• Active survey from March 11, 2017 to April 16, 2017

• Online engagement site to educate the public about the project and collect feedback using interactive and visual screens

• Provided information on the project via a “welcome” screen

• Asked participants to weigh in on priorities, tradeoffs, and design preferences

• Included an optional question on the “stay involved” screen regarding how the participant uses the existing bridge.

• Designed to mirror activities from in-person meetings
896 participants
27,677 individual data points
771 written comments
5:57 completion time (median)

I live in a neighborhood near the bridge.
I work in or near downtown.
I walk across the bridge often.
I bike across the bridge often.
I drive across the bridge often.

Daily Visitor
Aggregate

Graph showing daily visitor and aggregate data from 3/11/2017 to 4/16/2017.
Priority Ranking

Constraints such as time, space, and money will require us to make informed decisions during the design process. Participants were asked to identify which design elements were important to them.

- **Pedestrian Facilities**: most frequently ranked and highest average ranking
- **Intersections and Approaches and Bicycle Facilities**: ranked a similar number of times but Intersections and Approaches usually ranked slightly higher
- **Parking**: gap between the intensity and frequency shows that while not everyone sees it as an important consideration, those that do think it’s very important

**Comment Notes**

- Many comments suggested a simple design with a focus on functionality for all travel modes, now and in the future.
Tradeoffs

Ultimately, the design process will require thoughtful consideration of various tradeoffs. Participants were asked to choose between two tradeoffs.

Should look good but the connection is more important.

Space under the bridge should be safe.

Budget constraints likely will prevent an iconic design.

Iconic doesn’t need to be highly visible.

Complement the existing aesthetics.

Aesthetically pleasing can occur with materials and attention to detail.

Complement rather than compete.
Tradeoffs

ROLE

Announcing Arrival OR Connecting Places

Make it functional and efficient
Connections are important
No need for flashy signage
Thoughtful design
Pavilion is the gateway and bridge should not compete with it
No showy arches or anything too visually distracting
Belmont as a neighborhood should be honored in an appropriate way
Nothing to announce
Not a gateway to Charlottesville – mainly a commuter route
## Tradeoffs

### VIEWS

<table>
<thead>
<tr>
<th>Views FROM the bridge</th>
<th>Views OF the bridge</th>
<th>Total Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0</td>
<td>275</td>
</tr>
<tr>
<td>0</td>
<td>1</td>
<td>197</td>
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<tr>
<td>1</td>
<td>2</td>
<td>188</td>
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<tr>
<td>2</td>
<td></td>
<td>92</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>68</td>
</tr>
</tbody>
</table>

### See the Area OR See the Bridge

- **Average**: 0.63
- **275**: See the Area
- **197**: Neutral
- **188**: See the Bridge
- **92**: More
- **68**: Much More

Both are important but views from the bridge resonate more. Both should be accommodated.

Make it clear that pedestrians, bikes, and cars can travel across safely.

Preserve views to Carter’s Mountain and of the sunset.

If iconic design, the view OF should be important; If complementary design, the view FROM the bridge should be emphasized.

Attractive structure that blends in to the area.

Your “take” will depend on whether you’re going over or under the bridge.
Tradeoffs

MOBILITY

Travel Lanes OR People Space

Moving Cars
Moving People

Separate the pedestrians from the cars
Make it easier for pedestrians to access the mall
Tough call, so I'm staying neutral
Both!

Making it difficult for cars to pass through will cause more traffic

Many patrons drive to downtown

It needs to do both; Move traffic easily but separate from pedestrians

Do not give cars priority for this critical community connection
Parking is scarce in the area and free parking is important to patrons and employees.

With new garage in the works, focus on amenities.

Can’t take away parking unless you replace it.

Trade off some parking for some amenities but not all for one.

If parking issues can be alleviated via other means, then replacing it is the better option.

Get rid of parking and make a playground.

Consider converting other 2-hour spots to all day spots.

Space for Parking OR Space for Amenities

Preserving Parking

Replacing Parking

0.23 Average

012 21

Average

256 Total Count

163 139 115 137
Various design elements will come together in the preferred concept. These elements will affect how the bridge looks and how people experience the bridge. Participants were shown a series of images organized into four categories. They rated each item from 1 (least preferred) to 5 (most preferred).
Preference Survey

Pedestrian-Scale Lighting: 4.1
Over Street Lighting: 2.6
Architectural Lighting: 2.5
Pathway Lighting: 3.4
Bridge Lighting: 2.4
## Preference Survey

### Public Spaces

<table>
<thead>
<tr>
<th>Space</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>Pathways</td>
<td>4.1</td>
</tr>
<tr>
<td>Active Space</td>
<td>3.2</td>
</tr>
<tr>
<td>Parklet</td>
<td>2.4</td>
</tr>
<tr>
<td>Plaza</td>
<td>2.8</td>
</tr>
<tr>
<td>Play Space</td>
<td>2.5</td>
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</tbody>
</table>
Preference Survey

Streets

<table>
<thead>
<tr>
<th>Blended Space Bike/Ped</th>
<th>3.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separate Space Bike/Ped</td>
<td>3.4</td>
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<tr>
<td>Limited Space Bike/Ped</td>
<td>1.5</td>
</tr>
<tr>
<td>Single Travel Lanes</td>
<td>2.8</td>
</tr>
<tr>
<td>Multiple Travel Lanes</td>
<td>2.9</td>
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</tbody>
</table>