Saint Louis
Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD

Today's discussion:

- The reason for the Initiative
- Great Streets – program definition
- Collinsville – scope / schedule / budget
- Proposal Submittal

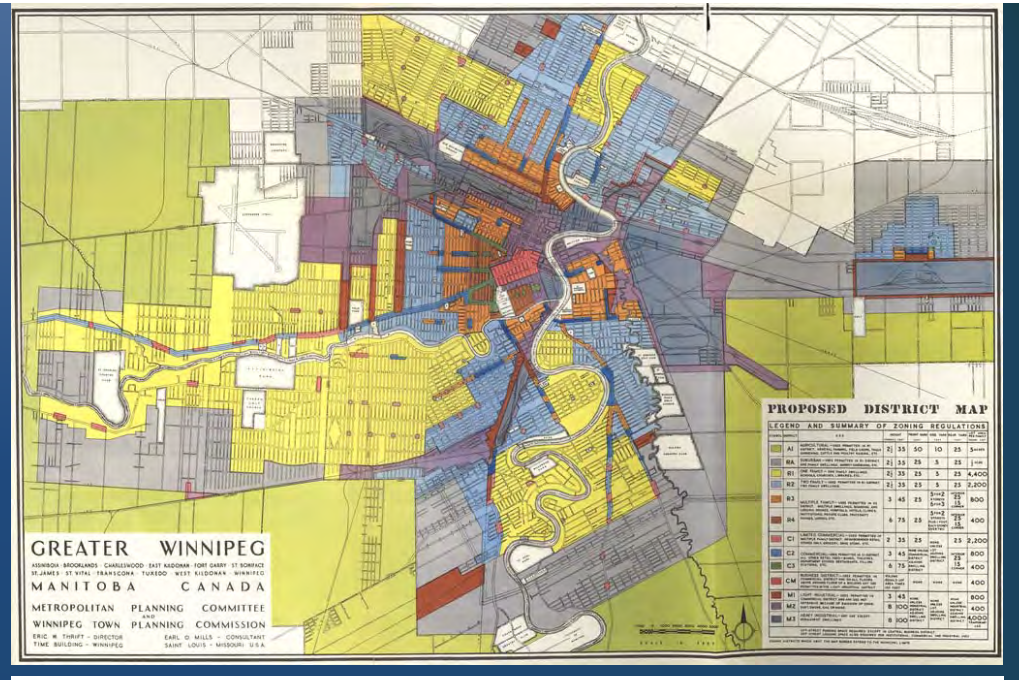
CARR.

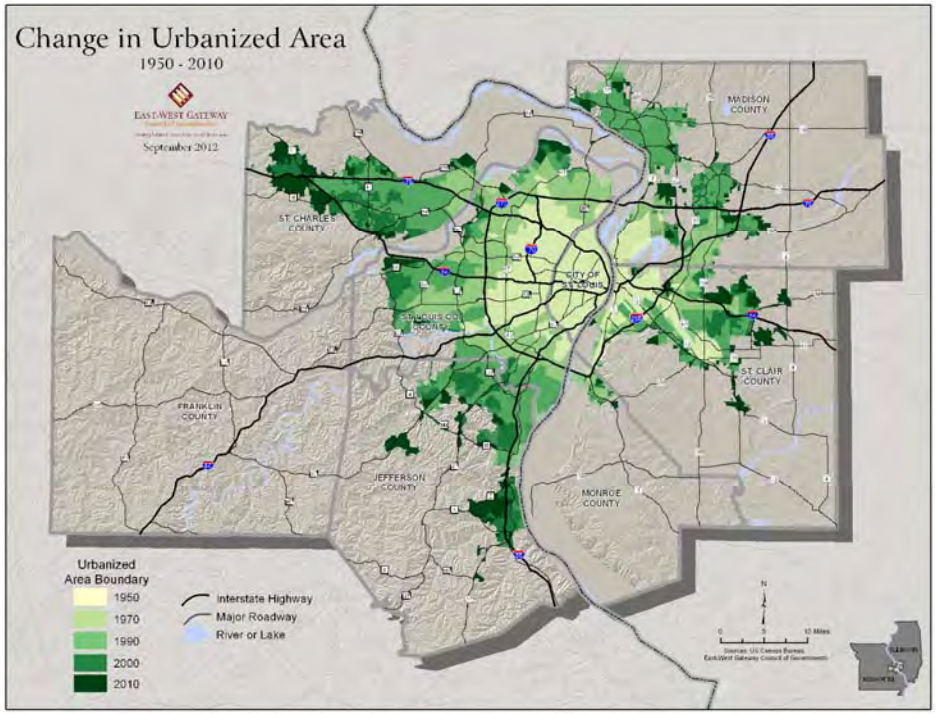
Village of Euclid, Ohio v. Ambler Realty Co. 272 U.S. 365 (1926)

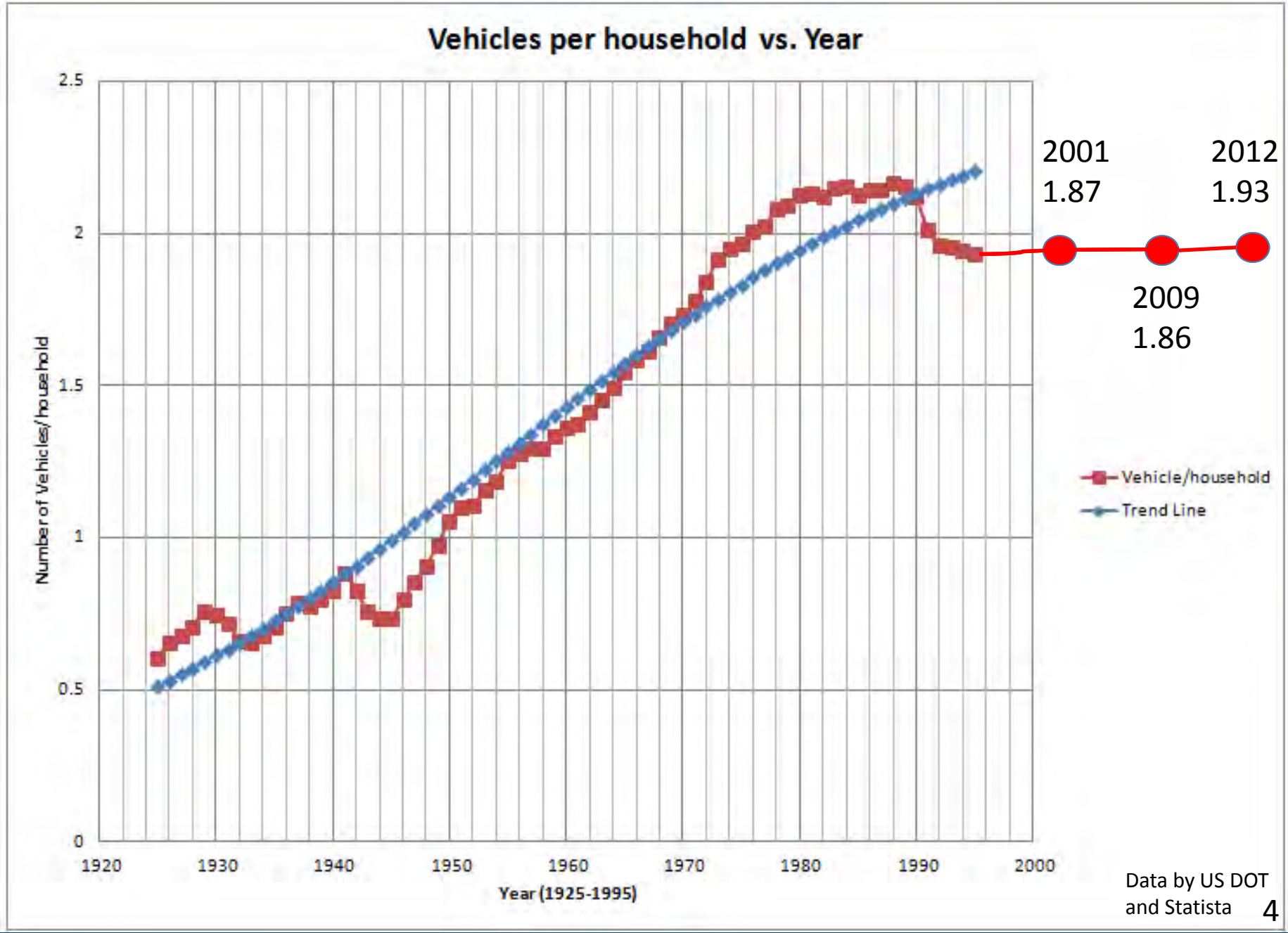
Euclidean zoning laid over existing co-mingled land use

Social preference for / access to the auto

Housing construction outpaces population growth







Data by US DOT and Statista

BARBER SALON

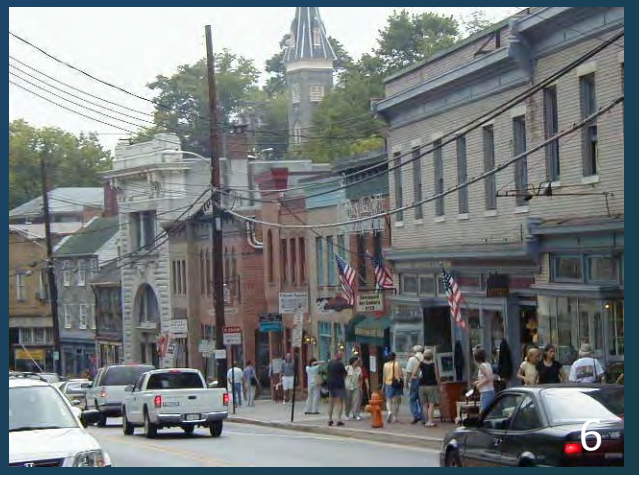
Country Club Plaza, KC MO 1923

PLACEMAKING

Current retail developers have known this for decades – now returning to "main street" lifestyle centers

Communities with unique, accessible, and functional identity spaces use them for a range of functions.

- Reinforces local partnerships
- Showcases the community
- Builds local "ownership"



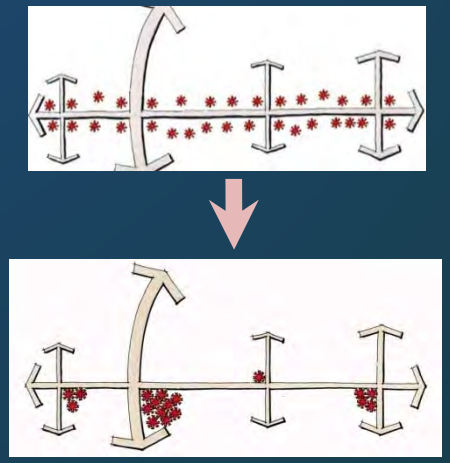
ECONOMIC VITALITY

Local examples of walkable commercial districts show 12% - 14% increased in sales tax revenues, higher occupancy levels, increased rental rates, and significant private investment over pre coordinated planning levels.
Source: South Grand CID

The success of open air town centers has shown that, with retail, where the place is inviting, people stay longer (12% longer) and spend more (9%). On average visitors spend almost $30 on dining and leisure compared to $5 at an enclosed mall.
Source: Alexander Babbage 2009

When a corridor has the functions, quality, and access that the community wants it can thrive.

- ↑ Tax revenues
- ↓ Vacancies
- ↑ Private investment
- ↑ Rental rates / property values
- ↑ Interest from a wider range of developers / proprietors



ENHANCED MOBILITY

Neighborhoods with direct access to a range of transportation options enjoy increased property values and reduced combined housing and transportation costs per household.

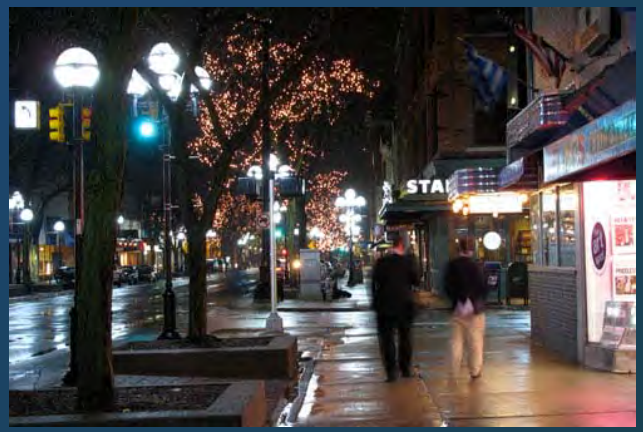
In New York, homes within 800 feet of park or green space afford a 2%-3% premium

In Indianapolis, homes within ½ mile of a greenway afford up to a 15% premium adding more than $166.5M (2012)

Cleveland,OH residents switching to a bike / ped / transit commute average $9576 annual savings. In Dallas, the savings average $9506 per resident.

The city of Chicago estimates a $2.3B annual city wide cost savings for non auto commuters

1% increase in walk score averages $1300 home value premium



HEALTH & LIFESTYLE BENFITS

Aging in place provides continuity of social networks and services

Walkable, well serviced communities have lower levels of chronic diseases and obesity

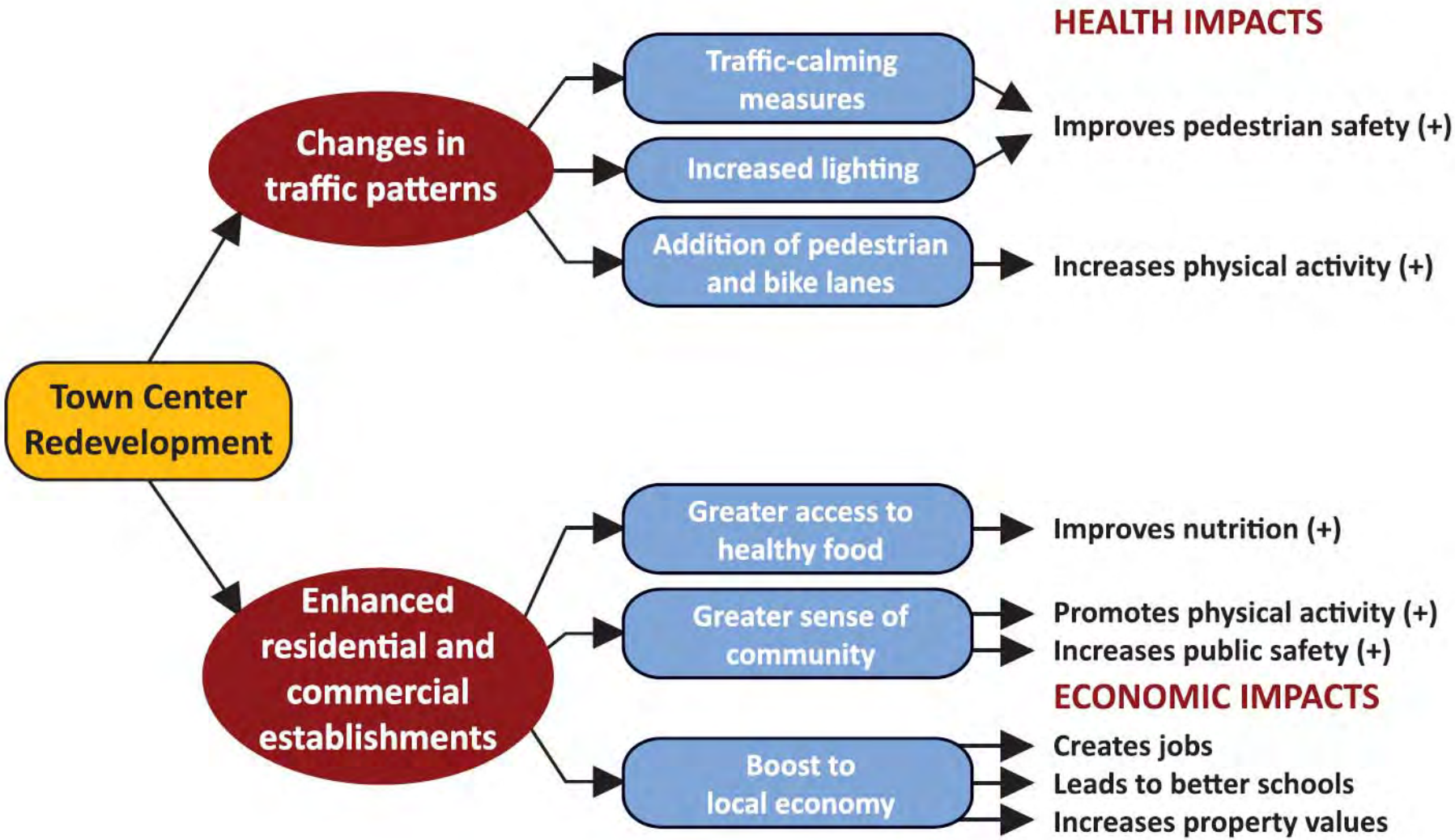
"… the generation and maintenance of social capital is . . . facilitated by living in a walkable community."

Examining Walkability and Social Capital as Indicators of Quality of Life at the Municipal and Neighborhood Scales
Rogers, Halstead, Gardner, & Carlson

Residents in walkable, mixed use communities spend less time commuting

The EPA estimates that CSOs and separate sewer overflows (SSOs) cause at least 5,576 illnesses every year

The City of Philadelphia determined that a Green approach to addressing storm water infrastructure accounts for 1 to 2.4 premature fatalities avoided every year and over 700 cases of respiratory illness days avoided per year. Avoided healthcare costs were estimated to be $130 million over 40 years.


HEALTH IMPACTS
Town Center Redevelopment
Changes in traffic patterns
Traffic-calming measures
Increased lighting
Addition of pedestrian and bike lanes
Improves pedestrian safety (+)
Increases physical activity (+)
Enhanced residential and commercial establishments
Greater access to healthy food
Greater sense of community
Boost to local economy
Improves nutrition (+)
Promotes physical activity (+)
Increases public safety (+)
ECONOMIC IMPACTS
Creates jobs
Leads to better schools
Increases property values

AARP

ENVIRONMENTAL

"Green" investments have additional benefits – ie: the tree

- Local species = local identity
- Traffic calming / safety
- Carbon sequestration
- Water consumption
- Heat island reduction
- Increased property values
- Over 90% aesthetic preference

The range of environmental components includes:

- Stormwater, plantings, lighting, electricity consumption, maintenance routines, accoustics, migratory patterns, heat island effect, construction spoils, etc.

- Environmentally responsible infrastructure increases **longevity**, reduces **operational costs**, and often reduces **capital expense**
- Efficient modern lighting provides better coverage at significant **energy savings**
- Green storm water infrastructure **reduces flooding, preserving local wealth** and increasing community property values

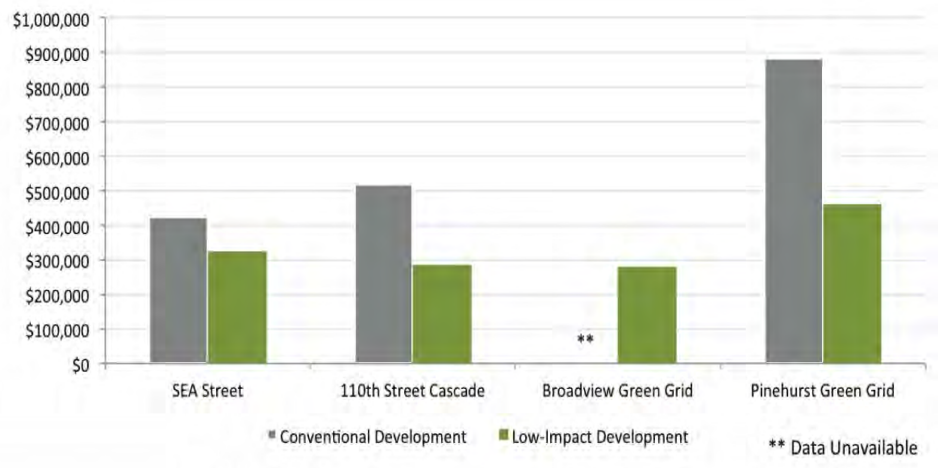


Figure 4. Cost Analysis of Seattle Public Utilities Natural Drainage Systems

Source: ECONorthwest, with data from Seattle Public Utilities 2002

- Shaded areas are between **20 and 40 degrees cooler**
- On average, shaded buildings are **7-10% less costly** to heat/cool.
- street trees in **Berkeley, California** reduced annual energy costs by $15 per tree
- trees of **Cheyenne, Wyoming** provided an annual energy benefit of $11.57
- **Washington, DC's** urban forest, the parks and street trees reduce building energy consumption costs by $2.65 million per year.

Breaking Green, April 2012

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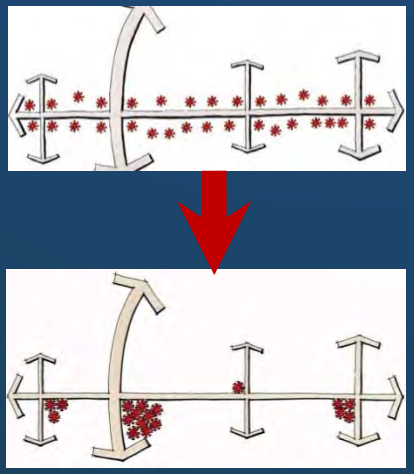


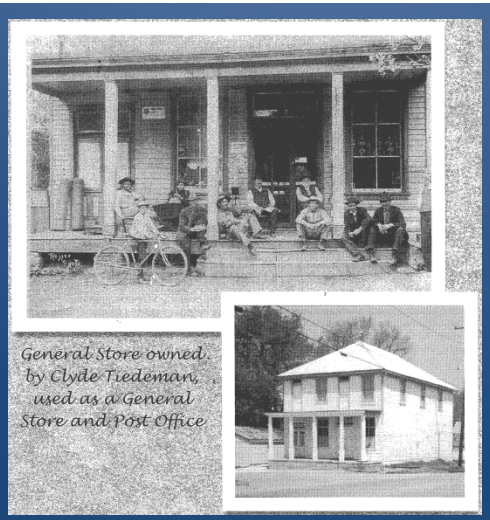
The Initiative - Reconceive the street

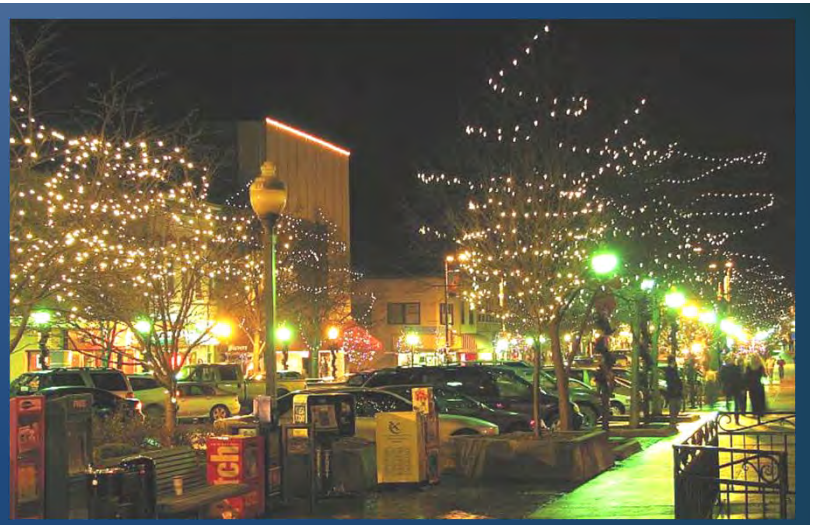
- Includes Property, not curb to curb.
- Streets are public space.
  - They need to work well for everyone using them.
  - We have an obligation to broadly consider our public investments
- Planning Assistance Program
- Technically diverse planning teams
- Community direction and dialogue

Program Principles:

- Are **Great places**
  - local identity & walkability
- **Integrate land & transportation** planning
  - design to a vision
- Accommodate **all users and modes**
  - trip type - “to, through, & within”
  - accessible for everyone
- Are **economically vibrant**
  - complementary uses
- Are **environmentally responsible**
  - practical
  - more than just storm water
- Rely on **current thinking**
  - adapting what works best
- Are **measurable**
  - performance measures
    - guide the process
  - relate to RTP & funding
- **Develop collaboratively**
  - multi disciplinary team &
  - iterative community input

Context Sensitivity:





Market - Commercial activity, Demographic data, Institutions

Users - Residents, Employees, Visitors, Passers by

Lay of the land - Hydrology, Topography, Land use, Climate, Utilities

History - Land use, Events

Management – Governance & Maintenance

Place making is about the users:

- Accommodate a wide ***range of functions***
  - Utilitarian, casual, & structured activity
  - Avoid commercial monoculture
  - Provide a variety of usable spaces
- ***Activate the space***
  - Give people a reason to come & linger (amenity, activity)
  - Accommodate different types of users
    - Age Groups
    - Purpose
- Relegate ***support functions to back of house*** (services, parking, etc.)

“There is more to life than increasing its speed”

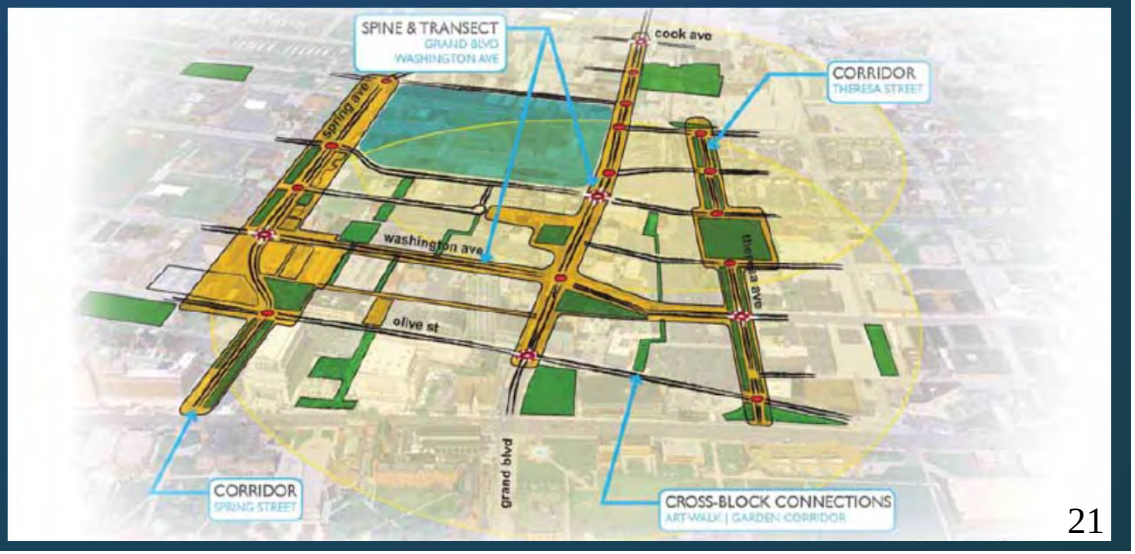
- Ghandi

Integrate the design:

- Start with the community's vision for their place
  (informed by context and data)
- Develop all of the "systems" to achieve that vision
  - Land use strategy
  - Transportation network – system of all modes
  - Environment and utilities
  - Implementation & Governance
  - Community development
- Design to desired / expected (not current) levels
- Locate support functions back-of-house

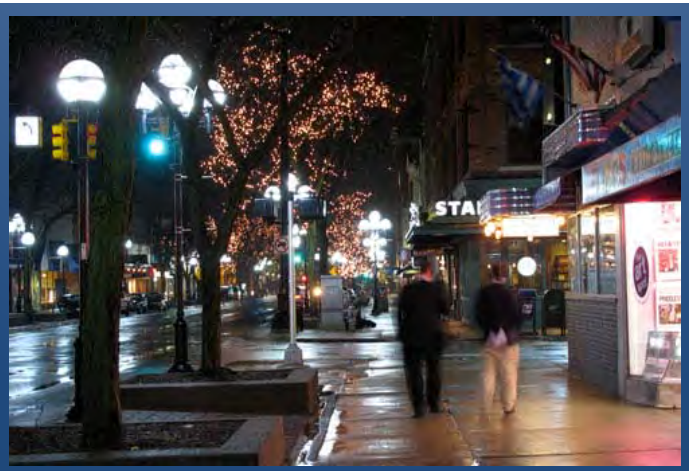
Variety of travelers:

- People coming ***to*** or leaving an area
  - Provide appropriate access between the street and the adjacent land uses
- People moving ***through*** an area
  - The street needs to function within the regional road network
- People moving ***within*** an area
  - Provide effective options for people to move around within an area – intersection density, multi-use paths



Balancing modal priority:

- There is ***often a mismatch*** between a roadway's configuration and its use
- Accommodate ***all desired functions*** within a roadway
- Accommodate ***all appropriate modes*** of travel
- Provide ***good transitions between the modes***
  - Parking - location and ***TYPICAL*** amount
  - Transit stops – amenity and access
  - Bike parking
  - Delivery and shipment facilities



Walkability:

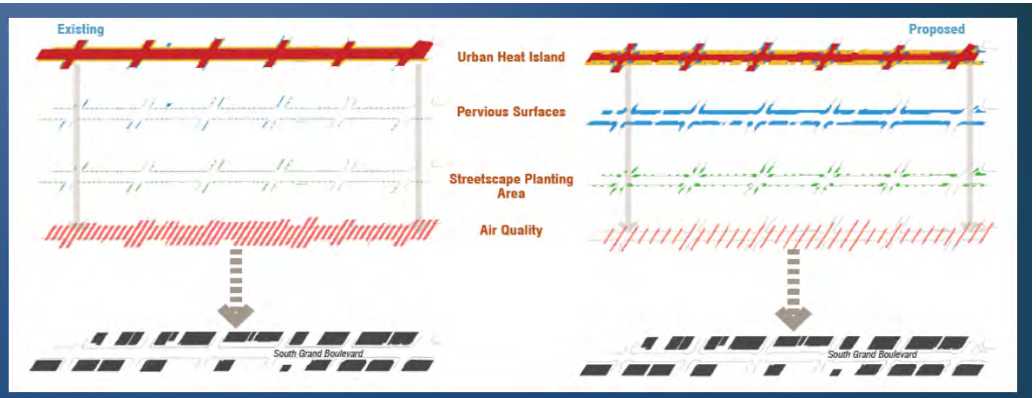
- ***Every trip begins and ends with a walk***
- Minimize dangerous conflicts between cars and people
  - Provide practical street crossings
  - Provide safe / amenable links from parking to destination
- Pedestrian amenities are often basic necessities
  - Furniture / art
  - Shade / lighting
  - Activity / open space / logical outdoor “rooms”
  - Signage / wayfinding

Local Economy

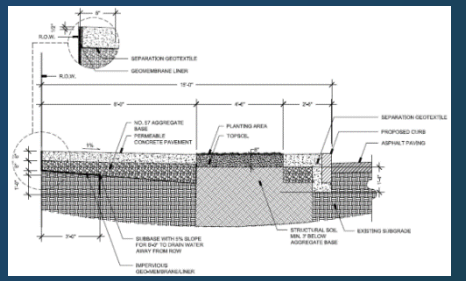
Market data, local aspirations, and physical context help set a vision.

Making (and keeping) a thriving public commercial place requires structure.
($ and management)

Environmentally responsible design:



- Is based on ***accepted science*** (predictable outcomes)
- Addresses a ***range of measurable elements***
  - Minimizing storm water runoff, sound pollution, solar gain, use of indigenous plant species, light pollution, air pollution
- Makes ***practical*** sense
  - Reduced demand on utility infrastructure (storm sewers, electrical grid, irrigation)
  - Has secondary benefits (measures to improve air quality also reduce congestion)
  - Extends life cycle of what gets built
- Helps make space that ***reflects local identity***



It’s not just rain gardens:

- Education – establish expectations, priorities, and tools
- Plantings – hardiness / maintenance intensity / local identity
- Storm Water – quantity and cleanliness of piped water
- Heat Island effect – thermal battery of materials used
- Light Pollution – aesthetics and practicality
- Quantity of Motorized Travel – amenity for bike / ped / transit
- Carbon Footprint – materials, energy use, & maintenance
- Waste Management – construction practices
- Wildlife – birds, small animals, flora
- Air Quality – reduced carbon emissions & improve absorption
- Sound – reduced ambient and peak noise levels

Green

Green design should be well integrated into a broader effort to create valuable places or infrastructure.

***"Silo'd"* green design is unsustainable.**

Adapting best practices to local context

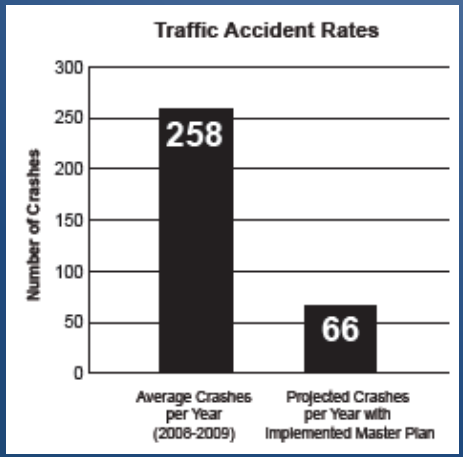
Learn from others, and see what is desirable and practical locally.

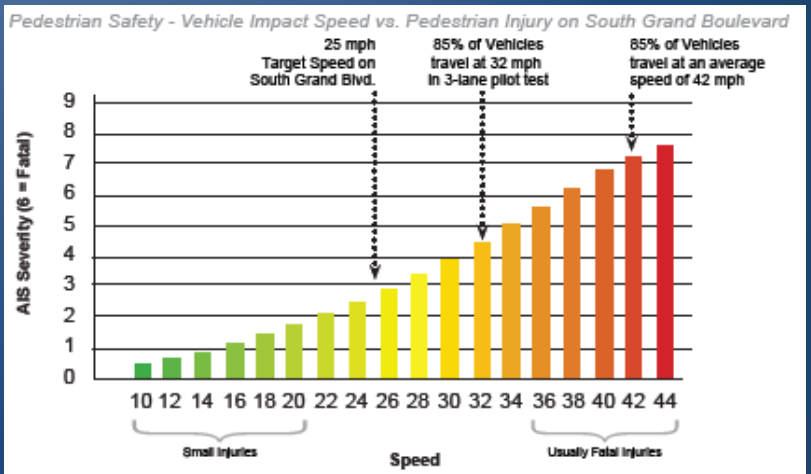
Metrics

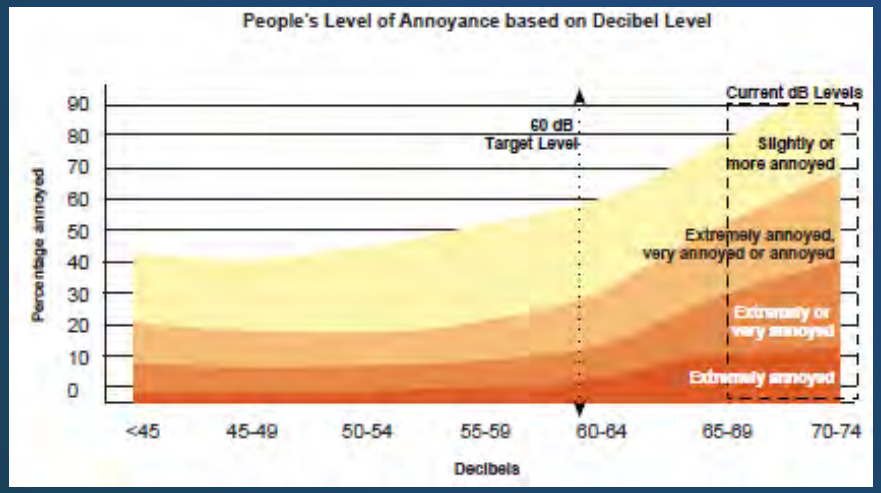
environmental – economic – community priority – safety - etc

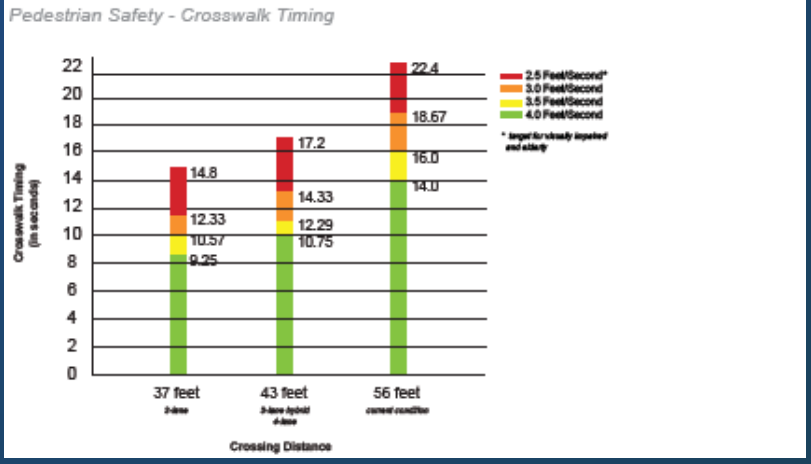
WASTE MATERIALS	NOISE LEVELS	WILDLIFE HABITAT
ENERGY CARBON	AIR QUALITY	SUPPLY/DEMAND - RENTAL
AIR QUALITY	URBAN HEAT-ISLAND EFFECT	SUPPLY/DEMAND - RETAIL
STORMWATER QUANTITY	VEHICLE SPEED	SUPPLY/DEMAND - RESIDENTIAL
STORMWATER QUALTITY	NON-MOTORIZED ALTERNATIVES	SUPPLY/DEMAND - OFFICE
LANDSCAPE MATERIALS	NOISE POLLUTION	PUBLIC SECTOR INCENTIVES
EMERGENCY SERVICES	LIGHT POLLUTION	PRIVATE SECTOR GRANTS
MOBILITY	ACCIDENT DATA	PHILANTHROPY
EMPLOYMENT	CRIME STATISTICS	EMPLOYMENT
HISTORIC DESIGNATION	PARKING SPACES	IDENTITY/CHARACTER
COMMUNITY INTERACTION	BUS RIDERSHIP	SEASONALITY
COMMUNITY LEADERSHIP	COMMUNITY SUPPORT	FUNCTIONIAL AESTHETICS
PLANTING DESIGN	CULTURE + ENTERTAINMENT	COLLABORATION WITH ARTISTS
VEGETATIVE VOLUME	MOBILITY	PUBLIC ART

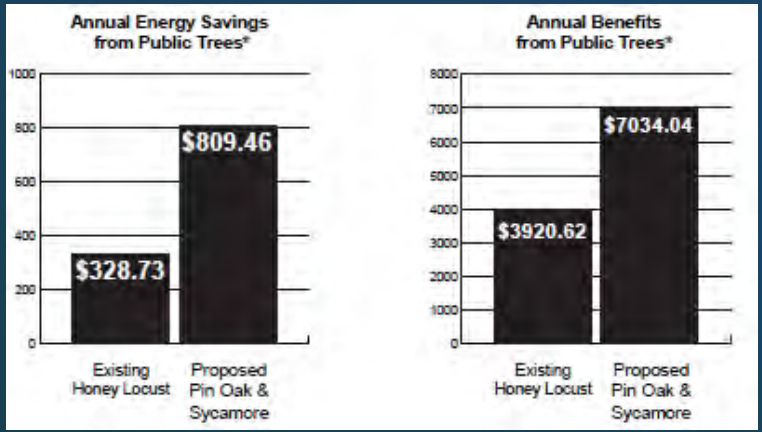
GOALS → OBJECTIVES → STRATEGIES → MEASURES

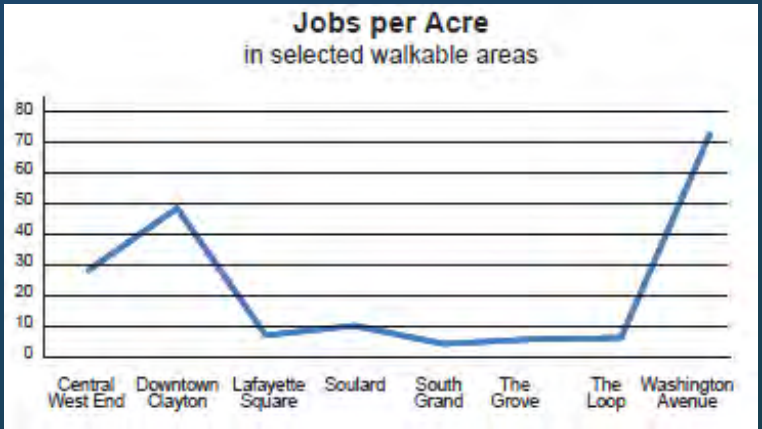

Traffic Accident Rates
Number of Crashes
300
250
200
150
100
50
0
258
66
Average Crashes per Year (2008-2009)
Projected Crashes per Year with Implemented Master Plan


Pedestrian Safety - Vehicle Impact Speed vs. Pedestrian Injury on South Grand Boulevard
25 mph Target Speed on South Grand Blvd.
85% of Vehicles travel at 32 mph in 3-lane pilot test
85% of Vehicles travel at an average speed of 42 mph
AIS Severity (6 = Fatal)
9
8
7
6
5
4
3
2
1
0
10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44
Small Injuries
Speed
Usually Fatal Injuries


People's Level of Annoyance based on Decibel Level
Percentage annoyed
90
80
70
60
50
40
30
20
10
0
60 dB Target Level
Current dB Levels
Slightly or more annoyed
Extremely annoyed, very annoyed or annoyed
Extremely or very annoyed
Extremely annoyed
<45
45-49
50-54
55-59
60-64
65-69
70-74
Decibels


Pedestrian Safety - Crosswalk Timing
Crosswalk Timing (in seconds)
22
20
18
16
14
12
10
8
6
4
2
0
14.8
12.33
10.57
9.25
17.2
14.33
12.29
10.75
22.4
18.67
16.0
14.0
2.5 Feet/Second*
3.0 Feet/Second
3.5 Feet/Second
4.0 Feet/Second
37 feet
43 feet
56 feet
Crossing Distance


Annual Energy Savings from Public Trees*
1000
800
600
400
200
0
$328.73
$809.46
Existing Honey Locust
Proposed Pin Oak & Sycamore
Annual Benefits from Public Trees*
8000
7000
6000
5000
4000
3000
2000
1000
0
$3920.62
$7034.04
Existing Honey Locust
Proposed Pin Oak & Sycamore


Jobs per Acre
in selected walkable areas
80
70
60
50
40
30
20
10
0
Central West End
Downtown Clayton
Lafayette Square
Soulard
South Grand
The Grove
The Loop
Washington Avenue

Combining **local knowledge**

(residents, owners, proprietors, leadership, etc.)

with **technical expertise**

(multi disciplinary team):

Iterative Feedback Loops

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Great Streets Emphasize:

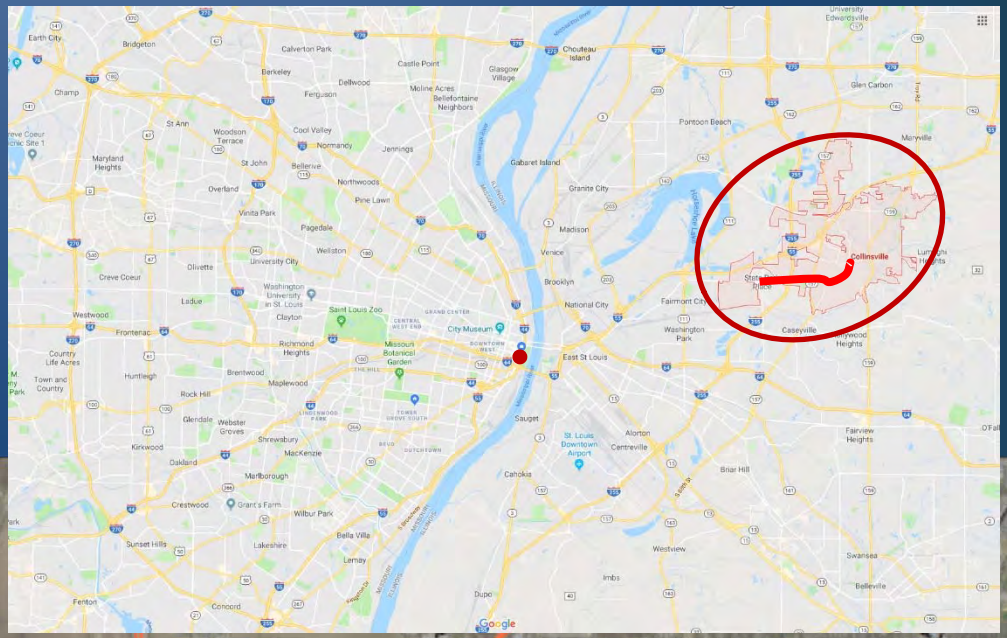
- **The Process**
  - Multi-disciplinary consultant team
  - Extensive local knowledge (community engagement)
  - Best Practices – Raising expectations for next time . . .
- **The Product**
  - The Plan Document
  - Prepared and Motivated Core Stakeholders
  - Next Steps and Strategies for Implementation
  - Elevated Expectations and Capacity

Implementation means different things for different projects

- Examples include:
  - Definition of next steps – scope / budget / task owner
  - Cooperative political arrangements
  - Establishment of special districts
  - Adoption of new plan / ordinance
  - Final design, funding, and construction

Questions

Great Streets
Collinsville



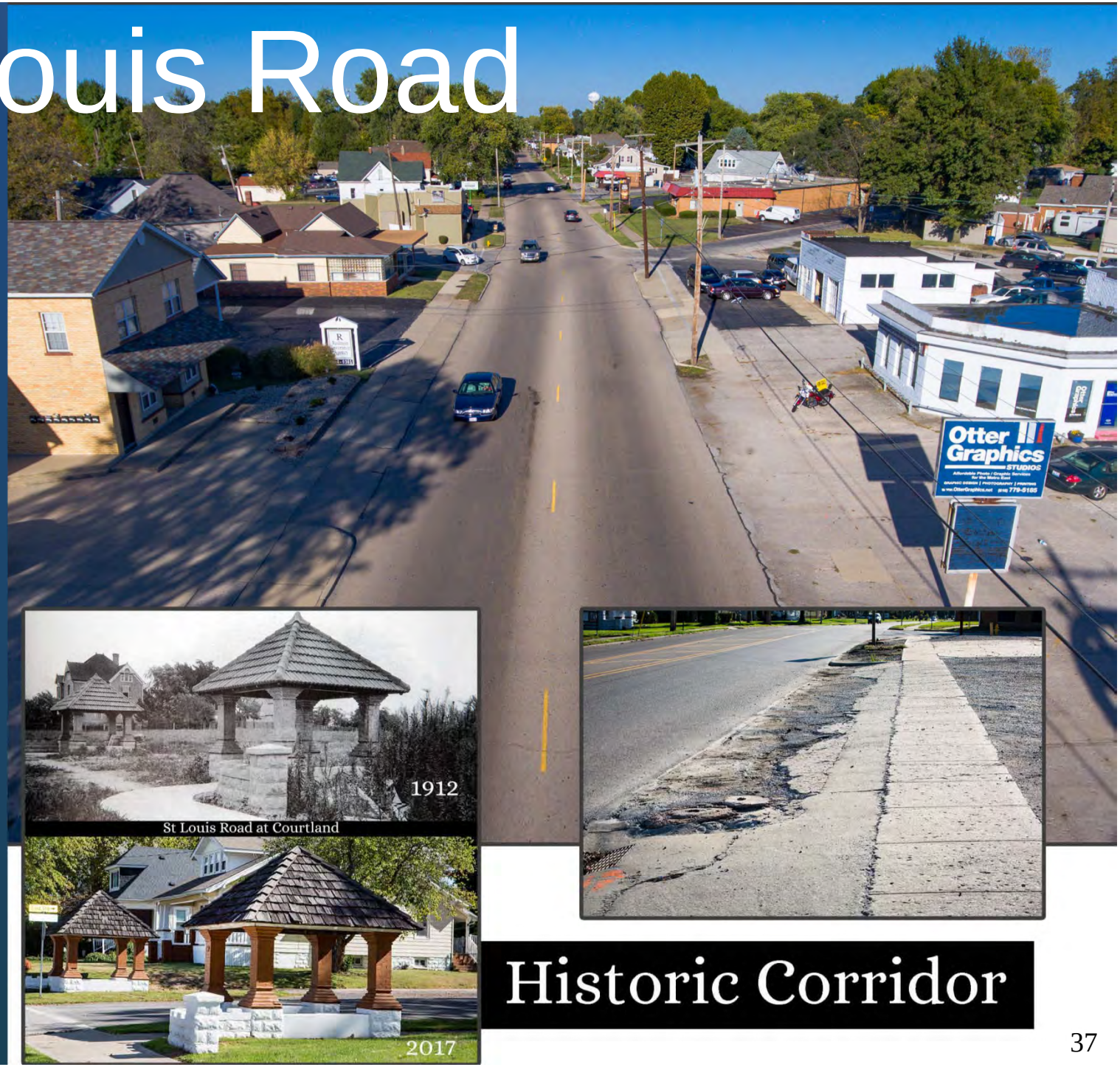
Corridor Segments

- Attracts regional tourist
- Limited pedestrian connectivity
- No Bike/PED infrastructure
- Limited Way-Finding
- Lack unified sense of place and community character

- SW Corridor TIF District
- SW Corridor Business District
- MCT Bus Route #18
- Limited pedestrian connectivity
- Point of Entry lacks identity
- Attracts regional tourist
- No Bike/PED infrastructure
- Limited Way-Finding
- Lack unified sense of place and community character

- TIF District #1
- SW Corridor TIF District
- SW Corridor Business District
- Lacks safe route to school
- MCT Bus Route #18
- Limited pedestrian connectivity
- No Bike/PED infrastructure
- Limited Way-Finding
- Lack unified sense of place and community character

St. Louis Road



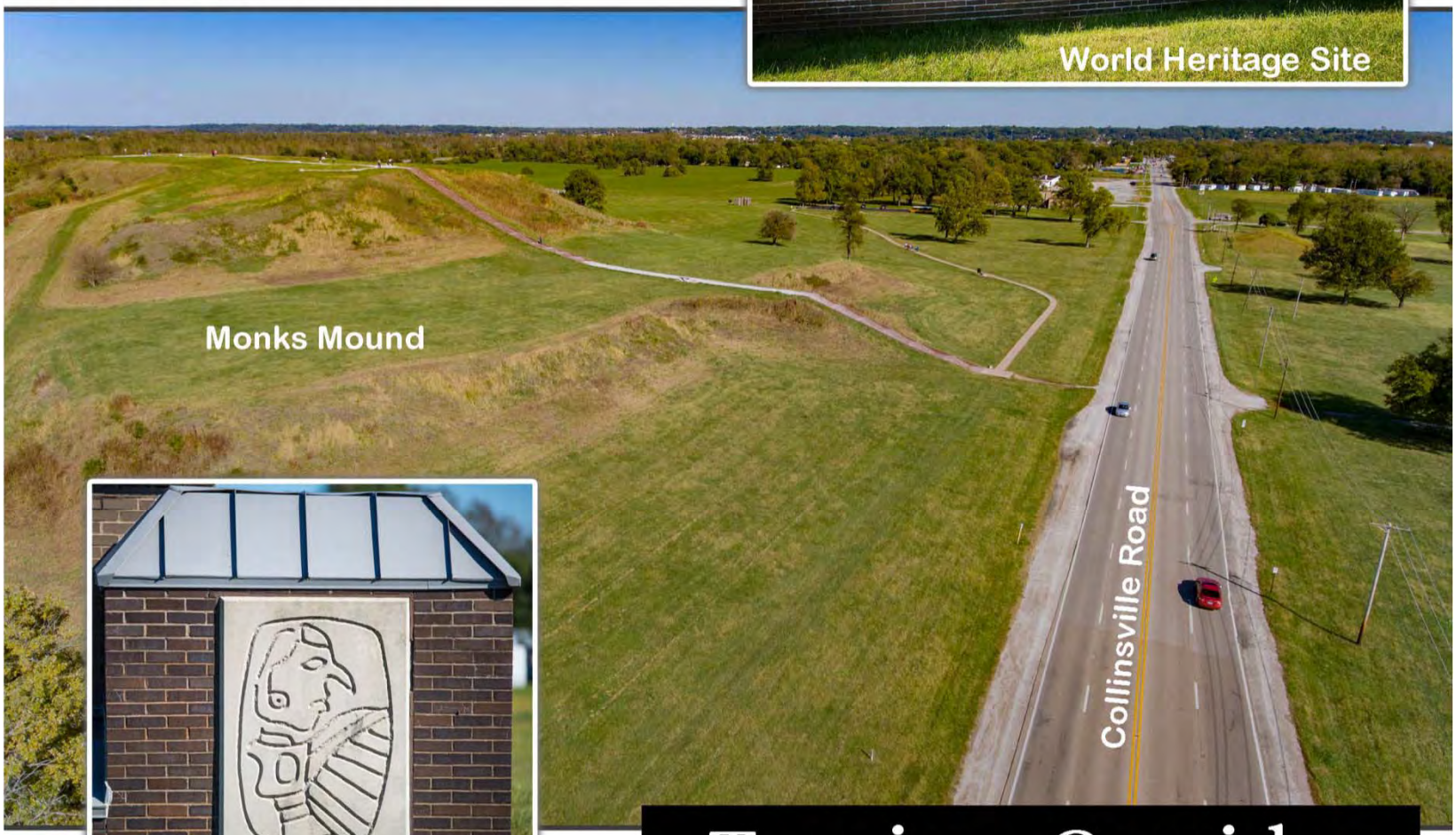
Collinsville Road

- Welcoming & recognizable
point of entry

255 SOUTH
Memphis
EXIT 25B
55 SOUTH 70 WEST
St Louis

Fairmount
Race Track
I-255
Collinsville Road
Mass Transit Route

HISTORIC
NATIONAL ROAD
Fairmount
Race Track
Cahokia Mounds
Historic Site



Tourism Corridor

Approach

Bike / Pedestrian mobility & Signage / Wayfinding

Full breadth of Great Streets analysis and planning

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A Limited Approach:

- Not every community is ready for intense detail
- A ***more general discussion*** about main issues / framework
- EWG staff / project sponsor act as "prime"
- ***Individual Consultants***
  - Urban Design / Planning
  - Transportation Planning
  - Market Analysis / Strategy
  - Environmental Infrastructure
  - Selected consultants need a strong understanding of related market and environmental issues
- Process centered on ***4 day "charrette"***

Reference Projects:

Look to 4th round Great Streets projects

- **Woodson Road – Overland, MO**
- **MLK Boulevard – St. Louis City**
- **North 14th Street – St. Louis City**
- **Gravois – Affton, MO**
- **Main Street – Smithton, IL**
  (half the scope)

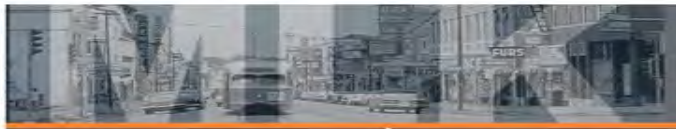
The Team

- **Sponsors:**
  - **Local**
    - Define project area
    - Provide work space / internet / printing / team meals
    - Facilitate outreach and engagement (including hosting the charrette)
    - Review / edit report document
  - **EWG**
    - Administer procurement and contracts
    - Develop work scope
    - Draft final report
- **Consultants**
  - Develop existing conditions assessment
  - Participate fully in engagement
  - Write individual white papers for their disciplines
  - Review / edit report document

Schedule (MLK as an example)

1 Prep / Investigation (the month prior to the charrette)

2



Charrette Schedule At A Glance

Location: 5736 Dr. Martin Luther King Dr.

Questions: Contact Connie Tomasula at tomasulac@stlouis-mo.gov or (314) 657-3876

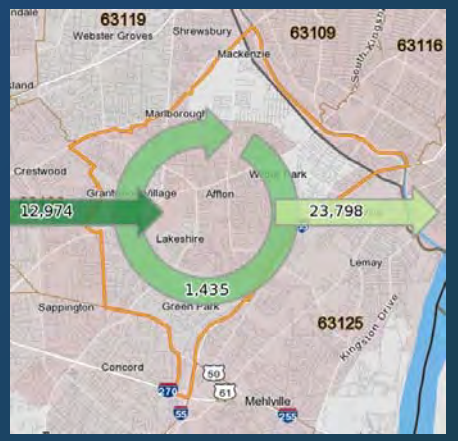
April 11 Monday	April 12 Tuesday	April 13 Wednesday	April 14 Thursday
8:00 am to 8:30 am Team Sets Up Studio	8:30 am to 9:00 am Design Team Discussion	8:30 am to 9:00 am Design Team Discussion	8:30 am to 9:00 am Design Team Discussion
8:30 am to 11:30 am **Project Site Walking Tour**	9:00 am to 10:30 am **Neighborhood Institutions Focus Group Session**	9:00 am to Noon Design Team Working Session	9:00 am to Noon Final Design Team Working Session
11:30 am to Noon Debrief (closed door)	10:30 am to Noon **City Departments Focus Group Session**		
1:00 pm to 2:30 pm **Commercial Development Focus Group Session**	1:00 pm to 3:00 pm **Transportation Focus Group Session**	1:00 pm to 5:00 pm Design Team Working Session	1:00 pm to 3:30 pm Preparation & Formatting for Final Presentation (closed door)
2:30 pm to 4:00 pm **Community Development & Housing Focus Group Session**	3:00 pm to 5:00 pm Design Team Discussion (closed door)		3:30 pm to 5:00 pm Studio Clean Up
4:00 pm to 5:00 pm Design Team Discussion (closed door)			
6:00 pm to 9:00 pm **Public Meeting Project Kick-Off**	6:00 pm to 9:00 pm **Public Meeting Feedback Session**		6:00 pm to 9:00 pm **Public Meeting Wrap Up & Next Steps Session**

* All sessions shown in white are open to the public or for drop in.

3 Strategic Planning Report

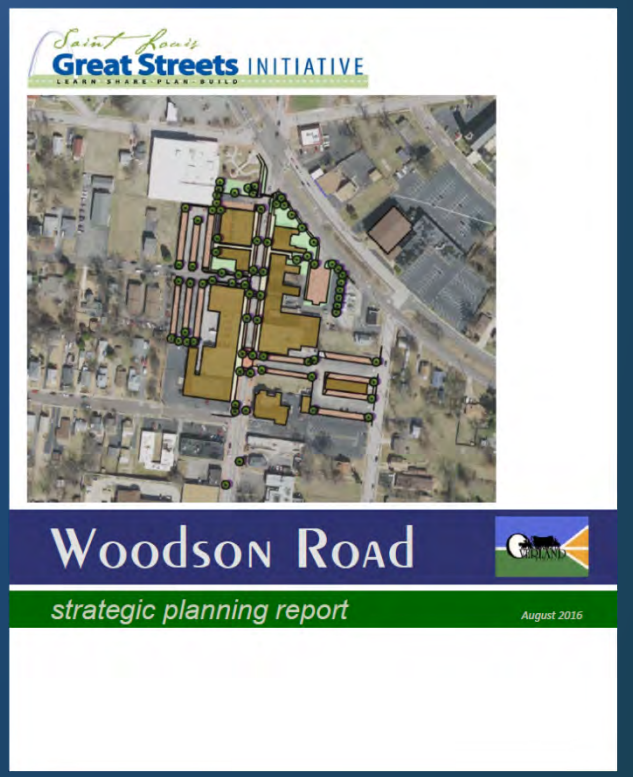
Investigation

- ***Visit*** the place
- ***Collect data*** and assess –
  - Land
    use / vacancy / condition / open space
  - Transportation by mode
    facilities, capacity, demand
    Mobility by scale
  - Infrastructure – known conditions
  - Governance structure
    municipal / institutional / business
- ***Mix the professional disciplines***
- ***Talk*** with people
  - Key individuals
  - Focus groups
  - Public

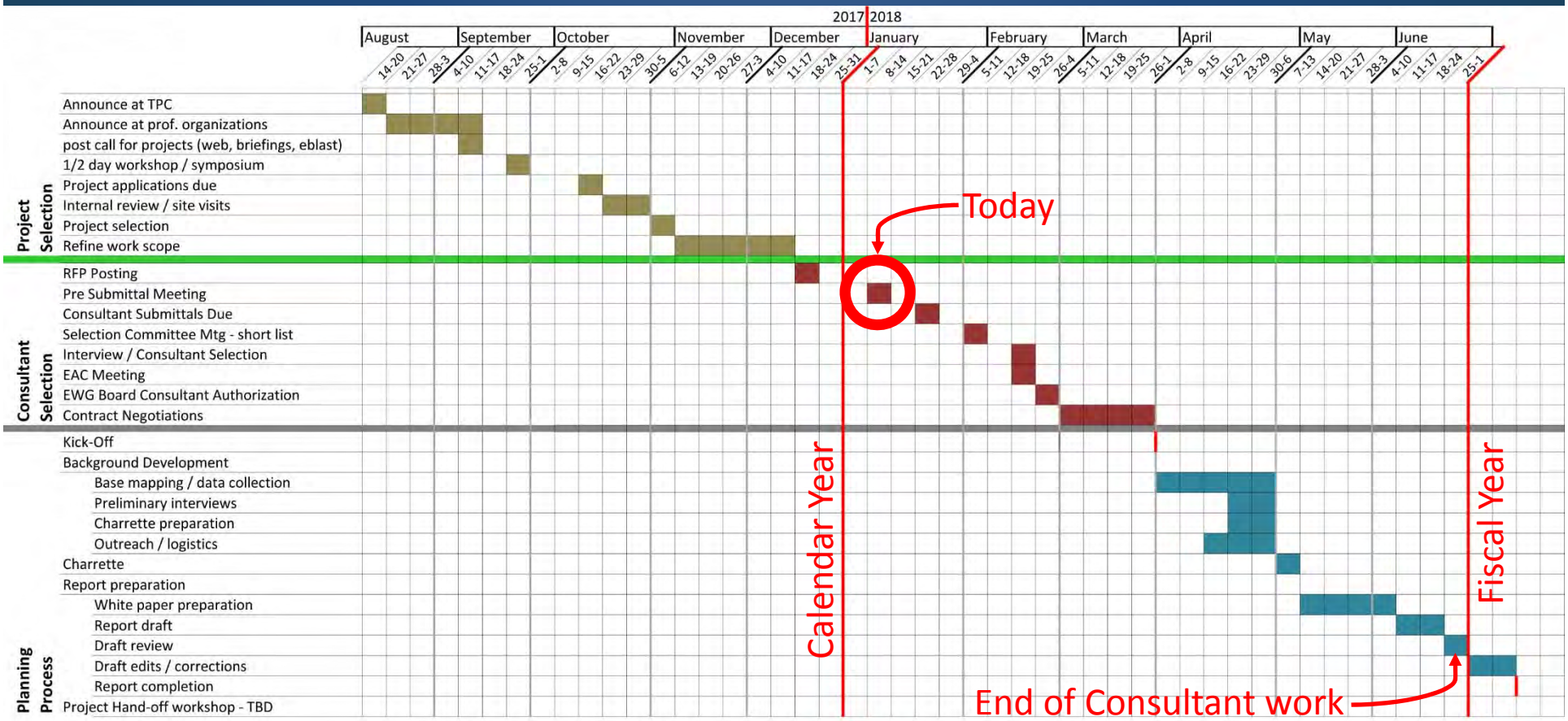


Deliverables:

- An example of a ***strong process***
- The ***Strategic Planning Report***
  - Definition of the project
  - Description / record of the process
  - Existing Conditions assessment
  - Project Goals
  - Specific strategies
    - Prioritization
    - Implementation notes (scope, schedule, budget)
    - Appendices include White Papers
- ***Public presentation*** of the project



Schedule


2017
2018
August
September
October
November
December
January
February
March
April
May
June
14-20
21-27
28-3
4-10
11-17
18-24
25-1
2-8
9-15
16-22
23-29
30-5
6-12
13-19
20-26
27-3
4-10
11-17
18-24
25-31
1-7
8-14
15-21
22-28
29-4
5-11
12-18
19-25
26-4
5-11
12-18
19-25
26-1
2-8
9-15
16-22
23-29
30-6
7-13
14-20
21-27
28-3
4-10
11-17
18-24
25-1
Project Selection
Announce at TPC
Announce at prof. organizations
post call for projects (web, briefings, eblast)
1/2 day workshop / symposium
Project applications due
Internal review / site visits
Project selection
Refine work scope
Consultant Selection
RFP Posting
Pre Submittal Meeting
Consultant Submittals Due
Selection Committee Mtg - short list
Interview / Consultant Selection
EAC Meeting
EWG Board Consultant Authorization
Contract Negotiations
Planning Process
Kick-Off
Background Development
Base mapping / data collection
Preliminary interviews
Charrette preparation
Outreach / logistics
Charrette
Report preparation
White paper preparation
Report draft
Draft review
Draft edits / corrections
Report completion
Project Hand-off workshop - TBD
Today
Calendar Year
Fiscal Year
End of Consultant work

Available Funding

$70k

- **Collective sum – not per consultant**
- **Local Sponsor to provide all community engagement (outreach, meeting space, etc.)**

Saint Louis Great Streets INITIATIVE

LEARN · SHARE · PLAN · BUILD

Proposal Submittal

One project – multiple contracts

- 4 professional disciplines anticipated
- Consultants can submit for one or more
- Selection committee will select a consultant for each discipline
- EWG administers each contract individually – not a project team under single contract.
- Contracts are Firm Fixed Price format
- 10% DBE goal for the Environmental Infrastructure consultant

Submittal

- Proposals due at EWG by **1pm, Jan 17**
  pdf version and 2 print copies
- Program information
  http://www.greatstreets-stl.org/about
- Reference projects
  http://www.ewgateway.org/transportation-planning/great-streets-initiative/round-four/
- Submittal Questions - all communication to go to:
  Staci Alvarez
  618 274-2750 (IL) 314 421-4220 (MO)
  staci.alvarez@ewgateway.org

- Project Approach
- Statement of Great Streets Principles
- Qualifications / References (for work samples)
- Schedule
- Proposed price
- Keep it short – 14 pages or less
  (Not including the attachments)
    - Statement of Past Performance
    - Firm Responsibility Certification
    - Contract Terms / Conditions comments
    - Checklist
    - D/S/W/MBE participation form
    - Letter of intent to perform as a D/S/W/MBE
- 2 hard copies of proposal and work samples
- 1 PDF copy

Selection Process

- Initial Review
  - Responsiveness
  - Firm Responsibility
- Screening (optional)
  - Pass / Fail for core criteria
- Scoring and Ranking
- Interviews (optional)

Once the consultants are selected:

- EWG to procure professional services (Local sponsor as a partner)
  - EWG Board authorization (February)
  - Contract Negotiation
- Once consultants are in place, local sponsor is active participant in managing the process and reviewing deliverables.
- Local sponsor provides work space, hosts charrette and facilitates all community engagement

Questions

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