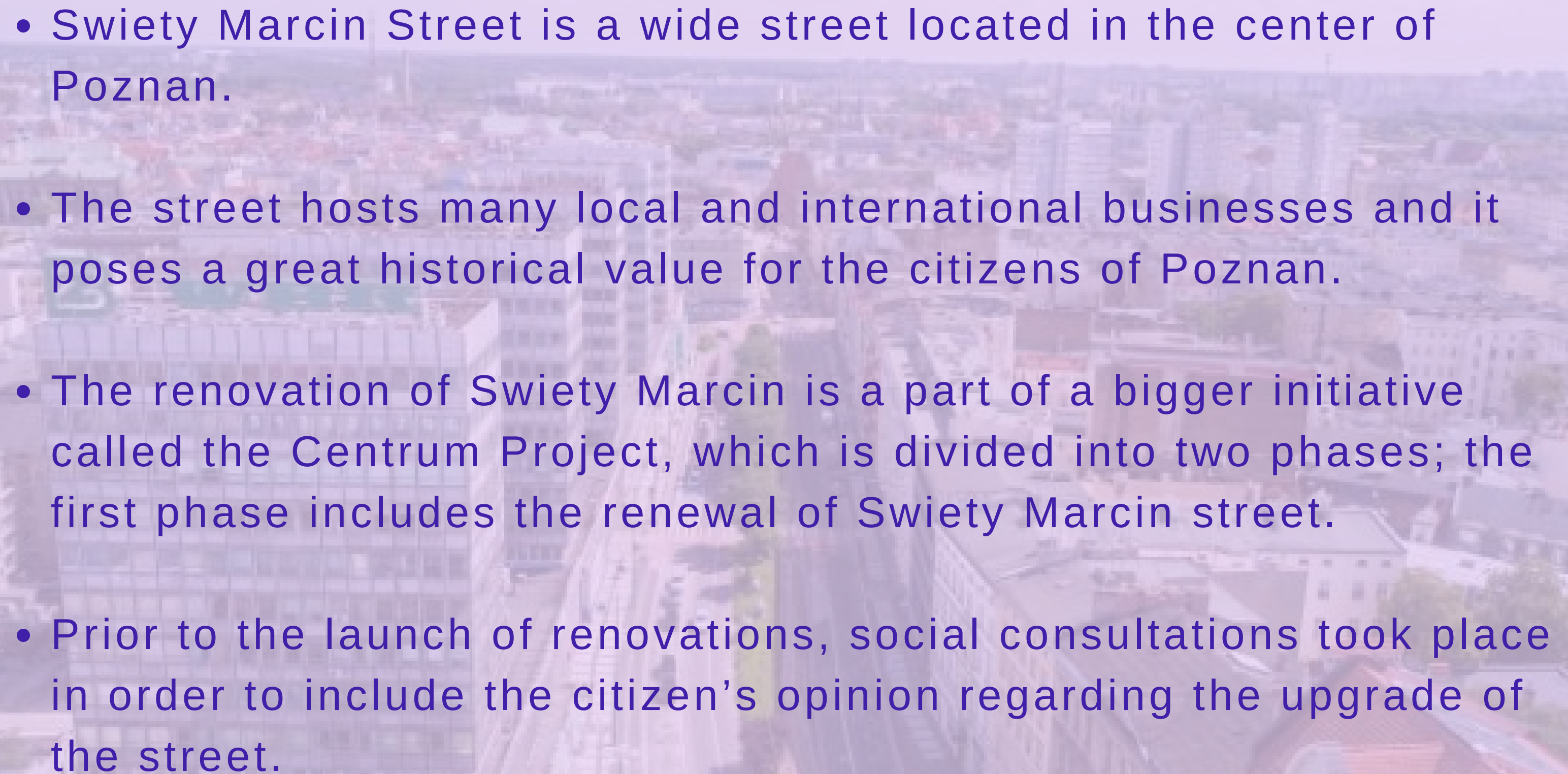


The background image shows a city street scene with a blue overlay. On the left, there is a historic building with arched windows. In the foreground, a young girl in a patterned dress is walking. The street is paved with a pattern of light and dark rectangular tiles. In the background, there are trees and other buildings. The text is centered over the image.

„SAINT MARTIN STREET RESEARCH PROJECT”

Journalism and social communication group
Adam Mickiewicz University in Poznań


- 
- An aerial photograph of the city of Poznan, Poland, showing a dense urban landscape with various buildings, streets, and green spaces. A semi-transparent white rectangular box is overlaid on the center of the image, containing a bulleted list of text. The text is in a dark blue, sans-serif font. The background image is slightly blurred to make the text stand out.
- 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

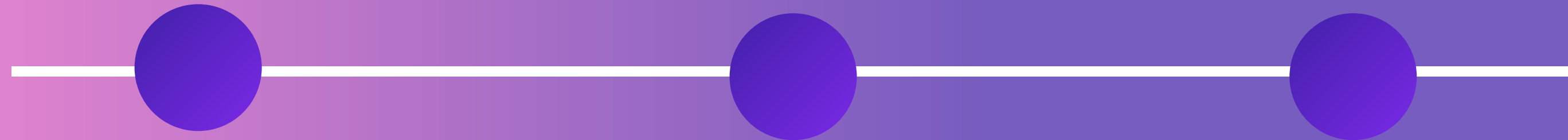
REALITY

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