



TODAY'S DISCUSSION:

- The Initiative
- This round – scope / schedule / budget
- Application

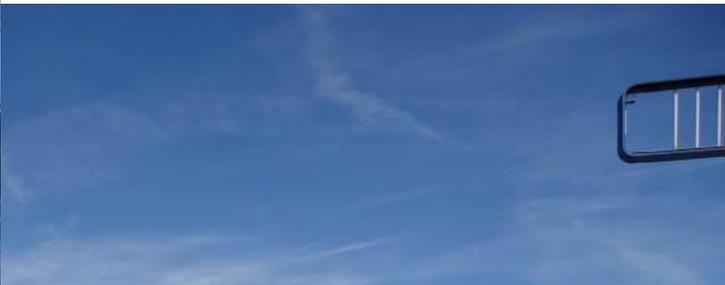
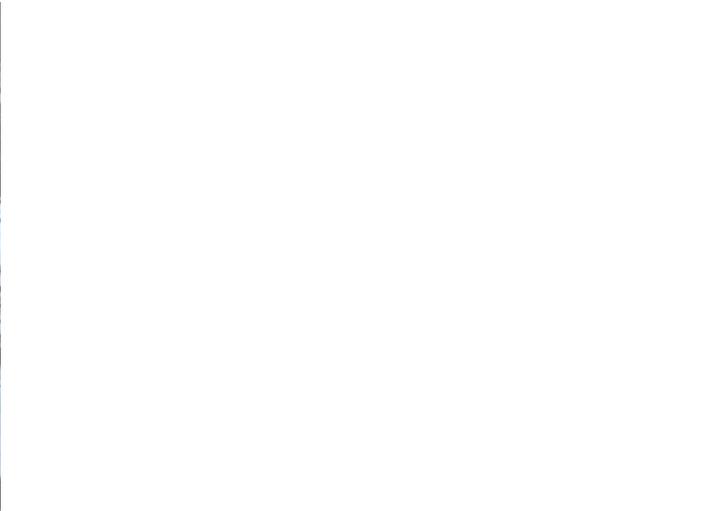
To design a street
according to its probable
use is a reasonable but
uncommon practice.

Harland Bartholomew

City of St. Louis Plan (1917)



Main Street, Bristol, CN



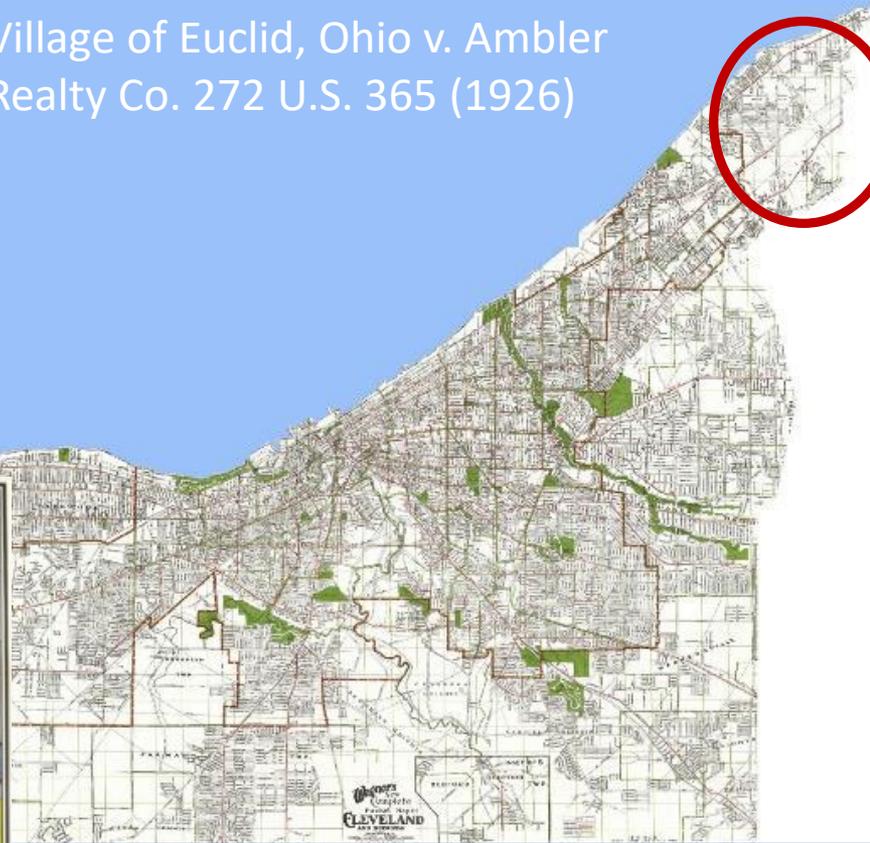
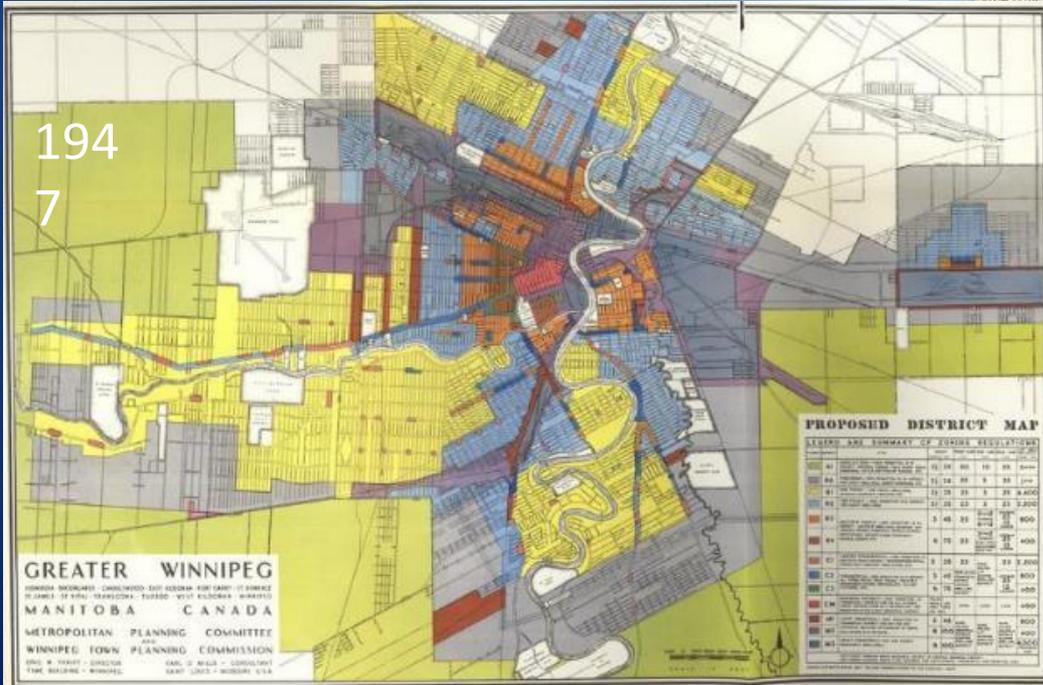
West Florissant Rd, Ferguson, MO

A LITTLE HISTORY

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



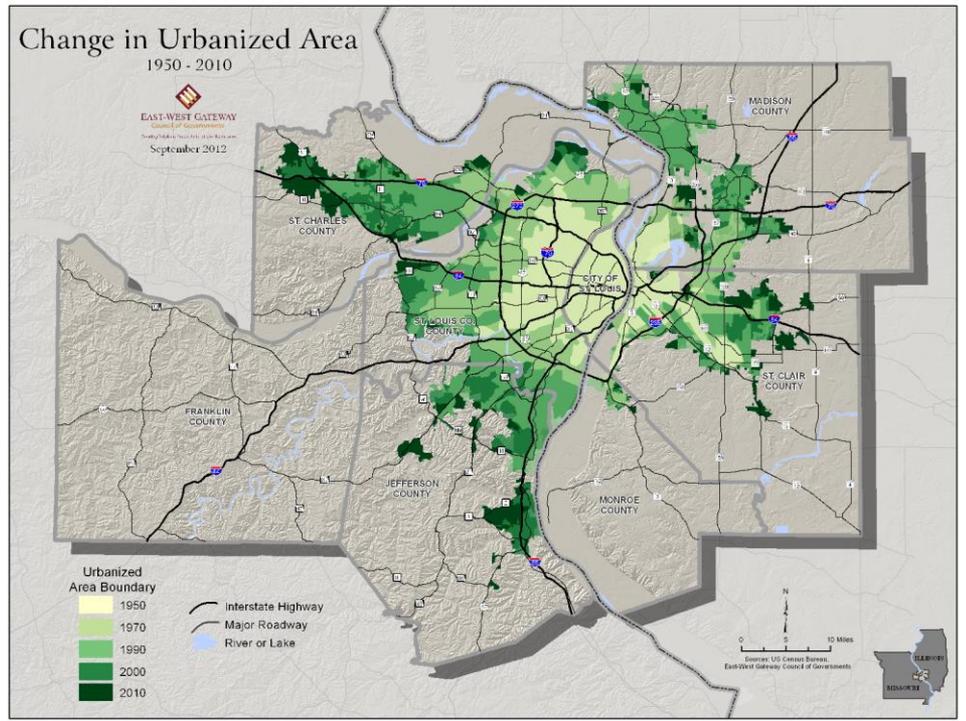
Euclidean zoning laid over existing co-mingled land use



Home construction outpaces population growth



*Chevy puts the purr
in performance!*



Social preference for & access to the auto



Main Street, Galena, IL



Manchester Road, Ballwin, MO

Program conceived

as a reaction to construction of roadways that
ill serve their communities

and the narrowly defined process that
ensured that end result

to fill a planning “gap”

as a carrot, not a stick

Commerce
Socializing
Walking
Public Transit
Biking
Driving
Utilities
Exercising
Dining
Parades
Festivals
Ecology
Stormwater
Deliveries

Fundamentally,
streets are public
space.

They do more
than move cars.

Put *People at the Center* of the Planning

Expand the Way Communities Think of Streets

Trigger *Economic and Social Benefits*

Create Interesting, Lively and *Attractive Places*

Serve *all Modes* of Transportation

Promote Meaningful *Community Participation*

Convene a *diverse team of planners*

Work with Nature

LIVABILITY CATEGORIES

HOUSING

Affordability and access



They say home is where the heart is—and the same holds true for the Livability Index. Housing is a central component of livability.

NEIGHBORHOOD

Access to life, work, and play



What makes a neighborhood truly livable? Two important qualities are access and convenience.

TRANSPORTATION

Safe and convenient options



How easily and safely we're able to get from one place to another has a major effect on our quality of life.

ENVIRONMENT

Clean air and water



Good communities maintain a clean environment for their residents. Great communities enact policies to improve and protect the environment for generations to come.

HEALTH

Prevention, access and quality



Community conditions influence health behaviors.

ENGAGEMENT

Civic and social involvement



A livable community fosters interaction among residents.

OPPORTUNITY

Inclusion and possibilities



America was built on opportunity—and our nation's many thriving communities are no different.

TOTAL INDEX SCORE



Livability Score [?](#)

CATEGORY SCORE

| | | | |
|----|----------------|--------------------------------|---|
| 58 | HOUSING | Affordability and access | > |
| 73 | NEIGHBORHOOD | Access to life, work, and play | > |
| 55 | TRANSPORTATION | Safe and convenient options | > |
| 51 | ENVIRONMENT | Clean air and water | > |
| 57 | HEALTH | Prevention, access and quality | > |
| 72 | ENGAGEMENT | Civic and social involvement | > |
| 38 | OPPORTUNITY | Inclusion and possibilities | > |

DO MORE WITH THIS SCORE

- Adjust category importance
- Track livability progress over time
- Compare to other locations
- Compare map data
- More options

Map Layer: Total Index Score

| POPULATION CHARACTERISTICS | | ENVIRONMENT | |
|----------------------------------|-------|--|-------|
| Total Score | CLEAR | Environment Score | APPLY |
| Total Population * | APPLY | Regional Air Pollution | APPLY |
| % African American * | APPLY | Water Pollution | APPLY |
| % Asian * | APPLY | HEALTH | |
| % Hispanic * | APPLY | Health Score | APPLY |
| % Age 50+ * | APPLY | Smoking Rate | APPLY |
| % Age 65+ * | APPLY | Obesity Rate | APPLY |
| HOUSING | | Access to Exercise Opportunities | APPLY |
| Housing Score | APPLY | Health Professional Shortage Areas | APPLY |
| Housing Options | APPLY | Life Expectancy * | APPLY |
| Housing Cost | APPLY | ENGAGEMENT | |
| Housing Cost Burden | APPLY | Engagement Score | APPLY |
| NEIGHBORHOOD | | Voting Rate | APPLY |
| Neighborhood Score | APPLY | Volunteer Rate | APPLY |
| Access to Healthy Foods | APPLY | Broadband Cost and Speed | APPLY |
| Access to Parks | APPLY | OPPORTUNITY | |
| Transit Access | APPLY | Opportunity Score | APPLY |
| Crime Rates | APPLY | Median Income * | APPLY |
| TRANSPORTATION | | Upward Mobility * | APPLY |
| Transportation Score | APPLY | Age Diversity | APPLY |
| Walk Trips | APPLY | High School Graduation Rate | APPLY |
| Transportation Costs | APPLY | Select from the dropdown list to see additional datapoints on the map. Note that small sample sizes may lead to inaccurate data estimates for some block groups. | |
| Fatal Crashes | APPLY | *Items noted with an asterisk do not contribute to the score. | |
| % Households without a Vehicle * | APPLY | | |
| Data Sources | | | |

AARP Livability Index

RECONCEIVE THE STREET

- ❑ Property to Property, not curb to curb.
- ❑ Streets are public space.
 - ❑ They need to work well for everyone using them.
 - ❑ We have an obligation to better consider our public investments

PROGRAM PRINCIPLES:

- ❑ Are **Great places**
local identity & walkability
- ❑ **Integrate land & transportation planning**
design to a vision
- ❑ **Accommodate all users and modes**
“to, through, & within” trips
accessible for everyone
- ❑ Are **economically vibrant**
local vitality
- ❑ Are **environmentally responsible**
practical
more than just storm water
- ❑ **Rely on current thinking**
assessing others’ success
- ❑ Are **measurable**
performance measures
guide the process
relate to funding sources
- ❑ **Develop collaboratively**
multi disciplinary team &
iterative community input

STEP 1 - SET THE VISION

The Main Point . . .

The community defines what they want their place to be.

1. Arm people with data to inform their vision.
2. Facilitate good discussion.
3. Coordinate all of the “systems” to make the place

IT'S ABOUT THE USERS

Cater to 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.)



ECONOMIC SYSTEM

It's about land use and stewardship

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

Making (and keeping) a thriving place requires structure.

(\$ and management)

A FEASIBLE VISION

- Identify relevant sectors & competition
- Determine actual performance
- Identify likely successes
- Work with community to set a vision
- Outline strategies to achieve it and a way to maintain it

| Summary of Fiscal Impacts | |
|---------------------------|------------------|
| New Frenchtown Blocks | |
| Real Property Taxes | |
| Current Property Taxes | \$27,000 |
| Projected Property Taxes | \$444,000 |
| Difference | \$417,000 |
| New Sales Tax Revenue | |
| City Sales Taxes | \$90,000 |
| County Sales Taxes | \$104,000 |
| State Sales Taxes | \$254,000 |
| Total | \$448,000 |
| Potential Incentives | |
| NPV of 10-Yr Abatement | \$3,300,000 |
| NPV of 20-Yr NID | \$1,400,000 |
| NPV of 20-Yr CID | \$690,000 |



Complete Communities
attractive, inclusive, efficient, healthy & resilient
CompleteCommunitiesDE.org

TRANSPORTATION SYSTEM

*“There is more to life
than increasing its
speed”*

- Gandhi

A VARIETY OF TRAVELERS

People coming **to** or leaving an area

- Arrival and departure access

People moving **through** an area

- Regional network functions

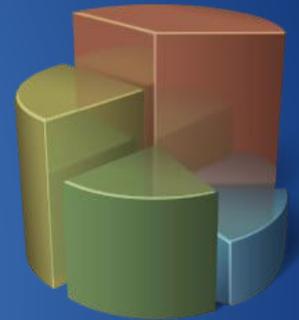
People moving **within** an area

- Local mobility options – intersection density, multi-use paths, small streets



BALANCING MODES

- ❑ 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 modes**
 - ❑ Parking - location and **TYPICAL** amount
 - ❑ Transit stops – amenity and access
 - ❑ Bike parking



WALKING MUST WORK



Every trip begins and ends with a walk

Give pedestrians priority

- ❑ Quality street crossings
- ❑ Provide safe / amenable links from parking to destination

Pedestrian amenities are actually necessities

- ❑ Furniture / art
- ❑ Shade / lighting
- ❑ Signage / wayfinding

ENVIRONMENTAL SYSTEM

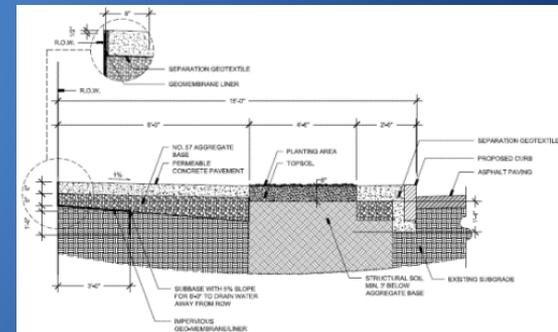
Is based on *accepted science*
(predictable outcomes)

Addresses a *range of measurable elements*

Makes *practical sense*

- ❑ Reduce demand on utilities
- ❑ Secondary benefits
- ❑ Extend the life cycle

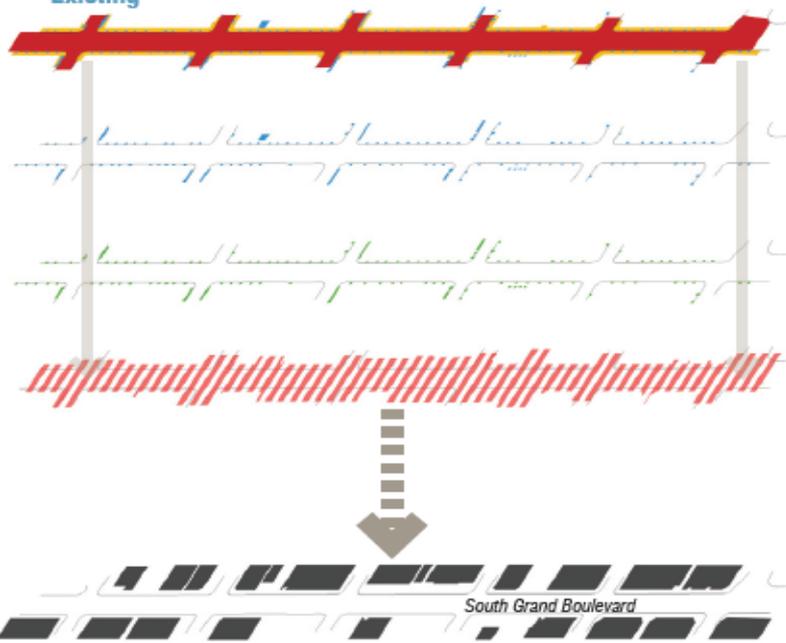
Reinforces *local identity*



IT'S NOT JUST RAIN GARDENS

- ❑ Education
- ❑ Plantings
- ❑ Storm Water
- ❑ Heat Island effect
- ❑ Light Pollution
- ❑ Active Travel Options
- ❑ Carbon Footprint
- ❑ Waste Reduction
- ❑ Wildlife
- ❑ Air Quality
- ❑ Sound

Existing



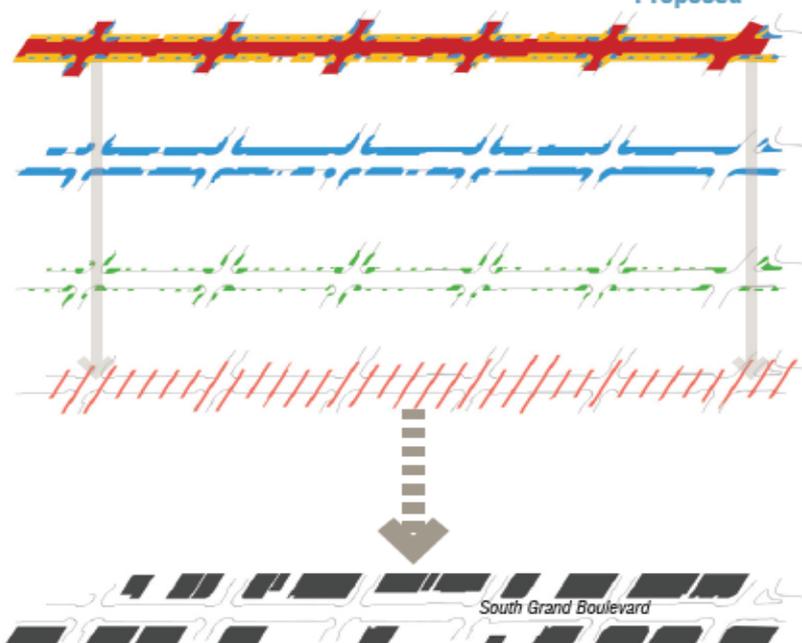
Urban Heat Island

Pervious Surfaces

Streetscape Planting Area

Air Quality

Proposed



South Grand Boulevard

South Grand Boulevard



BE RIGOROUS

The **COMMUNITY** establishes the vision (informed by data)

The **VISION** drives everything else

(and it's generally about place, not transportation)

from the vision comes

- broad **GOALS** (ie: improve safety, fix local economy)

from the goals come

- Specific **STRATEGIES** (slow cars, set a tenancing strategy)

from the strategies come

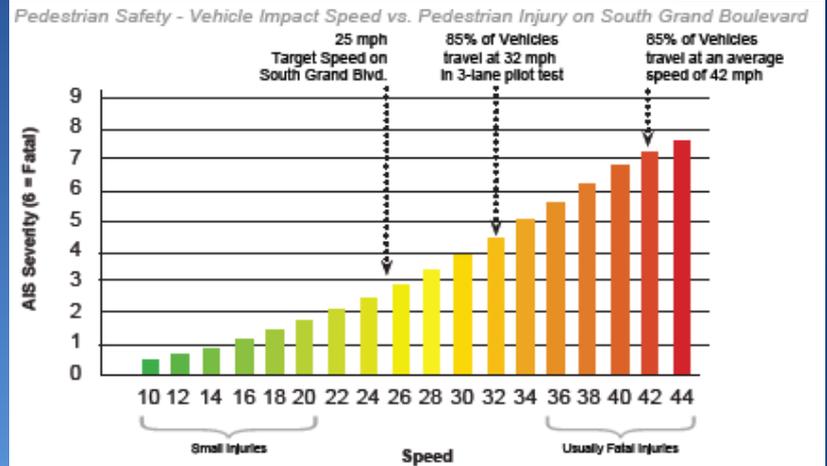
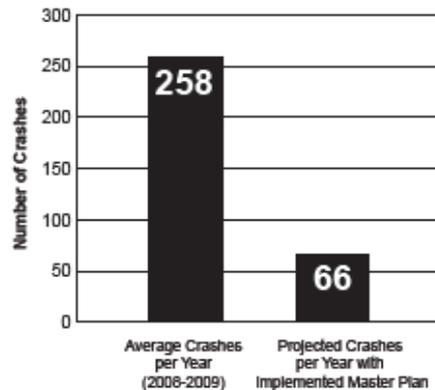
- defined **MEASURES** (speed, % vacancy)

use measures to

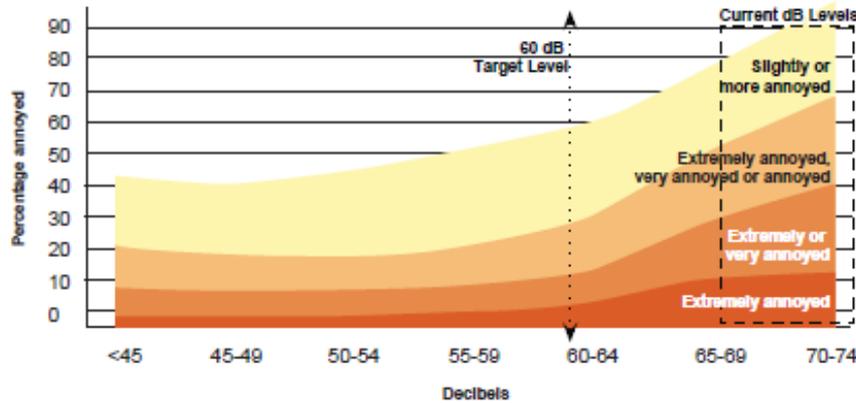
- set **TARGETS** (32mph, full storefronts)

Targets help assess options / make decisions

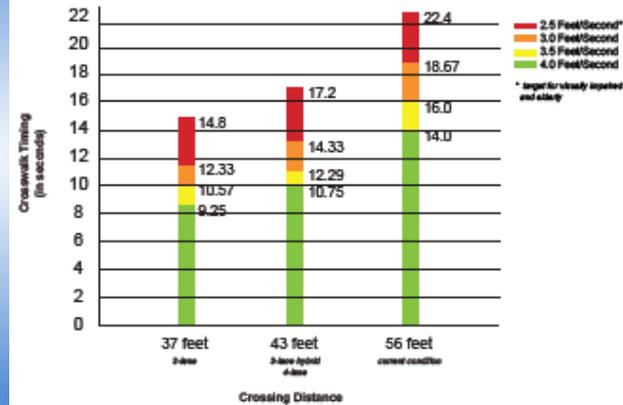
Traffic Accident Rates



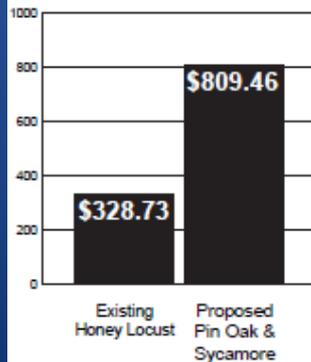
People's Level of Annoyance based on Decibel Level



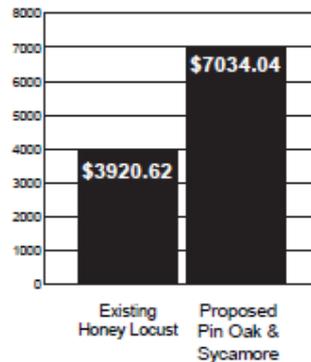
Pedestrian Safety - Crosswalk Timing



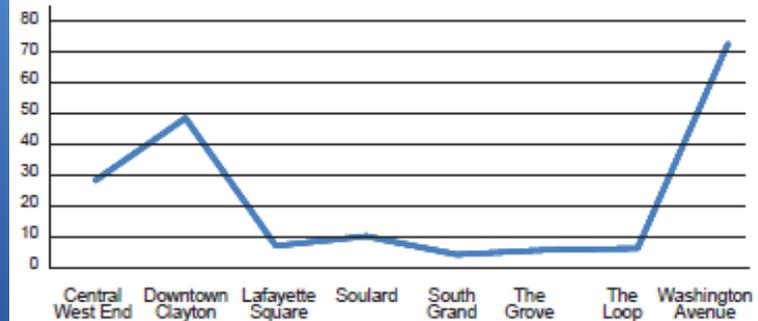
Annual Energy Savings from Public Trees*



Annual Benefits from Public Trees*



Jobs per Acre in selected walkable areas



Combining local knowledge

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

with technical expertise

(multi disciplinary team):



Iterative Feedback Loops

Dual Emphasis:

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

DELIVERABLES:

The plan document states the existing conditions, records the process, outlines the options considered, and shows the preferred alternative.

community vision

physical plan

Implementation strategies

phasing

preliminary costing

likely funding sources

catalyst efforts

governance / ordinance recommendations



Lest we forget, they're measurable:

ECONOMIC BENEFITS

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.

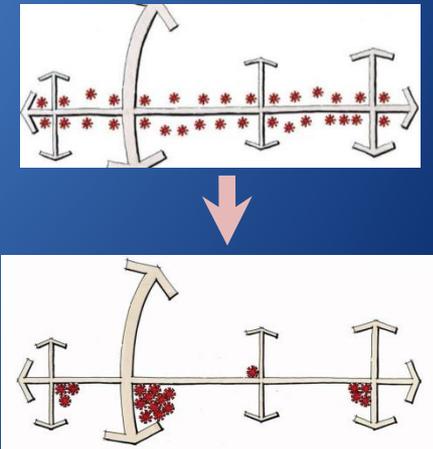
Source: South Grand CID

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



MOBILITY PERKS

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

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



HEALTH & LIFESTYLE PERKS

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.

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

ENVIRONMENTAL PERKS

- 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

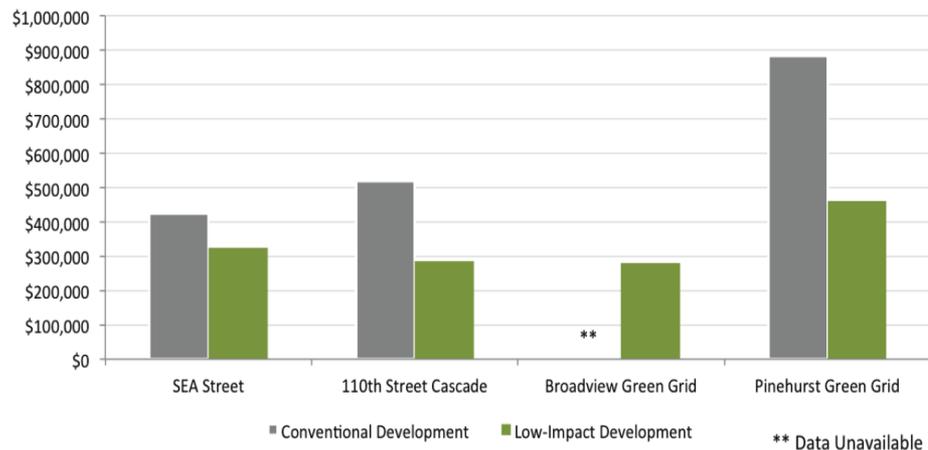


Figure 4. Cost Analysis of Seattle Public Utilities Natural Drainage Systems

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

FOR MORE INFORMATION:

www.ewgateway.org

On the home page,
hover over “Transportation Planning”
pull down

Select “Great Streets Initiative”

ABOUT THE PROGRAM



Bailey DeJonge

bailey.dejonge@ewgateway.org

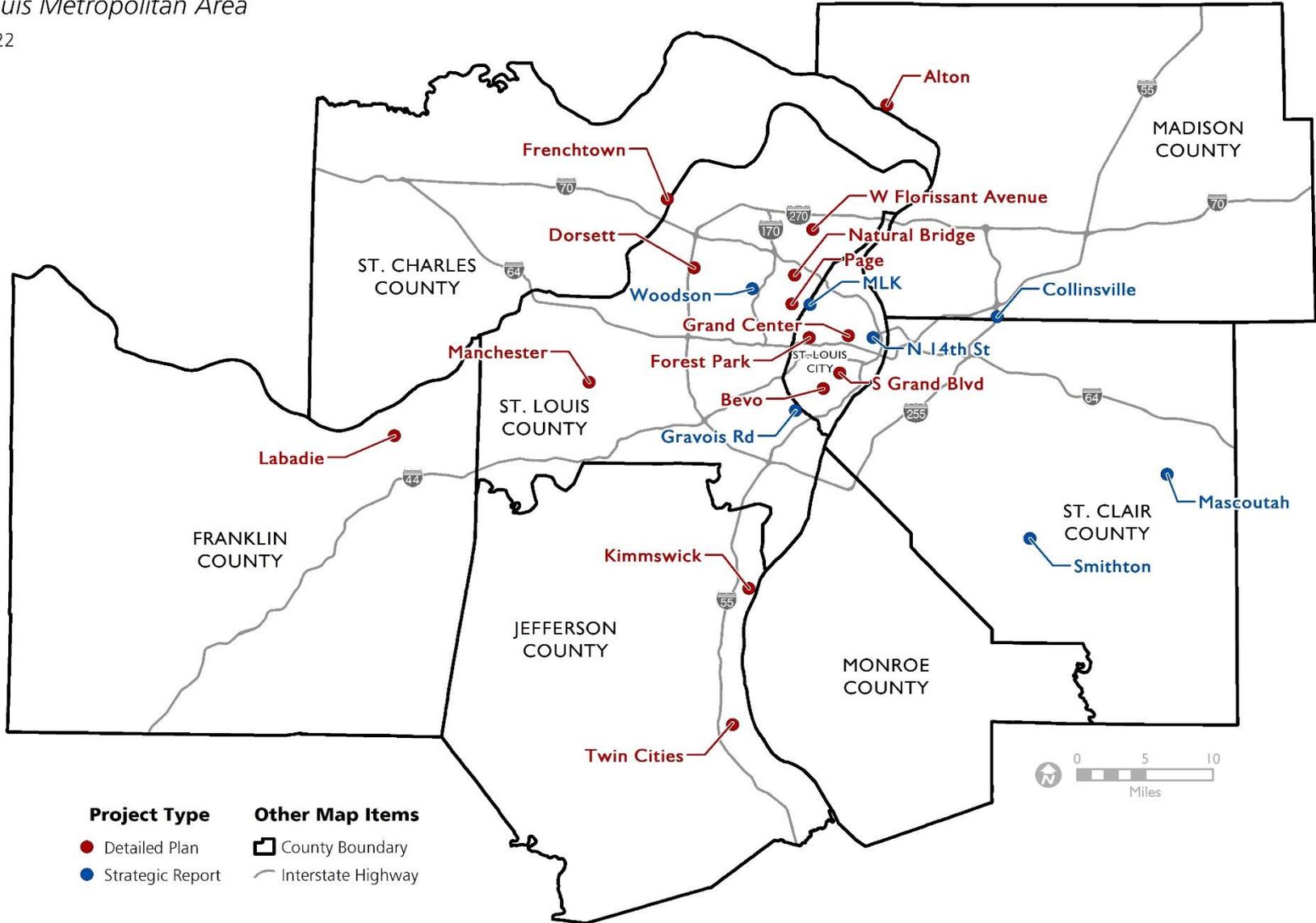
Paul Hubbman

Paul.hubbman@ewgateway.org

Great Streets Projects 2007-2022

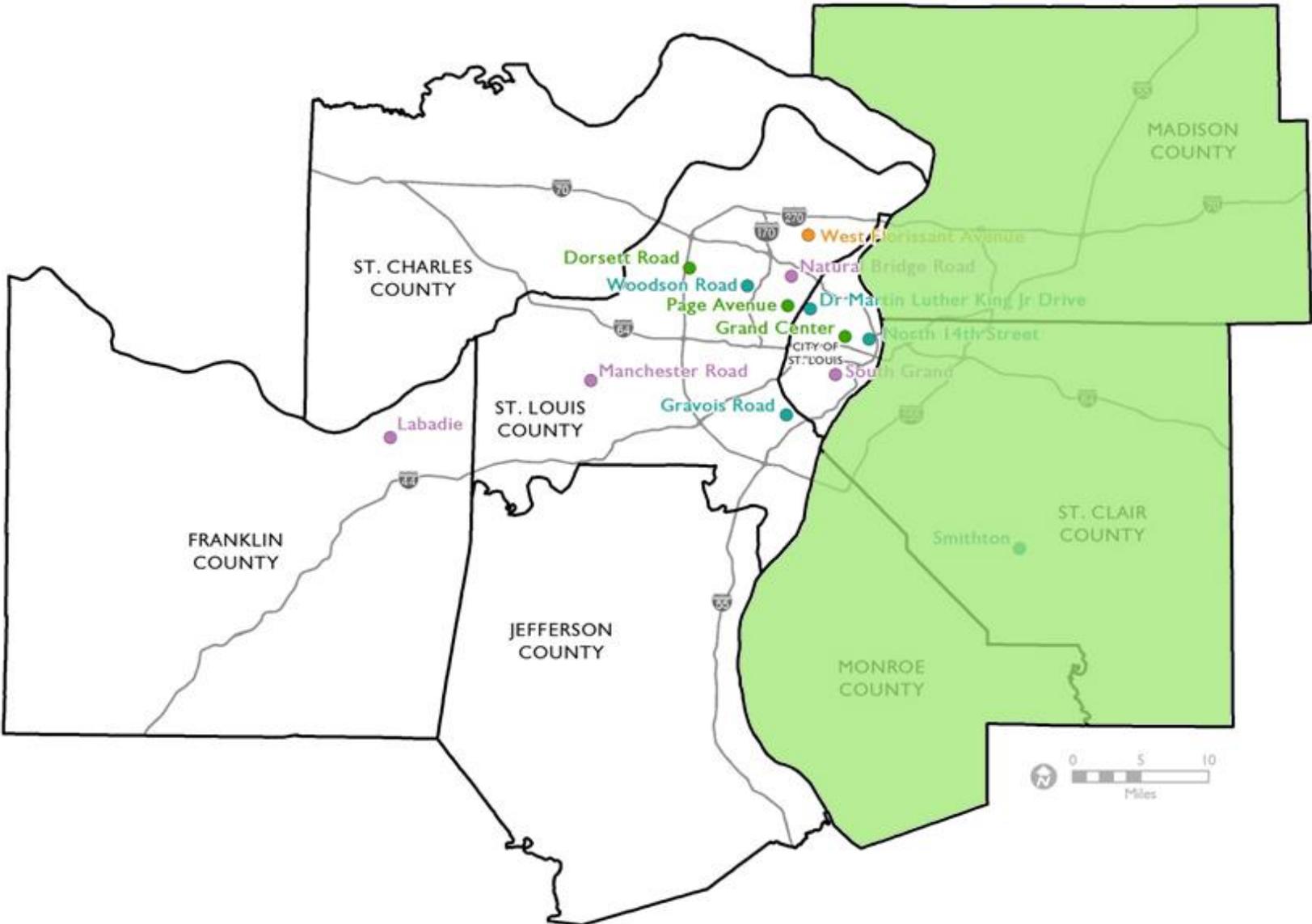
St. Louis Metropolitan Area

July 2022



Source: East-West Gateway Council of Governments

Project Eligibility for this application:



Source: East-West Gateway Council of Governments

TIMELINE OVERVIEW

Project Selection

July– September 2022

- EWG will review the applications

Consultant Procurement

October 2022 – March 2023

- EWG staff will work with the project sponsor to refine a consultant / scope.
- post a request for proposals for planning services
- Consultant pre-submittal meeting

Planning Process

March 2023 – January 2024

- Consultant work is expected to take 8 – 10 months (Spring 2023 – Winter 2024).

THE TEAM

Sponsors

Local

- Identify the project
- Provide match \$
- Support outreach and engagement
- Co-manage the consultant team

EWG

- Administer procurement and contracts
- Develop work scope
- Co-manage the consultant team

Consultants

- Assess existing conditions
- Drive engagement process
- Develop / assess alternatives
- Refine preferred alternative
- Develop final plan & recommendations

AVAILABLE FUNDING

\$500k

20% -

\$100k of which is the local match

THE APPLICATION

Project Location _____

Sponsor _____

Supporting Contact(s) (Provide Name, Title, Organization, Phone and Email for each):

(Primary

1. Contact _____

2. _____

3. _____

Owner of Road(s) _____

With this application cover sheet, please include the following:

1. Summary Vision for the Project (Maximum 100 words)
2. Photos of the site (up to 12 photos if available)
3. Any maps, diagrams, plans, and/or aerial photos, if available
4. Copies of or links to earlier studies, previous plans and other information that will help us understand the site and what you hope to accomplish.
5. A one-page description of the project (issues, process, outcomes) as currently conceived. Please include how each of the Great Streets principles relates to the project goals and the intended process.
6. A letter from project sponsors committing staff and logistical support for the planning effort.
7. Any letters of support from relevant agencies, officials, or community entities.

BE SURE TO INCLUDE

- ❑ Application Form
- ❑ Commitment of match funding
(define source / schedule compliance)
- ❑ Commitment of resources / staff time
- ❑ Definition of project
map with boundaries, narrative of vision,
summary of recent / current efforts,
photos
- ❑ Any letters of support

SUBMITTAL

Applications are due at East-West Gateway by:
3:00 PM on September 2, 2022

Applications (PDF files) may be emailed to:
greatstreets@ewgateway.org

or 5 print copies delivered to:

**Great Streets
East-West Gateway Council of Governments
One Memorial Drive
Suite 1600
St. Louis, MO 63102**

APPLICATION EVALUATION

How well the project vision, description, context, and level of local support addresses each of the evaluation criteria

APPLICATION CRITERIA

- Are **Great places**
 - **Integrate land & transportation planning**
 - Accommodate **all users and modes**
 - Are **economically vibrant**
 - Are **environmentally responsible**
 - Rely on **current thinking**
 - Are **measurable**
 - **Develop collaboratively**
-
- Local Sponsor's **ability to support the process**
 - **Likelihood of implementation** (local champion, breadth of support, etc., adaptability to “new” methods, etc.)
 - **Context Diversity**

PROJECT SELECTION

September 2022

EWG internal staff committee

- Review applications
- Visit sites
- Follow up with any questions
- Committee discussion and scoring
- Project Selection

UPON SELECTION:

October – January 2023

- EWG & Local Sponsor to select consultant
(EWG as contracting agent)
 - Scope definition
 - Consultant submittal review / selection
- Execute match funding agreement

March 2023 – January 2024

- Once consultants are in place, local sponsor is active participant in managing the process and reviewing deliverables.
- Local sponsor supports engagement
(Internal and public)

WHAT DID WE MISS



Applications are due by:
3:00 PM on September 2, 2022

Bailey DeJonge

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