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PAGE AVENUE TOMORROW 63

Throughout the planning process, the consultant team spoke with numerous residents, business owners, property owners, and leaders within the community. The purpose of this open dialogue with the stakeholders was to catalog a comprehensive list of issues and ideas for the project, develop a collective vision for the Page Avenue Great Streets Initiative, and identify a set of specific goals for the community to which the project will aspire. As previously described, there were a number of forums from which these discussions occurred, including project steering committee meetings, individual interviews, technical group meetings, and open public meetings. Within these various constituent groups, there were many diverse discussions about the future of Page Avenue and the collective vision. This section of the report reflects the comprehensive documentation and culmination of these visioning discussions.



PHOTOGRAPH OF EXISTING CONDITIONS ON PAGE AVENUE

DEVELOPING THE VISION WITH THE COMMUNITY

From the visioning perspective, there is a lot of information which was important to extract from the community in order to ensure that the final plan will meet their aspirations. As the first part of that process, the consultant team met individually with local business owners, property owners, residents, and local leaders in order to develop a comprehensive list of issues for the plan to address and ideas for the plan to explore.

This collective list was then prioritized with the stakeholder committee in order to understand “what issues were of most concern” and “what ideas were most achievable”. From the direction provided by the committee, a draft vision statement and list of project goals were developed for public review. This vision statement and plans were vetted at the public meeting, and the project goals were prioritized. This reiterative process and open discussion with the Community continued. The following is the comprehensive list of issues and ideas, the vision statement, and the project goals for the Page Avenue Great Streets Initiative.

75% of attendees believe that the vision statement developed during this process accurately describes their vision for the future of Page Avenue.

-Keypad Polling Results

ISSUES

HIGH PRIORITY:

- *Accessibility for the elderly and disabled community members*
- *Sidewalks are in poor condition and there are no safe places to walk on the street*
- *Not enough places and activities for families and related activities*
- *Derelict properties and vacant sites are causing a decline in property values*
- *Many buildings and structures have maintenance and cosmetic issues*
- *Lack of quality housing, housing variety, and housing opportunities in the area*
- *Lack of recreation and open space opportunities in the area*
- *Variable character of Page Avenue throughout the project area needs addressing*
- *Auto-oriented and suburban types of uses along street detract from visual appeal*
- *Traffic and vehicles move too fast along Page Avenue*
- *Frequent property access points and the dependency on the turn lane*
- *Full length of the project area cannot all be commercial, retail or mixed land uses*
- *“Hodge-Podge” qualities of the existing buildings and urban form*
- *Safety concerns regarding pedestrian and cyclist crossings along Page Avenue*
- *Lack of pedestrian crossing facilities which creates a huge safety hazard*
- *Page Avenue is wide road and is unsafe for crossing at intersections*

LOW PRIORITY:

- *Lack of funding for the street and streetscape improvements*
- *Page has a variety of different vehicular needs including cars, buses, and trucks*
- *Lack of formalized on-street parking and clear areas designated for parking*
- *Consideration for maintenance of the street and streetscape improvements*
- *Lack of pedestrian access to the area from the adjacent neighborhoods and streets*
- *Considerations for capacity of the roadway with future development*
- *Page Avenue is an older arterial road which serves a vital role in the network*
- *Page Avenue cannot become a bottleneck for traffic in the area*
- *Future projects must bring much needed revenues and taxes into the area*
- *Challenges to getting the private market and developers to take risk in the area*
- *Time length of streetscape construction and the impact on existing businesses*

IDEAS

HIGH PRIORITY:

- *Include more general dining and restaurant opportunities in the project*
- *Include more shopping and neighborhood services in the project*
- *Improvements including new wide sidewalks, lighting, & landscaping*
- *Demolish vacant or condemned buildings along Page Avenue*
- *Encourage a more harmonious mix of retail and commercial uses*
- *Focus on development around the intersection of Ferguson & Page Avenue*
- *Connect St. Vincent Greenway through the area along Page Avenue*
- *Focus town center between Ferguson & Kingsland Avenues*
- *Establish urban design guidelines for use, height, and setback for future buildings*
- *Incorporate a neighborhood clinic with basic office spaces*
- *Establish a mix of uses to provide much needed neighborhood services*
- *Consider community gardens, farmers markets, or community orchards*
- *Incorporate on-street parking into street design for convenience and safety*
- *Provide enhancements at the existing bus stops and potentially add additional stops*
- *Provide more formal civic and public spaces including parks or plazas*

LOW PRIORITY:

- *Incorporate a community space and clinic focused on healthy and active living*
- *Consider potential public library or cyber cafe for the neighborhood*
- *Investigate Ferguson north and Kingsland north as possible St. Vincent Bike Routes*
- *Establish unique identity points to create a sense of place*
- *Ensure accessibility for the elderly and disabled throughout the plan*
- *Provide pocket parks and smaller green spaces throughout the area*
- *Provide a variety of housing opportunities and choices along Page Avenue*
- *Include more places and spaces for kids and youth programming*
- *Build upon existing community assets and vibrant places with enhancement*
- *Create multi-modal cross section and streetscape design*
- *Consider mid-rise buildings surrounding the intersection of Page & Ferguson*
- *Consolidate parking areas in new developments and limit access points*
- *Focus on accommodating the existing places where pedestrians are crossing*
- *Consider spaces for creative arts and cultural expression like music & dance*



PHOTOGRAPH OF EXISTING CONDITIONS ON PAGE AVENUE

THE VISION STATEMENT

“The vision for Page Avenue is to establish a social, economic, and environmentally vibrant “heart of the community” which will provide a safe and interactive place for community members and residents of all ages from youth to older adults to gather collectively; access a variety of commercial services (dining, entertainment, and retail) and healthy activities; and celebrate the City of Pagedale.”

-The residents and stakeholders of the City of Pagedale



RENDERING OF PROPOSED VISION FOR PAGE AVENUE

PROJECT GOALS

- Establish a long-term **social, economic, and environmentally sustainable** place (96%)
- Establish a **beautiful and accessible** streetscape with a variety of amenities (93%)
- Establish a variety of **opportunities for healthy-active living** and access to health services (90%)
- Establish a place with **dining, retail, entertainment opportunities** (81%)
- Establish a street that **serves all types of transportation**, including pedestrians (81%)
- Establish a **family friendly destination** with a variety of activities for all ages (80%)
- Establish a centralized **“heart of the community”** in Pagedale (77%)
- Establish a **mixed-income area of high-quality** rental and high-quality for sale housing (76%)
- Establish a **variety of public spaces** for people to gather, socialize, interact, and celebrate (73%)
- Establish a place which will **increase property values and foster home ownership** (59%)

NOTE: This list of goals was prioritized by the attendees of the public meeting. X% indicates what percentage of attendees believed that the goal should be a high priority for the project.

