



November 19, 2018



"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,
Project for Public Spaces



Hal Greer Corridor Study

Developing a Complete Streets concept for the corridor from Interstate 64 to 3rd Avenue

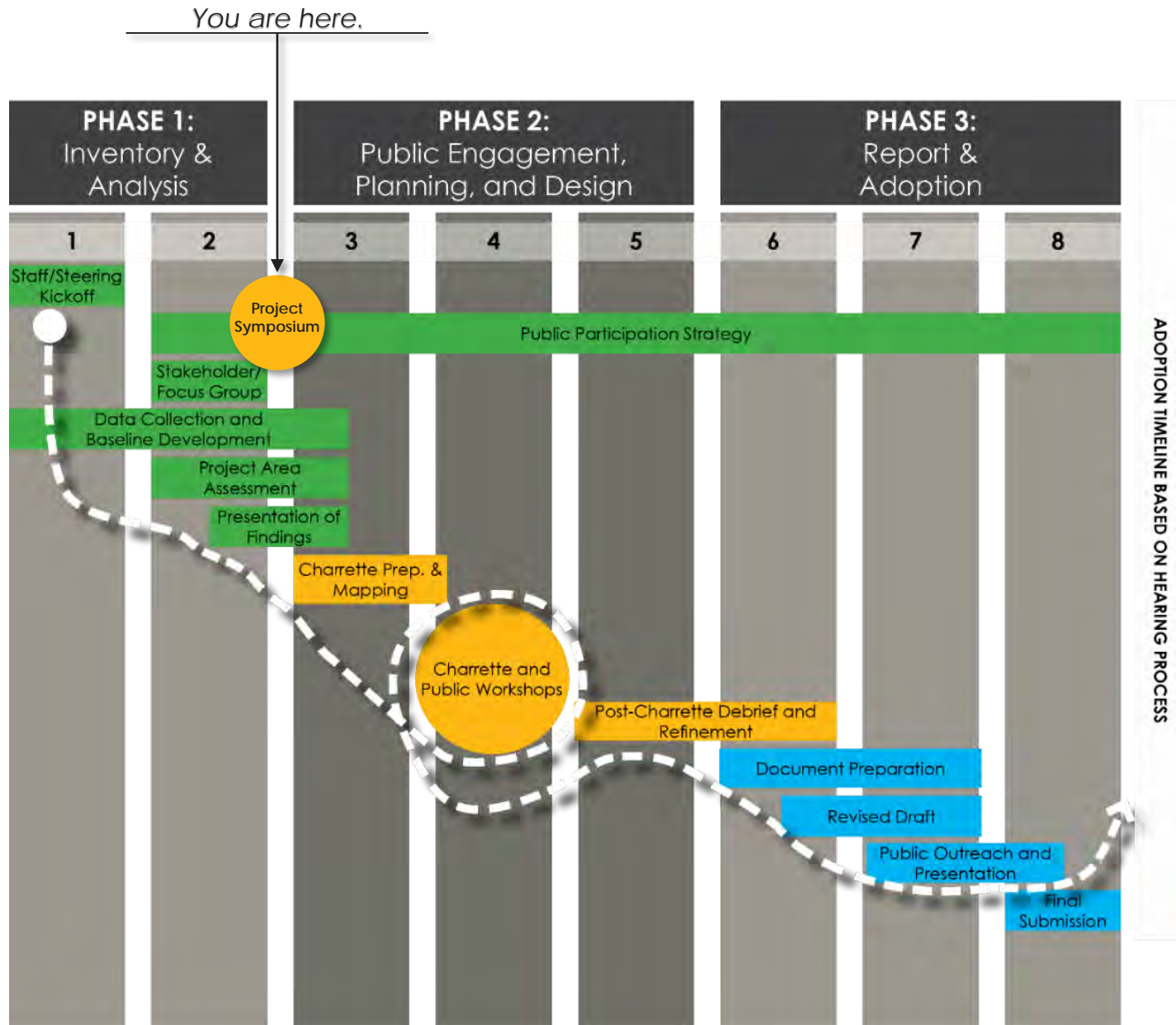
Focus on:

- Improving multi-modal transportation options,
- Stormwater/drainage issues
- Aesthetic elements (community gateway)



Schedule

The Project Symposium is the first big event in the Public Participation Strategy, and marks the change from Phase 1 to Phase 2.





Smart Growth America
Improving lives by improving communities



**National Complete
Streets Coalition**

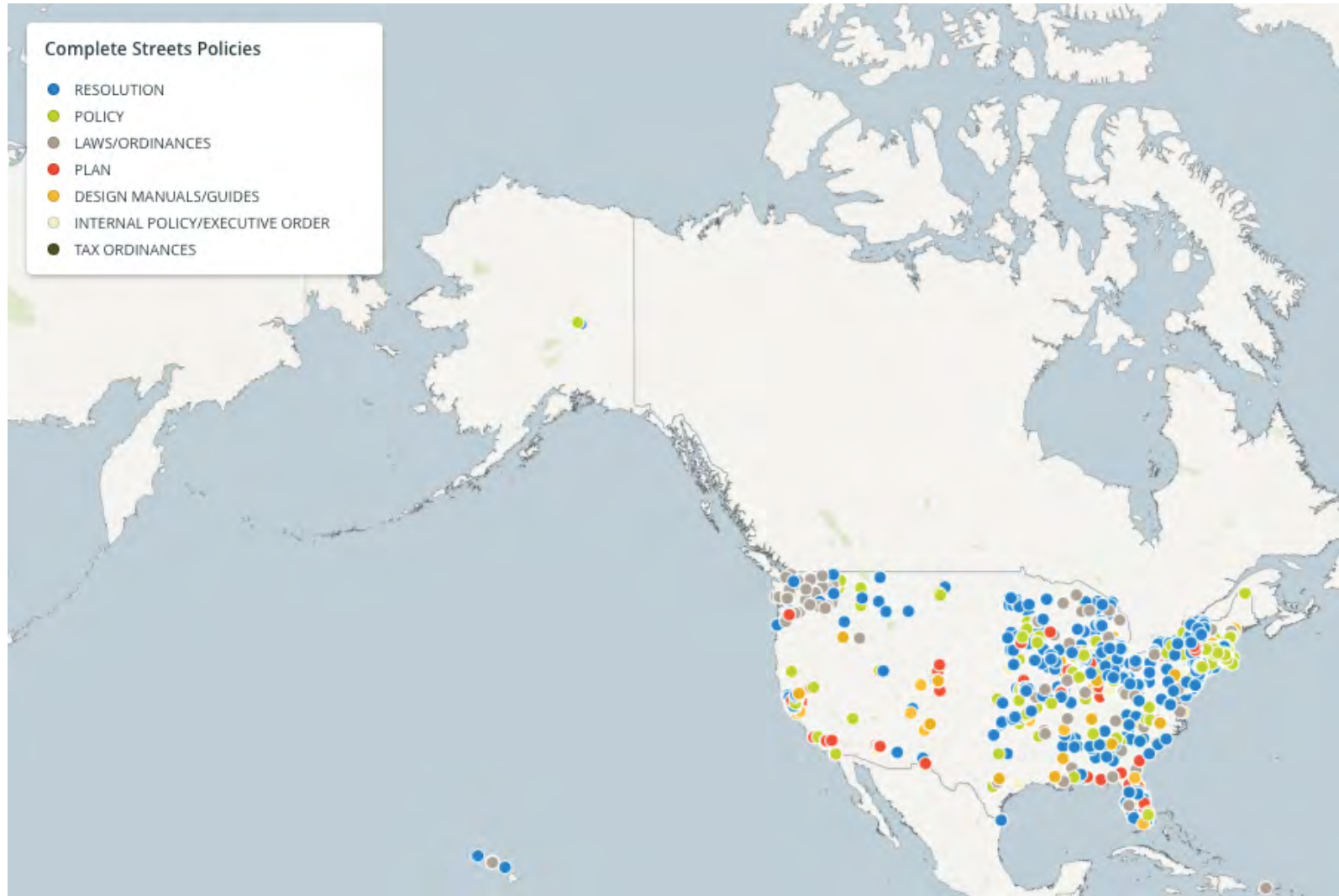
Rethinking the Role of Place

November 19, 2018

Complete Streets



National Complete Streets Coalition



What is place?



What is place?



What is place?



Place affects the economy



Core Values

Why American Companies are Moving Downtown

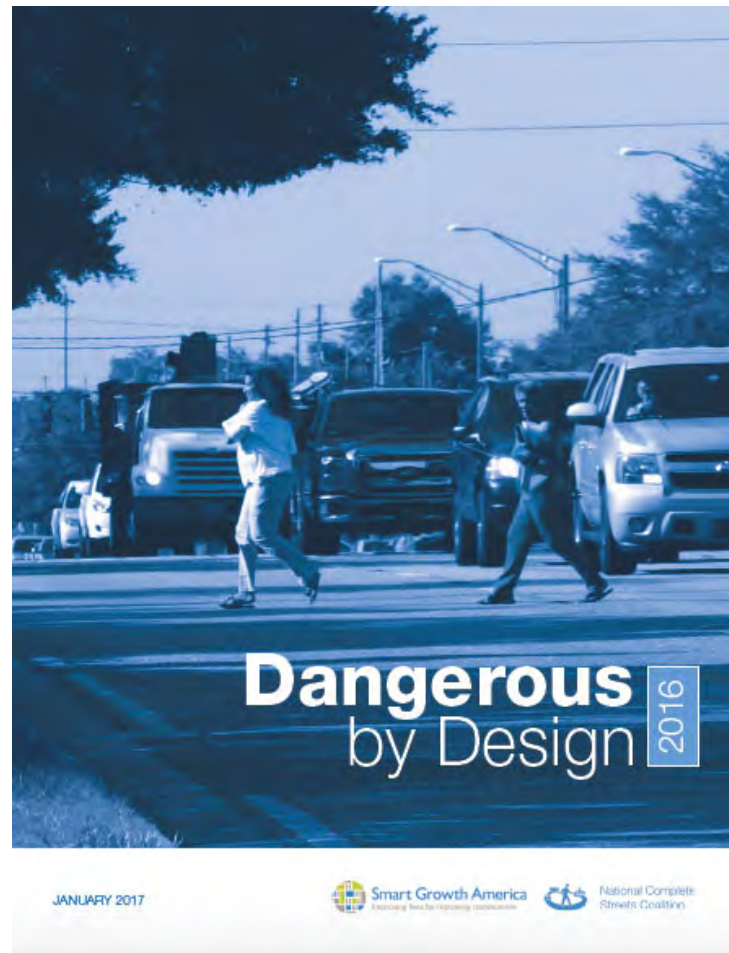


IN PARTNERSHIP WITH



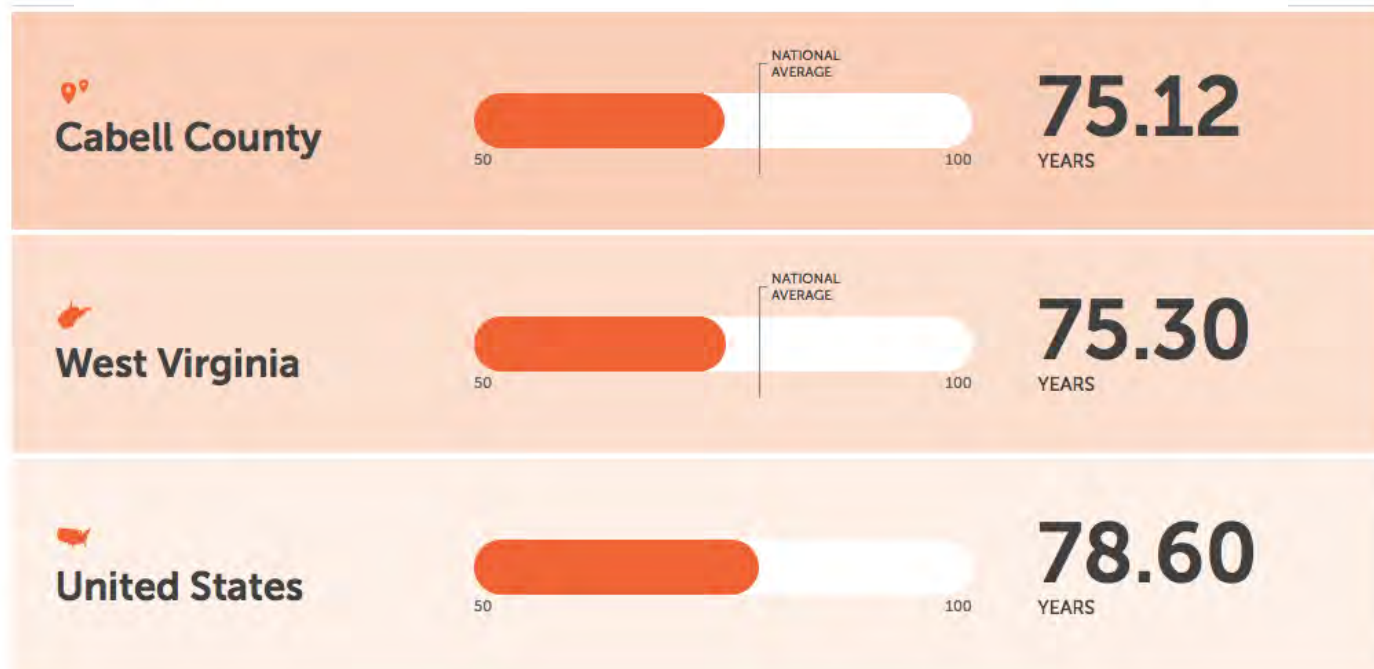
Center for Real Estate
and Urban Analysis

Place affects safety




Place affects health

Could where you are born influence *how long you live?*



<https://www.rwjf.org/en/library/interactives/whereyouliveaffectshowlongyoulive.html>



**Places are changing, and that
change is driven by
demographic shifts, new
preferences and safety and
health conditions.**

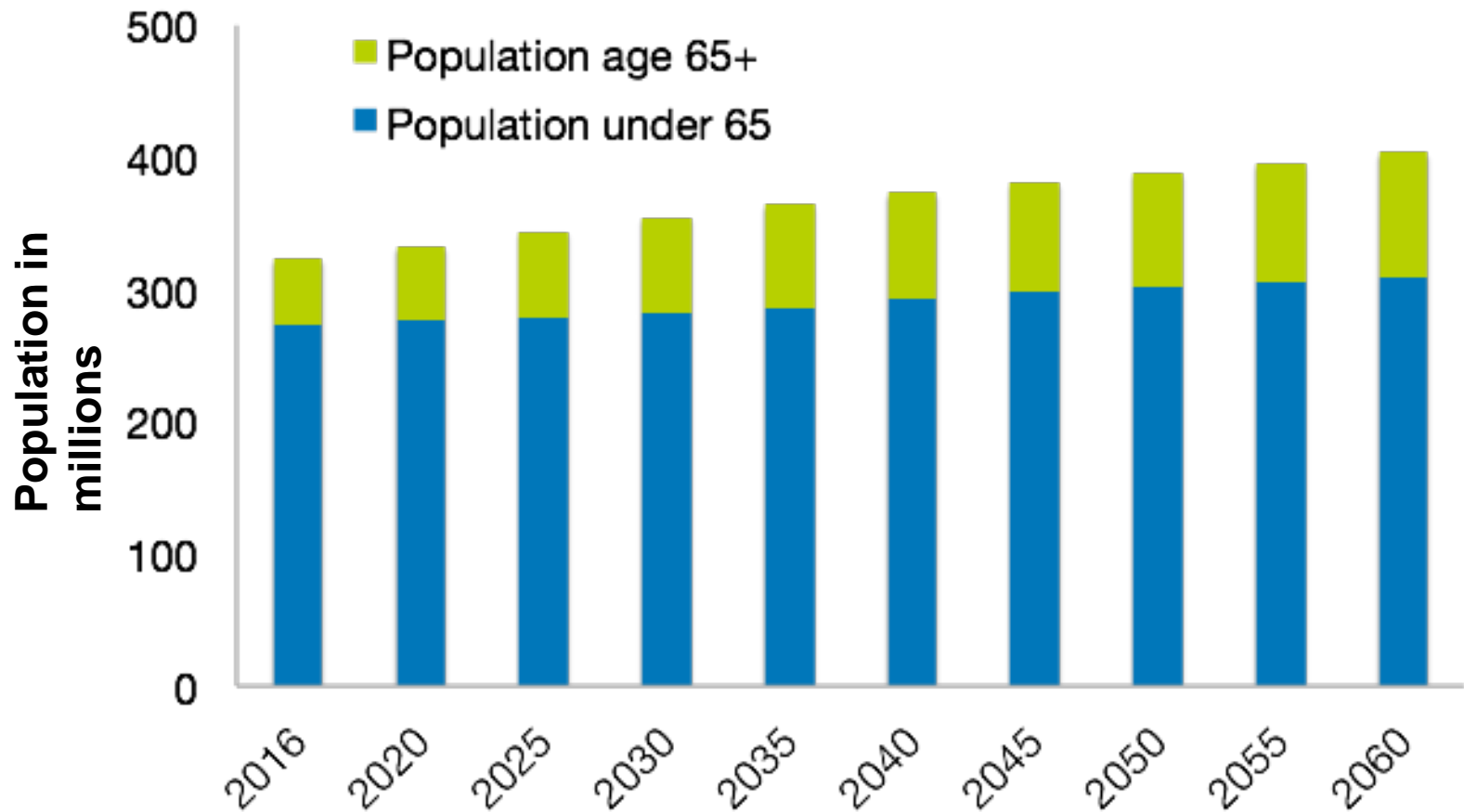
Demographic changes



Photo courtesy of Stantec
Smart Growth America

@SmartGrowthUSA

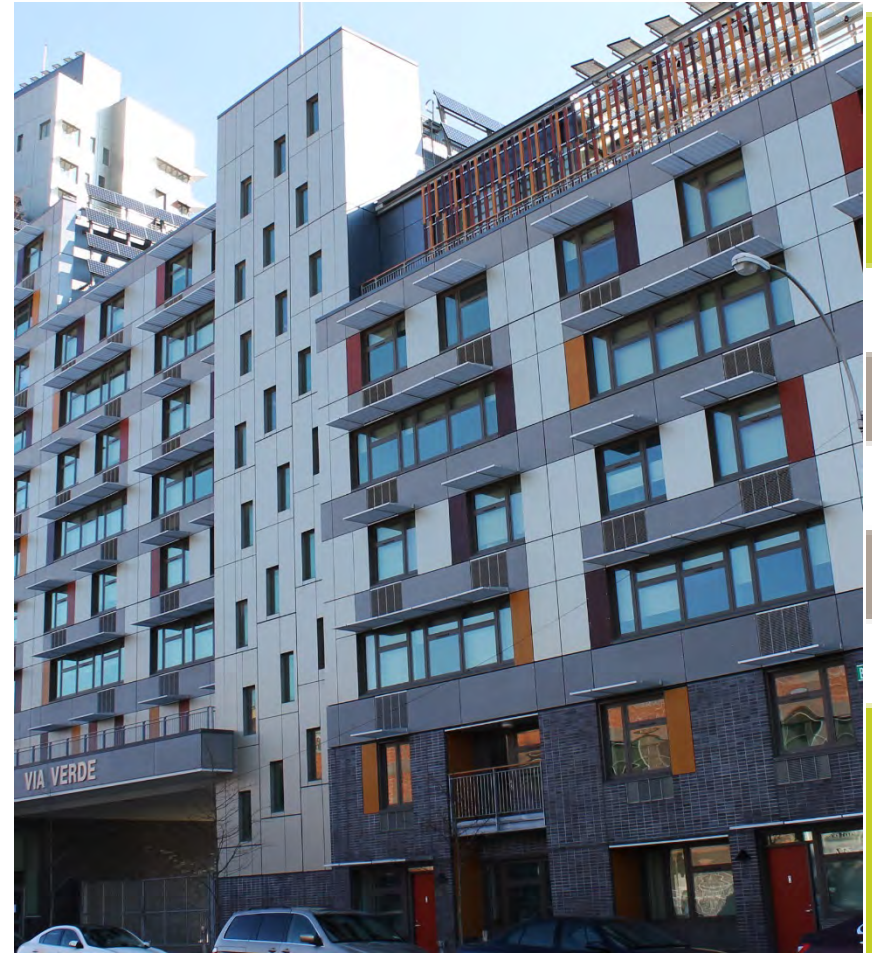
Demographic changes



Data source: US Census
Bureau
Smart Growth America

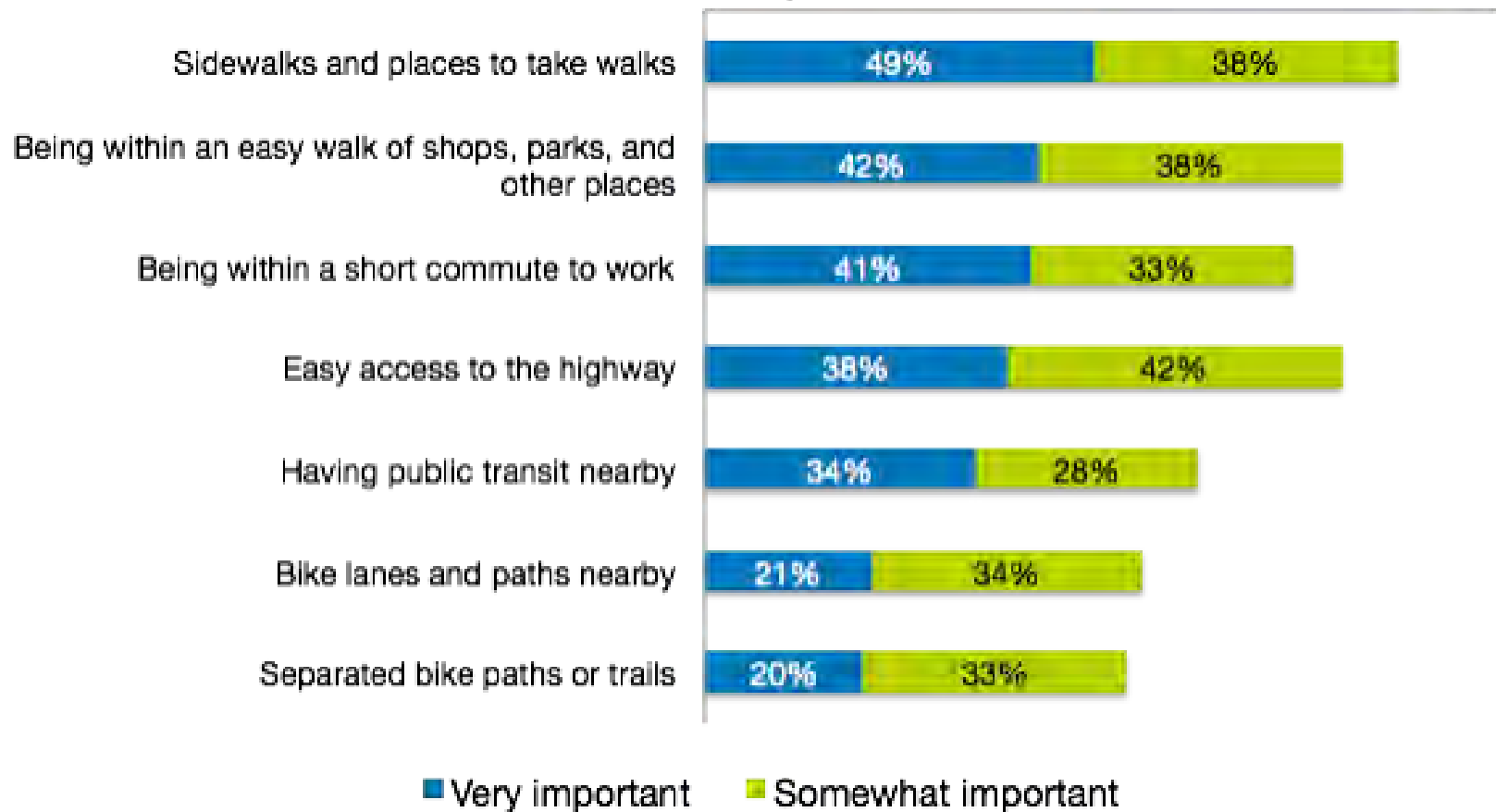
@SmartGrowthUSA

Changing Preferences



Changing preferences

Percent of people who consider neighborhood features to be important when choosing where to live



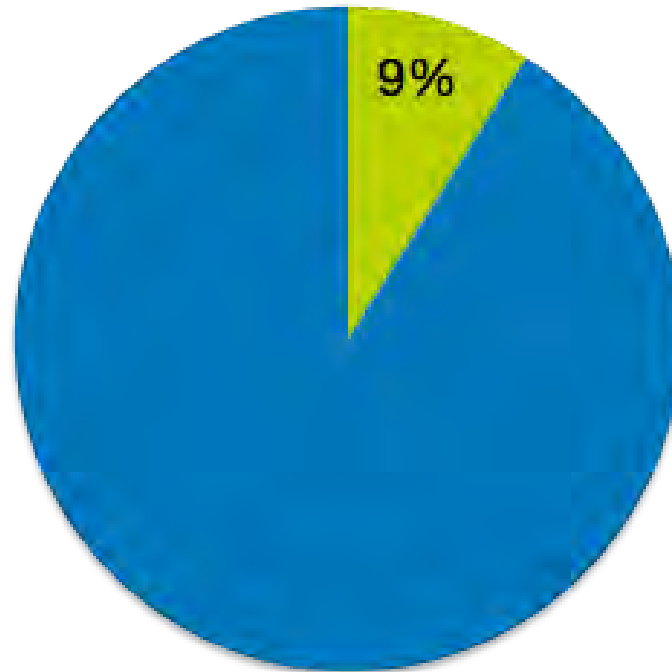
Data source: National Association of REALTORS

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High cost of transportation

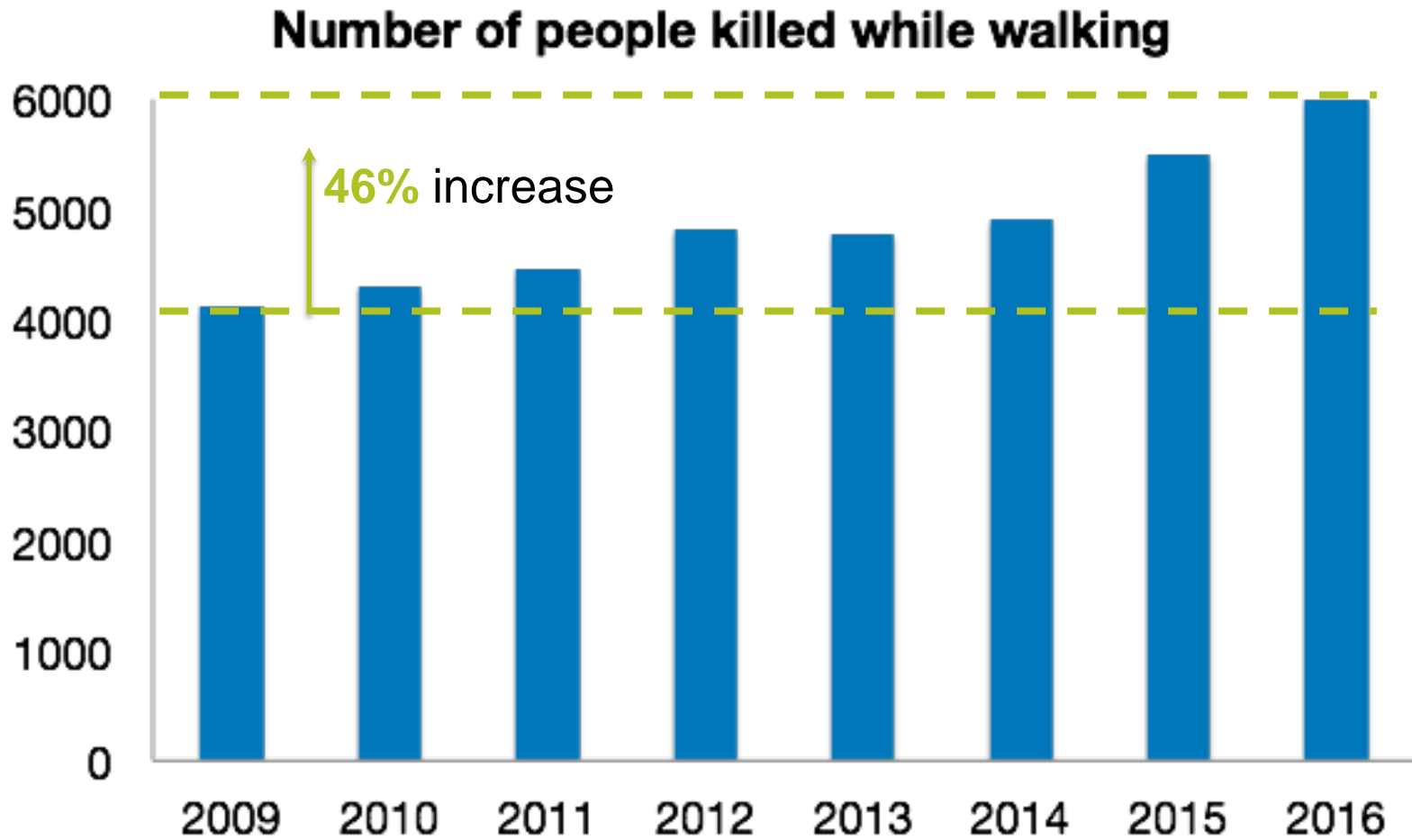
- Households without access to a car
- Households with access to a car



Safety



Safety



Data source: Fatality Analysis Reporting System

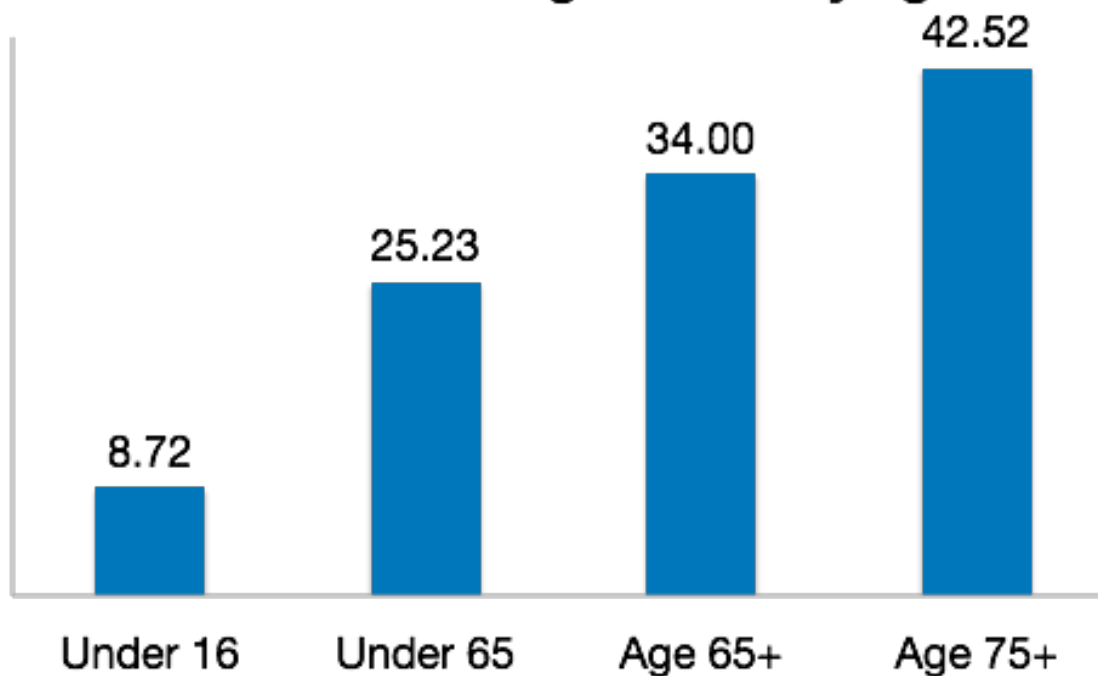
Smart Growth America

@SmartGrowthUSA

Safety

Older adults and **people of color** are disproportionately impacted by pedestrian fatalities

Pedestrian Danger Index by age



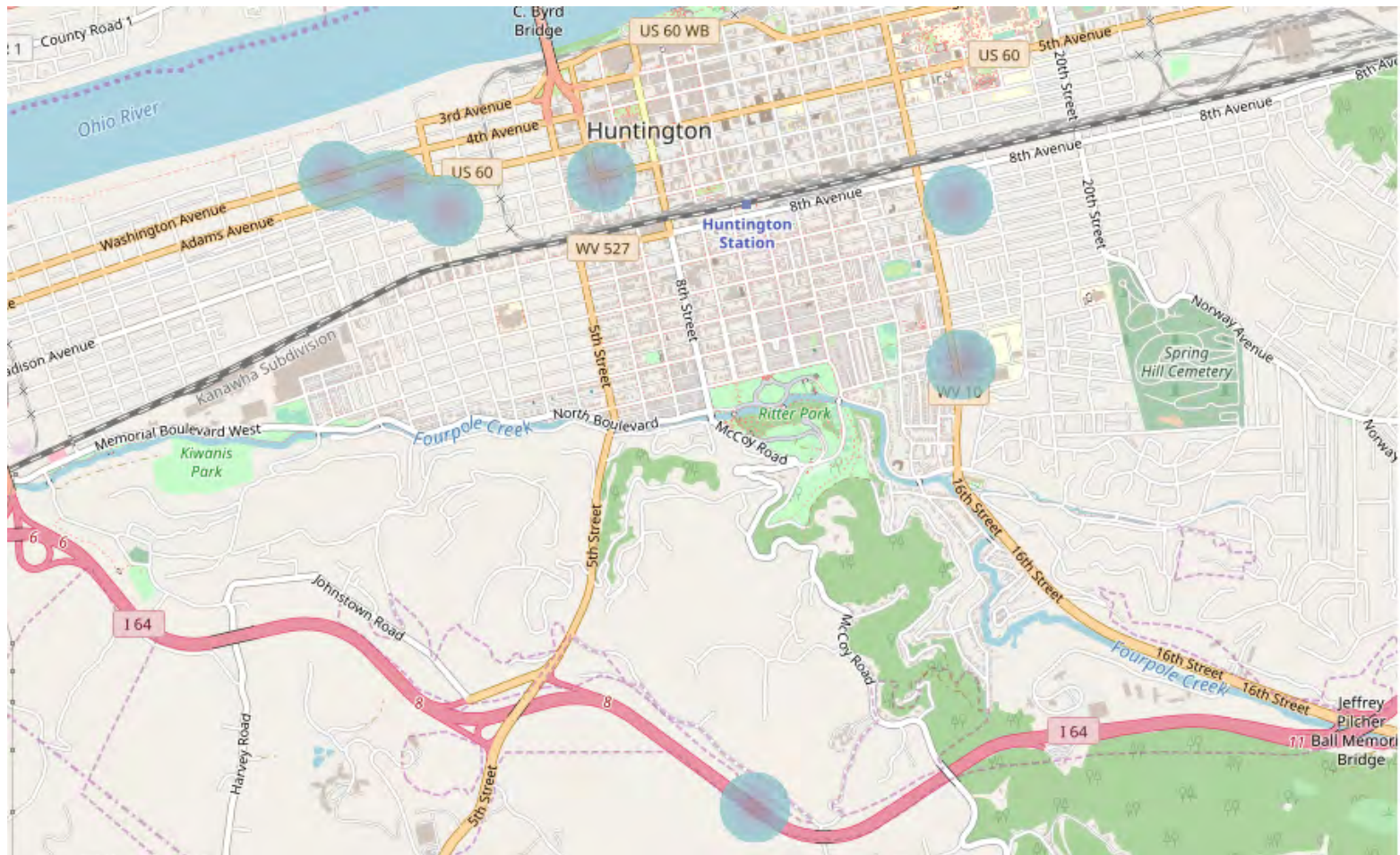
PDI = Pedestrian Danger Index, which measures how dangerous streets are for people walking based on population size and travel patterns

Data source: Smart Growth America, Dangerous by Design

Smart Growth America

@SmartGrowthUSA

Safety: Pedestrian Fatalities

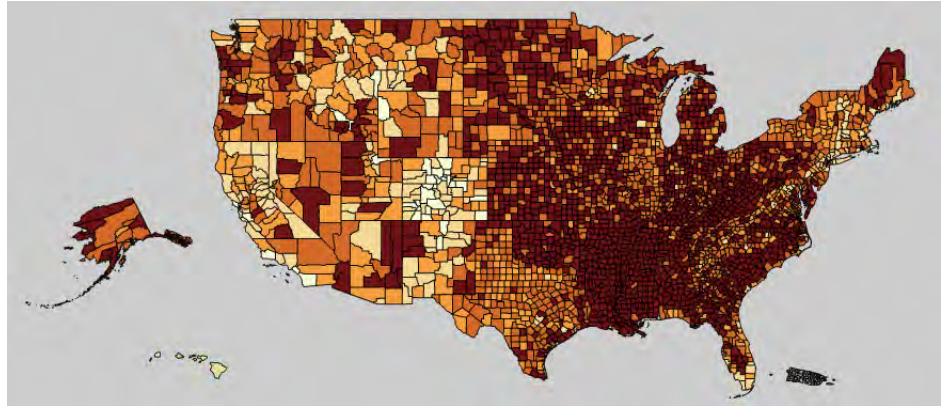


Public health

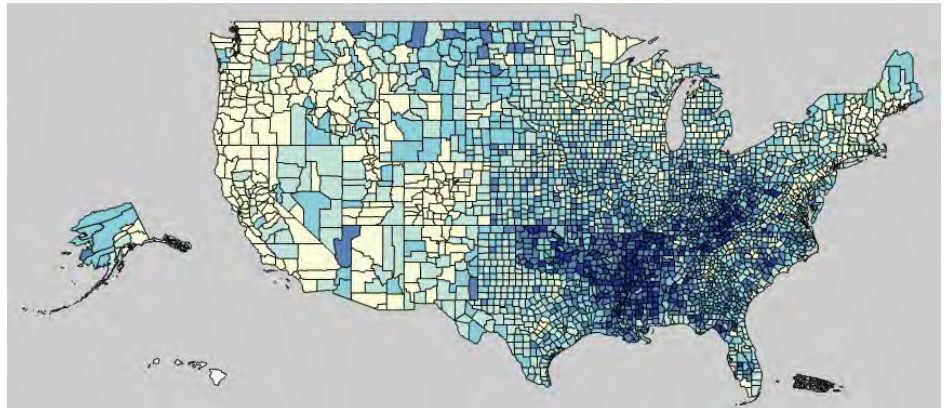


Public health

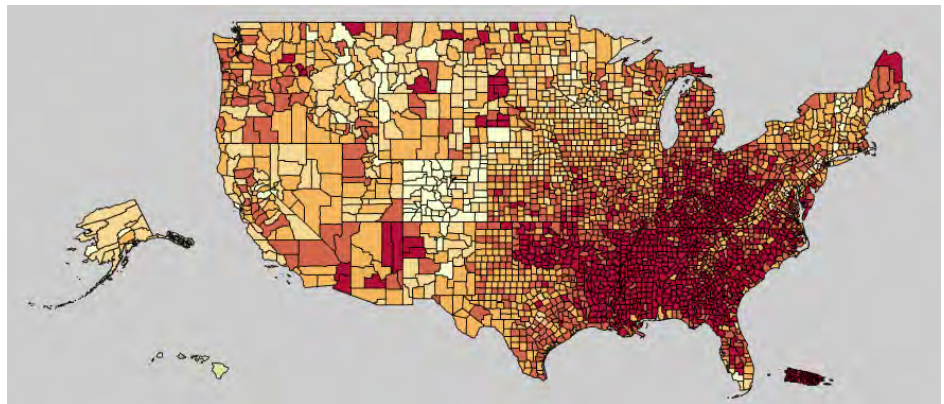
Age-adjusted **obesity**
percentage, 2013



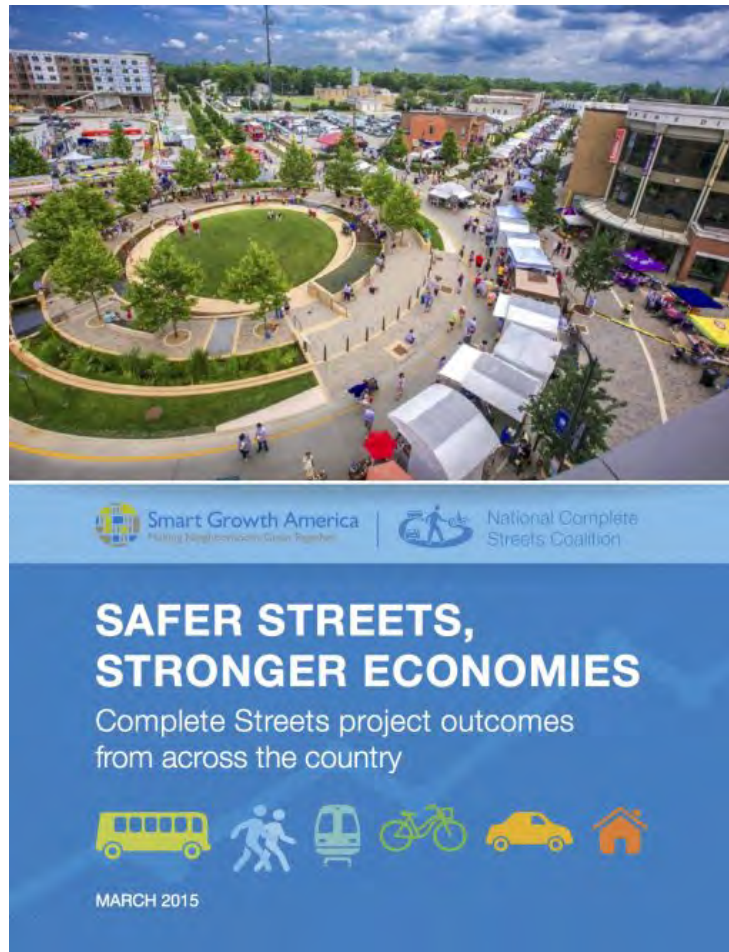
Leisure-time **physical
inactivity** percentage, 2013



Age-adjusted **diabetes**
prevalence, 2013



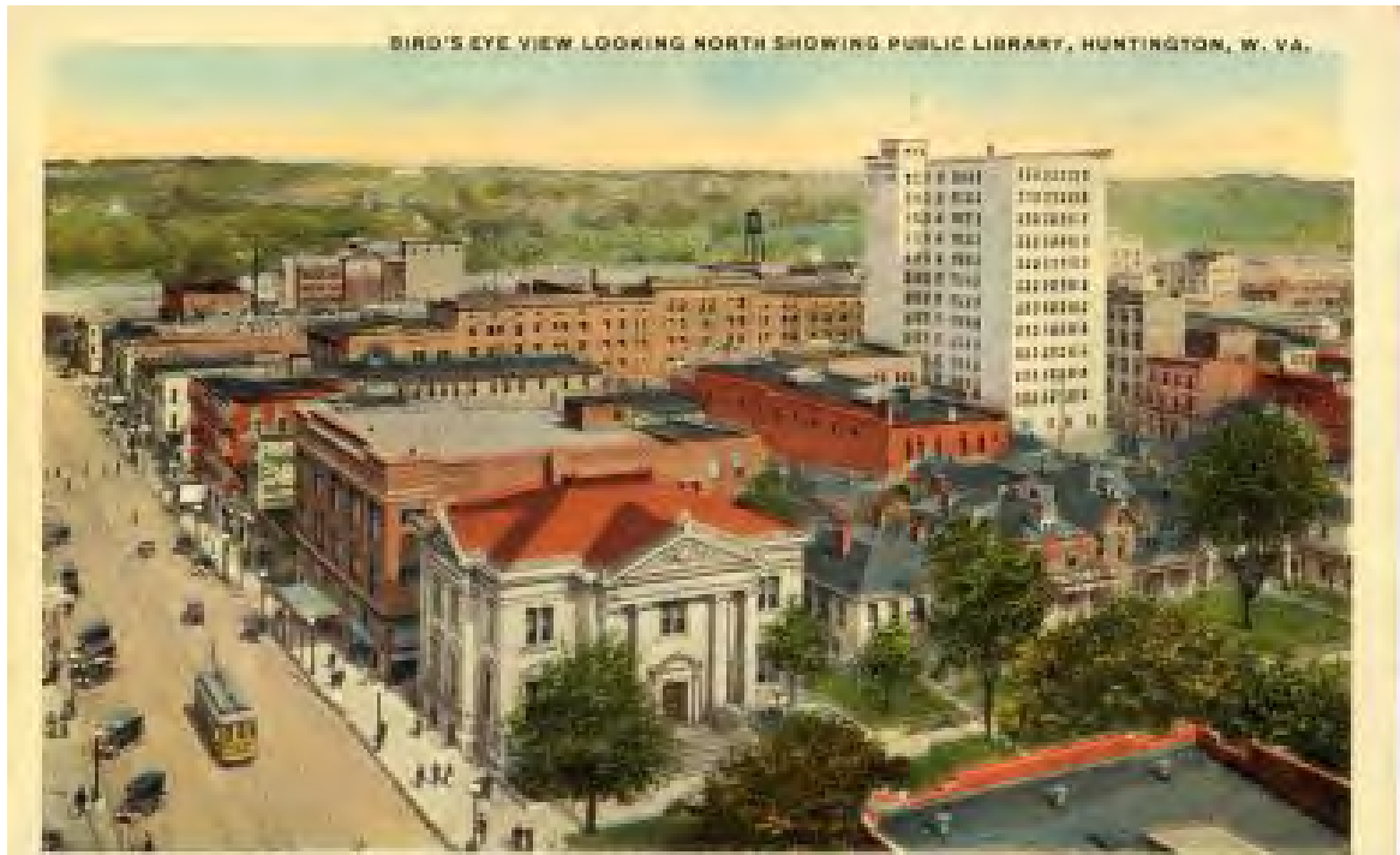
Economy



How can “Hal Greer” be a great place?



How can “Hal Greer” be a great place?





Hal Greer Blvd Corridor Plan

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ABOUT THE HAL GREER

Project Website

www.completehalgreer.com

Outreach

On the website, you can find links to the project survey, the online map, and events page, where the results of this event will be uploaded.

Hal Greer Blvd Corridor Plan

GET INVOLVED

To make the Hal Greer Boulevard Corridor Plan a success, we need your involvement. Please take the time to complete our online survey and mapping tool and visit the Events page to stay up to date with the planning process. Engagement is what makes a plan right for a community and the goal is to make this plan right for Huntington and its residents.



Survey

Take the Survey and let us know how you feel about Hal Greer Boulevard.

[Go to Survey >](#)



Online Map

Visit the Online Map and tell us where issues and opportunities are on Hal Greer.

[Go to Map >](#)



Events

Stay up to date with the project by coming to all of the events.

[Go to Events >](#)

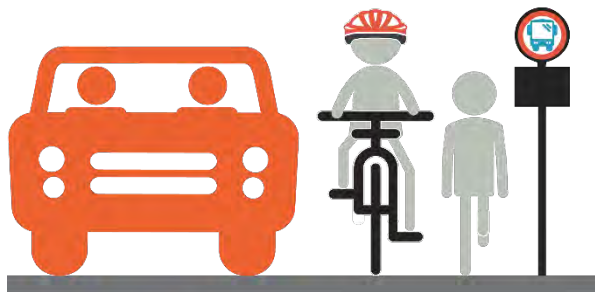
Survey

Online Map

Events

Nearly 450
surveys
have been
completed

Survey respondents
overwhelmingly drive personal
vehicles



97.78%

Most respondents travel to
destinations or businesses along
Hal Greer at least several times a
week



68.27%

Respondents stated the destinations on Hal Greer they visited the most were:

the Hospital and
medical offices



20.77%

Drive-Thru or
National Chain
Restaurants



18.47%

Marshall University
Campus or
Buildings



16.70%

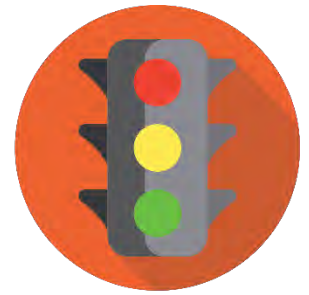
Local or Sit Down
restaurants



16.25%

Survey Results Continued

The biggest transportation concern for Hal Greer Boulevard?



Intersection Design and Traffic Signals
44.30%

When asked to rank transportation improvements for Hal Greer Boulevard from most important (1) to least (8):

1. Intersections and traffic signals

2. Roadway and bridge maintenance
3. Pedestrian facilities, sidewalks
4. Connections to other roads
5. Greenways, Trails
6. Bicycle facilities
7. Transit (Bus) routes/stops
8. Park and rides



What was said in the comments

“Hal Greer lacks character, looks like an old gross town. I'd love to see **a massive beautification initiative for Bridges and viaducts**, they need serious work.
Thanks!”

“**Hal Greer should be a focal point** that proclaims, *'Welcome to Huntington!'* Currently, it lacks any type of atmosphere that makes it exciting to enter the town I love.”

“Being **mindful of gentrification** along Hal Greer Blvd is important. While we want to increase economic vitality in the area, ***creating safe pedestrian and cyclist zones and housing for all socioeconomic levels is a priority.***”

“I just wish it were **safer for pedestrians and bikers**, which could then approve the overall feel of the area. Hal Greer is the gateway to our city and right now it feels “gray,” unwelcoming, and somewhat run down. **Better lit streets, better aesthetic** with trees and potted plants, and ideally, **local business owners** who are ready to set up shop!...”

“This project has so much potential, and is absolutely necessary to improve for citizens, but especially our visitors and newcomers.”

Traffic/Safety

- 11K – 18K AADT
- Vehicle Crashes: 593 (2013-2017)





Ped/Bike Needs

Complete Streets Integration

25 crashes (2013-2017)



Stormwater Drainage Management

Types of Storm Events

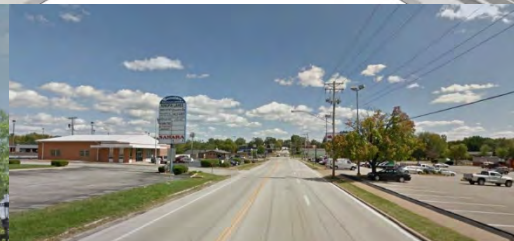
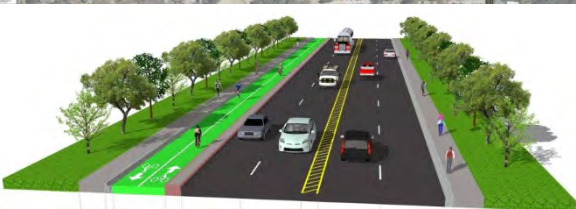
Flash Flooding

- Localized Street Flooding
- Ponding
 - More Inlets
 - Maintenance

Prolonged Storm Event

- Drainage Back-up
- Yard flooding
 - Increase Capacity
 - Regional storage



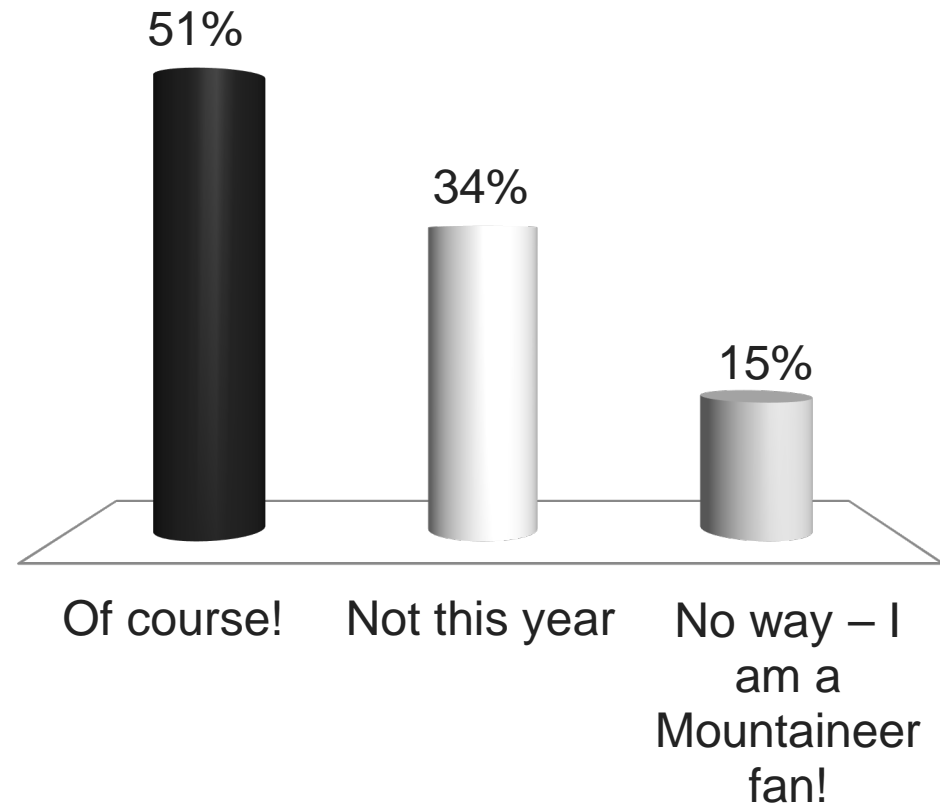


A photograph of a person in a light blue lab coat, likely a medical professional, sitting and holding a black ballot box with their left hand and a white ballot with their right hand. The person is wearing a name tag that reads "Member" and "now". The text "Let's Vote!" is overlaid in white. In the background, there are rows of black folding chairs and other people, suggesting a large gathering or event.

Let's Vote!

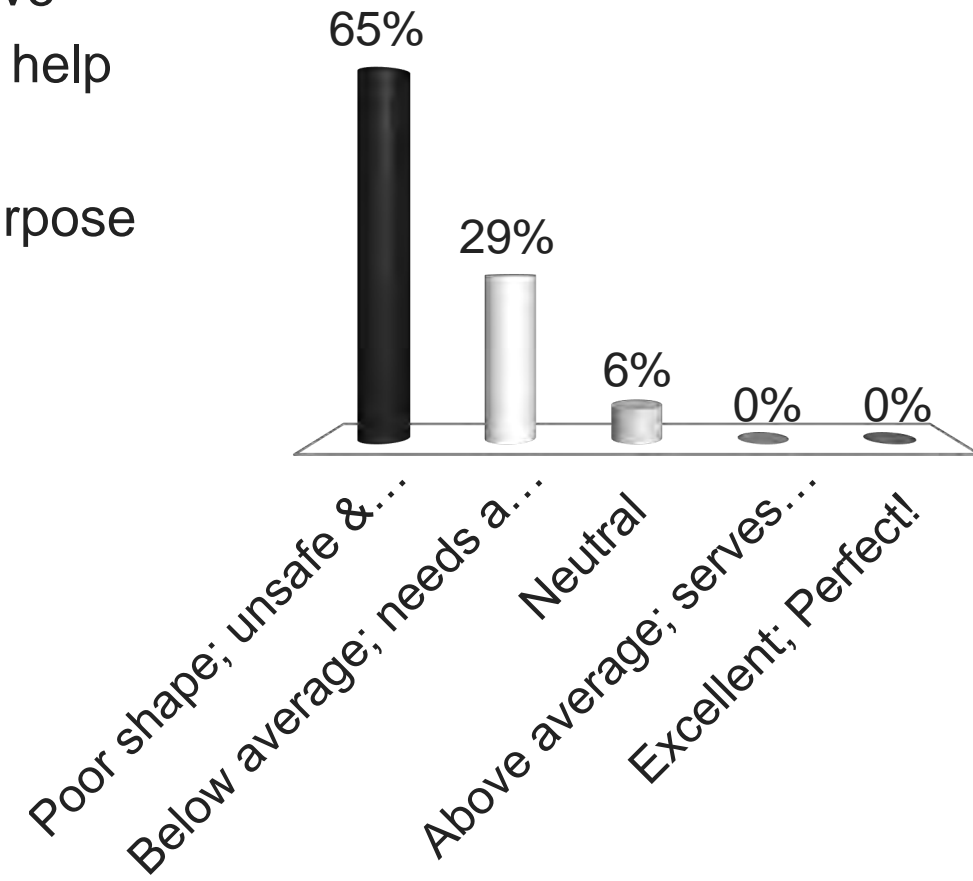
Are the Thundering Herd headed to the Peach Bowl?

- A. Of course!
- B. Not this year
- C. No way – I am a Mountaineer fan!



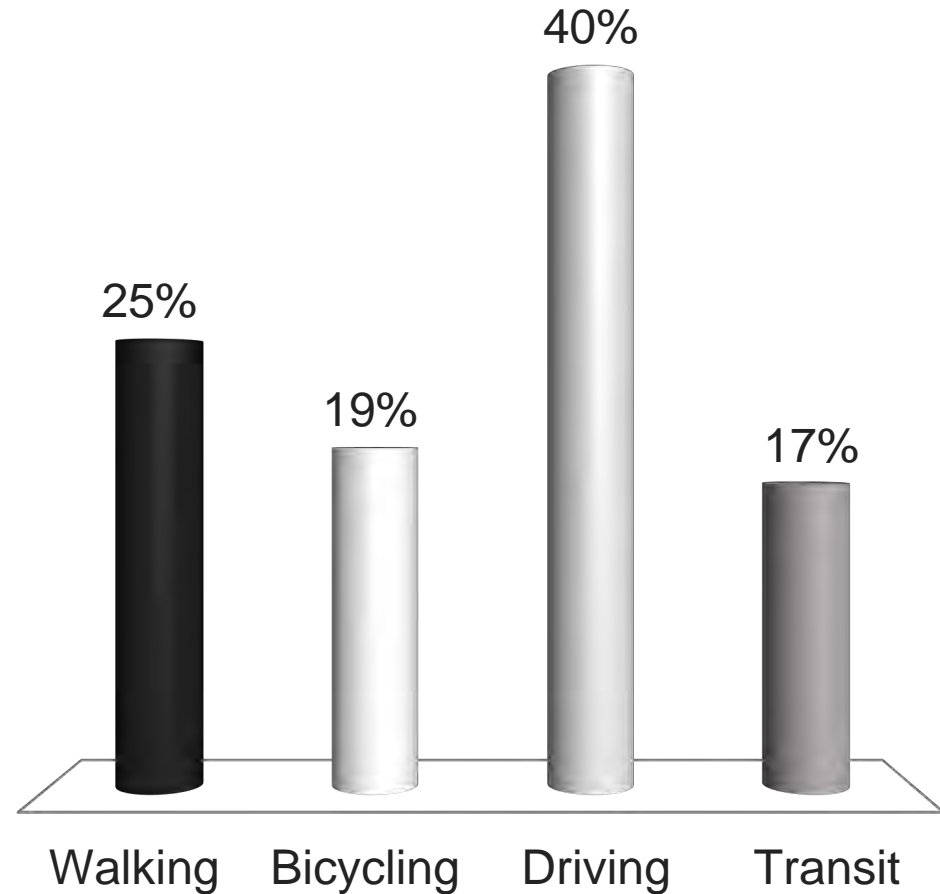
How do you rate the overall quality of Hal Greer Blvd? (pick one)

- A. **Poor shape**; unsafe & attractive
- B. **Below average**; needs a little help
- C. **Neutral**
- D. **Above average**; serves its purpose and is attractive
- E. **Excellent**; Perfect!



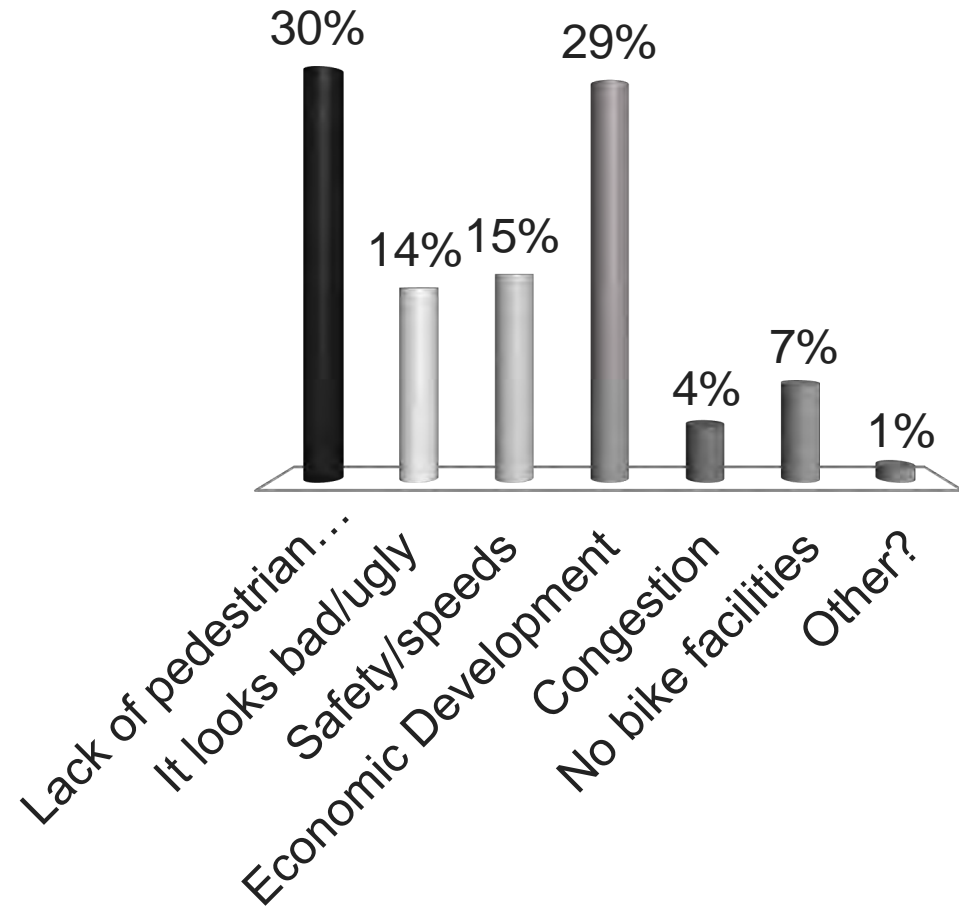
Which modes are most important to improve for Hal Greer Blvd? (pick two)

- A. Walking
- B. Bicycling
- C. Driving
- D. Transit



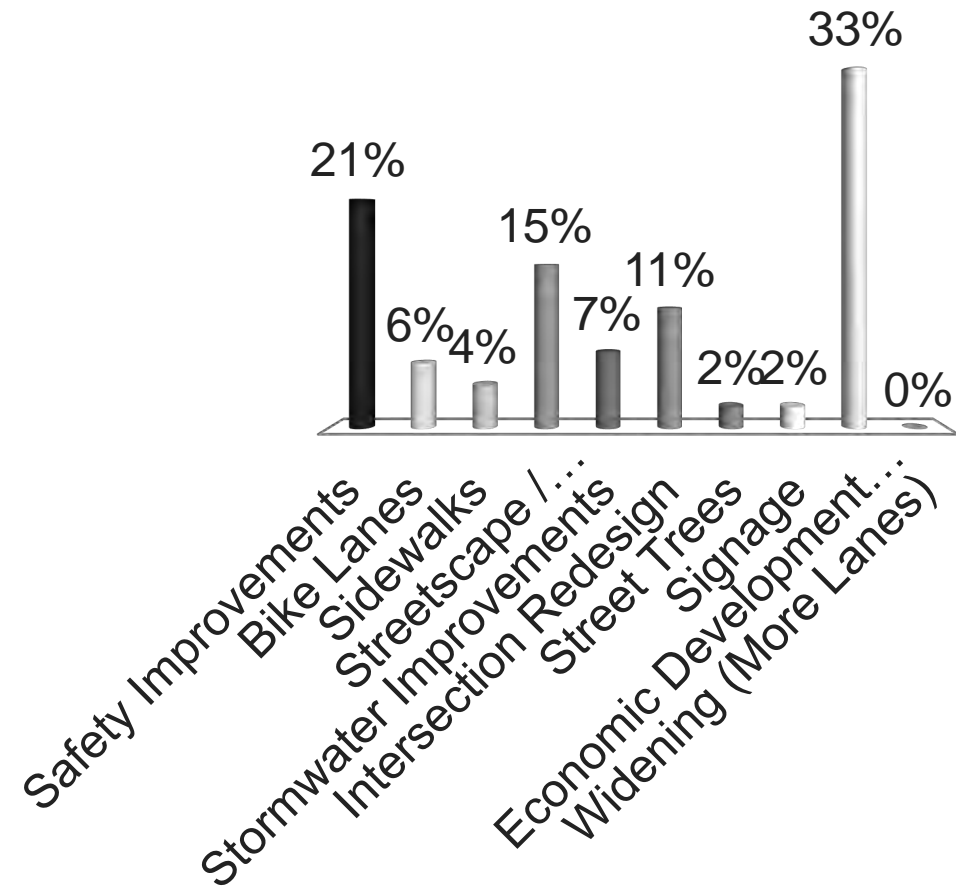
What is the biggest problem with Hal Greer Blvd? (pick two)

- A. Lack of pedestrian facilities
(sidewalks, ped countdowns,
lighting, etc.)
- B. It looks bad/ugly
- C. Safety/speeds
- D. Economic Development
- E. Congestion
- F. No bike facilities
- G. Other?



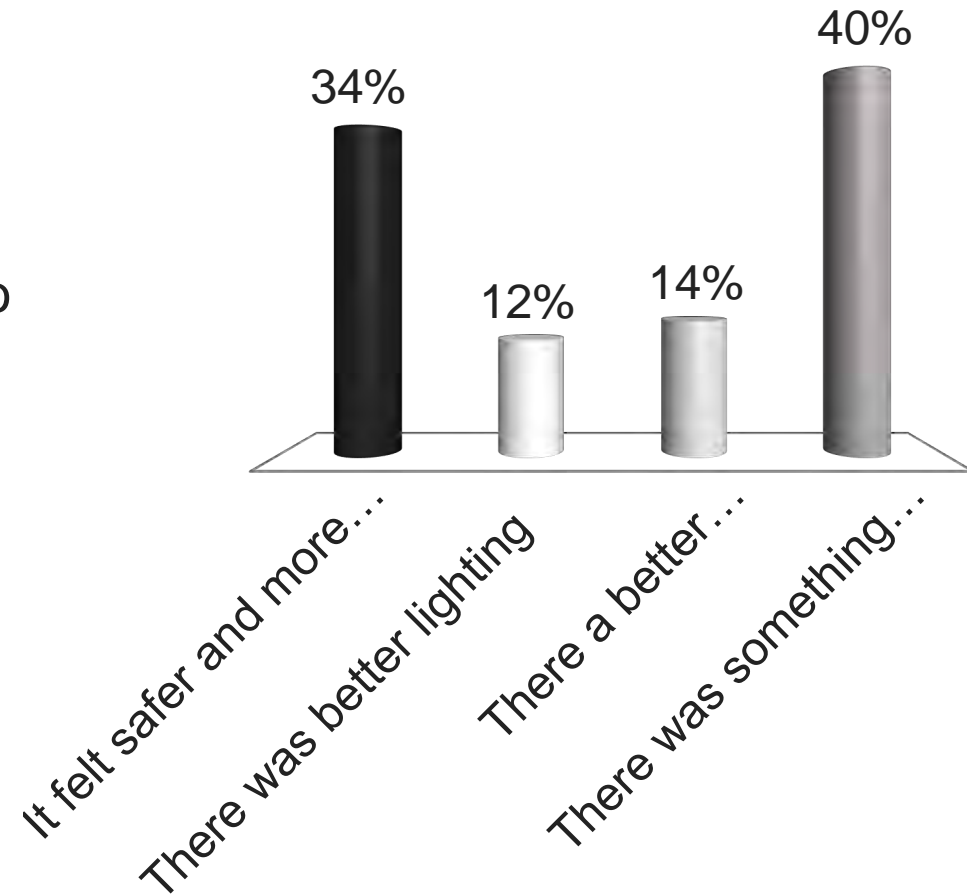
What is the highest priority need along Hal Greer Blvd? (pick two)

- A. Safety Improvements
- B. Bike Lanes
- C. Sidewalks
- D. Streetscape / Landscaping
- E. Stormwater Improvements
- F. Intersection Redesign
- G. Street Trees
- H. Signage
- I. Economic Development Opportunities
- J. Widening (More Lanes)



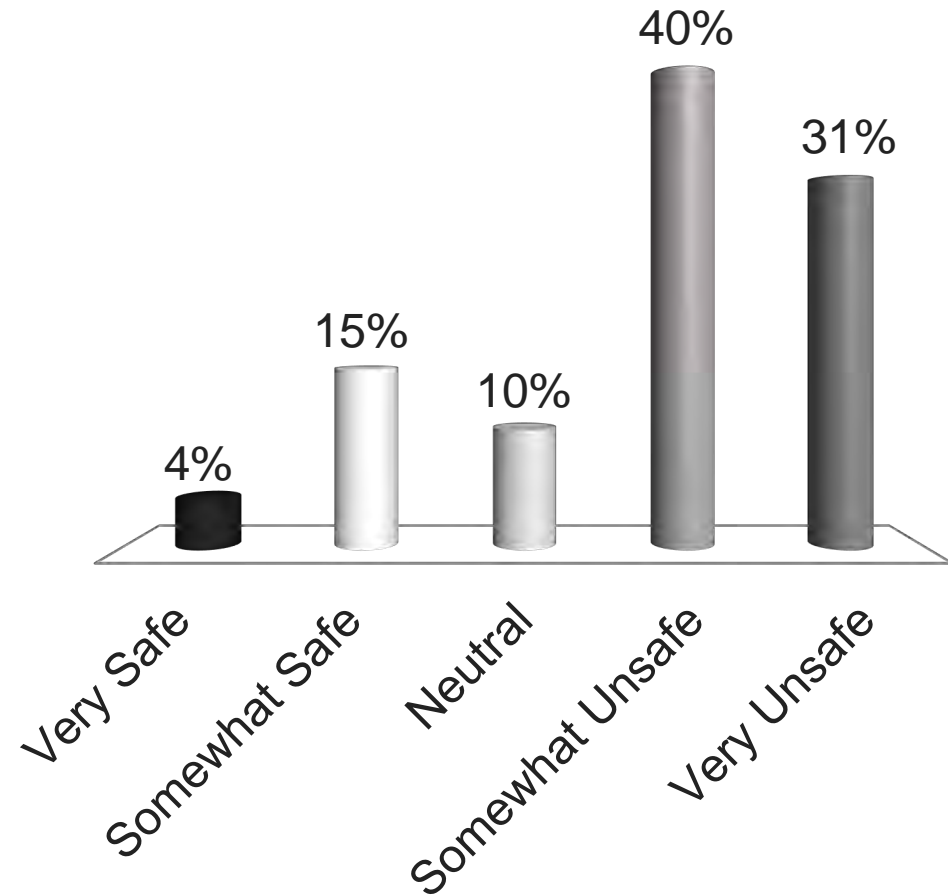
I would walk more along Hal Greer Blvd if...

- A. It felt safer and more inviting
- B. There was better lighting
- C. There a better connection existed from where I live/work to where I would like to walk to
- D. There was something worth walking to



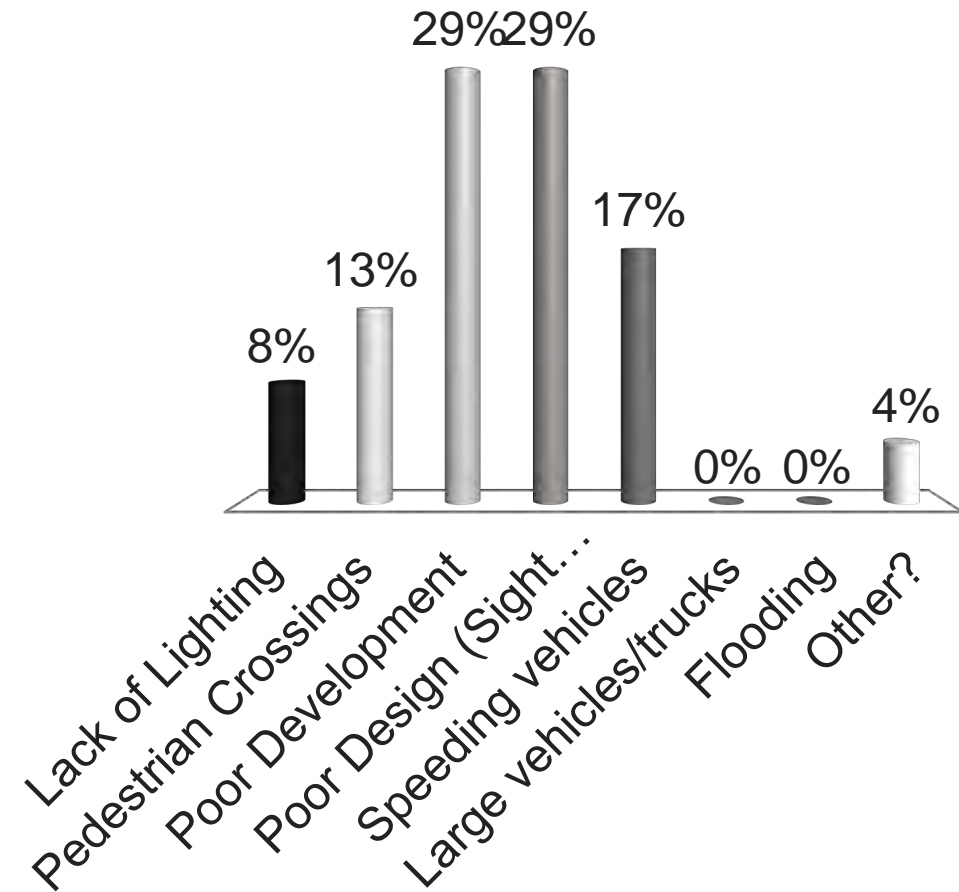
How safe would you rate Hal Greer Blvd?

- A. Very Safe
- B. Somewhat Safe
- C. Neutral
- D. Somewhat Unsafe
- E. Very Unsafe



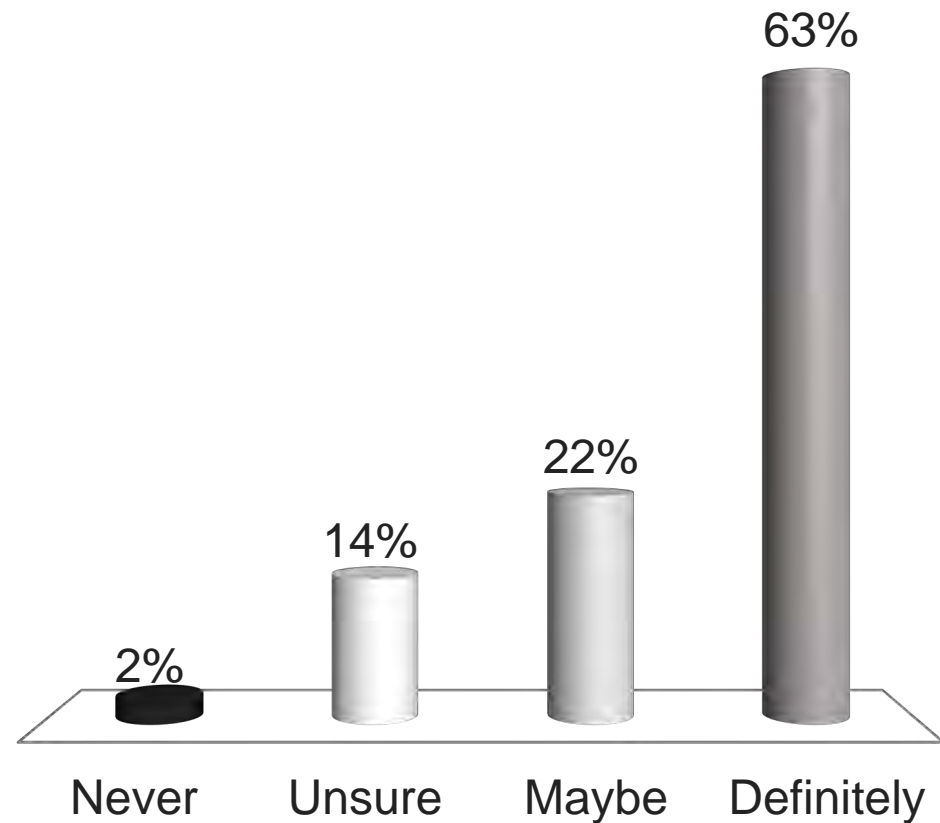
What is the biggest safety problem along Hal Greer Blvd?

- A. Lack of Lighting
- B. Pedestrian Crossings
- C. Poor Development
- D. Poor Design (Sight distances, too many signs, confusing..)
- E. Speeding vehicles
- F. Large vehicles/trucks
- G. Flooding
- H. Other?



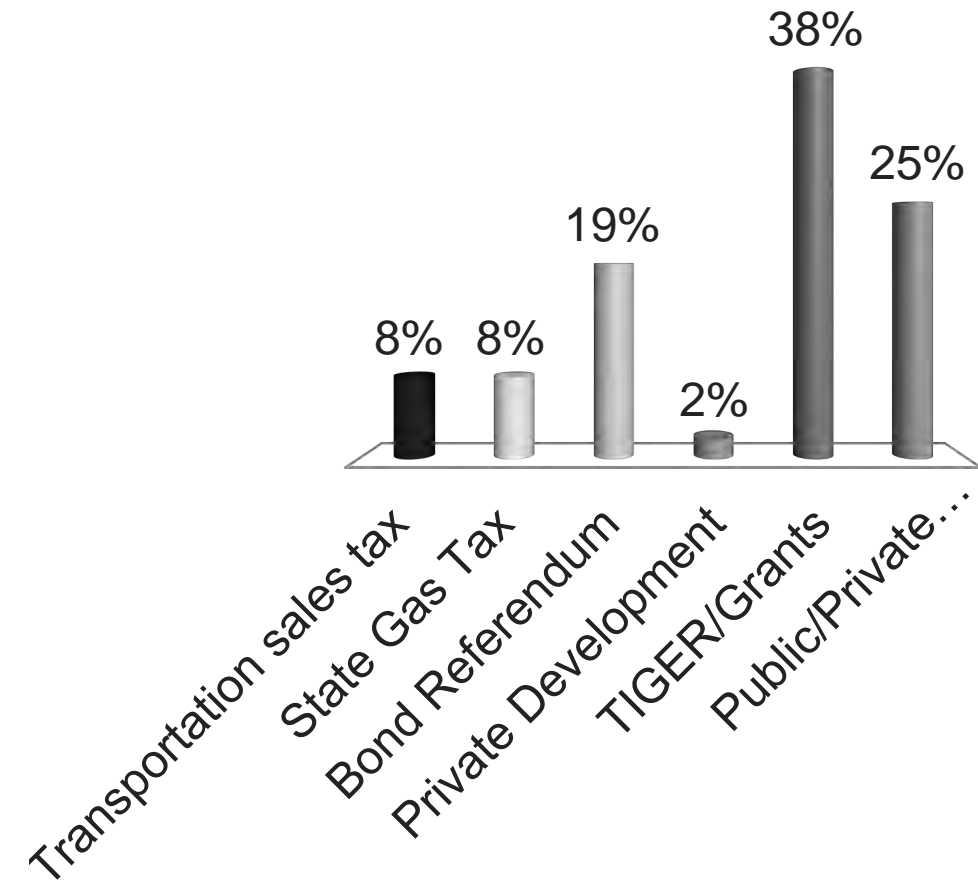
Would you support Access Management needed on Hal Greer Blvd?

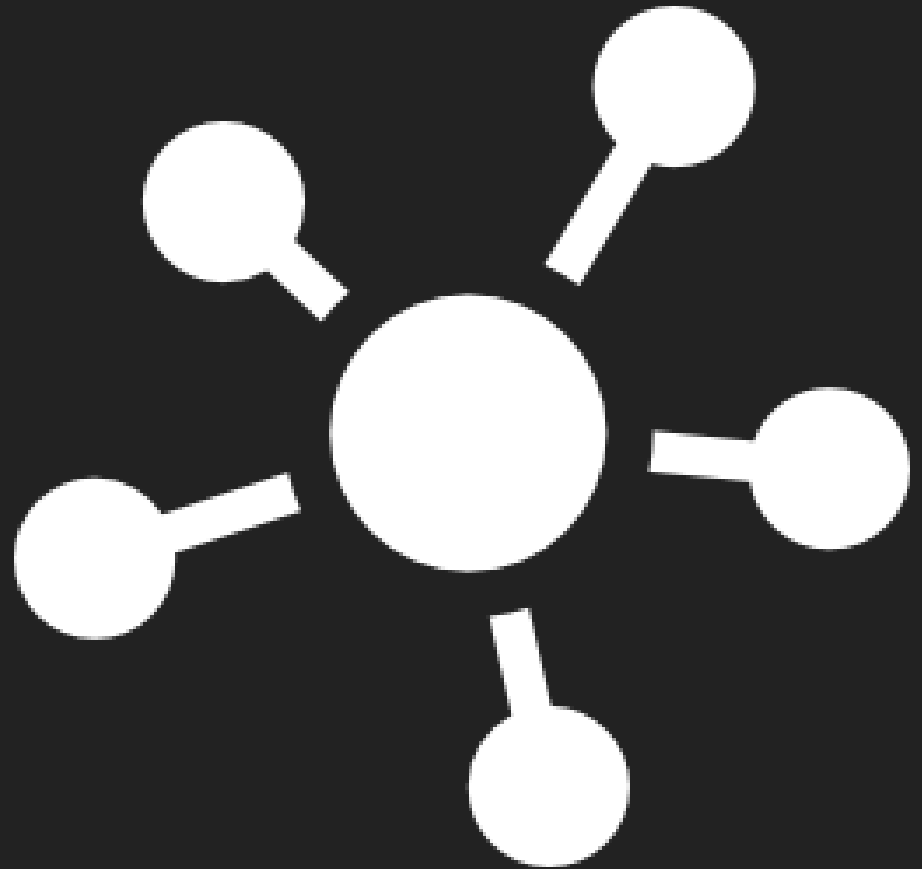
- A. Never
- B. Unsure
- C. Maybe
- D. Definitely



How do we pay for the needed improvements?

- A. Transportation sales tax
- B. State Gas Tax
- C. Bond Referendum
- D. Private Development
- E. TIGER/Grants
- F. Public/Private partnerships





Market Assessment/Development



Who is our customer?



What are we trying to attract?



Where do people want to be?



When and how should we take action?



Why does it matter?

PROGRAM GOALS

Employment and Transportation

EMPLOYMENT



White Collar

69%



Blue Collar

13%



Services

18%



Unemployment
Rate



1,997

Total Businesses



35,047

Total Employees

Of the **19,025** workers who live in Huntington, **83.4%** of them drive alone or car pool to work.



38%

7,442

Households With
Disability

742

Households Without
Vehicle

Development Potential - Commercial

Primary Use	Building Size (sf) / Lot Size (ac)	Design Ideas
A. Coffee/Bookstore	2,000 / 0.2+	On- and off-street parking; entertainment space
B. Grocery Store	20,000-45,000 / 1.0-4.5	Larger, traditional retailer likely towards south end
C. Small Retailer (e.g., clothing)	2,000 / 0.2+	On-Street parking, bundled with other retailers
D. Fitness / Gym	3,000 / 0.5	CrossFit, Yoga; off-street parking; other retail on-site



A. 2759 Main Street, Hurricane, WV



C. 917 3rd Avenue



D. 2516 Fifth Avenue

Development Potential - Residential

Residential Type	Units* / Lot Size (ac)	Design Ideas
A. Single-Family Detached	480 / 0.05 - 0.2	Replacement, infill, and major renovations
B. 2-4 Plexes / Condominium (Attached)	400-500 / 0.25 or 5-6	Units viable particularly for rent/investment income
C. Garden Apartment	225 / 4.0-5.5	May include several smaller (20 unit) developments



A. 1400 Block, Charleston Ave.



C. 510 Bridge Street

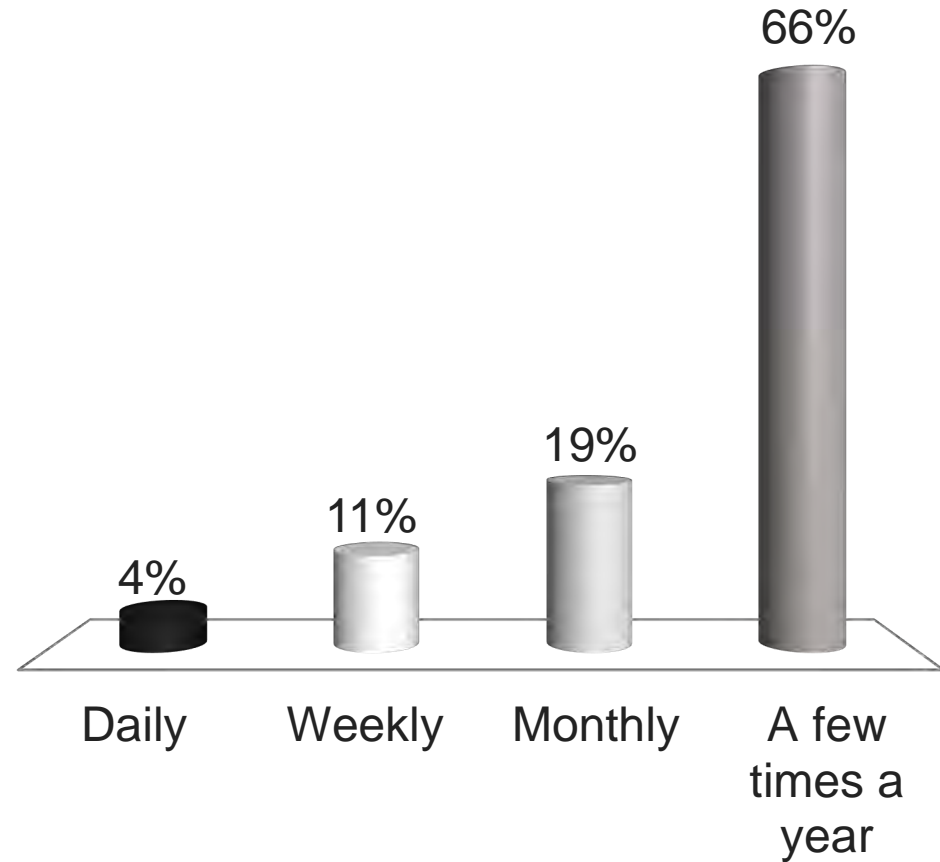


C. 601 Sixth Street

**Potential for the number of units inside study area boundary (otherwise, shown for typical development)*

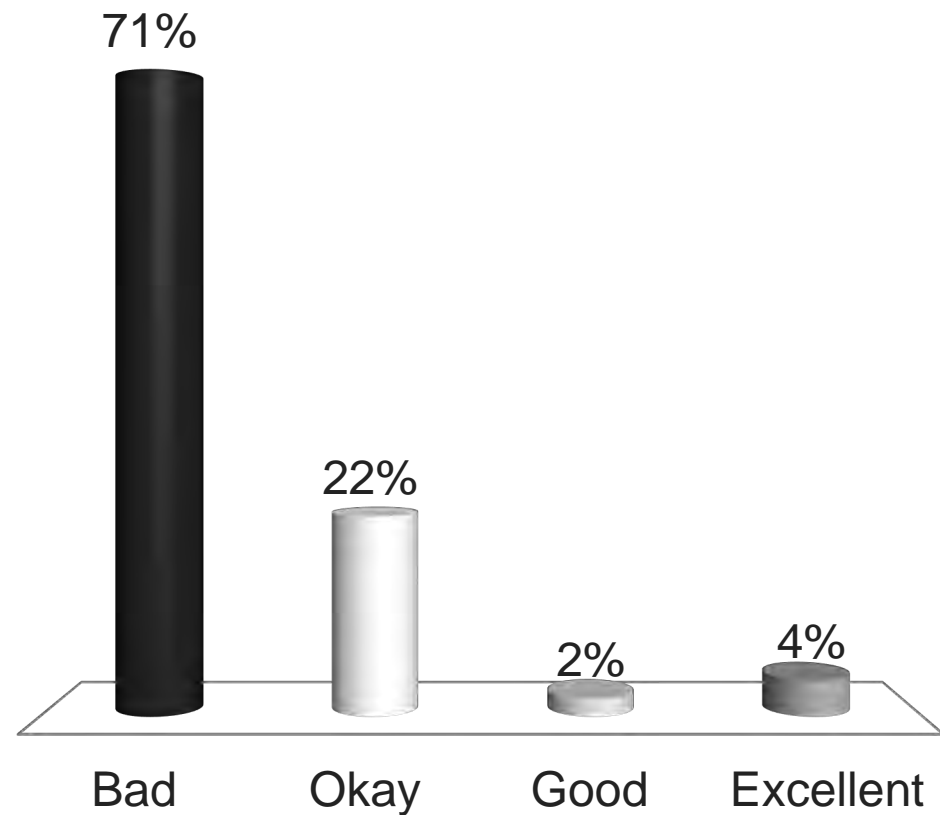
How often do you shop on Hal Greer Blvd?

- A. Daily
- B. Weekly
- C. Monthly
- D. A few times a year



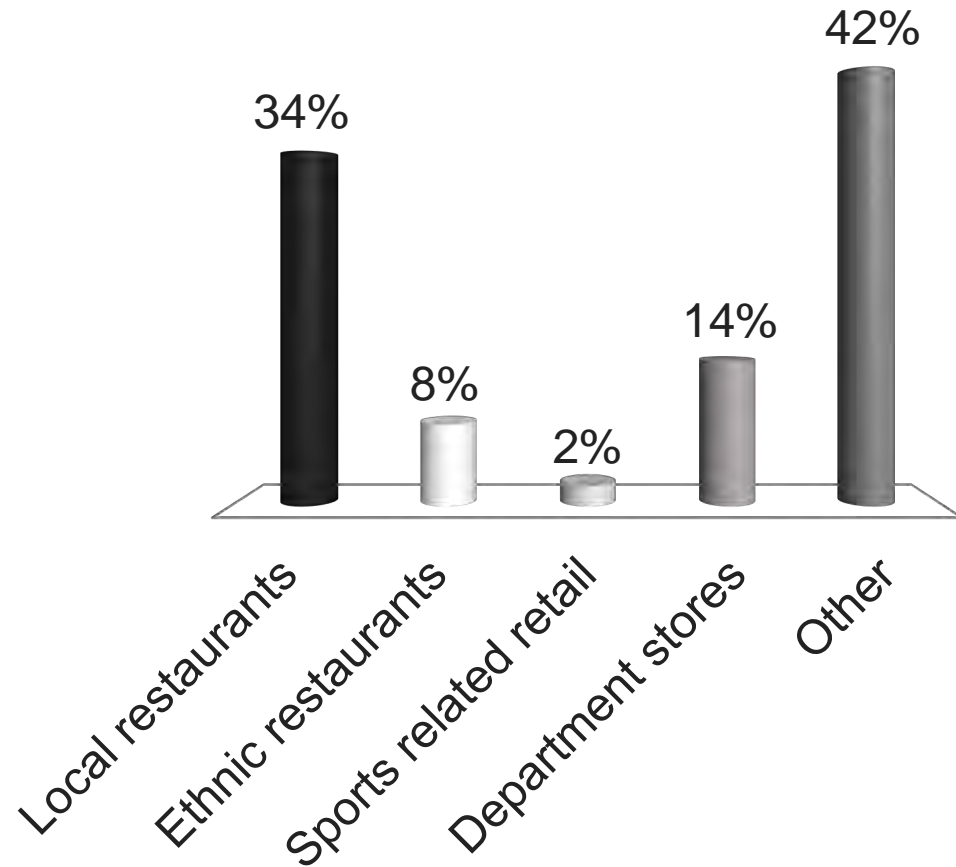
How would you rate the quality (in terms of design and appearance) of development along the corridor?

- A. Bad
- B. Okay
- C. Good
- D. Excellent

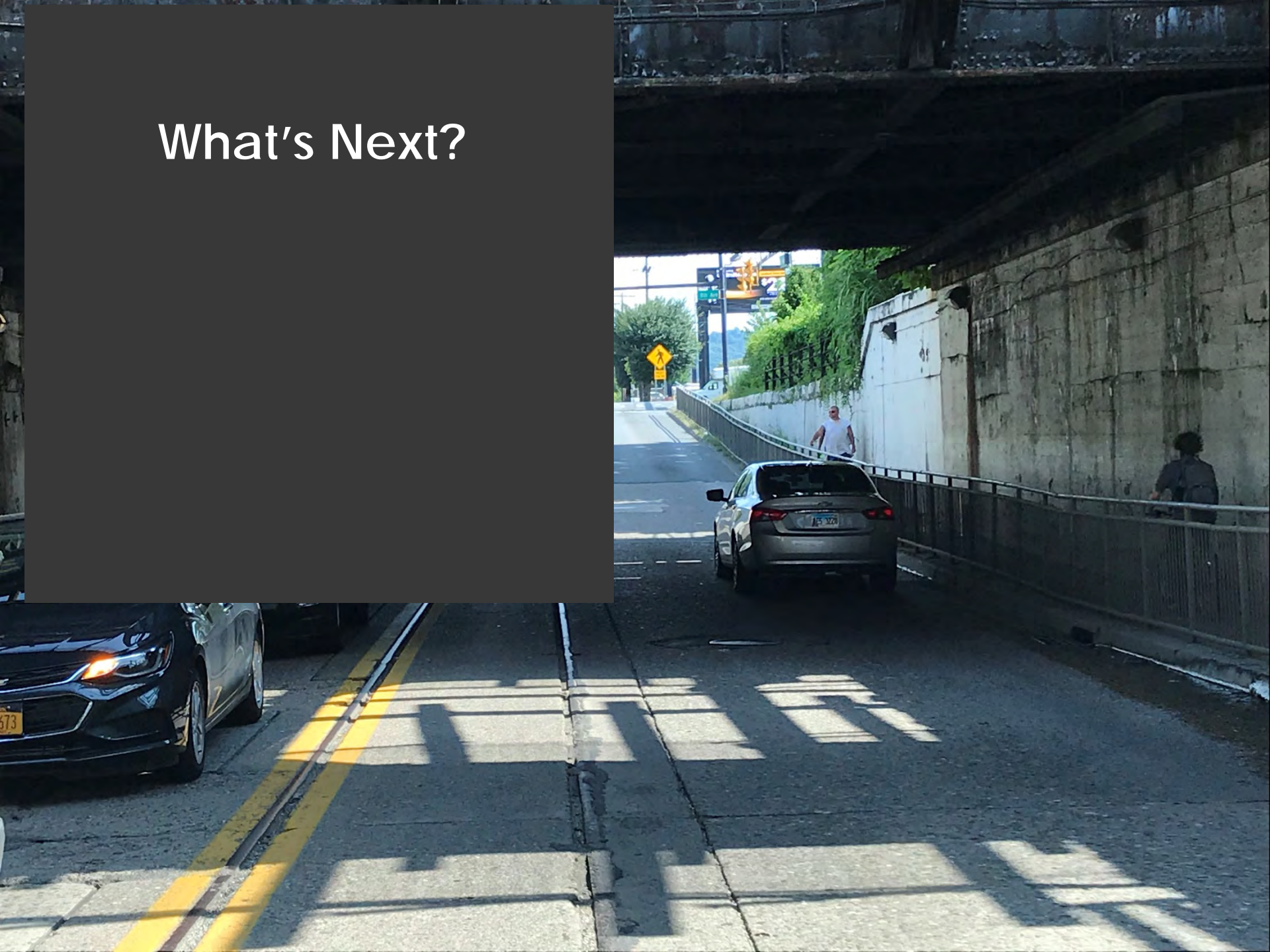


What is missing along Hal Greer Blvd?

- A. Local restaurants
- B. Ethnic restaurants
- C. Sports related retail
- D. Department stores
- E. Other



What's Next?



Mapping Exercise

Issues Identification

- Identify ***problem areas*** and issues related to walking, bicycling and travelling
- What are some ***solutions*** to these issues



Tell all your friends!



Hal Greer Blvd Corridor Plan

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ABOUT THE HAL GREER

www.completehalgreer.com