Based on the vision statement which was established with the project steering committee and stakeholders, the consultant team then structured three (3) different “plan options” for public review. These plan options were developed to assist the community in achieving the project goals which had been established; as well as, address the particular issues identified within the community and explore the variety of ideas which had been brought forth during the discussions. These plan options were vetted with the public through work-sessions and keypad polling sessions conducted at the meetings, and goals were prioritized. Following this input, the consultant team developed a “preferred plan” and worked with the project steering committee to refine the details. This refined plan was then presented to the public for final input. The Page Avenue Vision Plan contained within this section of the report is the culmination of that public planning process.
A VISION FOR A BALANCED ROADWAY: LAND USE & TRANSPORTATION

The Vision Plan for Page Avenue aspires to establish a social, economic, and environmentally sustainable “heart of the community” for the City of Pagedale and its visitors, workers, and residents. The vision plan recommends the creation of a vibrant mixed-use center on Page Avenue to provide the community with a variety of much needed neighborhood services including dining, retail, office, and entertainment opportunities. This new town center will be focused between Buckner Avenue and Kingsland Avenue, where the design for the right-of-way for the street will be driven by place-making strategies. The Vision Plan and its critical elements are shown on the following page for reference.

As part of the place-making strategy, the area will be signified by celebratory gateway entries, distinctive branding strategies, and a variety of traffic calming measures to establish a sense of arrival into the town center. Areas beyond the town center will provide supportive housing and residential areas which will provide a transition in uses and intensities that further enhance the entryway experience into the district. Through the Great Streets Initiative, this place-making is achieved by harmonizing the design of roadway with the use of the adjacent land.

77% of attendees believe that there should be a high priority to “establish a centralized ‘heart of the Community’ in Pagedale.”

-Keypad Polling Results
As revealed by the analysis of existing conditions, much of the existing streetscapes are lacking, the roadway is over-sized (with a very large right-of-way) and conditions for pedestrians and bicyclist are very unfavorable, and in some conditions extremely unsafe. Further compounding this sense of expanse, the existing buildings along much of the roadway are in poor condition, are not well lit (from the street or otherwise), and are in most cases setback from the street great distances. Furthermore, there is no real streetscape existing, even insofar as curbs along the street. In essence the roadway has been designed ("design speed") for vehicles to travel at a much higher rate of travel than currently posted on the roadway. All of these qualities have established a roadway which is unbalanced in favor of high-speed automobile travel, as opposed to other modes such as walking or bicycles.

The purpose of the Vision Plan is to rebalance that roadway appropriately by signifying pedestrians and bicycles as a legitimate and civilized form of transportation; as well as, strategically matching the design of the roadway with the Community’s desired future functions. This Vision Plan recommends a design for the right-of-way and character for the new developments which will establish a new sense of place along Page Avenue, triggering a shift in perceptions for vehicles travelling through the area.

This shift in the built environment established by the roadway and adjacent development will have significant influence on the character of the area, as well as major impacts on the safety of the street. Regardless of posted speed limits, this environmental change and direct adjustment of the design speed will result in substantially reduced vehicular and pedestrian conflict points, as well as fatality and injury rates related to pedestrian crossings. The proposed streetscape elements which are integral to this Vision Plan will further reduce the design speed by providing the passing vehicles with visual cues and environmental deterrents to speeding. In essence, the new streetcape along Page Avenue will act as the moderator between the modes of transportation ("transportation") and the activities of the related land ("land uses").

The Vision Plan was established to provide the Community with the roadway design and land use strategies necessary to achieve their vision and goals, while also rebalancing the roadway to integrate all modes of transportation.
COLOR LEGEND

- Mixed-Uses
- Multi-Family Residential Type 1
- Multi-Family Residential Type 2
- Existing Single Family Uses (A)
- Existing Commercial Uses (C)
- Open Space | Parks | Plazas | Squares
- Surface Parking
- Streets & Alleys

THE VISION PLAN

MATCH LINE

200’
When asked “What type of street improvements are most needed along Page Avenue?” community survey respondents said...

21.1% said sidewalk improvements & amenities
15.6% said new crosswalks & pedestrian ramps
16.7% said street & pedestrian lighting
11.5% said bicycle lanes & facilities
17.8% said new buildings or developments
16.1% said trees & landscaping

THE ELEMENTS OF THE VISION PLAN

THE RIGHT-OF-WAY PLAN
This element of the plan defines the main structure of the roadway including lanes, parking, medians, sidewalks, and amenities zones.

THE GREEN INFRASTRUCTURE PLAN
This element of the plan defines all of the green aspects of the project including bio-retention, stormwater management, and lighting strategies.

THE TRANSPORTATION IMPROVEMENTS PLAN
This element of the plan defines all of the public transportation aspects of the project including upgrades and modifications to bus infrastructure.

THE BICYCLE AND PEDESTRIAN IMPROVEMENTS PLAN
This element of the plan defines all of the alternative transportation aspects of the project including crossings, bike lanes, and greenways.

THE FUTURE LAND USE PLAN
This element of the plan defines all of the recommended land uses adjacent to the project area including residential, commercial, mixed-uses, and open spaces.
As the major component of this project, the right-of-way for Page Avenue must be calibrated correctly in order to ensure that the design of the street is in harmony with the future vision established with the Community. Through this visioning process and the emergence of the Town Center as the driving force behind the vision, the right-of-way for Page Avenue must be designed to support the creation of this vibrant mixed-use center. In order to identify the locations and structure for the supportive roadway, the consultant team developed this Right-of-Way Plan.

The Right-of-Way Plan defines all of the basic components of the roadway which would be contained within the right-of-way for Page Avenue in order to facilitate the vision. The structure of the roadway would include all elements of the cross-section including things like sidewalks, landscape areas, on-street parking, travel lanes, bike lanes, greenways, and medians. This element of the plan is primarily described through the use of the right-of-way plan (shown above) which designates the geographic locations for a particular cross-section of the roadway. Each cross-section shown on the following pages will facilitate the character and uses defined by the vision established with the Community.

When asked “What are the most important issues to address on Page Avenue?” community survey respondents said...

- **20.1%** said hazardous and poor conditions of the streets & sidewalks
- **5.6%** said lack of access to Metrolink & Metrobus
- **20.8%** said vacancy and run down property along the street
- **13.2%** said general perceptions of safety & comfort in the area
- **9.4%** said lack of access to parks & trails
- **18.8%** said lack of things to do or places to spend time
- **4.2%** said too much street traffic & congestion on the roads
- **7.9%** said traffic moves too fast through the area
CROSS-SECTION W2: FROM PENNSYLVANIA AVENUE TO BUCKER | LEROY AVENUE

This portion of Page Avenue can be described as the “western gateway” into the Town Center area. The cross-section is structured to support a future residential area with appropriate sized sidewalks, pedestrian scaled lighting, increased stormwater / bioretention areas, on-street parking, travel lanes, and a landscaped median as necessary to provide for safe crossings and beautification. This portion of Page Avenue should include, at minimum:

- Two (2) Travel Lanes (one either direction) at eleven (11’) feet wide
- One (1) Two-Way Center Turn Lane (including aprons) at sixteen (16’) wide
- Landscaped Center Medians, as necessary (to match TWCTL)
- Two (2) Dedicated Bike Lanes (one either direction) at six (6’) feet wide
- Two (2) On-Street Parking Lanes (one either side) at eight (8’) feet wide
- Two (2) Landscape / Bioretention Zones (one either side) at twelve (12’) feet wide
- Two (2) Sidewalks (one either side) at five (5’) feet wide
CROSS-SECTION W1: FROM BUCKER AVENUE TO FERGUSON AVENUE
This portion of Page Avenue can be described as the western Town Center area. The cross-section is structured to support a mixed-use area with wide decorative sidewalks, pedestrian & vehicular lighting with area branding, urban landscaping and tree grates, on-street parking (or right turn lanes, as needed), travel lanes, and a landscaped median for turn lanes (when necessary), beautification, and safe crossings. This portion of Page Avenue should include, at minimum:

- Two (2) Travel Lanes (one either direction) at eleven (11’) feet wide
- One (1) Landscaped Center Median with Left Turn Lane, as necessary, at sixteen (16’) wide
- Two (2) Dedicated Bike Lanes (one either direction) at six (6’) feet wide
- Two (2) On-Street Parking Lanes (when possible) at eight (8’) feet wide
- Two (2) Landscape / Bioretention Zones (one either side) at eight (8’) and twelve (12’) wide
- Two (2) Sidewalks (one either side) at nine (9’) and eleven (11’) wide
CROSS-SECTION E1: FROM FERGUSON AVENUE TO KINGSLAND AVENUE (SOUTH)

This portion of Page Avenue can be described as the eastern Town Center area. The cross-section is structured to support a mixed-use area with wide decorative sidewalks, pedestrian & vehicular lighting with area branding, urban landscaping and tree grates, a multi-purpose trail, on-street parking (or right turn lanes, minimal), travel lanes, and a landscaped median for turn lanes (when necessary), beautification, and safe crossings. This portion of Page Avenue should include, at minimum:

- Two (2) Travel Lanes (one either direction) at twelve (12') feet wide
- One (1) Landscaped Center Median with Left Turn Lane, as necessary, at eighteen (18') wide
- One (1) Multi-Purpose Trail (on the south side of the street) at ten (10') feet wide
- Two (2) On-Street Parking Lanes at eight (8') feet wide
- Three (3) Landscape / Bioretention Zones (one on north; two on south) at six (6') wide
- Two (2) Sidewalks (one either side) at seven (7') wide

NOTE: The area between Kingsland Avenue north and south has the same section, with the exception that the landscape / bioretention areas are to be more residential in nature with continuous tree lawn and raingardens, and street lights are to be pedestrian-scaled lighting.
CROSS-SECTION E2: FROM KINGSLAND AVENUE (SOUTH) TO SUTTER AVENUE

This portion of Page Avenue can be described as the “eastern gateway” into the Town Center area. The cross-section is structured to support a future transit-oriented development area with appropriate sized sidewalks, pedestrian-scaled lighting, increased stormwater / bioretention areas, on-street parking, a multi-purpose trail, travel lanes, and a landscaped median as necessary to provide for safe crossings and beautification. This portion of Page Avenue should include, at minimum:

- Two (2) Travel Lanes (one either direction) at eleven (11’) feet wide
- One (1) Landscaped Center Median, as necessary, at eleven (11’) wide (not including aprons)
- One (1) Multi-Purpose Trail (on the south side of the street) at ten (10’) feet wide
- One (1) One-Way Driveway (south of the trail) with Angled Parking
- Three (3) Landscape / Bioretention Zones (one on north; two on south) at various widths
- One (1) Sidewalk (on the north) at five (5’) wide

NOTE: This specifically denotes the relationship between the property owners on the south side of the street (NEFF Press) and the Greenway. The purpose is to provide guidance on how to detail the one-way driveway for vehicle service and access in coordination with the Greenway.
THE GREEN INFRASTRUCTURE PLAN

As an important element of the project, the Green Infrastructure Plan highlights all of the recommended environmentally friendly strategies to be included in the Vision Plan.

These strategies call for a mixture of approaches which will provide beautification to the project area, identify the Town Center with a unique character, reduce light pollution and heat island effect, build the grand nature of the entry ways into the area, increase local groundwater infiltration, and reduce the overall of stormwater inflow into the municipal stormwater system.

Stormwater reduction is achieved in the Vision Plan through the use of pervious sidewalks throughout the area, pervious parking lanes within the Town Center, landscaped medians throughout the project area, raingardens / bio-retention areas, increased tree canopy, tree lawn areas within the neighborhoods, alleys with porous paving, and public spaces with pervious pavements. And to a greater extent, adequately sized planting beds will increase porosity while also providing a greater level of soil volume to allow trees and plants to reach full maturity.

Simultaneous with the reduced stormwater effects, the increase of porosity (such as porous
pavement and parking areas), reduction of hard-scaping (such as concrete and asphalt), and increased shade from tree cover will lower ambient air temperatures at ground level and effectively minimize heat island effect on the streetscape. Additionally, the effective placement of trees and full cut-off fixtures in streetlights can establish the Town Center, while also providing an adequate level of safe lighting at the street level and reducing light pollution and building trespass.

Even beyond this, there are a number of indirect results from these streetscape strategies. A right-of-way design which has been “right-sized” with an enhanced streetscape will establish a sense of enclosure, increase safety, calm the traffic, and reduce emissions. Furthermore when street signalization and roadway capacity has been coordinated effectively, there is less vehicle idling and rapid acceleration which will lead to better air quality and reduced sound pollution.

This multi-approach to the implementation of the Green Infrastructure Plan and improvements to the public realm will reduce degradation to the environment, increase local pride and social capital, and encourage economic development; which will collectively result in an overall increase in a sustained quality of life for the Community.
When asked “What type of streetscape elements would you most like to see along Page Avenue?” community survey respondents said...

28.6% said environmentally friendly solutions (like trees, planters, flowers)
15.0% said arts & cultural elements (like signature art, sculptures)
13.2% said bicycle amenities (like bike racks, signage)
10.4% said on-street parking (parallel or angled)
21.0% said character lighting (for pedestrians and vehicles)
12.4% said district branding (like “Welcome to Page Avenue!”)

RECOMMENDED GREEN INFRASTRUCTURE STRATEGIES

(1) Pervious Sidewalks
Pervious Sidewalks capture water and allow it to seep into the underlying soil where it is naturally filtered. This reduces runoff, flooding, erosion, and the subsequent transportation of contaminants into our waterways. Air flow through its surface also allows evaporation, which helps to mitigate solar heat gain and the urban heat island effect.

(2) Pervious Parking Lanes
Pervious Parking Lanes serve to manage stormwater in the same ways that Pervious Sidewalks do. By allowing stormwater to percolate and replenish groundwater, pervious paving utilizes and encourages the natural processes of the hydrological cycle, including the filtration of motor oils and chemicals by naturally occurring microorganisms present within soils.

(3) Landscaped Medians
Landscaped medians incorporate trees and other plantings that contribute to the benefits of green infrastructure. In addition to managing stormwater, landscaped medians help to cool urbanized areas, improve air quality, and beautify streetscapes. (for varietals, see Recommended Plantings & Maintenance section of this report)

(4) Tree Coverage & Canopy
Trees not only absorb precipitation through their leaf and root systems, but they also protect pedestrians from rain, sun exposure, and heat. Lower urban air temperatures that result from
(5) Raingardens / Bioretention Areas
Rain gardens & Bioretention areas are designed to retain, clean, and reduce the volume of stormwater runoff before it is either infiltrated or discharged. Suspended solids are trapped and removed while pollutants are filtered or absorbed by the soils and plant material. Rain gardens should also contain native and local plant varietals which establish deep root systems which will eventually require very little water and maintenance. Furthermore, rain gardens contribute the character and visual appeal of the streetscape by providing a natural relief to the urban environment. (for varietals, see Recommended Plantings & Maintenance section of this report)

(6) Continuous Tree Lawn
The advantages of Tree lawns or planting strips include: aesthetics, increased pedestrian safety and comfort, and room for trees and other streetscape amenities. A continuous tree lawn increases the amount of greenspace and resulting benefits to storm water management and heat reduction. This strategy is specifically necessary to utilize on side streets in combination with rain gardens to enhance the aesthetic appeal of the neighborhood from Page Avenue. (for varietals, see Recommended Plantings & Maintenance section of this report)

(7) Green Alleys
Green Alleys further contribute to the reduction of impermeable surfaces and the costs of treating stormwater. Recycled materials can be used for their construction, and energy efficient light fixtures can reduce glare and light pollution.

(8) Full Cut-Off Street Lights
Full Cut Off Lighting reduces the negative effects of lighting on nighttime environments. By directing light so that no level of intensity reaches a 90 degree angle (horizontal) or higher, the fixtures reduce glare, light pollution, and light trespass (through windows or onto property, for example). Higher control over the direction of light also allows lower wattage lamps to be more efficient and effective, potentially reducing energy consumption and costs.

(9) Pervious Open Space / Plazas
Other than all of the aforementioned benefits of reducing impermeable surfaces, pervious open spaces and plazas, when constructed with pervious pavement systems, can increase pedestrian safety due to improved winter and wet weather pavement conditions. Additionally, more sustainable materials can require less maintenance.
PRELIMINARY STORMWATER MANAGEMENT CALCULATIONS

With the strategies identified in the Vision Plan, the consultant team made some preliminary estimates regarding the reduction of stormwater runoff. This evaluation was conducted to ensure that the design for the right-of-way would increase infiltration and would not add any additional burden into the municipal system. This evaluation was conducted for the right-of-way within the entire project area. The following are the results:

Assumptions:

• Does not take into account porous sidewalks & paths
• Does not take into account porous parking areas
• Does not take into account existing soil analysis
• Does not take into account compaction of existing soil
• Does not take into account existing vegetation
• Does not take into account strata of rainscaping plants
• Does account for engineering soil inclusion
• Does account for perennial rainscaping plants & trees
• Does account for overflow into main stormwater lines

Calculations:

Existing Roadway:

419,245 SF / 9.62 AC

Proposed Roadway:

391,546 SF / 8.98 AC

Existing Plantings:

NONE / 0

Proposed Raingardens:

28,932 SF / 0.66 AC

Proposed Median Areas:

20,309 SF / .47 AC

Proposed Tree Lawn (on Side Streets):

18,600 SF / 0.43 AC

Raingardens Required on Proposed Roadway:

1.14 x 1.05 x 8.9887 / 12 = 0.896 AC

Conclusions:

Not accounting for any porous paving (for parking areas, sidewalks, and pathways), the raingardens (0.66 AC) and medians (0.47 AC) would capture a total of 126% of the anticipated rain capture requirements for the new design, sufficiently meeting the requirements by the Metropolitan Sewer District. The additional stormwater strategies will further increase infiltration, and further reduce runoff into the municipal system.
As part of the Green Infrastructure Plan, the consultant team also developed a set of recommended maintenance measures for all of the plantings utilized throughout the area. The charts on these pages highlight all of the information necessary to identify, plant, irrigate, fertilize, and maintain the plantings. See the Green Infrastructure Plan for the recommended locations for the plantings. Larger versions of these charts are located in the appendices of this report.

### CHART A - RECOMMENDED PLANTINGS AND MAINTENANCE FOR THE TOWN CENTER

<table>
<thead>
<tr>
<th>Full Grown Plant Image</th>
<th>Plant Seeding</th>
<th>Botanical Name</th>
<th>Common Name</th>
<th>Height</th>
<th>Sun</th>
<th>Bloom Month</th>
<th>Watering/Irrigation Type</th>
<th>Deadheading</th>
<th>Fertilization</th>
<th>Cutback</th>
<th>Thinning</th>
<th>Pruning</th>
<th>Insect and Disease Control</th>
<th>Notes</th>
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<tbody>
<tr>
<td>TOWN CENTER SHADE TREES PLANTINGS</td>
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<tr>
<td>Platania x acerifolia</td>
<td>London Planetree</td>
<td>25-30' Full or part</td>
<td>April</td>
<td>Temporary stake young trees</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Prune small branches in January and prune out dead or broken branches</td>
<td>Remove dead or damaged branches</td>
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<tr>
<td>N/A</td>
<td>Russian Olive</td>
<td>25-30' Full or part</td>
<td>April</td>
<td>Permanent planting young trees</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Prune small branches in January and prune out dead or broken branches</td>
<td>Remove dead or damaged branches</td>
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<tr>
<td>FLOWERING TREE PLANTINGS</td>
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<tr>
<td>Magnolia 'Pinkie Flame'</td>
<td>Magnolia</td>
<td>10-15' Full</td>
<td>April</td>
<td>Regular watering in first year to establish 1-week drip irrigation</td>
<td>N/A</td>
<td>Pests, leafy white</td>
<td>N/A</td>
<td>Prune after bloom and before new buds. Remove</td>
<td>Remove dead or damaged branches</td>
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<td>SHRUB PLANTINGS</td>
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<tr>
<td>Rosa 'Kiftsgate'</td>
<td>Knockout rose</td>
<td>5' Full</td>
<td>May-Oct</td>
<td>1-week, drip irrigation</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Prune to shape in early spring</td>
<td>N/A</td>
<td>Large scale pruning in late summer</td>
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<tr>
<td>Perovskia atriplicifolia</td>
<td>Russian Sage</td>
<td>3' Full</td>
<td>June</td>
<td>Drip irrigation</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Prune to shape in early spring</td>
<td>N/A</td>
<td>Large scale pruning in late summer</td>
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<td>PERSIMMONS</td>
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<tr>
<td>Persimmon 'Bloodgood'</td>
<td>Diospyros kaki</td>
<td>10' Full</td>
<td>July-Oct</td>
<td>Regular watering in first year to establish 1-week drip irrigation</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Prune to shape in early spring</td>
<td>N/A</td>
<td>Large scale pruning in late summer</td>
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<td>GROUNDCOVERS</td>
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<tr>
<td>Chloris virgata</td>
<td>Kentucky Bluegrass</td>
<td>4' Full</td>
<td>July-Aug</td>
<td>Low water needs</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Cut back to 2&quot; in winter</td>
<td>N/A</td>
<td>Directly seeded in place or spread seed around base</td>
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<tr>
<td>N/A</td>
<td>Fescue</td>
<td>4' Full</td>
<td>July-Aug</td>
<td>Low to moderate</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Cut back to 2&quot; in winter</td>
<td>N/A</td>
<td>Directly seeded in place or spread seed around base</td>
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<td>ANNUALS</td>
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<tr>
<td>Coreopsis spectabilis</td>
<td>Tickseed</td>
<td>1' Full</td>
<td>June-July</td>
<td>Moderate water needs</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Plants die after bloom and before new growth. Typically all of the seed</td>
<td>N/A</td>
<td>Cut back to 2&quot; in winter</td>
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</tbody>
</table>

### CHART B - RECOMMENDED PLANTINGS AND MAINTENANCE FOR THE LANDSCAPED MEDIANS

<table>
<thead>
<tr>
<th>Full Grown Plant Image</th>
<th>Plant Seeding</th>
<th>Botanical Name</th>
<th>Common Name</th>
<th>Height</th>
<th>Sun</th>
<th>Bloom Month</th>
<th>Watering/Irrigation Type</th>
<th>Deadheading</th>
<th>Fertilization</th>
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<th>Thinning</th>
<th>Pruning</th>
<th>Insect and Disease Control</th>
<th>Notes</th>
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<tbody>
<tr>
<td>PAGE AVENUE CENTER MEDIAN TREES</td>
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<tr>
<td>Cercis canadensis</td>
<td>Eastern Redbud</td>
<td>25-30' Full or part</td>
<td>March-May</td>
<td>Regular watering in first year to establish 1-week drip irrigation</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Prune after bloom and before new buds. Typically all of the seed</td>
<td>N/A</td>
<td>Deadhead in January and prune redwood in April</td>
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<tr>
<td>Lagerstroemia indica</td>
<td>Chinese Lilac</td>
<td>10-15' Full or part</td>
<td>June-Aug</td>
<td>Low to moderate water needs</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<td>Spondias mombin</td>
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<td>Persicaria amplexicaulis</td>
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### Page Avenue Rain Gardens - Perennials

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<th>Sun</th>
<th>Bloom Month</th>
<th>Watering/irrigation type</th>
<th>Deadheading</th>
<th>Fertilization</th>
<th>Cutback</th>
<th>Thinning</th>
<th>Pruning</th>
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THE TRANSPORTATION IMPROVEMENTS PLAN

As an important element of the project, the Transportation Improvements Plan highlights all of the recommended modifications, upgrades, and additions to the infrastructure for Metrobus within the project area. This plan primarily calls for re- configurations and upgrades to a number of existing Metrobus stops within the area. This would entail moving the location of the stop, adding a dedicated bus lane (where street parking would be removed to accommodate), and providing the stop with a shelter, benches, trash cans, and other basic amenities to facilitate a comfortable experience for the riders.

Other considerations include the relocation of several of the existing stops to more strategic locations within the Town Center. For example, we are recommending to move the current stop at Kingsland Avenue (on the north) to the west of Kingsland Avenue (on the south) in order to provide a safe crossing area within the Town Center. Additionally, we are recommending plazas adjacent to a few of the more prominent multimodal stops, such as the southeast intersection of Ferguson Avenue and Page Avenue where the St. Vincent Greenway will end at a Metrobus stop and transit plaza. All of the recommendations within this plan are shown above.

When asked “What do you think about the Metrobus stops along Page Avenue?” community survey respondents said...

- **22.5%** said I think we need more Metrobus stops to service the area
- **42.2%** said I think the existing Metrobus stops need more shelter and protection from the weather
- **22.5%** said I think the existing Metrobus stops need more amenities, like benches and bike racks
- **12.3%** said I think the existing Metrobus stops need better signage & identity
As an important element of the project, the Bicycle and Pedestrian Infrastructure Plan highlights all of the components of the Vision Plan which will enhance the walking experience along Page Avenue, increase safety for crossing, and provide the essential amenities for the street experience such as benches and trash cans. Furthermore, this plan highlights all of the bicycle facilities within the Vision Plan including the St. Vincent Greenway alignment, dedicated on-street bike lanes, and the necessary bicycle signage. These improvements will not only connect the Town Center into the regional network of trails and local network of bicycle facilities, they will, more importantly, connect the immediate neighborhoods and residents to the north and south directly to Page Avenue. This strategy builds on the notion that the real impetus behind a great street is the great neighborhood that supports it. Shown on this page, the Bicycle and Pedestrian Improvements Plan contains a variety of elements to achieve this, which include the following:
COLOR LEGEND

- **St. Vincent Greenway**
- **Bike Lanes (On-Street)**
- **Shared Lane Markings**
- **Sidewalk Crossings** (for the Greenway)
- **Driveway Crossings** (for the Greenway)
- **Conflict Striping & Intersection Markings**
- **New Sidewalks**
- **Pedestrian Crosswalks**
- **High Visibility Crosswalks with Rapid Flash Beacons**
- **Crosswalks & Audible Tone Pedestrian Indicator**
- **ADA Ramp | Tactile Strips**
- **Trash Receptacles**
- **Short Term Bike Racks**
- **Benches | Seating**
- **Informational Kiosks**
RECOMMENDED BICYCLE & PEDESTRIAN IMPROVEMENTS

(1) St. Vincent Greenway
The St. Vincent Greenway will consist of a two-way, separated bicycle and pedestrian facility on the south side of Page Avenue. The Greenway will cross Metrolink on the bridge (adjacent to the existing pedestrian walkway) and proceed along the south side of the street to the intersection of Page Avenue and Ferguson Avenue, eventually, through alternate planning processes, connecting north to the Rock Road Metrolink Station. See appendices for Details & Site Furnishings.

(2) Bike Lanes (On-Street)
Bike lanes designate an exclusive space for bicyclists through the use of pavement markings and signage. The bike lane is located adjacent to motor vehicle travel lanes and is used in the same direction as motor vehicle traffic.

(3) Shared Lane Markings
Shared lane markings (SLMs), also known as “sharrows”, are often used on streets where dedicated bike lanes are desirable but not possible due to physical or other constraints. Such markings delineate where bicyclists should operate within a shared vehicle/bicycle travel lane.

(4) Sidewalk Crossings (for the Greenway)
Sidewalk crossings for greenways often use signage, lighting, surface markings, and/or grade changes to increase the visibility and awareness between vehicular and bike/pedestrian traffic. Intersections must provide adequate warning to both parties of potential points of conflict and clearly designate who has the right of way.

(5) Driveway Crossings (for the Greenway)
Driveways are a common sidewalk obstruction, especially for wheelchair users. When constraints only allow curb-tight sidewalks, dipping the entire sidewalk at the driveway approaches keeps the cross-slope at a constant grade.

(6) Conflict Striping & Intersection Markings
Green bike lane conflict zones alert drivers of the possibility of bicyclists in locations where a vehicle may be making a turn. Accompanying signage indicates intended user behavior. Intersection markings transition bike lane from curb-adjacent to the inside of the right turn lane using dashed pavement markings and signage (MUTCD R4-4).

(7) New Sidewalks
Good sidewalks are important for many reasons. For one, they allow better access and mobility to children and the elderly, as well as people using wheelchairs, strollers and carts. They also play an important role in pedestrian safety, providing protection from both weather hazards and motor vehicle traffic.

(8) Pedestrian Crosswalks
Designating Pedestrian Crosswalks creates a safer street environment, especially for children, the elderly, and the disabled. There are a number of options for accommodating pedestrians according to the crosswalks’ specific locations and needs, but generally, pedestrian crosswalks are designed to reduce vehicle speeds and to highlight more visibly to motorists areas where pedestrians may be crossing. When combined with a road diet and median refuges, crosswalks can significantly increase safety by reducing crossing distances.
(9) High Visibility Crosswalks (with Median Refuge & Rapid Flash Beacons)
The refuge island has an at-grade passage through the island rather than ramps and landings. The island should be at least 6’ wide to accommodate bikes with trailers and wheelchair users and be a min. of 20’ long. Since speeds are higher than 25 mph on Henry Street, double centerline markings, reflectors, and "KEEP RIGHT" signage should be used. RRFB’s (Rectangular Rapid Flashing Beacon) are designed to alert motorists to the presence of a pedestrian entering the crosswalk.

(10) Crosswalks & Audible Tone Pedestrian Indicator
These types of pedestrian indicators improve the ability of pedestrians with visual and hearing impairments to safely cross the street. Activated lights can often be accompanied by verbal messages and/or vibro-tactile surfaces that further aid in making pedestrian signalization more effective and accessible, especially for the elderly and the disabled.

(11) ADA Ramp | Tactile Strips
ADA compliant curb ramps should be located at all side streets and major intersections. The edge of an ADA compliant curb ramp should be marked with a tactile warning device (also known as truncated domes) to alert people with visual impairments to changes in the pedestrian environment. Contrast between the raised tactile device and the surrounding infrastructure is important so that the change is readily evident to the pedestrian.

(12) Trash Receptacles
When an adequate number of receptacles are available in an environment that is not already dirty, individuals tend to choose to dispose of their waste more responsibly. Having a cleaner public space is vital to encouraging its use and appeal.

(13) Short Term Bike Racks
Short-term bicycle parking is meant to accommodate visitors, customers, and others expected to depart within two hours. It should have an approved standard rack, appropriate location and placement, and weather protection.

(14) Benches | Seating
Public benches and seating are vital to creating a more active, comfortable, and useable environment. This simple amenity allows people to rest, congregate, and to engage with others in the community, making it a key factor in establishing a stronger sense of place.

(15) Informational Kiosks
Informational signage and wayfinding relative to the greenway helps to increase the trail’s presence in the community and encourage its use by providing important directional and destination information. For visitors and residents alike, providing more information regarding the community of Pagedale and its place in the trail network will both physically and psychologically reinforce its connection to the larger St. Louis region.
TYPICAL BLOCK DETAIL

1. Free flowing lanes of travel.
2. Bike Lanes are located adjacent to on-street parking lanes.
3. Metered on-street parking lanes provide convenient street parking for commercial businesses.
4. Landscape / bioretention zones provide an area for rain gardens and trees (with grates), as well as areas for outdoor dining and waiting spaces.
5. The sidewalk zone provides a clear pathway for pedestrians to move through the street, as well as a slower retailing zone where pedestrians can stop and window shop.

TYPICAL CORNER DETAIL

1. Median refuge areas provide a very safe and comfortable waiting area.
2. Pedestrian crosswalks with textured materials assist with traffic calming.
3. Shared lanes for bicycles and cars.
4. Pedestrian ramps with tactile strips.
5. Rain gardens on the bumpouts can add visual appeal and provide further stormwater mitigation.
6. Metered on-street parking lanes provide convenient street parking for commercial businesses.
7. Textured materials in the intersections add to the beautification of the roadway and branding of the area.

TYPICAL INTERSECTION DETAIL (PAGE & FERGUSON)

1. Eastbound bicyclists are directed to the St. Vincent Greenway via intersection pavement markings. Vehicular cyclists who prefer to take the lane may do so by following the shared lane markings.
2. Bicycle and pedestrian pavement markings on the trail surface reduce conflicts by separating the operating spaces for each mode.
3. To reduce conflicts with right turning vehicles, westbound bicyclists are directed to use a two-stage turn queue box to cross to the Bike Lanes.
THE FUTURE LAND USE PLAN

As an important element of the project, the Future Land Use Plan highlights all of the recommended land uses which will support the creation of the Town Center for the Page Avenue Great Streets Initiative. The intent of the Future Land Use Plan is to focus a mixed-use area between Buckner Avenue and Kingsland Avenue that will provide the neighborhood with a variety of much needed neighborhood services including dining, retail, office, and entertainment opportunities. Some specific types of uses pointed out by the Community included: sit-down restaurants, coffee shops, sandwich shops, an ice cream parlor, clothing stores, a health clinic, a gym, drugstores, and entertainment such as a movie theater.

The Future Land Use Plan was coordinated with the Right-of-Way Plan to ensure that the streetscape design and recommended improvements will create a sense of arrival, provide traffic calming, and contribute to the place-making of the Town Center. In order to achieve this, it is recommended that the City of Pagedale and Beyond Housing conduct an open and transparent process to develop a form-based code for the core area of the Town Center. The information to the right should be the basis of this work.

MIXED-USE DISTRICT

- **Land Uses:** Primary Retail*, Secondary Retail*, Office Uses, Neighborhood Service, Entertainment, Residential, Institutional, and Medical Uses.
- **Building Heights:** 2 Story (25’) Minimum and 4 Story (50’) Maximum.
- **Building Setbacks:** Zero (0’) Lot line on Page Avenue; 5’ - 10’ on Side Streets.
- **Building Types:** Mixed-Use Office, Commercial, and Residential Buildings.
- **Lot Widths:** May Vary; Lots larger that 50’ Wide should have Building Articulation.

TRANSIT-ORIENTED RESIDENTIAL DISTRICT

- **Land Uses:** Residential and Neighborhood Service Uses*.
- **Building Heights:** 3 Story (40’) Minimum
- **Building Setbacks:** 5’ - 10’ on Page Avenue
- **Building Types:** Mixed-Use Residential Buildings, Townhouses, Rowhouses, Apartments, and Stacked Flats.
- **Lot Widths:** Narrow; 25’-35’ Maximum.

URBAN RESIDENTIAL DISTRICT

- **Land Uses:** Residential and Neighborhood Service Uses*.
- **Building Heights:** 2 Story (25’) Minimum
- **Building Setbacks:** 10’-20’ on Page Avenue
- **Building Types:** Mixed-Use Residential Buildings, Townhouses, Apartments, Stacked Flats, Duplexes, and Fourplexes.
- **Lot Widths:** Medium; 35’-50’ Maximum.

*Denotes allowed on the “Ground Floor” only.

NOTE: Existing “A” Residence District and existing “C” Commercial District are defined in Chapter 405 of the Municipal Code of the City of Pagedale
FORECASTED TRAFFIC CONDITIONS UNDER THE VISION PLAN

Baseline Traffic & Trip Generation Estimate
Based on the historical traffic volume data presented in the area-wide traffic analysis, traffic on Page Avenue within the study area is not expected to increase in the future, and may actually decrease if no redevelopment occurs. Given this forecast, the existing volumes presented earlier in this report would function as conservative future baseline conditions and thus serve as the baseline traffic volumes for this study. Once the baseline traffic conditions have been established, the impacts of the traffic generated by the proposed Vision Plan can be analyzed. The purpose of this forecasted scenario was to identify the impacts of the proposed land use and roadway changes, and determine the roadway and traffic control improvements that would be necessary to support the resulting traffic demands.

A primary step in this analysis was to forecast the amount of traffic that would be generated by the Vision Plan during the peak hours. At this time, specific characteristics of the proposed land uses have not been established because this project is still in the planning stage. In order to estimate trip generation as accurately as possible, it was assumed that the future land uses would have a 35% coverage rate; this coverage area would represent the footprint of the building and the total square footage used in the trip generation calculation derived from the footprint and the number of stories planned for each use in the Vision Plan.

For purposes of the trip generation calculations, it was assumed that the mixed-use district would have a total of four stories; retail would be provided on the first floor to allow street access and the remaining three floors would house either office or residential uses. Additional trips for the mixed-use district included as entertainment were estimated using ITE’s data for a movie theater. All residential districts were assumed to have three stories, minimum.

It is anticipated that not all of the trips generated by the Vision Plan will represent vehicular trips as many patrons will be able to walk, bike, or use transit to access the area. In addition, published studies show that patrons of multi-use developments often visit more than one use within the development on a single visit. As a result, a 20% reduction was applied to the estimate to account for other modes of transportation. The resulting traffic generation for the Vision Plan are summarized in the chart at the top of this page.

<table>
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<tr>
<th>Use</th>
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<th>Size</th>
<th>Weekday AM Peak Hour</th>
<th>Weekday PM Peak Hour</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td>In</td>
<td>Out</td>
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<td>Mixed-Use Retail</td>
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<td>Multi-Family Residential</td>
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<td>351 Units</td>
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<td>TOTAL EXTERNAL TRIPS</td>
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<td>115</td>
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**Directional Distribution**

The traffic generated by the Vision Plan was assigned to the adjoining road system by evaluating existing traffic patterns and assessing the market area of the development. The resulting trip distribution of the site-generated trips would be as follows:

- To/from the west on Page Avenue: 30%
- To/from the east on Page Avenue: 30%
- To/from the north on Pennsylvania Avenue: 10%
- To/from the south on Pennsylvania Avenue: 10%
- To/from the north on Ferguson Avenue: 10%
- To/from the south on Ferguson Avenue: 10%

Based on these trip generation and distribution estimates, the site-generated traffic was assigned to the adjoining road system. The proposed Vision Plan would add a meaningful volume of traffic to key intersections within the core study area, though impacts to through traffic on Page Avenue would be relatively modest.

**Forecasted Operating Conditions**

Basically as shown to the right, all study intersections are expected to operate at acceptable levels of service during the morning and afternoon peak hours with the proposed lane reduction and full build out of the Vision Plan. All signalized intersections along the corridor would operate at LOS C or better during both peak hours, confirming that Page Avenue will provide sufficient capacity as a two- and three-lane facility, as proposed.

The majority of unsignalized intersections will operate favorably at LOS C or better, with the exception of those intersections east of Ferguson Avenue during the afternoon peak hour. Higher side-street delays east of Ferguson Avenue are due to the removal of the center turning lane, which would otherwise accommodate two-stage left-turn movements from the side street (turning into the center lane before merging into through traffic). The center turn lane would be removed in this area to provide a landscaped median and enhanced traffic calming. While the expected side-street delays are reported as LOS E or F, the side-street delay is typically less than one minute of delay per vehicle. This may be considered acceptable on minor side-streets during peak periods, particularly when cross-access to adjacent intersections is encouraged.
With the vision for Page Avenue established, implementation will be the yardstick by which the Community will measure the success of the Great Streets Initiative. When considering the challenges of a recovering economy and limited federal funding sources, it is important that there be many strategies in place that will not only focus on Page Avenue, but will provide for a holistic approach to addressing the broader needs of the Community. In essence, the revitalization of the neighborhood and the revitalization of the street are one in the same, and it is important to ensure that greater economic strategies being utilized are grounded in the physical design for the vision. This section of the report is purposed to elaborate on those overall economic strategies as well as to define a plan of phased implementation and partnerships for the full development of the Vision Plan.
96% of attendees believe that there should be a high priority to “establish a long-term social, economic, and environmentally sustainable place.”

- Keypad Polling Results

**ECONOMIC ENHANCEMENT STRATEGY**

**Introduction**

The economic challenges to realizing a transformation of Page into an attractive, walkable, and self-sustaining community include an unappealing, auto-oriented physical form, vacancy, and deteriorated buildings. Yet these problems are largely symptomatic of broader socio-economic challenges that residents of Pagedale face, including relatively low incomes, above average unemployment, poverty, and unequal access to education and jobs—to name a few. As a result, the underlying real estate economics are such that quality new development is dependent on subsidy—tax credits, grants, local incentives, etc.—because buying power is low, making achievable rents low for apartments and retail spaces and therefore creating little incentive for the private sector to act alone in improving Page Avenue.

An infusion of incentives and public/institutional money can be an effective strategy to catalyze a local economy (and is, in fact, a key recommendation of the plan for Page Avenue) but, generally, outside resources are sometimes scarce and uncertain. Tax credits are awarded on a competitive basis and federal grants are in increasingly short supply. Therefore, a long-term strategy is needed—an economic enhancement strategy—to help improve the local economy from within.
Business attraction is an important part of any economic development strategy, but an economic enhancement strategy, by necessity, identifies ways to empower a community to improve its own fortunes by fostering job creation and entrepreneurialism from the ground up. In doing so, the incomes of residents can be raised, making quality development along Page Avenue more economically viable and with less dependence on scarce public resources. In other words, an economic enhancement strategy seeks to make Pagedale more economically self-sufficient and less dependent on “outside money”—thus placing its residents and community leaders firmly in control to achieve their goals for their community.

Beyond Housing has taken a holistic approach toward improving the economy of Pagedale as part of its 24:1 Initiative. Efforts planned or underway include addressing schools, early childhood education, and community capacity building. All of these efforts relate to growing an economy. The purpose of an economic enhancement strategy is not to reiterate elements of that plan or to replace it. Rather, it complements it with specific initiatives targeting economic stabilization and growth, income growth, and job creation.

When asked “What type of places would you most like to do on Page Avenue?” community survey respondents said...

- **15.8%** said I would like a Town Square (like Lafayette Square)
- **14.9%** said I would like Recreational Parks (like Baerveldt Park)
- **20.2%** said I would like Community Centers (like the YMCA)
- **11.4%** said I would like Community Gardens (like Wayside)
- **6.1%** said I would like Public Buildings (like City Hall)
- **20.6%** said I would like Cultural Amenities (like Pinkhouse)
When asked “Please tell us one word that should describe Page Avenue tomorrow?” community survey respondents said...

..... Better / Improving

..... Welcoming / Appealing / Inviting

..... Great / Excellent

..... New / Modern / Upgraded

..... Beautiful

..... Vibrant

With a declining population and ever-more limited federal resources to address housing and community development-related issues, a series of recommendations were made, aimed at targeting changing demographics and community preferences by investing finite resources in the areas where investments can have an outsized impact in transforming economies and housing conditions. These include main streets, historic districts, town centers, and areas near transit stations. The plan for Page Avenue, along with efforts by Beyond Housing, could present a model of economic and physical transformation for other North County communities to follow.

The effects of placemaking can be profound on real estate. Studies have shown that where the place is inviting (and often open-air), shoppers stay longer and spend more. Anchors are particularly important for retailers, so developing those elements that draw people in—a grocery store (already in place), meaningful public space, and a cinema and other leisure attractions—is essential. In this way, the plan for Page can bolster the economic performance of Page by creating a central gathering place such as a civic greenspace or plaza, slowing down traffic, and making a more inviting pedestrian realm with buildings oriented toward people rather than cars.
As a housing and employment strategy, the development of an appealing town center or main street with attractive public space, retail, services, and entertainment is a catalyst that improves property values and increases the desirability of an entire area or community as a place to live and do business. A place-based approach can help improve the trajectory of property appreciation for homeowners in Pagedale—and their economic outlook—in very measurable ways, including home equity and net worth, and, by extension, their ability to maintain and improve their properties, finance education for their children, and start a business. More than simply creating a park or investing in street lamps, investments in a truly placed-based approach can help empower residents by making a community less dependent on public money.

81% of attendees believe that there should be a high priority to “establish a street that serves all types of transportation, including pedestrians.”

-Keypad Polling Results
Urban Agriculture

Urban agriculture has gotten a great deal of press recently as a community revitalization tool. In fact, it presents two opportunities: a catalyst for community empowerment and neighborhood stabilization, and a commercial enterprise. A study by Gateway Greening showed better rates of property appreciation, rent growth, occupancy, and homeownership—basic metrics indicating a neighborhood’s health—in the vicinity of its community gardens. This demonstrates that while community-based urban agriculture may not always directly stimulate the economy in the form of jobs and income, it can help stabilize a neighborhood by boosting marketability, desirability, and economic competitiveness.

In areas such as North St. Louis and North St. Louis County, an abundance of vacant land now coincides with demand for locally grown food. For-profit businesses such as Bright Farms, which is partnering with Schnuck’s to build a facility in the St. Louis region, as well as Garden Fresh Farms in St. Paul and FarmedHere in Chicago, have shown promising results as economically sustainable enterprises that could produce jobs and thus promote direct economic activity.

Urban agriculture can play two roles in the revitalization of Page Avenue specifically. First, they can serve as interim uses for land at the far edges of the corridor that are unlikely to be developed in the next five years. Second, the public market can be used to sell products grown in Pagedale, thus providing a direct link between Page Avenue and this effort aimed at neighborhood stabilization, job creation, and wellness.

Business Incubators

In addition to a business attraction strategy, there is also a need to allow startup and existing businesses to grow organically from within the community. As St. Louis continues to recover from the recession, more emphasis has been placed on innovation and entrepreneurship both regionally and nationally, and the public and private sector continue to form partnerships and develop programs to assist small businesses in their development and growth. Business incubators have been effective ways to allow startup and existing businesses to work in a collaborative environment, as well as receive educational, mentoring, and counseling services. They also provide access to broader networks and opportunities through which to grow and expand. The incubator space usually offers below-market rents so the business can focus more investment in product development, marketing, and expansion. The ultimate goal is that the business “graduates” from the space and ideally moves to a permanent space within the community. This way the businesses incubator functions as a catalyst for economic development in terms of local job growth, community wealth building, and real estate development.

In urban areas, establishing an incubator in an existing vacant or underutilized property is an effective way of putting these types of properties back to a productive use while also bringing new commercial activity to the area. Businesses incubators typically operate at a loss, so subsidies are required for initial startup costs, real estate, and operations, but depending on the size and success of the program, some incubators can break even from the rents paid by business tenants.
Retail-Oriented Incubators and Public Markets

Though many business incubator models are geared towards promoting IT-oriented businesses, there are also successful incubator models that focus on retail-oriented business in industries such as food production, restaurants, fashion, jewelry, home decorations and furnishings, or any other industries that require physical design and production. There is a great opportunity on Page Avenue to provide assistance to these retail oriented startups that can then grow and expand their businesses locally. Many retail oriented incubators offer business assistance services, office and production space, as well as retail space for test marketing new product lines in a public setting. These retail spaces can be in the form of a storefront or even a public market or flea market. There could be an opportunity to leverage the namesake of Frison Market by relocating it to Page Avenue and allowing retail incubator “students” to sell their products with the hopes of eventually relocating to a permanent brick and mortar location. In addition to the incubator opportunity, having an active public market on Page Avenue would bring much needed commercial activity to the corridor that could then trigger additional retail activity.

Workforce Development

The future prosperity of Pagedale is also dependent on having a skilled workforce with access to the resources that connect them to future employers and living wage jobs. A large part of this skillset includes workplace etiquette of dress code, punctuality, personal finance, and interpersonal skills that help prevent the revolving door of unemployment and set the stage for future advancement and promotion. Many of these resources are available in the region, including the MET Center in Wellston that provides adults with programs that build job and life skills to ensure employment and self-sufficiency.

An economic development liaison could work directly with existing and new businesses on Page to make sure that Pagedale residents are getting the training needed to make them employable. Such efforts will ensure that a revitalized Page Avenue not only provides Pagedale residents an appealing place to shop and spend their free time, but jobs and a source of income.

Public-Private Partnerships

Because the road to economic enhancement and self-sufficiency is not financeable purely by the private sector, partnerships are necessary. Where interests are aligned by the public, private/business, non-profit, or institutional sectors, opportunities exist to improve Pagedale to a greater degree than would be possible if any one sector acts alone.

Public Sector

The roles for the public sector are many, including facilitation and the development of infrastructure. Local economic development programs exist that allow a government to capture taxes generated by a corridor or commercial district and—rather than distribute those revenues throughout the community—focus them on the specific area generating those revenues, concentrating funds in an area likely to generate economic growth for a broader area. Other programs, such as tax credits, can be utilized to bridge financial “gaps” necessary to complement private funding and realize a community’s aspirations for a project or district.
Non-Profits
Non-profits, such as Beyond Housing, can really provide the “glue” that establishes goals and priorities and acts on them, in conjunction with public and private partners. Often more nimble and possessing more real estate expertise than the government sector, a non-profit community development corporation (CDC) is an essential implementer and partner if Page Avenue is to be revitalized.

Institutions
Like the business community, institutions also provide jobs. Unlike the business community, their interest in a community is often more vested, because they tend to stay in the same place for decades. Further, they often possess institutional knowledge that is useful in understanding and resolving problems. The Public Policy Research Center at the University of Missouri St. Louis (UMSL) is an excellent example of such a resource.

Private Lenders
Private lending plays a pivotal role in real estate development, business incubation, and a number of other economic enhancement strategies. The goal for Pagedale—or any community, for that matter—is to leverage private finance to its full extent in bringing development projects and other efforts to life, spending public resources only when necessary.

Business Community
The business community can play a significant role in improving the economic fortunes of a community first and foremost by providing jobs. But, the business community also has a vested interest in their surroundings and can act as a catalyst in other ways—for example, by serving as an anchor tenant in a community that is revitalizing itself, or providing venture capital for business start-ups—a role whose importance has been increasingly recognized in business incubation. In Cincinnati, a number of corporations put together a pool of patient capital for use in land acquisition and land banking, which has had a profound effect in transforming the Over-the-Rhine neighborhood and leveraging other dollars.

Foundations
Foundations often have a specific set of goals and objectives—public “goods”—that they seek to accomplish. More than simply “last resorts” called upon when all other funding options fall short, foundations can provide true aligned-interest partnerships with the resources and expertise to help effect positive change. The Kauffman Foundation, for example, focuses on entrepreneurship and could prove to be an excellent partner in getting a business incubator up and running. Other foundations focus on health and nutrition or education. Beyond Housing has typically sought partnerships wherever possible in furthering the goals of Pagedale.
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IMPLEMENTATION: PHASE 1.0
NEAR TERM: 1-3 YEARS

Narrative of the Strategy
The basic strategy for Phase 1.0 of the Great Streets Initiative is four (4) fold. The goal of this phase is to first connect the new vibrancy of the Save-a-Lot and the Rosie Shields Senior Living Facility with a new streetscape to the west and a new greenway to the east, and second, to form the core of the Town Center from Buckner Avenue to Kingsland Avenue while new developments are being completed at the intersection of Page Avenue and Ferguson Boulevard.

Steps of the Strategy
Step 1: City of Pagedale to proceed with Phase II Page Avenue Streetscape Improvements provided for in the St. Louis Transportation Improvement Program by the East-West Gateway Council of Governments for fiscal years 2014 to 2017. Establish specific project area for these improvements on the south side of the street from Pennsylvania Avenue to Buckner Avenue.
Cost for Improvements: Approximately 600K.

Step 2: Beyond Housing & City of Pagedale to form partnership with Great River’s Greenway and seek funding for the design & construction of the St. Vincent Greenway on the south side of Page Avenue from Sutter Avenue to Ferguson Avenue. Additionally, seek matching funds / cost sharing with MSD and Ameren UE for underground utilities work. Coordinate with MODOT, who will act as oversight and review during the process, and further engage with NEFF Press to coordinate design appropriately.
Cost for Improvements: T.B.D.

Step 3: Beyond Housing & City of Pagedale to conduct an open and transparent process in order to develop a form-based code for the area between Gregan Place and Ferguson Avenue.
Cost for Improvements: Not Included

Step 4: Beyond Housing & City of Pagedale to work closely with the East-West Gateway Council of Governments to seek local, state, or federal funding for the Town Center Streetscape between Buckner Avenue and Kingsland Avenue (south), and prioritization in the Transportation Improvement Program for FY 2014 - 2017*.
Cost for Improvements: Approximately $9.06M

*See Review of the Plan with Respect to the Transportation Program in the appendices of this report for eligibility & evaluation.

Cost of Phase: $9.66M
The following is a brief breakdown of the costs for this phase of the streetscape work.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Public Spaces &amp; Amenities:</td>
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*Utilities Work / Relocations indicates cost for both Phases 1.0 & Phase 2.0.
Implementation Partners

- The East-West Gateway Council of Governments
- Beyond Housing
- The City of Pagedale, Missouri
- The Great Rivers Greenway District
- The Missouri Department of Transportation
- St. Louis Department of Highway & Traffic
- St. Louis County Department of Planning
- METRO
- Metropolitan Sewer District
- Ameren UE
- NEFF Press

Funding Tools

- TIGER Grant Program
- MODESA (Tax Increment Financing)
- EPA Smart Growth Implementation Assistance Program
- Private Funding Sources

Recommended Roadway Implementation & Phasing

It is recommended that the transition from the existing five-lane to the proposed three-lane cross-section occur via lane drops/adds at the signalized intersections with Pennsylvania and Ogden Avenues. Specifically, the outside eastbound lane would drop as a right-turn-only at Pennsylvania, while a second westbound lane would be added at that location, as depicted at the top of this page. Similarly, the outside westbound lane would drop as a right-turn-only at Ogden Avenue. The existing right-turn lane at Ogden would be converted to a shoulder.

These limits for the three-lane cross-section are consistent with the traffic volumes on Page Avenue, and they provide an appropriate gateway into the primary Great Streets project area. While Pennsylvania coincides with the western limits of the core area, Ogden Avenue was chosen as the eastern limit to better accommodate the St. Vincent Greenway. The Greenway will intersect Page Avenue near Ogden and traverse the overpass between Ogden and Sutter Avenue, so it will be necessary to accommodate it within the existing cross-section on the bridge by reducing the number of vehicular lanes.

While the permanent infrastructure would be implemented in phases as noted above, it is recommended that the reduction to three lanes occur throughout the full study area between Pennsylvania and Ogden Avenues as part of Phase One of the plan. This would provide several benefits:

- It will result in a three-lane section of sufficient length to encourage driver compliance and to facilitate traffic calming. It also reduces the distance for pedestrians to cross Page Avenue, which is a significant existing need.
- It will provide an appropriate buffer and transition area for motorists entering from the west before they reach the core redevelopment area in Phase One and its pedestrian-scale environment.
- The St. Vincent Greenway will need to be added on the existing overpass between Sutter and Ogden Avenues as part of Phase One, and the reduction to three vehicular lanes in this section will provide sufficient space to add the trail and a protective barrier on the bridge.

As noted previously, it is not feasible to build the full infrastructure of the plan initially. Instead, it is recommended that the lane reductions outside of the Phase One project area be accomplished at a low cost initially via re-striping and signage. Additionally, the use of large planters or other physical barriers to reinforce the lane reductions near the intersections should be considered. MoDOT staff has indicated that such features may be permissible under permit, provided the City agree to maintain them.
IMPLEMENTATION: PHASE 2.0  
MEDIUM TERM: 3-7 YEARS

**Narrative of the Strategy**

The basic strategy for Phase 2.0 of the Great Streets Initiative is to focus on the eastern entryway into the new Town Center, as well as complete street improvements necessary to reconnect the Community to the Wellston Metrolink Station. If funding sources are secured in Step 4 of Phase 1.0, then Phase 2.0 should be completed at the same time as Phase 1.0.

**Step 1:** Beyond Housing & City of Pagedale to work closely with the East-West Gateway Council of Governments to seek local, state, or federal funding for the Eastern Entryway Streetscape between Sutter Avenue and Kingsland Avenue (north), and prioritization in the Transportation Improvement Program*.  
Cost for Improvements: Approximately $1.75M  
*See Review of the Plan with Respect to the Transportation Program in the appendices of this report for eligibility & evaluation.

**Step 2:** City of Pagedale to adopt form-based code completed in Step 3 of Phase 1.0 into the Municipal Code of the City of Pagedale.  
Cost for Improvements: Not Included

**Step 3:** City of Pagedale to consider conducting an open process with the residents of Pagedale and the stakeholders of Gregan Place and Gruner Place (on south side of Page Avenue) and determine the feasibility and impacts of opening the gates at the south end of the street to pedestrian and vehicular circulation.  
Cost for Improvements: Not Included

**Cost of Phase:** $1.75M  
The following is a brief breakdown of the costs for this phase of the streetscape work.

**BASICS:**
- Public Spaces & Amenities: 0.13 M
- Roadway & Street Improvements: 0.73 M
- Utilities Work / Relocations*: 0.00 M
- Bus & Bicycle Improvements: 0.00 M
- Sidewalk Improvements: 0.39 M
**SUBTOTAL:** 1.25 M

- Design Fees (15% of Subtotal) 0.20 M
- Contingency (20% of Subtotal + Design Fees) 0.30 M
**PHASE 1.0 TOTAL** 1.75 M

*Utilities Work / Relocations costs are included in Phase 1.0.

**Implementation Partners**
- The East-West Gateway Council of Governments
- The City of Pagedale, Missouri
- The Missouri Department of Transportation
- ECO Recycling

**Funding Tools**
- TIGER Grant Program
- EPA Smart Growth Implementation Assistance Program
- Private Funding Sources
IMPLEMENTATION: PHASE 3.0  
LONG TERM: 7-15 YEARS

Narrative of the Strategy
The basic strategy for Phase 3.0 of the Great Streets Initiative is to focus on the western entryway into the new Town Center, as well reconfigure some connections into the neighborhood. If funding sources are secured in Step 4 of Phase 1.0, then Phase 3.0 should be completed at the same time as Phase 1.0.

Step 1: City of Pagedale to conduct a feasibility study to ascertain the feasibility of reconfiguring the intersections of Buckner Avenue and Leroy Avenue with Page Avenue into a singular intersection.  
Cost for Improvements: Not Included

Step 2: Beyond Housing & City of Pagedale to work closely with the East-West Gateway Council of Governments to seek local, state, or federal funding for the Western Entryway Streetscape between Sutter Avenue and Kingsland Avenue (north), and prioritization in the Transportation Improvement Program*.  
Cost for Improvements: Approximately $2.73M

*See Review of the Plan with Respect to the Transportation Program in the appendices of this report for eligibility & evaluation.

Cost of Phase: $2.73M
The following is a brief breakdown of the costs for this phase of the streetscape work.

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Implementation Partners
- The East-West Gateway Council of Governments
- The City of Pagedale, Missouri
- The Missouri Department of Transportation
- METRO
- Metropolitan Sewer District
- Ameren UE
- Save-A-Lot

Funding Tools
- TIGER Grant Program
- EPA Smart Growth Implementation Assistance Program
- Private Funding Sources