



„SAINT MARTIN STREET RESEARCH PROJECT”

Journalism and social communication group
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- An aerial photograph of a city street, likely Poznan, with a semi-transparent white text box overlaid on the left side. The text box contains four bullet points in a dark blue font. The background shows a dense urban area with buildings and a street running through the center.
- Swiety Marcin Street is a wide street located in the center of Poznan.
 - The street hosts many local and international businesses and it poses a great historical value for the citizens of Poznan.
 - The renovation of Swiety Marcin is a part of a bigger initiative called the Centrum Project, which is divided into two phases; the first phase includes the renewal of Swiety Marcin street.
 - Prior to the launch of renovations, social consultations took place in order to include the citizen's opinion regarding the upgrade of the street.



- ▶ The purpose of our research was to establish to what extent the social consultations had helped to consider the citizens' opinion and whether they are satisfied with the outcome.
- ▶ Research paper includes an extensive analysis of documents regarding the citizen's expectations and the renovation in general and the results of a survey that we have conducted which aimed to establish the level of the citizens' satisfaction with the renovation outcome.

RESULTS OF THE SURVEY:

THE AVERAGE
GRADE OF THE
STREET VISUAL
SIDE AFTER
RECONSTRUCTION
IS EQUAL TO 3.1

- 40% are satisfied with the level of the street visual form after reconstruction
- 30.8% disagree that the reconstructed street is a good place for entertainment and recreation
- 44.3% think that there is too little green places on the reconstructed street
- 33.8% believe rather not enough green spaces
- 55.4% do not feel that St. Martin Street became a more attractive tourist spot



30% of people are concerned about the lack of proper greenery on the street

14% about dangerous combination of tram-car-pedestrian traffic and risks of accidents

13% of the city residents have no concerns.

Comparison of consultation results and survey results



EXPECTATIONS

Time perspective of
changes 3-5 years

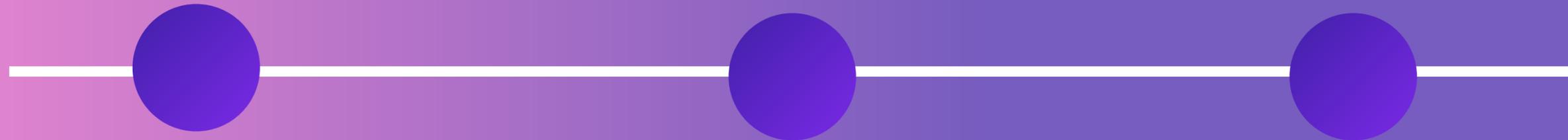
REALITY

In 2019 changes
are visible

RESULTS

Agrees to the
expectation

RESULTS



EXPECTATIONS

Reduce the intensity
of car traffic

REALITY

Still dangerous place for traffic
situations, a speed limit
is not respecting,
dangerous combination of
tram-car-pedestrian traffic

RESULTS

Doesn't agree
to the expectation

RESULTS

EXPECTATIONS

To solve an issue with parking places

REALITY

Large number of parking spaces affects the growth in the number of cars in the city center, improperly parked cars is observed

RESULTS

Agrees partially



EXPECTATIONS

Pleasant image of
the city-centre

REALITY

Renovated street
looks “ugly”, nearby
buildings was
neglected

RESULTS

Doesn't agree to the
expectation



EXPECTATIONS

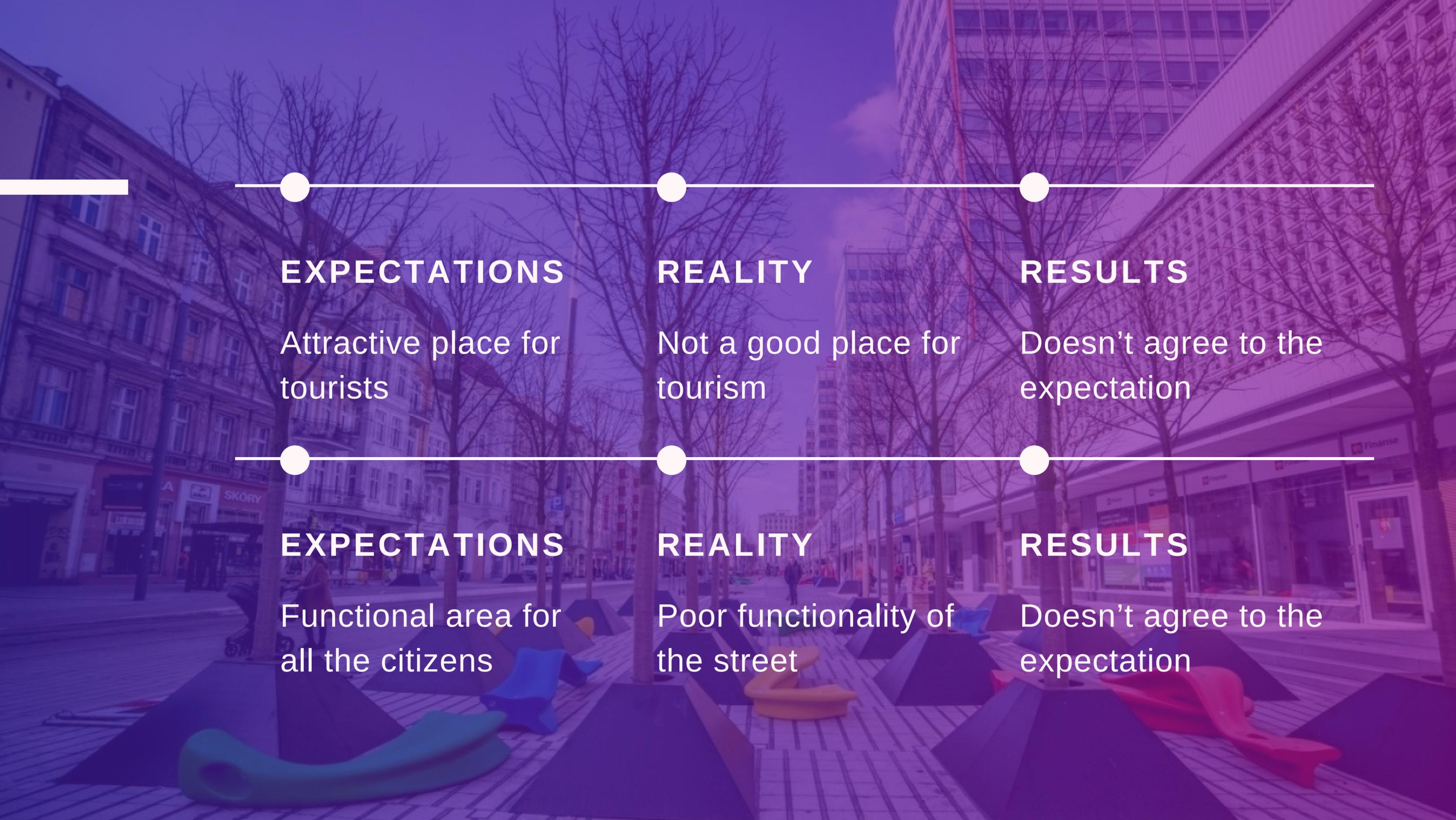
Limit the colors
pattern of facades

REALITY

Dominance of
shades of gray

RESULTS

Agrees to the
expectation



EXPECTATIONS

Attractive place for tourists

REALITY

Not a good place for tourism

RESULTS

Doesn't agree to the expectation

EXPECTATIONS

Functional area for all the citizens

REALITY

Poor functionality of the street

RESULTS

Doesn't agree to the expectation