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## PROJECT STATUS

Find out what's happening next on the:

### College Avenue Safety Enhancement (CASE) Project

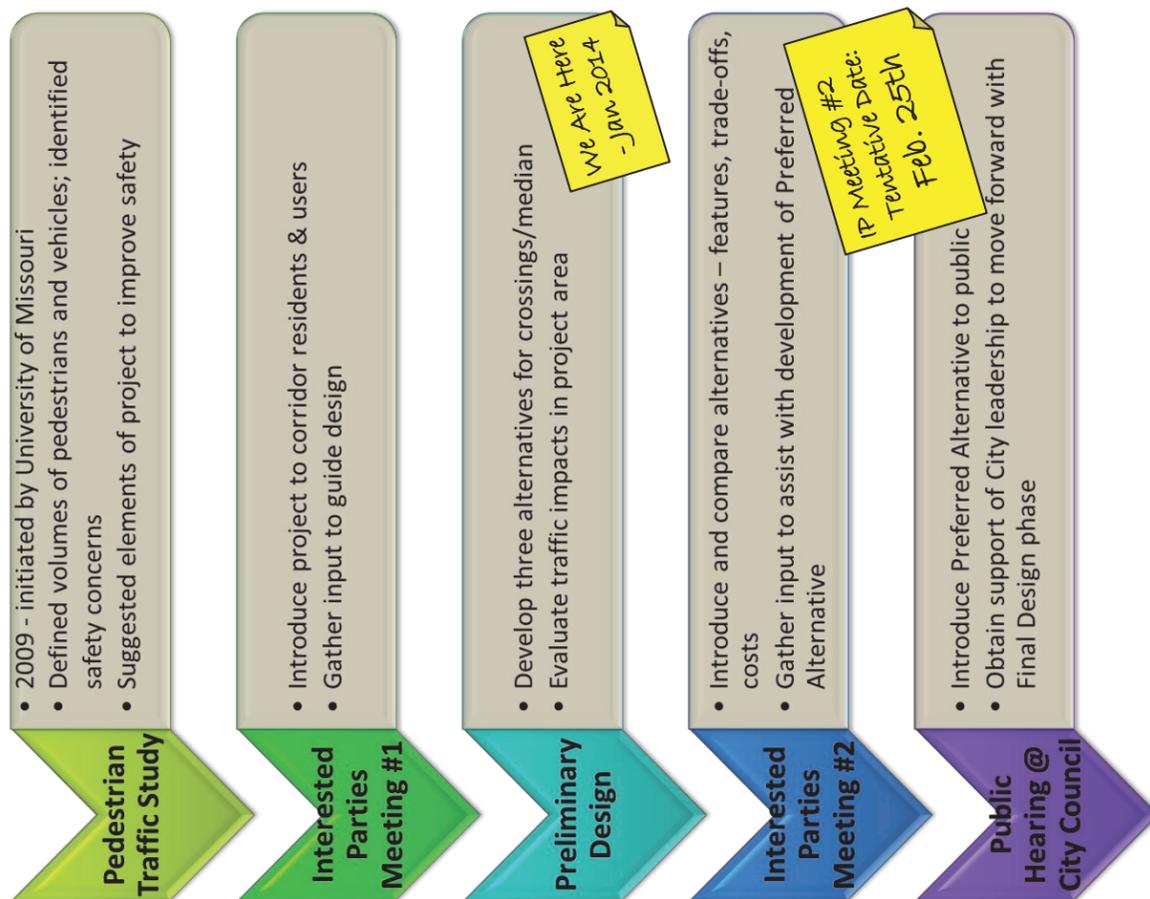
Having gained insight from the November 2013 Interested Parties Meeting, the design team has been busy working to develop and evaluate project alternatives. These will be brought forward for public input at *Interested Parties Meeting #2*, in the first quarter of 2014.

PROJECT STATUS



## PROJECT STATUS

**Project Timeline**  
Following the first Interested Parties (IP) Meeting, the CASE Project is now following a process structure similar to most City of Columbia infrastructure improvement projects. Alternatives are currently being evaluated in the preliminary design phase, and three alternatives will be brought forward to the public at the second Interested Parties Meeting in the next 1-2 months.



# College Avenue Safety Enhancement Project

Making the CASE for a Safer College Avenue

Project Newsletter—January 2014

[www.MakeTheCASEProject.com](http://www.MakeTheCASEProject.com)



## Project Summary

The **College Avenue Safety Enhancement (CASE) Project** corridor runs approximately 1500-linear feet, between University Avenue and Rollins Street. College Avenue, also MO Route 763, is a MoDOT roadway that borders the eastern edge of the University of Missouri's campus. Several University-recognized fraternity houses line the east side of College Avenue. Continuing to the east is the East Campus Neighborhood Association - an established Columbia neighborhood with a diverse mix of single-family residential homes, both owner-occupied and rental units, and multi-family dwellings serving primarily as student housing.

In a 2009 pedestrian traffic study completed for the University of Missouri, counts showing over 480 pedestrians crossing College Avenue along the study corridor, not including the intersections at University Avenue and Rollins Street. Pedestrians are often waiting in the center-turn lane in order for traffic to clear in either the north or south direction in order to complete the crossing of the street. This is a situation that has long been known to be dangerous for pedestrians and motorists.

## PEDESTRIAN TRAFFIC EXISTING CONDITIONS

(SEPTEMBER, 2009)



## Recent Project Activities

The public was invited to an Interested Parties Meeting on November 19, 2013, to be introduced to the CASE Project. Over fifty individuals attended. Members of the project design team were present to discuss a variety of project-related information that was provided, including displays describing the following:

- ◆ The 2009 *Pedestrian Traffic Study* recommendations for mid-block pedestrian crossings and a center-lane median to channelize pedestrians, as well as previously identified project goals and concerns;
- ◆ Information describing the existing vehicle and pedestrian traffic patterns along this segment of College Avenue;
- ◆ Initial thoughts about the proposed project's appearance;
- ◆ Description of the process being followed in the CASE Project's design development.

The information displays presented at this first public meeting can be viewed on the CASE Project website:

[www.MakeTheCASEProject.com](http://www.MakeTheCASEProject.com)—then click on "MEETINGS"

Keep reading to learn more about the comments generated from the November Interested Parties Meeting.

## Interested Parties Meeting #1—November 19, 2013

Respondents were asked to provide an opinion on the greatest concerns they had regarding the proposed project. Preliminary outreach had confirmed a number of known concerns, such as:

- ◆ Safety of those crossing College Avenue
- ◆ Appearance of constructed improvements
- ◆ Maintaining left turn access
- ◆ Cost of improvements vs. benefit
- ◆ Changing pedestrian behavior

The results were spread fairly evenly, with many respondents selecting and ranking multiple options. The top three concerns, provided in order of priority were: (1) Safety of pedestrians crossing College Avenue; (2) Changing pedestrian behavior; (3) Maintenance of left turn access.

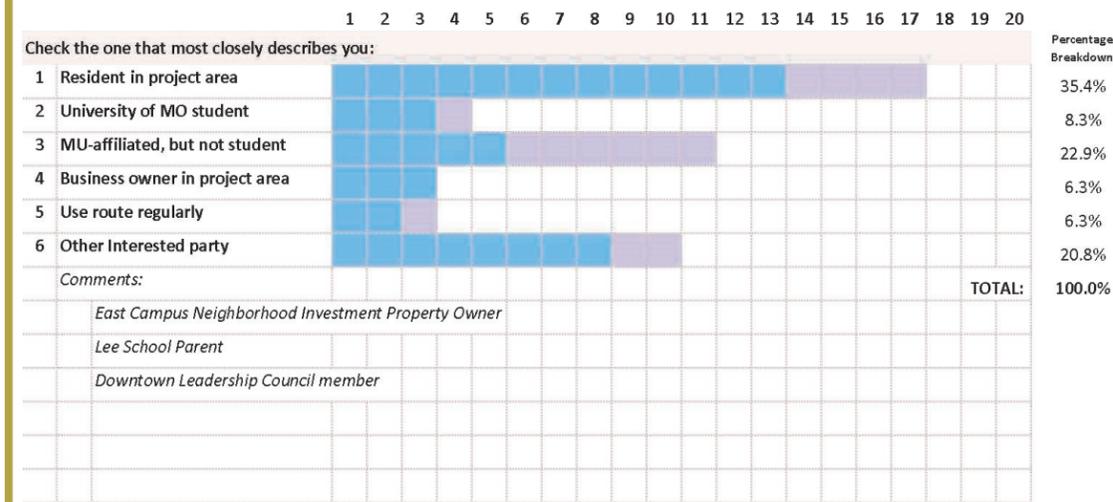
Comments received were evaluated and categorized, and tables identifying a summary description of the respondents and of the comments received are provided on the following page. Comment groupings that had the largest number of comments included:

- ◆ Concern about loss of left-turn access with associated traffic impacts to the East Campus Neighborhood (ECN);
- ◆ Preference to defer full-build out of center-lane median and barrier infrastructure and begin with defined crosswalks and pedestrian signals, then monitor the impacts on safety;
- ◆ Landscaped median as vertical element, or perhaps in lieu of vertical element, is widely preferred to a structural barrier

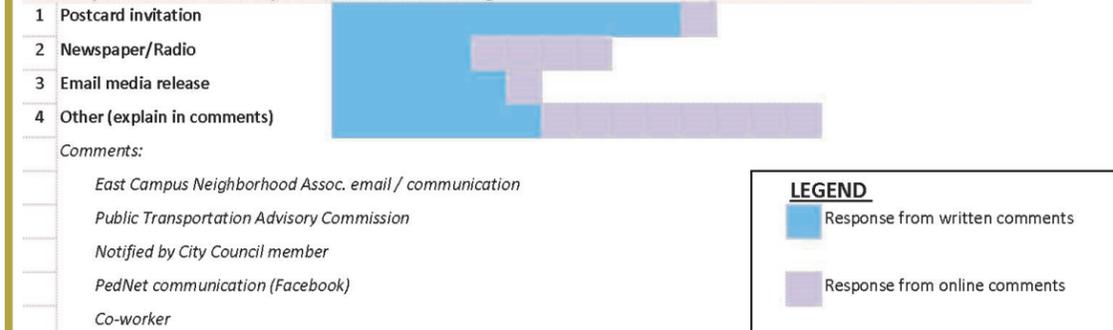
Below is a breakdown of the individuals who provided comments about the safety improvements being considered on the College Avenue corridor. Over half of those respondents were either residents in the area of the CASE Project or affiliated with the University of Missouri.

### Summary of Written/Online Public Comments RESPONDENT BREAKDOWN

CASE Project - City of Columbia, Missouri  
Interested Parties Meeting #1 - November 19, 2013



### How did you find out about today's Interested Parties Meeting?



**LEGEND**

- Response from written comments
- Response from online comments
- Comments noted regarding specific categories of public comments

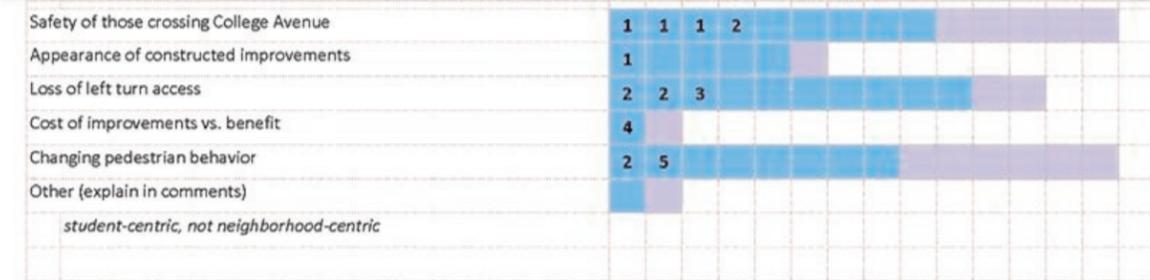
### COMMENTS:

- 1 Some respondents provided more than one item characterizing their interest in the CASE Project; total comments received represented approximately 30 individuals.

### Summary of Written/Online Public Comments COMMENT BREAKDOWN

CASE Project - City of Columbia, Missouri  
Interested Parties Meeting #1 - November 19, 2013

One of the CASE Project displays listed several items noted as "Known Concerns". Please comment on the concern that you believe is most critical to be addressed by this project. If you find it difficult to select only one, please note which is the highest priority in the comments:



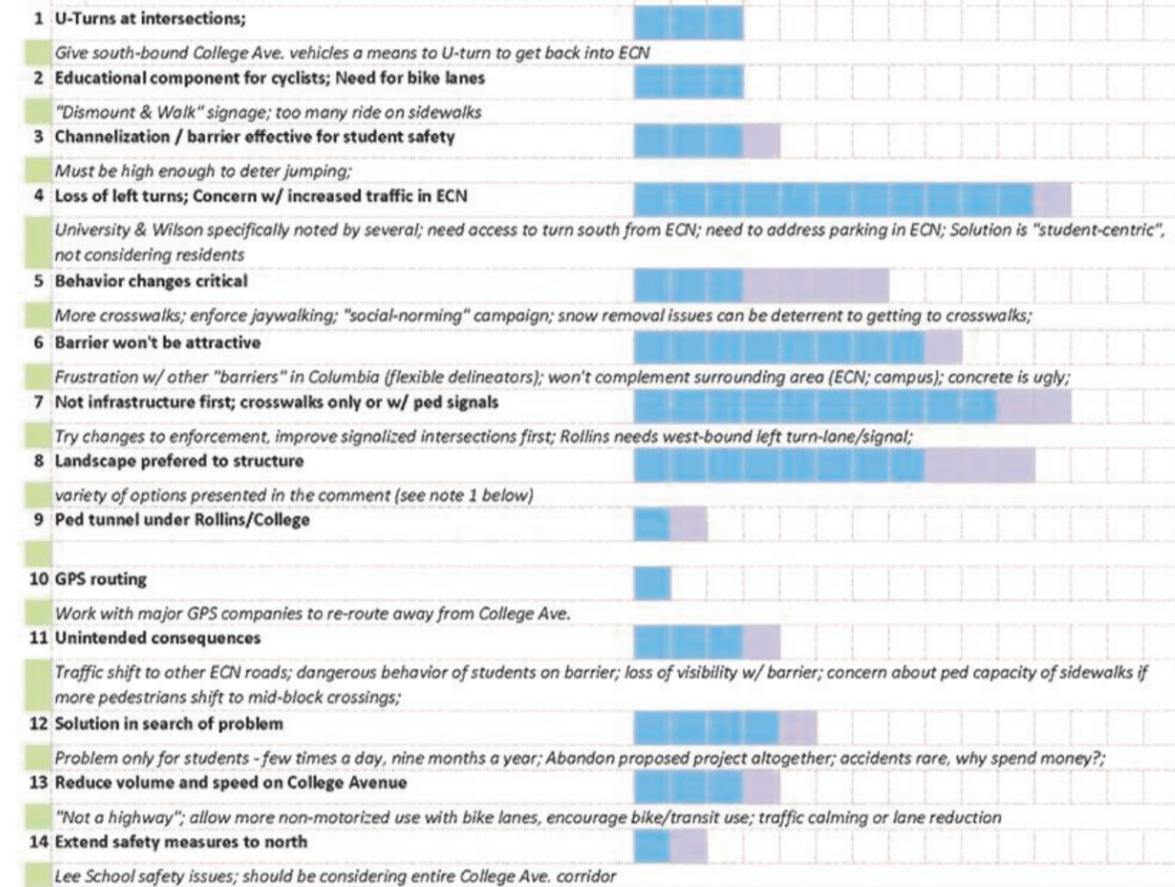
NOTE: Several commenters provided more than one selection. For those that ranked them in order of importance, those rankings are reflected in the numbers shown above. All other selections were assumed to be equally of the highest priority.

The comment form asked for general comments to the following specific questions:

**Q. There is a strong desire to have the project improvements look attractive and appropriate to the area along College Avenue. Please give us your input about how the elements of the CASE Project might achieve this goal.**

**Q. Please provide any other comments you have about the CASE Project:**

This is the summary of written comments received to these questions, categorized:



Assuming a "vertical element" is constructed as part of the CASE Project, listed are specific aesthetic treatments of a proposed median barrier as noted in multiple comments:

- 1 Landscaped features; perhaps inclusive of a fence to provide for continuous barrier to crossing
- 2 Black wrought-iron fence; not stamped concrete
- 3 Review 2010 Charrette Report from Downtown Leadership Council
- 4 No reflective barriers or concrete
- 5 Short wall only, w/ fence on top to maintain visual across College Ave.
- 6 Black and Gold design theme

**LEGEND**

- Response from written comments
- Response from online comments
- Comments noted regarding specific categories of public comments