




Saint Louis Great Streets INITIATIVE

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East-West Gateway Council of Governments recently launched an initiative to expand the way communities think about streets. Local leaders and citizens are encouraged to think beyond the curb to see how transportation decisions affect the total built environment. Whether your community is at the early stages of assessing a street that needs improvement, or at the point where an adopted vision has yet to materialize as a design, planning assistance is available. St. Louis area communities are encouraged to share their needs, ideas or plans for possible projects.

This initiative provides opportunity for communities to receive planning assistance in designing great streets. After submitting concepts, several communities will receive a half-day, on-site workshop. Following this initial visit, communities may then compete for demonstration projects to be awarded by East-West Gateway to receive customized planning assistance.

Successful projects will fulfill design principles outlined in the digital reference guide debuted at today's design workshop. Your participation today is the start of a successful application for a Great Streets project. To learn more about the steps in the selection process, turn to the next page.

"It's no big mystery. The best streets are comfortable to walk along with leisure and safety. They are streets for both pedestrians and drivers. They have definition, a sense of enclosure with their buildings; distinct ends and beginnings, usually with trees. The key point again, is great streets are where pedestrians and drivers get along together."

--Allan Jacobs



EAST-WEST GATEWAY
Council of Governments

Creating Solutions Across Jurisdictional Boundaries

Demonstration Project Process



a What is the goal of the process?

The overall goal of the selection process will be to identify demonstration projects that have the best chance of success in creating a great street. East-West Gateway is seeking creative projects that will successfully apply the latest design principles as outlined in the new digital guide and will motivate other communities in the region to take similar action. Successful great streets projects should transform the corridor. Sponsors will need to think holistically in recognizing the transportation and land use connections and by addressing the street cross-section from building front to building front. Successful projects will result in a notable increase in pedestrian activity and sustainable economic activity in the corridor. They may also lead to increased transit and bicycle use and new or revitalized pedestrian-scale development. The seven points outlined on the back page represent great street characteristics that demonstration projects should strive to achieve.

• Creative • Design • Process
• Pedestrian Scale • Collaborative

b How will proposals be reviewed?

All proposals will be reviewed with the principles of great streets in mind. **Project proposals must demonstrate the following general elements:**

Need— activity centers located near by; good potential for walking and other multi-modal activity

Civic support— support of elected officials, local government staff, business groups

Area development— supports existing or planned pedestrian-scaled development

Physical feasibility— connected transportation network exists or is planned in the general area for the circulation of multiple modes of transportation

Cost-effectiveness— demonstrates potential for relatively low-cost, yet still effective improvements

e What are the benefits to hosting a demonstration project?

The sponsors of the selected projects will receive planning and design assistance from a consultant team led by national experts. The type of planning assistance will vary with the project and could include standard one-day design charrettes leading to the development of conceptual plans, or a one-day visit by the consulting team and the preparation of a summary report with conceptual drawings.

• Green • Safe • Functional • Comfortable

c If proposal is initially approved, what happens next?

Communities sponsoring proposed projects that meet the general criteria receive a half-day visit from a team of mainly local experts (urban designers, architects, planners, engineers). Using existing plans, maps, and aerial photos (all to be made available to the team by the community at the site workshop), as well as tours of the site, the team will assess the proposed project and assist the local officials and/or municipal staff in considering appropriate improvements. Following the site visit, the visiting team will prepare a summary for the benefit of the local sponsor.

The reports from site visits will help determine which projects will proceed to the demonstration phase.

f What happens beyond the demonstration projects?

Funding assistance may be available through federal transportation funds allocated by East-West Gateway. Consideration for funding will not be limited to those projects that receive planning support as part of this initiative. However, the prioritization of future projects for funding may stress similar design elements and project goals encompassed in this initiative. EWG may also choose to pre-qualify a list of consultants, from which communities are encouraged to contract for planning and design services for future projects.

d How will demonstration projects be selected?

Making appropriate use of the information created during the local team visit, **sponsors of promising projects will be invited to prepare and submit a more detailed application for their proposed project** to be considered as a demonstration project. The selection criteria will reflect the same qualities as in the initial proposal review but the supporting documentation will be more detailed and quantitative. EWG staff and the Advisory Committee will then select **at least three demonstration projects.**

• Livable • Beyond the Pavement • Universal
• Holistic • Sustainable
• Inclusive • Transit Oriented
• Bicycles • Economic Growth
• Innovative • Land Use Link

Educational Symposium:
October 17, 2006

Design Workshop:
February 14, 2007



Initial Concept Applications:
March 16, 2007

Site Visits:
April-May 2007

Full Project Applications:
July 20, 2007

Project Selection:
August 2007

Planning Assistance:
Fall 2007

7 *Great Characteristics of Great Streets*

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

To learn more about the qualities of great streets, as well as the design and process issues involved, you can start with the new digital reference guide

on-line at www.greatstreetsstlouis.net

