

NW GALVESTON AVENUE STREETSCAPE PLAN **Vision, Goals, and Evaluation Criteria**

I. Project Vision

NW Galveston Avenue will reflect the small-town character of Bend while providing a model for how mixed-use and multi-modal transportation corridors can provide the foundation for a richer quality of life for corridor users and adjacent neighborhoods. Galveston will be an attractive place to live and travel, will be environmentally-sensitive, and will be a prosperous setting for business.

II. Streetscape Users

Who do we envision as the users of NW Galveston Avenue and the proposed streetscape?

- Pedestrians
- Neighborhood residents
- Businesses
- Shoppers
- Restaurant-goers
- Tourists
- Kids
- Seniors
- Bicyclists
- Transit riders
- Community members with disabilities
- Through-traffic
- Delivery vehicles
- Emergency services

These are the users for whom we are designing the Galveston Avenue streetscape. When evaluating streetscape designs in terms of the Goals and Criteria (below), we also should consider those designs in terms of these specific user groups.

III. Goals & Evaluation Criteria

Galveston Avenue should feel and be **safe** for all users.

- *Are motor vehicle drivers encouraged or required to travel at speeds that are comfortable for pedestrians and bicyclists?*
- *Is there sufficient lighting at the right scale for both pedestrians and drivers?*
- *Are the crossings (of Galveston and side streets) safe for all users?*

Galveston Avenue should be a **bicycle- and pedestrian-friendly** environment.

- *Are the sidewalks sufficiently wide to be comfortable for a range of pedestrian volumes?*
- *Are there places for people to stop and rest?*
- *Are there small-scale, community gathering spaces?*
- *Are the sidewalks, crossings, and local businesses accessible to people of all physical abilities?*
- *Are the bicycle facilities comfortable for and attractive to cyclists of a wide range of ability levels? Are they family-friendly?*
- *Is there adequate, safe, and visible bike parking?*

The Galveston Avenue streetscape should promote the **unique identity** of the commercial district, of the surrounding neighborhood, and of Bend as a whole.

- *Does the streetscape contain unifying and cohesive elements?*
- *Can the streetscape help build a sense of community among businesses, and between businesses and area residents?*

- *Are there gateway treatments that signify entrances into the commercial district?*

Galveston Avenue should be an **attractive environment** for residents, business owners, customers, tourists, and passersby.

- *Does the streetscape have the right balance between clutter and starkness?*
- *Does the streetscape contain unique public art?*
- *Do the public amenities complement the area businesses and building forms?*

The Galveston Avenue streetscape should support current and future **transit service**.

- *Does the streetscape accommodate current levels of transit service and ridership levels?*
- *Will the streetscape accommodate future increases in transit service and ridership levels?*
- *Does the streetscape include (or can the streetscape accommodate in the future) transit-oriented amenities (such as benches and shelters)?*

The Galveston Avenue streetscape should enhance the **viability and vitality of commercial businesses**.

- *Does the streetscape allow for easy access for both customers and vendors?*
- *Will the streetscape help attract new businesses and customers?*
- *Does the streetscape design maintain and/or improve parking conditions?*

The Galveston Avenue streetscape should be **durable** and **easy to maintain**.

- *Are the streetscape materials / elements well-constructed from durable materials?*
- *Will the various elements of the streetscape be easy to maintain on a routine basis by both City agencies and individual property owners?*

Galveston Avenue should meet the community's **high environmental quality** goals.

- *Can the streetscape design improve stormwater drainage?*
- *Is stormwater visibly managed within the right-of-way?*
- *Do street trees and vegetation add to an overall "green" or "natural" presence along the street?*
- *Are plantings appropriate to Bend's high desert climate?*

Galveston Avenue should appropriately balance **local, city-wide, and regional needs** for vehicles, pedestrians and bicycles.

- *Does Galveston accommodate both local users and through movements?*
- *Does Galveston adequately recognize Galveston Avenue's role within the City's larger transportation system?*
- *Does Galveston reflect or integrate other current or adopted City plans?*