

Goals & Criteria

I. Streetscape Users

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

- Area residents
- Kids
- Seniors
- Disabled
- Transit riders
- Bicyclists
- Businesses
 - For their customers and suppliers
- Shoppers / business customers
 - Who may arrive by walking, driving, biking, or riding transit
 - From the local neighborhood
 - From the surrounding city
- Restaurant-goers
- Pass-through traffic
- Community event attendees

These are the users for whom we are designing the Denver 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.

II. Goals & Criteria

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

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

Denver Avenue should be a **bike- and pedestrian-friendly** environment.

- *Are the sidewalks sufficient to be comfortable for a range of pedestrian volumes?*
- *Are there small-scale community gathering spaces?*
- *Are there places for pedestrians to stop and rest?*

The Denver Avenue streetscape should promote the **unique identity** of the neighborhood and of the commercial district.

- *Does the streetscape contain unifying and cohesive elements?*
- *Can it help build a sense of community among businesses, and between businesses and residents?*
- *Are there gateway treatments that signify entrance into the commercial district?*

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

- *Is the street environment too cluttered? Too stark? Does it feel right / well-balanced?*
- *Does the streetscape contain public art?*
- *Does the streetscape harmonize with the area's architecture?*

The **history** of the Kenton neighborhood and the Denver Avenue commercial district should be honored and celebrated.

- *Does the streetscape honor the history of Kenton and the Denver Avenue commercial district?*
- *Does the streetscape help tell the neighborhood's story?*

The Denver 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?*

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

- *Does the streetscape allow for easy access for both customers and vendors?*
- *Does the streetscape help attract new businesses and customers?*
- *Does the streetscape design maintain and/or improve parking conditions?*
- *Does the streetscape provide a supply of, and access to, parking for a variety of users.*

Denver Avenue should be a **green, eco-friendly** place.

- *Does 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?*

The Denver Avenue streetscape should be able to **accommodate changing uses and demands** over time.

- *Does the streetscape allow for community events within the right-of-way?*
- *Can it accommodate many different types of businesses?*

The Denver Avenue streetscape should be constructed **within given budget parameters**.

- *Can the agreed-upon streetscape elements be constructed within the given budget? (Estimate: \$1.8 million (2006 dollars))*