



01 INTRODUCTION

Completed in June of 2013, the Page Avenue Great Streets Project was funded through the East-West Gateway Council of Government's ("the Council") Fiscal Year 2013 Unified Planning Work Program ("UPWP") by the Missouri Department of Transportation ("MoDOT"). Matching funds were provided to the East-West Gateway Council of Governments by the local project sponsor, Beyond Housing, in collaboration with the City of Pagedale and the Great Rivers Greenway District ("GRG"). In order to complete the planning services for Page Avenue, the East-West Gateway Council of Governments contracted with H3 Studio to lead a team of planning consultants including Development Strategies, Bernardin Lochmueller & Associates, David Mason & Associates, Alta Planning + Design, and Vector Communications Corporation. This document reflects the results of the work completed by the consultant team on behalf of the Pagedale Community.

The logo for the Saint Louis Great Streets Initiative. It features a stylized white arch on the left. To its right, the words "Saint Louis" are written in a cursive script. Below that, "Great Streets" is in a large, bold, sans-serif font, followed by "INITIATIVE" in a smaller, all-caps, sans-serif font. At the bottom, the words "LEARN · SHARE · PLAN · BUILD" are written in a small, all-caps, sans-serif font, separated by dots and flanked by dashed lines.

Saint Louis Great Streets INITIATIVE

LEARN · SHARE · PLAN · BUILD

WHAT IS THE GREAT STREETS INITIATIVE?

The East-West Gateway Council of Governments launched the St. Louis Great Streets Initiative in early 2006 to expand the way communities think of their streets. Rather than viewing a roadway project as solely a way to move more cars and trucks faster, the goal of the St. Louis Great Streets Initiative is to trigger economic and social benefits by centering communities around interesting, lively and attractive streets that serve all modes of transportation. Through the Great Streets Initiative, communities are challenged to envision streets as integrating conduits for moving people, improving connectivity, enhancing the local economy, and creating an attractive place to invest. In brief, building stronger communities!

The Great Streets Initiative assists Communities with harmonizing the design of the street (*transportation*) and the development of the adjacent land (*land uses*) through place-making strategies and community engagement. This approach will establish the physical framework of streets and public space around which to build community and ultimately assist in achieving their long-term vision, whatever that may be.



PHOTOGRAPH OF PAGE AVENUE

WHY IS PAGE AVENUE OUR GREAT STREET?

As part of the second round of the Great Streets Initiative in 2012, the East-West Gateway Council of Governments selected Page Avenue in the City of Pagedale as one of three Great Streets Initiative pilot projects in the entirety of the St. Louis Region; thus, congratulations to the Pagedale Community and leadership! The selection of Page Avenue was partly due to the dedication of the Mayor of the City of Pagedale to improve the conditions along Page Avenue with implementation dollars previously provided by the Council; and heavily due to the great efforts and long-term investment of Beyond Housing in the future of the Pagedale Community through programs such as the 24:1 Community Building Initiative and the Pagedale Determined Initiative. Furthermore, Great Rivers Greenway has constructed a majority of the St. Vincent Greenway beyond the City of Pagedale limits, and this length of Page Avenue is a major opportunity to connect the Community to the broader region.

Through the selection of Page Avenue, the East-West Gateway Council of Governments has recognized the importance of the Page Avenue Corridor to the success and well being of the leadership, residents, business owners, and stakeholders of the Pagedale Community.

“We need a plan that will give us more things to do right here in the area that we can walk to and enjoy.”

-Resident, Attendee of Community Meeting



EXAMPLE OF CHARACTER OF A GREAT STREET



PHOTOGRAPH OF SOUTH GRAND

WHAT ARE THE MOST IMPORTANT FEATURES OF GREAT STREETS?

Great Streets can potentially exist anywhere including downtowns, residential neighborhoods, employment centers and so forth. The aspirational principles of Great Streets include:

- **Great Streets are representative of their places.** A Great Street reflects the neighborhood through which it passes and has a scale and design appropriate to the character of the abutting properties and land uses.
- **Great Streets allow people to walk comfortably and safely.** The pedestrian environment on, along and near the street is well-designed and well-furnished. The relationship between the street and its adjacent buildings is organic, conducive to walking, and inviting to people.
- **Great Streets contribute to the economic vitality of the city.** Great Streets facilitate the interaction of people and the promotion of commerce. They serve as destinations, not just transportation channels. They are good commercial addresses and provide location value to businesses that power the local economy.
- **Great Streets are functionally complete.** Great Streets support balanced mobility with appropriate provision for safe and convenient travel by all of the ground transportation modes: transit, walking, bicycling, personal motor vehicles and freight movement.
- **Great Streets provide mobility.** Great Streets strike an appropriate balance among the three elements of modern mobility: through travel, local circulation, and access. The right balance varies with the function of the street and the character of its neighborhoods and abutting properties.
- **Great Streets facilitate place-making.** Great Streets incorporate within them places that are memorable and interesting. These may include plazas, pocket parks, attractive intersections and corners, or simply wide sidewalks fostering an active street life.
- **Great Streets are green.** Great Streets provide an attractive and refreshing environment by working with natural systems. They incorporate environmentally sensitive design standards and green development techniques, including generous provision of street trees and other plantings and application of modern storm water management practices.
- **Great Streets rely on local input.** Great Streets are developed through an open and transparent process with the public where local input is critical to making the project unique to place, informed by local issues, and driven by the Community.



PROJECT AREA BOUNDARY

WHAT PART OF PAGE AVENUE ARE WE VISIONING WITH THE COMMUNITY?

The Project Area for the Page Avenue Great Streets Initiative is the roughly 3/4 mile length of Page Avenue from the intersection of Pennsylvania Avenue (on the west) to the intersection of Sutter Avenue (on the east).

As part of this project, a conceptual design (or vision plan) for the right-of-way for this length of Page Avenue was established, as well as future land use recommendations for the parcels (up to a minimum of one parcel) on the 1/2 blocks north and south of Page Avenue between Pennsylvania Avenue (on the west) and Gregan Place (on the east).

Some basic details of the Project Area include the following:

- **Total Land Area:** 40.25 Acres
- **Total Right-Of-Way Area:** 13.78 Acres | 34.2%
- **Total Pavement Area:** 9.25 Acres | 67.5%
- **Total Pedestrian Area:** 4.53 Acres | 32.5%
- **Total Private Property Area:** 23.71 Acres | 58.9%
- **Largest Lot in the Area:** 1.92 Acres
- **Smallest Lot in the Area:** .08 Acres (3,600 SF)

NOTE: Further existing conditions information will be provided on the project area in later sections of this report. This section serves purely to document and describe the area for the Great Streets Initiative as being considered and planned.

63.8% of those surveyed shop at the businesses in the area.

5.3% of those surveyed attend a church in the area.

21.8% of those surveyed live on this street.

44.1% of those surveyed use this street to get into their neighborhood.

11.7% of those surveyed work on this street.

-Community Survey Findings

