Combining Public Opinion and Data to Rethink Logan Square

June 14, 2019
Craig Jakobsen, PE, PTOE
Jacobs
Agenda

**Context** for Logan Square reconstruction

**Input** from community

**Data** from device tracking

**Collaborate** for the design

**Outreach** back to the public
What did the people say?
Study Goals

- Improve traffic safety.
- Create more useful public and green space.
- Improve pedestrian crossings and sidewalks.
- Preserve neighborhood identity and historic features.

Create a multimodal corridor that considers and balances the needs of residents, businesses and users.
Create easier access and connectivity to the Square and within the neighborhood.
Control traffic speeds, improve intersection flow, rebuild traffic signals and add more traffic signs.
Integrate native plants, trees, lighting and outdoor seating.
Bicentennial Improvements Plan

• Closes Milwaukee

• Reroutes Kedzie

• Maintains One-way
What did the data say?
StreetLight Data

StreetLight InSight® Metrics

The StreetLight InSight platform delivers Metrics derived from Big Data that describe travel behavior. It's a cloud-based application, so you can design and run transportation analyses on your computer until you have the answers need. Discover the Metrics currently available via StreetLight InSight below.

Origin-Destination Analysis

StreetLight InSight Origin-Destination (O-D) Analyses describe trips between any "Zones" that you’re interested in. A "Zone" is our term for the geographies that StreetLight InSight users analyze. A Zone can be virtually any size, from a highway off-ramp to an entire state. This analysis provides the following Metrics:

- O-D matrices of relative trip volumes between each pair
- Average travel time of trips between O-D pairs

Find out how planners in Napa Valley used these Metrics to answer key questions such as "What are the origins of external trips?" - and how the answers impacted their Countywide Transportation Plan.

READ THE CASE STUDY

This StreetLight InSight heat map visualizes a segment of an origin-destination matrix of LAX Airport to census block groups in Los Angeles.
Major Travel Patterns

- Milwaukee-Milwaukee
- Kedzie Ave-Kedzie Blvd
- Logan Blvd-Kedzie Blvd
One-way Travel Patterns

- Milwaukee-Milwaukee
- Kedzie Ave-Kedzie Blvd
- Logan Blvd-Kedzie Blvd
Two-way Travel Patterns

- Milwaukee-Milwaukee
- Kedzie Ave-Kedzie Blvd
- Logan Blvd-Kedzie Blvd
RECOMMENDATION
Two Way, The Bend

Improvements & Impacts

- Improves pedestrian access
- Allows flexible use of public streets
- Improves traffic and safety
1. I think Milwaukee Ave. should be re-routed around the Square

2. I prefer the realigned Kedzie Ave. design

3. I support converting streets within the Square to two-way traffic

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree
1. I think Milwaukee Ave. should be re-routed around the Square.
I prefer the realigned Kedzie Ave design
3. I support converting streets within the Square to two-way traffic
Logan Square Concept Comparison

Concept 2: Traffic Oval

- **4 Crosswalks to Logan Square**
- **770’ Maximum distance between crosswalks**
- **38’ Average crosswalk length**

**Event Flexibility:**
This concept re-routes Milwaukee Ave, and unifies Logan Square, allowing for a fixed event space.

**Travel Times:**
- **28% Increase on average**

**Parking Spaces:**
- **99 spaces**

---

Concept 4: Two Way, The Bend

- **8 Crosswalks to Logan Square**
- **430’ Maximum distance between crosswalks**
- **49’ Average crosswalk length**

**Event Flexibility:**
The two-way street design in this concept provides additional event space by temporarily closing one of the perimeter legs around Logan Square.

**Travel Times:**
- **3% Increase on average**

**Parking Spaces:**
- **110 spaces**

---

PUBLIC SPACE
Both concepts unify Logan Square and create new Kedzie Plaza, providing opportunities for activities and events.
Keys to successful outreach:
1. Excellent starting mindset
2. Give people more of what they want
3. Match the design to the data
4. Walk them through how it works
Questions?

Thanks