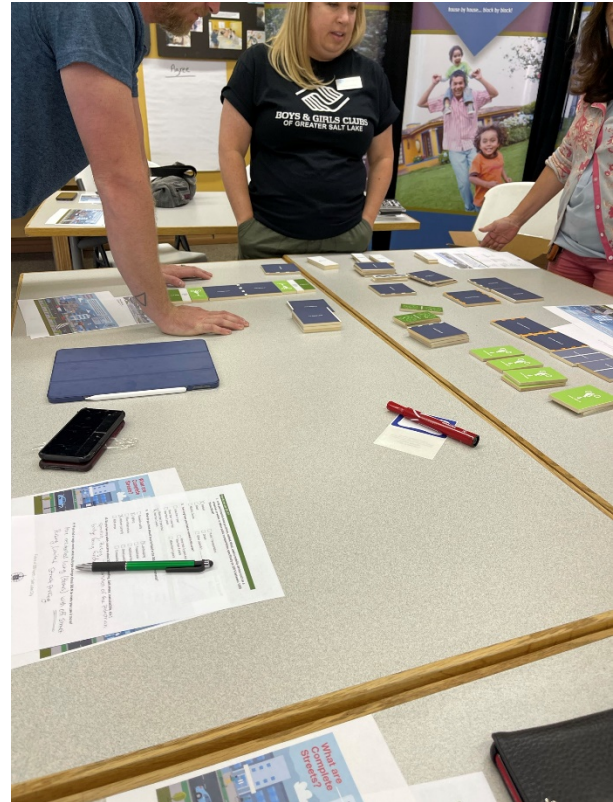
- More destinations on corridor
- Get rid of train
- Seeing more people and community – making it safer for people and less cars

How Would You Like to See the Road Being Used?

- Destination locations – cafes with outdoor patios, restaurants, etc.
- Public art to make corridor more enjoyable
- Beautify the street – xeriscaping, less pavement
- Mid-block connectivity north to south
- Some alleyways exist, but sometimes feel dangerous

Who Are the Next Generation of Roadway Users on 300 North?

- People that are leaving downtown lifestyle and want to find a community and home
- More bikers, peds, scooters, electric vehicles, more rideshare
- Younger generation that is more environmentally responsible





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- Community developments should be prioritized as real estate is expensive
- Try to mitigate gentrification
- Adding more buffers to protect peds and bikers

How Do We Keep in Touch?

- Social media and electronic presence
- Having community members personally and professionally share public outreach messages
- Events at the park, block parties
- Flyers at community councils, rec center, schools, churches
- Residents don't feel online surveys take input seriously
- Finding organizations that the community trusts (other than just gov resources) – NeighborWorks
- NextDoor
- Find influencers of the neighborhood (administrator and moderators) to push out info as needed

Cross-Section Summary

Members of the focus groups expressed interest in barriers between bikes/pedestrians and cars. Multiple examples used parking, park strips, painted buffers, etc. as a means of separating cars from pedestrians. Other improvements included lighting and water-wise landscaping. The widths on the blocks are arbitrary and not relevant to this project. The focus groups were informed that the city would not be purchasing right-of-way for this project and instructed to disregard the widths and design what made sense to them and what they wanted to see.

Focus Group 1

Below are representative mock cross-sections from the first focus group. This group expressed some concerns over parking availability during events. This increase in parking availability could provide some barrier to provide protections for pedestrians and cyclists. Another interesting suggestion was to create a shared-use trail in the center of the roadway. Adding more people to the street with some buffer poles or raised medians could help lower the design speed of the area and make it more comfortable for these pedestrians and bikers.

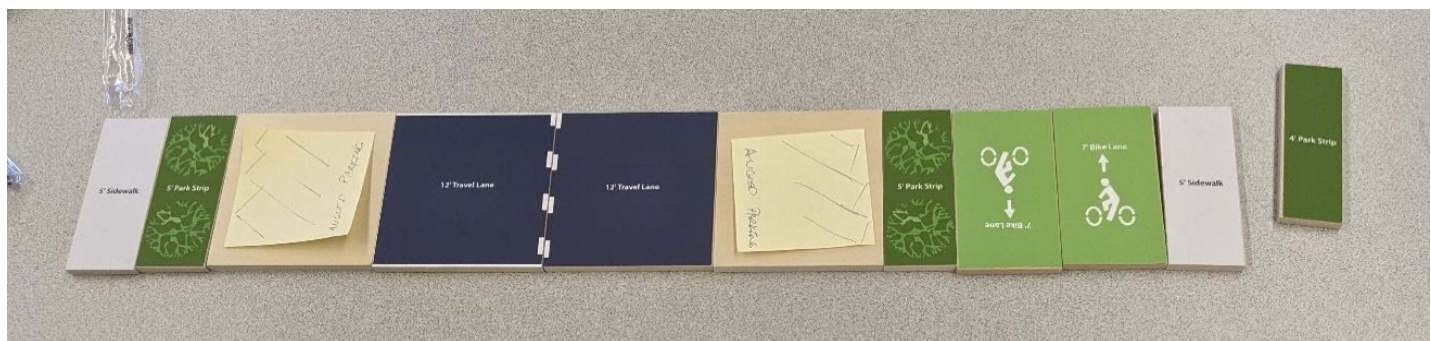


Figure 1. Cross section with sidewalks on each side of the roadway and two-way cycle track on one side. Park strips and diagonal on-street parking separate drivers from bikers and pedestrians.





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Figure 2. Travel lanes are separated by a narrow buffer with diagonal parking on either side. Bike lanes and sidewalks are available on each side of the roadway outside parking spaces.

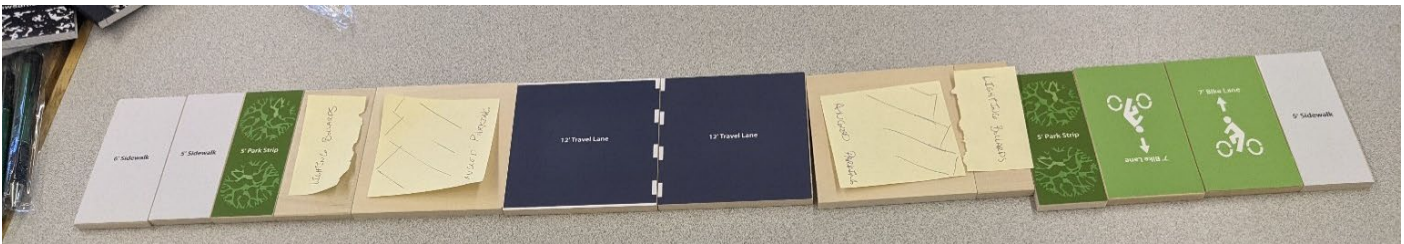


Figure 3. Diagonal parking spaces are available on either side of the roadway. Park strips and lighting bollards separate vehicles from a shared-use path on one side and a two-way cycle track with sidewalk on the other.



Figure 4. A multi-use bike lane and path are placed in the center of the road, separating the two travel lanes. Park strips and buffers separate traffic from sidewalks on either side.





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Focus Group 2

The second focus group had similar takeaways with less emphasis on parking barriers. This group imagined more amenities such as shade trees and lighting with a significant interest in expanding sidewalks for multi-use or adding a cycle track.

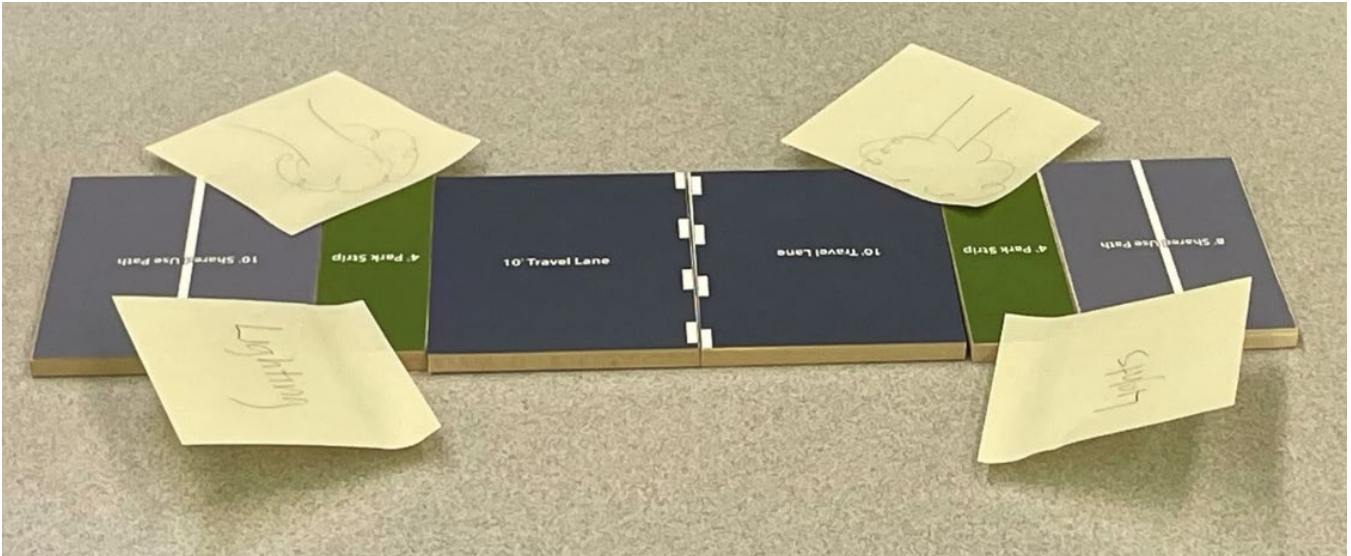


Figure 5. Travel lanes are separated from wide shared-use paths on either side. Shade trees and lighting are placed throughout the park strip.

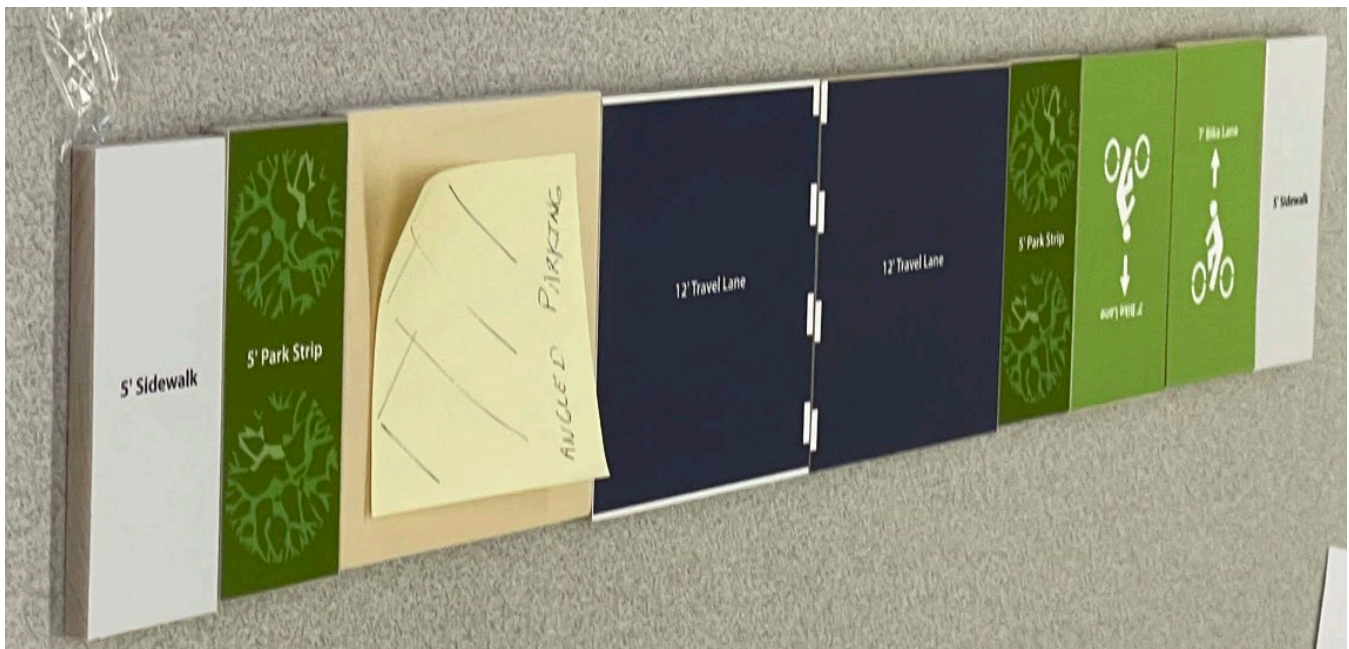


Figure 6. Angled parking is available on one side of the roadway. Park strips buffer travel lanes and parking from bikers and pedestrians. A two-way cycle track is placed on the opposite side of the parking and sidewalks are available on either side of the cross-section.





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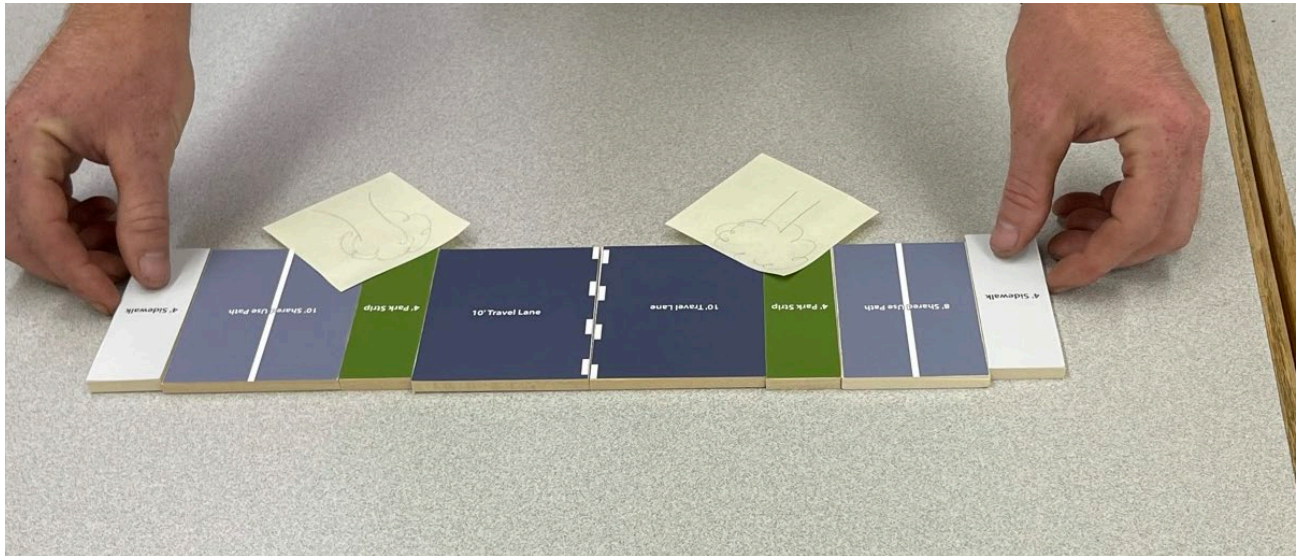


Figure 7. The cross-section has travel lanes buffered from extra-wide shared-use paths and sidewalks with park strips. Shade trees are planted along park strips.

