

O'Fallon Connected

A Vision for Main Street O'Fallon





City of O'Fallon

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Overview & History

The City desires to strengthen Main Street as a vibrant corridor and economic driver for the community.

1.0: Project Overview

O'Fallon Connected is a three-phased study that examines the north-south corridor that extends from the intersection of Highway M and Route 79 down to the I-64 and Highway K interchange. Highways M and K are both Missouri Department of Transportation (MoDOT) owned roadways, while Main Street, which runs through the heart of downtown, links the two and is owned by the City of O'Fallon.

The first phase of the process and the focus of this report is the Main Street portion of the corridor. The cornerstone of the study was the public input sought by the City to develop the various alternatives for streetscape improvements. Aesthetics, functionality and walkability are all vital to the survival of O'Fallon's Main Street. The focus of this visioning is the public realm and does not include any investigations beyond the edge of the right-of-way.



1.1: Background Information

The consultant team evaluated several previous planning studies which made recommendations for the Main Street Area of Downtown O'Fallon. Brief synopses of each plan are found below:

GROW IN THE O: A STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT

A strategic vision that will lead to investment and growth, defined as:

- Keeping our existing businesses
- Filling our vacancies
- Constructing new development
- Revitalizing areas in need

1. Business Attraction – Determine “Special Project Areas” for Targeted Business Attraction

- Focusing on specific project areas will provide multiple points of interest for attracting different business sectors of companies with unique needs or requirements. Project areas should include Downtown, High Tech Corridor, Renewable Energy Research Park, K Corridor Streetscape, and Industrial Areas. Each project area will require further study and delineated strategies, including different funding options, if necessary.

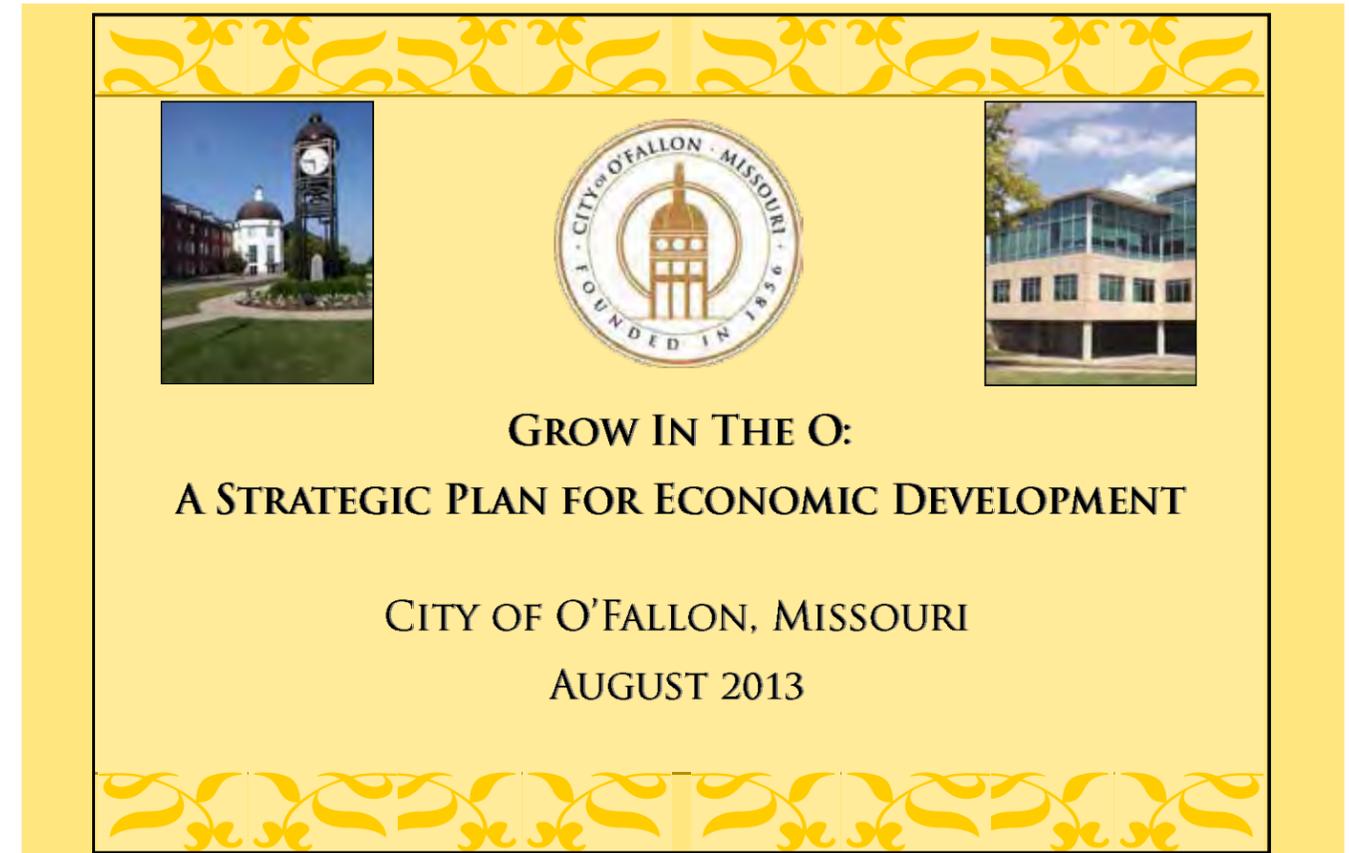
2. Special Projects – Downtown O'Fallon

- There is a sense of place and a longing to make the original Central Business District a bustling center of activity again

- Downtown O'Fallon can offer an alternative to big box retail corridors by showcasing its uniqueness in architecture, cultural institutions/events, and specialty shops which provide outstanding personal service and quality merchandise
- Streetscape enhancements, facade renovation, and landscaping upgrades offer early steps and can provide immediate positive impact on Downtown.
- Other projects will require long-term commitments, such as building infill possibilities, infrastructure upgrades, and use of incentives
- Downtown Revitalization should consider the following:
 - » Public engagement with all stakeholders
 - » Encourage existing retail expansion and increase available retail space
 - » Create shopping oriented downtown events
 - » Coordinate downtown business activity
 - » Expand and further develop parks and trails
 - » Establish downtown public amenities for visitors
 - » Study idea of a Downtown Overlay District and Supplemental Design Standards
 - » Establish gateways to the Downtown District
 - » Maintenance of beautification projects

3. Special Projects – K Corridor Streetscape

- State Highway K connects to Main Street north of I-70
- 120 ft. ROW with traffic between 50-60 MPH and 55,000 cars a day



Grow in the O: A Strategic Plan for Economic Development (August 2013)

- Streetscape design according to “St. Louis Great Streets Initiative” that will be conducive to successful retail and business operations

O'FALLON COMMUNITY PROFILE (2014)

Main Street frontage includes the following zoning categories:

- C-2 General Business
- R-3 Garden Apartment & Condo
- MUTD Mixed Use Traditional
- R-1 Single Family Residential
- C-1 Restricted Businesses

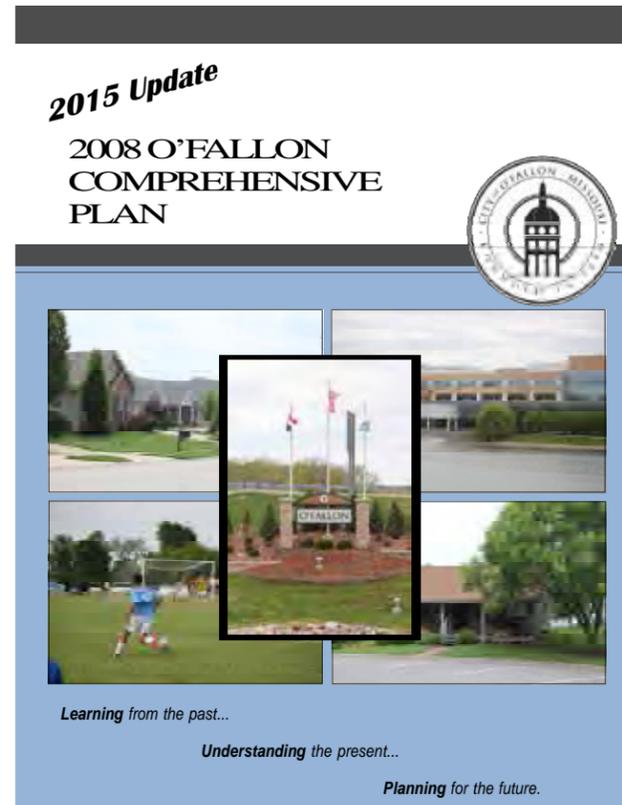
Population Trends:

- Fastest growing city in St. Louis metropolitan area and St. Charles County has been one of the fastest growing counties in the State of Missouri for three decades

O'FALLON COMPREHENSIVE PLAN (2008)

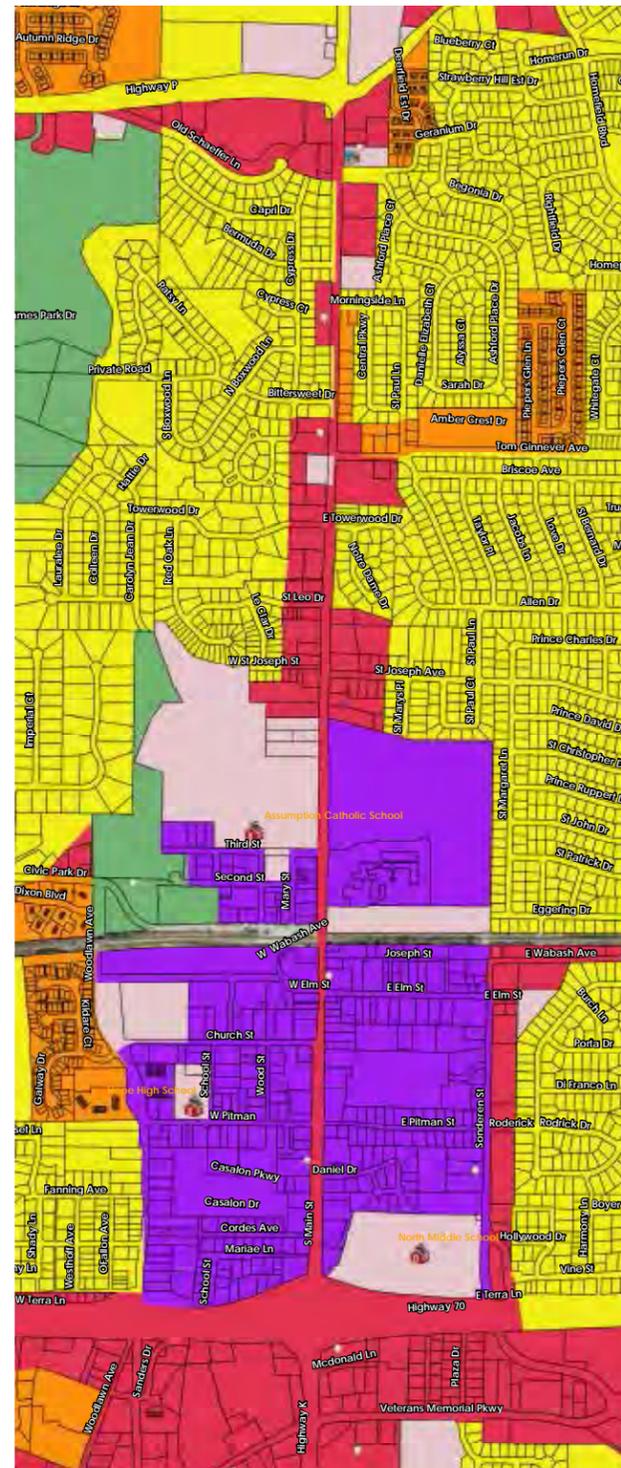
Goal 40: Develop a separate plan to guide downtown revitalization.

- Action 40.1: The City should develop a separate plan for the revitalization of Downtown O'Fallon through an open and transparent process which builds on new relationships to encourage Downtown as a cultural attraction and local historic amenity.
Implementation Strategy: City Administration, Economic Development, and Planning & Development, Ongoing



2008 O'Fallon Comprehensive Plan (Updated 2015)

- Action 40.2: The City should consider an overlay district for Downtown that offers greater flexibility for mixed-use development. The Downtown district overlay zone should have design guidelines to create a cohesive district and a sense of place.
Implementation Strategy: City Administration, Economic Development, and Planning & Development, Short Term



Future Land Use Map

Legend

- Bike Racks
- Library
- School
- Parcels
- Areas**
- Land Use**
- Flood Plain
- Government / Education / Religious
- High Density Residential (12+ units/acre)
- High Tech
- Industrial
- Low Density Residential (4 units/acre)
- Low Density Residential / Park Area
- Medium / High Density Residential
- Medium Density Residential (5-12 units/acre)
- Mixed Use
- Park / Open Space / Golf Course
- Retail / Office
- Right-Of-Way Reservation





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Summary of Public Input

The City of O'Fallon recognizes the value of public input as it prepares a vision for Main Street.

2.0: Visual Preference Survey Results

The City released a visual preference survey one month prior to the visioning session in order to gauge public opinion. Over 900 respondents provided their feedback via the online survey and hard copy surveys handed out at the workshop. A series of infographics follow that summarize these results.



QR Code for Online Survey



55% of Survey Respondents Live in North O'Fallon

Why do you live in O'Fallon?



14%
Proximity to
Family/Friends

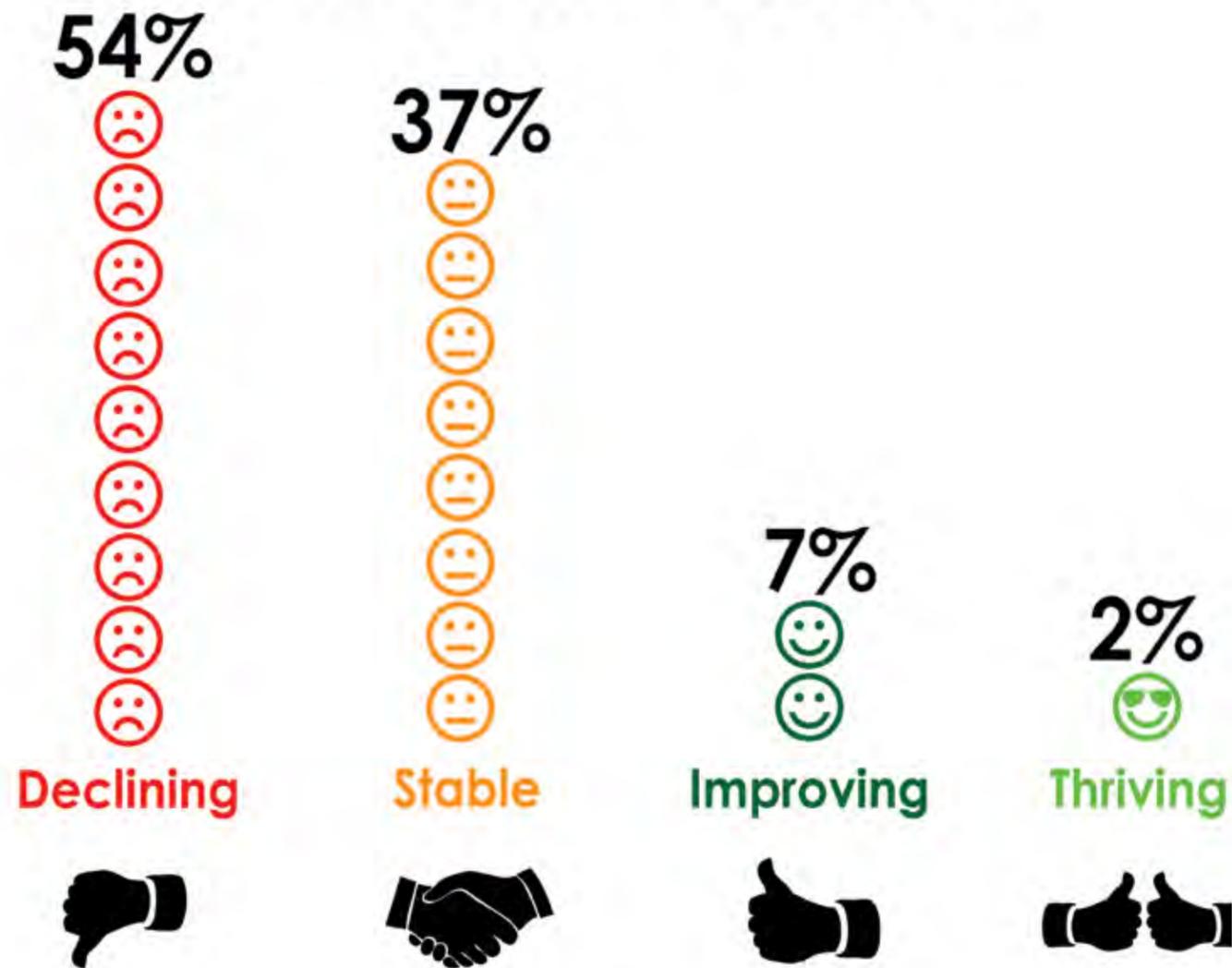


17%
Types of Housing/
Quality of Housing



14%
Safety and Security

“I believe Main Street is ...”



When friends and family visit, do you take them to Main Street?





30% of Survey
Respondents Only
Come to Main
Street on a
Monthly Basis to
Visit, Shop, or Eat

Top 3 Requested New Businesses



Family Sit-Down Restaurants



Coffee Shop



Grocery/Food Store

Retail &
Restaurants
Scored
“Middle
of the
Road” for
Quality

63% of Respondents Feel Safe
Walking on Main Street but

80% of Respondents Feel
Main Street Needs to be Easier
to Navigate as a Pedestrian





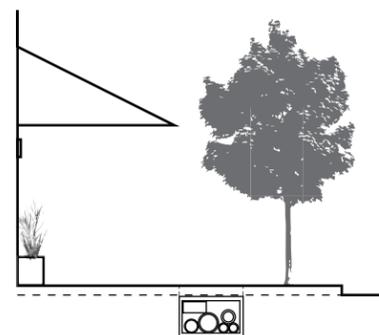
63% of Respondents Chose this Image as their Preference for Main Street's Vision in 10 Years



Ranking of Most Important Streetscape Elements



1. Outdoor Dining



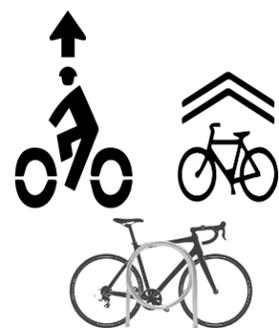
4. Street Trees



2. Vegetation & Flowers



5. Crosswalk Treatments



3. Bicycle Accommodations



6. Market Stand

Ranking of Most Important Streetscape Elements



7. Trailhead Accommodations



8. Public Art



9. Informational Kiosk



10. On-Street Parking



11. Water Feature



43% of Respondents Chose this Image as their Preference for Seating on Main Street



2.1: Focus Group Meetings

Over the course of three days in the City, the consultant team had the opportunity to meet directly with several focus groups within the community. The meetings were well-attended and a great deal of feedback and information was compiled. Focus Groups included:

- Tourism
- Ownership
- Infrastructure
- Planning & Zoning
- Economic Development
- Historic Preservation
- Steering Committee

O'Fallon - Main Street Visioning Workshop Schedule February 18-20, 2015

	Wednesday, February 18	Thursday, February 19	Friday, February 20
7:30AM-9:00AM	TEAM TRAVEL	Focus Group: Economic Development	Team/Staff Meeting and Debrief
9:00AM - 10:30AM		Open Studio	
10:30AM - Noon	Studio Set-Up and Staff Meeting	Open Studio	
Noon - 1:00PM	<i>Lunch</i>	<i>Lunch</i>	Steering Committee Meeting and Debrief
1:00PM - 2:30PM	Tour Study Area	Focus Group: Historic	
2:30PM - 4:00PM	Focus Group: Tourism	Prep for Public Workshops	
4:00PM - 5:30PM	Focus Group: Ownership	Public Workshop x 2 4:00PM - 6:00PM 7:00PM - 9:00PM	TEAM TRAVEL
5:30PM - 7:00PM	Focus Group: Infrastructure		
7:00PM - 8:30PM	Focus Group: Planning & Zoning		

Visioning Workshop Schedule

2.1: Focus Group Meetings

Tourism | Major Takeaways

- Currently City Parks, Recreation Tourism Sites and Historic Areas are visited often; however most of them are not in the heart of Downtown O'Fallon.
- Currently a thoroughfare for traffic with few destinations
- Currently largest draw in Downtown includes McGurk's, Rendezvous and local churches.
- Currently, the City hosts a plethora of well attended events throughout the year all with free admission and free parking. Event specifically in the downtown core of O'Fallon include Concerts in the Park during the summer months, the Fourth of July Parade, the Fall Festival, and the Christmas Tree Lighting.
- Desire an Information Center/Visitors Center
- Desire more restaurants and perhaps a small movie theater all located in a walkable environment.
- Desire to highlight art, music, food... focus on culture
- Desire better, wider sidewalks, crosswalk improvements banners, wrought iron
- Desire for more historically accurate architecture.
- Desire a Performing Arts Center
- Desire for Public Art...currently undergoing a 2-3 year effort to make that happen.

Ownership

- Currently, the group is divided about the need for on-street parking along Main Street.
- Currently, the group is divided about the need for a road diet.
- Currently, owners are cautiously optimistic about the future.
- Currently, economy and building code are hindrances to building improvements.
- Currently believe traffic flow is a business retention tool.
- Currently, downtown is an incubator for small businesses. Need to expand on that concept.
- Currently, county transportation tax could be used for road improvement projects.
- Currently, owners believe the outer road project is going to improve traffic flow along with the Gateway Green Light System implemented by MODOT.
- Currently, rush hour traffic is perceived as troublesome.
- Desire a monument letting people know where Downtown is along with a more robust signage and wayfinding system for the City.
- Desire to continue to bury overhead utilities.
- Desire safer crosswalks and the incorporation of brick (German tradition).
- Desire a grocery store in North O'Fallon.
- Desire a cultural center to attract people to the area.
- Desire for more flexibility in downtown codes.
- Desire for O'Fallon Station site to develop.
- Desire for public parking; outdoor

- dining; town square, entertainment, restaurants all in a walkable environment that generally look nicer.
- Desire off street parking with alley systems.
- Desire to lower speed limit through Main Street.
- Desire more opportunities for safe left turns.

Infrastructure

- Currently, 21,000 ADT counts in corridor.
- Currently, recent interchange projects have relieved some traffic issues along Main Street and given citizens more options.
- Currently, a 16 inch water main along Main all the way down to Civic Park. There is also a new main on Woodlawn.
- Currently, utilities are all over the corridor.
- Currently, 12kv running through corridor which makes it much less expensive to put utilities underground. However, companies still like to do duct bank.
- Currently, there is a mix of management regarding street lighting. Find cheaper rate when City owns and maintains.
- Currently, there are no flooding issues on the corridor.
- Currently, the I-70 outer road project is projected to draw 5% off of Main Street.
- Currently, there is a multi-use trail planned from 64 to 79. Main Street could be a challenge.
- Desire rail crossing to be improved. No maps as to where utilities are.
- Desire for a bikable, walkable area.
- Desire to divert traffic around Main Street.
- Desire to address access and parking

- management along corridor.
- Desire to make ADA improvements.
- Desire more Pole/basket...columnar/vertical landscape elements.

Planning & Zoning

- Currently, the mixed use district requires a 80/20 mix which makes financing and going vertical a challenge.
- Currently, the comprehensive plan shows no change to zoning or code.
- Currently, housing is allowed on Main Street.
- Currently, lot sizes are barriers to development when dealing with the current zoning regulations.
- Currently, it is believed that people that live south of 70 don't even know where the north is.
- Desire for a downtown overlay district.
- Desire for a Downtown Code.
- Desire to see a destination type development
- Desire to tame traffic and provide common parking.
- Desire for acreage behind City Hall to develop.

Economic Development

- Currently, key job attractors are safety, quality of life, affordable housing, quality parks and recreation, schools, location and access.
- Desire to attract IT and high tech jobs.
- Desire to increase daytime population and office users.
- Currently, large employers in Downtown include the City of O'Fallon & the Nursing Home.
- Currently, the key undeveloped





properties are O’Fallon Station and the Sister’s Property.

- Desire to become a destination in region for people of all ages.
- Desire to have more uniform landscaping and lighting in downtown. Love the seasonal decorations.
- Currently, biggest draw is McGurk’s.
- Desire to slow down traffic.
- Desire a venue for live entertainment.

Historic Preservation

- Currently, building codes make historic restoration difficult if not impossible.
- Currently, there are enough sites to develop a historic walking tour; however, environment is not aesthetically pleasing or safe.
- Desire 2 stories to 3 stories in Downtown O’Fallon; live/work units desirable.
- Desire to utilize and improve Krekel House; site has some limitations for parking.
- Desire trees, public art, paving details, hanging baskets.
- Desire shopping, dining and entertainment.
- Desire theme to respect railroad and German heritage.
- Desire a water feature; near lumber yard historically called Mill Pond (ice skating).



Historic Imagery Provided by O’Fallon Historical Society



2.2: Public Workshops

Two public workshops were held on February 19th from 4 PM -6 PM and 7PM -9PM. The meetings were publicized by the City in the weeks prior. Over 100 local citizens participated and gave their feedback about a new vision for Main Street. The agenda for the event included:

Getting Settled:

Word Bubbles & Surveys

Brief Presentation:

What are the Metrics of Successful Main Streets?

Visioning Exercise:

Small Group Mapping of Opportunities & Challenges



Public Participation Imagery from Workshops





Small Group Mapping Exercise Consolidation

Small Group Mapping Exercise

- Identify where you believe the beginning and end of downtown is along the Main Street corridor. **(indicated with two black lines)**
- Identify the major cross streets and intersections with circles. Where would you feel unsafe **(indicated with red X)** crossing the street or walking along Main Street? **(indicated with dotted red circles)**
- Identify the significant open spaces/parks with green dots. Do the parks/open spaces connect to each other? If not, mark the preferred routes to connect the spaces. **(indicated with green dots and green lines)**
- What are your favorite destinations on the corridor? **(indicated with stars)**
- If there were to be new housing on the corridor, where is it appropriate? **(indicated with orange overlays)**
- How tall should buildings be on the corridor? **(2-3 stories)**
- What would make you spend "X" hours a week in Downtown O'Fallon? (2 hours, 4 hours, 8 hours) **(Responses varied and included having more restaurants and shops plus a more walkable environment.)**





Question 1:	Identify where you believe the beginning and end of downtown is along the Main Street corridor. Discuss expanding or shrinking boundary.
Group 1:	<ul style="list-style-type: none"> Pitman to St. Joseph's City owned property at I-70 should be gateway Shrink downtown to really make a difference (beautify Pitman to Assumption) Remove power utilities Signage! Monument signs like Winghaven
Group 2:	<ul style="list-style-type: none"> W. Terra Lane to Hwy. to I-70 (Historic Area, Customers, PO)
Group 3:	<ul style="list-style-type: none"> Hucks to Assumption (now) Like to start at I-70
Group 4:	<ul style="list-style-type: none"> W. Terra Lane to Third and N. Main Street
Group 5:	<ul style="list-style-type: none"> Pitman to Assumption Catholic School (W. Wabash Ave.)
Group 6:	<ul style="list-style-type: none"> I-70 to Tom Ginnever
Group 7:	<ul style="list-style-type: none"> Third Street to W. Terra Lane Vision I-70 to P at Tom Ginnever
Group 8:	<ul style="list-style-type: none"> Main Street to Terra Lane to P (now Terra to S. of Assumption) Would love to see to I-70
Group 9:	<ul style="list-style-type: none"> Intersection Third Street-Intersection Pitman Street
Group 10:	<ul style="list-style-type: none"> End Allen Drive
Group 11:	<ul style="list-style-type: none"> W. Terra Lane (green line) to Third Street (red line)
Group 12:	<ul style="list-style-type: none"> Church Street to N. Main Street I-70 to Assumption (doesn't feel like downtown right now) Need another major road if Main Street gets developed Land by RR tracks, what will be done?
Group 13:	<ul style="list-style-type: none"> N Main St to?
Question 2:	Identify the major cross streets and intersections. Where would you feel unsafe crossing the street or walking along Main Street?
Group 1:	<ul style="list-style-type: none"> Pedestrians using Feel unsafe because sidewalks are against travel lanes Lower speed limit and create buffer between sidewalks and traffic Gaps in sidewalk
Group 2:	<ul style="list-style-type: none"> Corner W. Terra – S. Main Street East/W. Pitman Street & S. Main Street Corner of W. Main to Church Street (at Red Carpet Sq.) Corner W. Elm and Main N. Main to W. Wabash Ave. N. Main & Third (at Assumption Catholic School) W. St. Joseph St to N. Main Street. The whole corridor, will not cross on foot, drive to Park near destination No park once opportunities To spread out to walk Locate police station in area
Group 3:	<ul style="list-style-type: none"> Would not walk on Main Street To many gaps, not enough retail High speed traffic, especially crossing street, but really up and down

	whole street
Group 4:	<ul style="list-style-type: none"> Corner of West / East Pitman and S. Main Street Corner W. Wabash Ave. to N. Main Street Corner Third Street & N. Main Street
Group 5:	<ul style="list-style-type: none"> Convent Property Intersection at W. Wabash Ave. and N. Main Street S. Main Street to W. Terra Lane
Group 6:	<ul style="list-style-type: none"> Pitman to Church, Railroad/Civic Park Third Street, St. Joseph and Tom Ginnever Along N/S Main Street
Group 7:	<ul style="list-style-type: none"> Now I-70 to City hall this is where core is
Group 8:	<ul style="list-style-type: none"> N/S Main Street corridor Not much walking at all, unsafe to walk To many cars Safest crossing at Church and Pitman Corner of S. Main to W. Pitman W. Wabash Corner Ave and N. Main Front City Hall Area by RR tracks has huge potential Popular area by McGurk's Daniel Lane crossing No sidewalks really Co/Salon next to apartments Not easy to access Civic Park
Group 9:	<ul style="list-style-type: none"> W. Terra Lane Corner W. Elm Street Corner W. Wabash Street Segmented or no sidewalks Open spaces have feeder road but no sidewalk All intersections considered not safe to cross
Group 10:	<ul style="list-style-type: none"> W. Wabash Ave.
Group 11:	<ul style="list-style-type: none"> Intersection S. Main Street, W/E Pitman Street (blk x) Intersection Civic Park Drive, W. Wabash Ave (blk x)
Group 12:	<ul style="list-style-type: none"> Across from Civic Park Drive Covent Property Not many cross streets, would like to see a grocery store
Group 13:	<ul style="list-style-type: none"> W. Elm Street at Colonial Plaza Intersection (blk circle) Church Street, intersection at Red Carpet Sq. (blk circle) W/E Pitman Intersection
Question 3:	Identify the significant open spaces/parks. Do the parks/open spaces connect to each other? If not, mark the preferred routes to connect the spaces.
Group 1:	<ul style="list-style-type: none"> Use under-utilized green/open space (vacant lots) Make new connections between parks (w/2 that are off the map)
Group 2:	<ul style="list-style-type: none"> Corner of E. Terra Ln. and S. Main Street Daniel Drive Between W. Elm Street & W. Wabash Ave.



	<ul style="list-style-type: none"> N. Main Street Across street from Assumption Catholic School Convent Property
Group 3:	<ul style="list-style-type: none"> Lighted bike paths Expand the city grid if can't change Main Street-get people off Main Street as a connector
Group 4:	<ul style="list-style-type: none"> Corner S. Main Street next to Daniel Drive W. Wabash Ave across from Civic Park
Group 5:	<ul style="list-style-type: none"> Across from Civic Park Drive Corner W. Wabash Ave. Walkability to restaurant are bad Left turn movements an issue
Group 6:	<ul style="list-style-type: none"> Convent Property Civic Park Across corner on S. Main Street, back of Daniel Drive to S. Main Frontage W. Wabash Ave. to Civic Park
Group 7:	<ul style="list-style-type: none"> Assumption Catholic School Across from Civic Park Convent Property
Group 8:	<ul style="list-style-type: none"> Convent Property Civic Park Corner Colonial Plaza at N. Main Street Corner W. Wabash Ave and Main Street Elm Street across from Civic Park
Group 9:	<ul style="list-style-type: none"> Frontage S. Main Street at Daniel Drive Between W. Wabash Ave. and W. Elm Street Convent Property
Group 10:	<ul style="list-style-type: none"> Corner of W. Wabash Ave and N. Main
Group 11:	<ul style="list-style-type: none"> Frontage of S. Main Street W. Wabash Ave. across from Civic Park
Group 12:	<ul style="list-style-type: none"> Intersection at W/E/ Pitman, doesn't feel connected change at Main Street, how do we draw people to downtown? Assumption Catholic School Civic Park Red Carpet Sq. Front of N. Main Street, Corner W. Elm Street O'Fallon Plaza Young professionals and mixed use
Group 13:	<ul style="list-style-type: none"> Frontage S. Main Street, behind Daniel Drive Across-Civic Park along W. Wabash Ave Covent Property
Question 4:	What are your favorite destinations on the corridor?
Group 1:	<ul style="list-style-type: none"> Rendevouz McGurk's Chapel

	<ul style="list-style-type: none"> Civic Park Log Cabin Pool Post Office Assumption Catholic School Main Street Marketplae City Hall plus dock turns
Group 2:	<ul style="list-style-type: none"> Walgreens McDonald's Library Shops on Main Street North Main Plaza Assumption Catholic School Civic Park (Alligator Alley) KC @ Second Street Colonial Plaza O'Fallon Plaza/Station Dog Park
Group 3:	<ul style="list-style-type: none"> McGurk's Piggy's Rendevouz Main Street Market Place Mary's Morcels (out of business) Holt's Market
Group 4:	<ul style="list-style-type: none"> Civic Park Next to Red Carpet Sq. O'Fallon Plaza Colonial Plaza, corner of W. Elm Street Library
Group 5:	<ul style="list-style-type: none"> McGurk's Rendevouz Randy's Assumption Sisters Convent Colonial Plaza Red Carpet Sq.
Group 6:	<ul style="list-style-type: none"> Mobile site, Red Carpet Sq., Corner of W. Elm Street Theole Site O'Fallon Plaza Civic Park Assumption Catholic School Sister's Property
Group 7:	<ul style="list-style-type: none"> Piggy's Rendevouz (Red Carpet Square) Colonial Plaza, Market McGurk's Civic Park



	<ul style="list-style-type: none"> • Across Colonial Plaza
Group 8:	<ul style="list-style-type: none"> • Shops on Main, McGurk's, Rendezvous, Trigg Banquet Center • Assumption Catholic School • Civic Park, DQ • O'Fallon Plaza, PO City Hall, Sonic, Hucks, Gas Station • Piggy's BBQ, Bowling Alleys, Burkhumper
Group 9:	<ul style="list-style-type: none"> • McGurk's • Rendezvous • Antique Shop • Lady Bugs • Merry Go-Round • Bowling Alley • Bank • O'Fallon Plaza • Trigg Banquet Center • Civic Park • City Hall • Sister's Property • Library
Group 10:	<ul style="list-style-type: none"> • Assumption Catholic School, corner of Assumption • E. Pitman Street (frontage) • Civic Park • Convent Property
Group 11:	<ul style="list-style-type: none"> • Colonial Plaza • Red Carpet Sq. (Rendezvous) • O'Fallon Plaza • Corner N. Main Street • Corner N. Church Street • Corner Pitman (Piggy's) • Snow Biz
Group 12:	<ul style="list-style-type: none"> • Rendezvous • McGurk's • Bank • Fire Store • Assumption Catholic School • Civic Park • Daniel Park (off map) • City Hall • Housing Sr. Citizen • Implode housing by O'Fallon • Stores & Farmer Market
Group 13:	<ul style="list-style-type: none"> • O'Fallon Plaza • Corner W. Elm Street • Intersection W. Wabash Ave. • Front Sonderan Loop Street

Question 5:	If there were to be new housing on the corridor, where is it appropriate?
Group 1:	<ul style="list-style-type: none"> • Vacant Land • Next to convent/next to tracks • Housing looks old, but is new • Mixed use district • "Village Common" -1980's • Senior housing, warehouses, single family residents (small) 1,000 sq. ft. postage, stamp yard • Apartments with all housing types • Convent tallest building in downtown
Group 2:	<ul style="list-style-type: none"> • Only live over work/commercial
Group 3:	<ul style="list-style-type: none"> • Land by the lumber yard (at O'Fallon Station) • Land next to connector • Corner across from Hucks
Group 4:	<ul style="list-style-type: none"> • Across from Civic Park • Convent Property
Group 5:	<ul style="list-style-type: none"> • Off frontage of Main Street • Corner W. Wabash Street • Keep frontage across from Assumption green space
Group 6:	<ul style="list-style-type: none"> • Across from Civic Park (W. Elm Street) • Convent Property • N. Main Frontage
Group 7:	<ul style="list-style-type: none"> • Across Civic Park • Back Hembroke Street • Convent Property • Behind Civic Park and Assumption Catholic School
Group 8:	<ul style="list-style-type: none"> • Across from open space • More mixed use higher distance
Group 9:	<ul style="list-style-type: none"> • Convent Property • Along W. Wabash Ave and W. Elm Street
Group 10:	<ul style="list-style-type: none"> • Across Civic Park on Wabash Ave. • Corner of W/E Pitman
Group 11:	<ul style="list-style-type: none"> • Frontage N. Main Street • Convent Property
Group 12:	<ul style="list-style-type: none"> • Implode housing by O'Fallon Plaza • 2 story sells in O'Fallon • Hesitation to multi-story
Group 13:	<ul style="list-style-type: none"> • Across from Civic Park at W. Wabash Ave. (blk)
Question 6:	How tall should new buildings be on the corridor?
Group 1:	<ul style="list-style-type: none"> • Limit 3 story
Group 2:	<ul style="list-style-type: none"> • Limit 3 story max
Group 3:	<ul style="list-style-type: none"> • No Comment
Group 4:	<ul style="list-style-type: none"> • No Comment
Group 5:	<ul style="list-style-type: none"> • 2 story



Group 6:	<ul style="list-style-type: none"> • 2-3 story along N/S Main Street
Group 7:	<ul style="list-style-type: none"> • 2-3 story max
Group 8:	<ul style="list-style-type: none"> • 3 story mixed use, 1st level live and businesses • 2n & 3rd story residential
Group 9:	<ul style="list-style-type: none"> • 2-3 story
Group 10:	<ul style="list-style-type: none"> • No Comment
Group 11:	<ul style="list-style-type: none"> • 1-2 story
Group 12:	<ul style="list-style-type: none"> • 2-3 story • Have to go up-condos for seniors or singles • By RR tracks or like old RR
Group 13:	<ul style="list-style-type: none"> • No Comment
Question 7:	What would make you spend X hours a week in Downtown O'Fallon (2 hours, 4 hours, 8 hours)
Group 1:	<ul style="list-style-type: none"> • 2 hrs. – Restaurants, shopping ,art/music classes, movies • 4 hrs. – Entertainment, art, live music, recreation, movies • 8 hrs. – festivals, volunteering for the city
Group 2:	<ul style="list-style-type: none"> • Walk & Shop (3 hrs.) • Walk a pet • Kid friendly parks • Bike friendly • Businesses
Group 3:	<ul style="list-style-type: none"> • Entertainment (live music, outdoor movies) • More restaurants • Retail Shopping • Food Trucks, parks, festivals, outdoor dining\ • Wine garden (family environment) • Flea Market (famers market)
Group 4:	<ul style="list-style-type: none"> • No Comment
Group 5:	<ul style="list-style-type: none"> • Not many bars
Group 6:	<ul style="list-style-type: none"> • Shopping and restaurants (2 hrs.) • Drinking and night life (4 hrs.) • Work and live (8 hrs.)
Group 7:	<ul style="list-style-type: none"> • More walkability • On street parking • Wider sidewalks • Slower traffic • Street trees
Group 8:	<ul style="list-style-type: none"> • Movie theaters, bring back old time theaters • Farmers Market • Themed Holiday area • Parades, concerts, beer bar, grocery stores • Specialty butcher shop • Spend time downtown kid friendly • Theater productions, need something to stay, make it more about joining
Group 9:	<ul style="list-style-type: none"> • Comedy/Entertainment facility • Restaurants-Family owned patron

	<ul style="list-style-type: none"> • Science Centers (mini St. Louis Science Center) • Unique bookstore type facility • Boutiques and Shopping • Bike park accessibility
Group 10:	<ul style="list-style-type: none"> • No Comment
Group 11:	<ul style="list-style-type: none"> • No Comment
Group 12:	<ul style="list-style-type: none"> • More shops, restaurants, something like St. Charles Specialty Shops • Grocery stores off the map, build up • Farmer's Market and Flea Market
Group 13:	<ul style="list-style-type: none"> • No Comment



Public Participation Imagery



"I appreciate the City making an effort to learn the opinions of its citizens."

Anonymous Public Participant

Metrics of Successful Main Streets

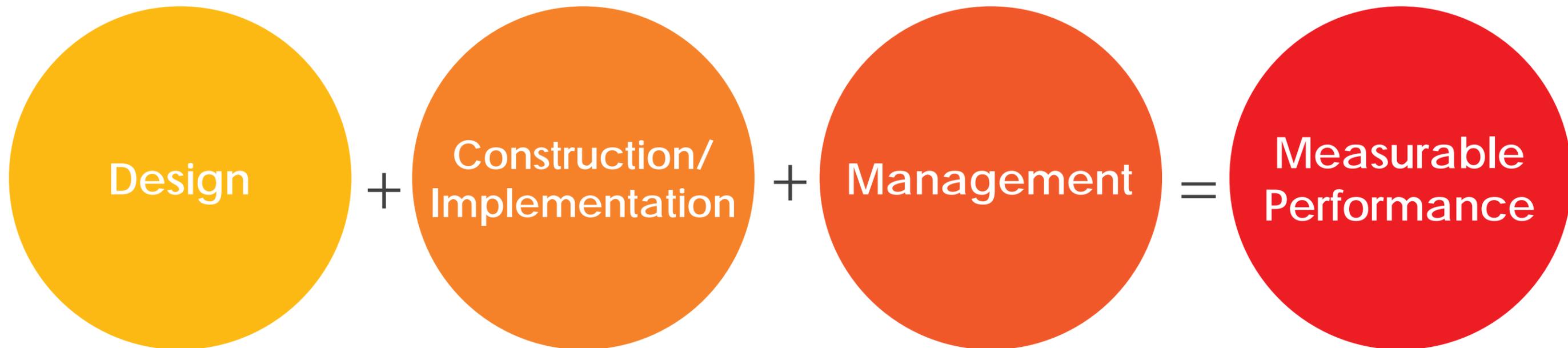


“...it’s all about the pedestrian and how many amenities — from housing to restaurants to work — the average citizen can get to on foot...they’re part of a real town...”

How Childress Klein is adapting development to work-force trends
July 4, 2014 *Charlotte Business Journal*

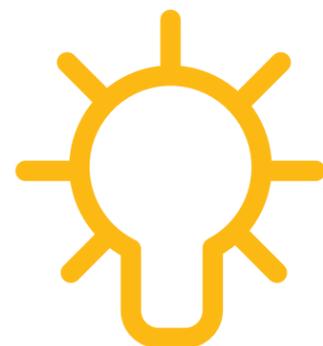
3.0: How is Good Urbanism Measured?

In a world where public funding is becoming more and more limited, capital projects have to bring a significant return on investment. We know that more and more people want to work in a walkable environment; it is not enough anymore to have a nice office building. People are seeking meaningful places...authentic spaces where they can live, work and play. Employers are using great places for recruitment and retention purposes. In turn, a diversity of employment opportunities in a downtown equals patrons to restaurants and retail.



Through research and experience, we have found that there are essential elements that help create successful downtown environments. In combination, these elements yield measurable performance indicators of success. We know it is not enough to simply get the design right; implementation and management are key to creating an environment where patrons want to spend money and time.

The old adage “if you build it they will come” is true only if you have good code and good design bones in place along with proper management. The product of a successful downtown environment is more employment, diverse population, higher sales per square foot, and overall positive economic development for a community.



“ A vision is not a forecast, but a strategy to preserve the best options.”

Robert Grow, Envision Utah

3.1: Design Elements

Design Elements that contribute to successful downtown environments include:

- **Blocks & Street Network:** This element is centered around people not cars; cars do not care how often there is an intersection. The average block length between cross-streets should be shorter in a downtown environment because it feels more pedestrian in scale. It also means shorter distances between shops and creates a coherent network.
- **On-Street Parking:** This element provides a one ton safety barrier between moving cars and pedestrians. Ground floor retail also requires convenient parking to be successful. Retail will not survive without it; patrons see cars parked on the street as a signal of activity and a need to slow down and take a look. On-street parking also provides friction for moving traffic and provides an inherent traffic calming element.
- **Continuous Frontage:** This element keeps pedestrians and bicyclists interested while traveling along the street. Research has proven that people are more likely to keep walking along a continuous frontage to see what is beyond. One dead block can create a barrier to success. The key is getting one good block at a time.
- **Enclosure of Street:** The ratio of building height to street width is more than simply a planning principle. It manages shade and sun in a downtown environment--a key comfort element for pedestrians. This ratio varies based on right-of-way width, and where appropriate building height cannot be achieved, trees can help contain the street.



←
Blocks and
Street Network

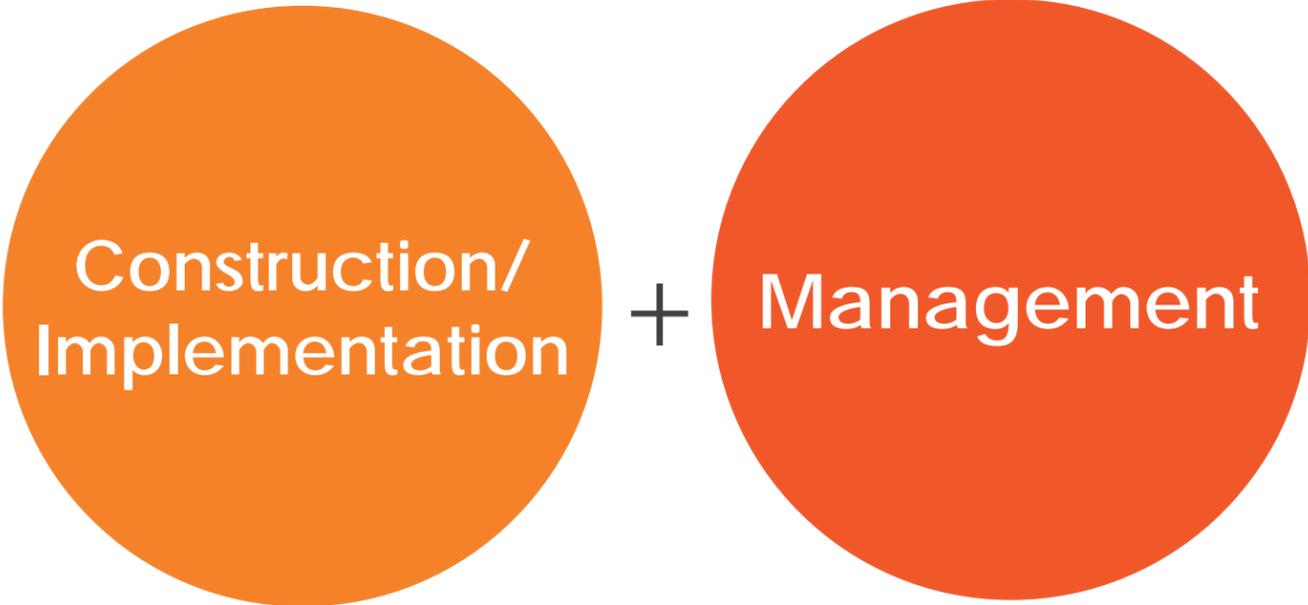
←
On-Street Parking

←
Continuous
Frontage

Design

↓
Enclosure of
Street





←
Quality and
Diversity of
Public Spaces

Active Ground Floor
Uses



←
Hours of
Operation

Ambient Illumination



←
Keys to Parking:
Turnover, Utilization, and
Availability

3.2: Implementation & Management Issues

Implementation of design features and management of the spaces and activities in a downtown contribute directly to the overall success of the place. Some keys include:

- **Quality & Diversity of Public Space:** Public space is a top requested element in downtowns. It is not enough to simply have one park or civic gathering space in a downtown environment. Spaces of varying sizes programmed for a diversity of events are necessary for overall event success and energy.
- **Keys to Parking:** The key to parking in a downtown environment is that location needs to be considered over quantity. It is all about management. Parking problems are a good thing and mean that people are spending time and money in your downtown. This is an issue that needs to be re-evaluated every three to four years.

- **Active Ground Floor Uses:** Being a pedestrian is about two things...the journey and the destination. Activating the ground floor of buildings in your downtown is something that can be incorporated into the code. As humans, we have a sense of fear that can prevent us from continuing a journey if triggered by a dead space or boarded up facade.
- **Ambient Illumination:** Lighting in a downtown is about both safety and interest. This is another element that can be coded in a downtown environment. There are different zones of lighting: the lighting of storefronts, lighting of the general pedestrian pathway, and street lighting.
- **Hours of Operation:** Twenty five percent of retail sales happen after 5 o'clock in the afternoon. Downtowns typically have multiple owners that tend to not coordinate their hours which is counterintuitive to how retail works in the market place. The object is to create an environment about selling things where people want to spend time. Restaurants in a downtown are a key component to creating the destination. One restaurant won't do as well as four because when you have a cluster of options, people go to the area and have choices.

3.3: Measurable Performance

Residential population within a walkable distance to downtown is one of those performance measures that actually often comes before many of the other design and implementation elements. O'Fallon is fortunate to have quality housing within a half mile of Main Street. The other elements shown below are good measures of the success of a downtown environment. All of these feed and complement one another.

- **Daytime Employment:** Total employment population in Downtown as a percent of the overall community employment.
- **Commercial Activity:** Sales per square foot should be higher than in the suburban areas of the community.
- **Pedestrian Activity:** Density of pedestrian activity on Main Street is a key indicator of success.



Rollin Stanley, City of Calgary
General Manager for Planning,
Development and Assessment





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Framework Diagrams

O'Fallon's Main Street is characterized by a series of different complexions--from suburban commercial to historic urban core. Each context will need various levels of improvement related to the public realm.

4.0: Context Zone Diagram

Context refers to the inter-related conditions of an environment. Main Street has five distinct context zones along the corridor from I-70 to Highway P. This diagram is particularly important because the design solution for Main Street will need to change slightly in each of these areas.

Each context was determined by the development pattern adjacent to the corridor. The five contexts include Suburban Commercial, Urban Gateway, Downtown Core, Civic/Institutional, and Suburban Residential. These contexts are described in more detail on the following page.

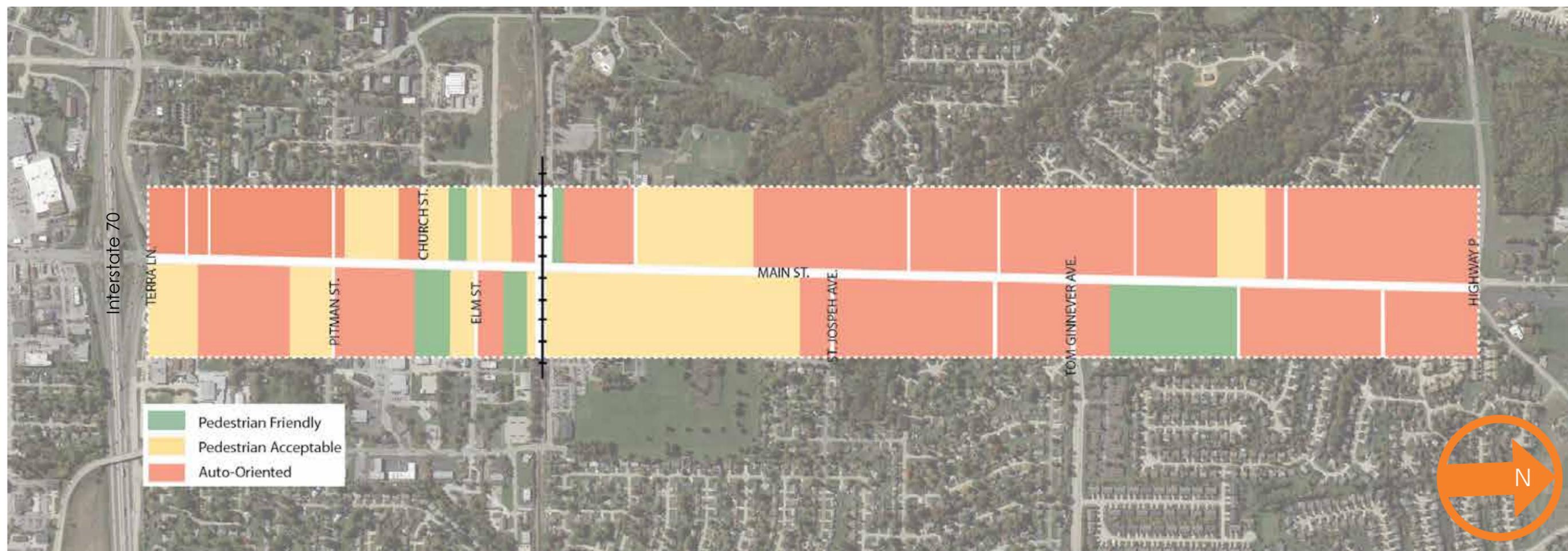




Context Zone Diagram

Main Street O'Fallon from I-70/Terra Lane to Highway P changes complexions several times. This diagram characterizes each of these identities:

- **Suburban Commercial:** Characterized by overhead utilities, auto-oriented commercial development, limited/narrow sidewalks, multiple driveway cuts
- **Urban Gateway:** Characterized currently by a suburban scale setback. Transition area between commercial suburban and downtown core
- **Downtown Core:** Characterized by businesses located at the back of sidewalk pulled up to the street in an urban setting. Wider sidewalks. Buried utilities
- **Civic/Institutional :** Characterized by civic institutions and churches. Larger setback and more landscaping seems appropriate for larger scale of buildings
- **Suburban Residential:** Characterized by overhead utilities, suburban style residential with backs turned to Main Street in some cases, narrow sidewalks, multiple driveway cuts



4.1: Frontage Analysis

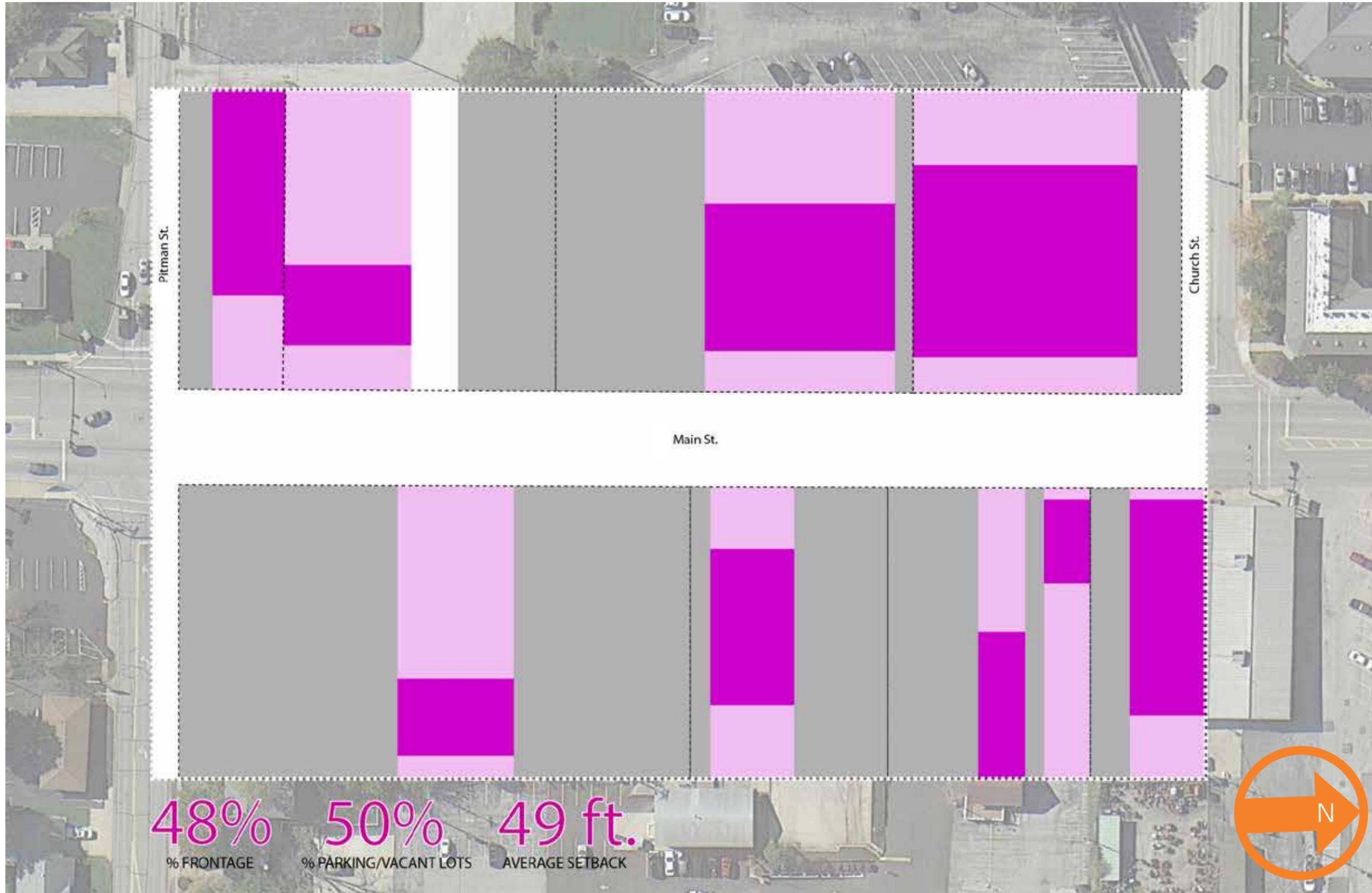
This analysis gives a subjective look at the experience for the pedestrian along the frontage of Main Street from I-70 to Highway P. In some ways, this is a gap analysis illustrating those areas that disrupt the pedestrian experience along Main Street particularly in the urban core.

- **Pedestrian-Friendly:** Characterized by wide sidewalks and buildings built to the street.
- **Pedestrian-Acceptable:** Characterized by adequate sidewalks, buildings set back from street.
- **Auto-Oriented:** Characterized by narrow sidewalks, large building setbacks and numerous driveway cuts.

Context Zone Investigations: Frontage Analyses



Frontage Analysis: Suburban Commercial



-  Parking/Vacant Lots
-  Building Locations
-  Setbacks



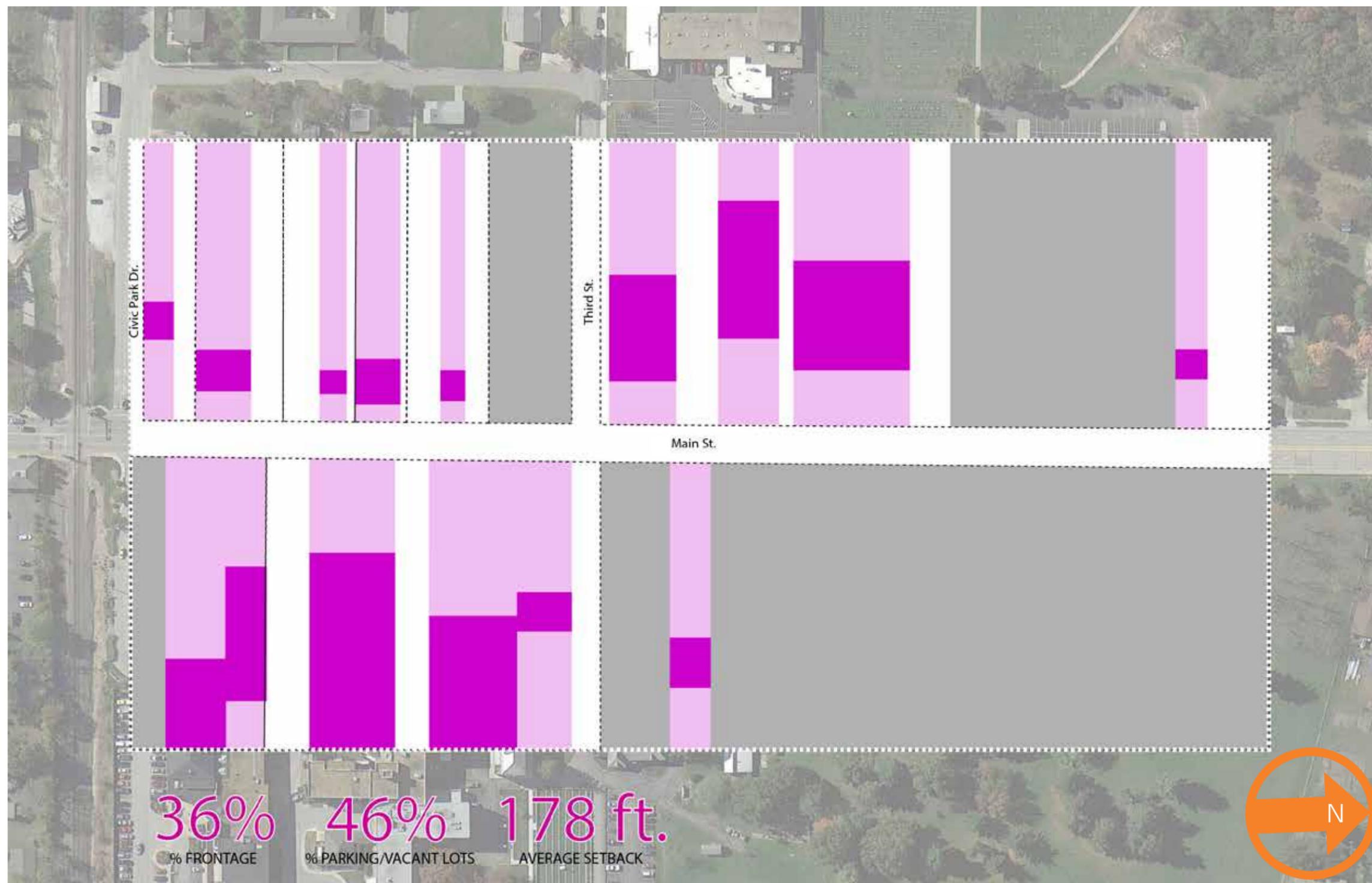
Frontage Analysis: Urban Gateway



-  Parking/Vacant Lots
-  Building Locations
-  Setbacks

49% % FRONTAGE
34% % PARKING/VACANT LOTS
7 ft. AVERAGE SETBACK

Frontage Analysis: Downtown Core



-  Parking/Vacant Lots
-  Building Locations
-  Setbacks

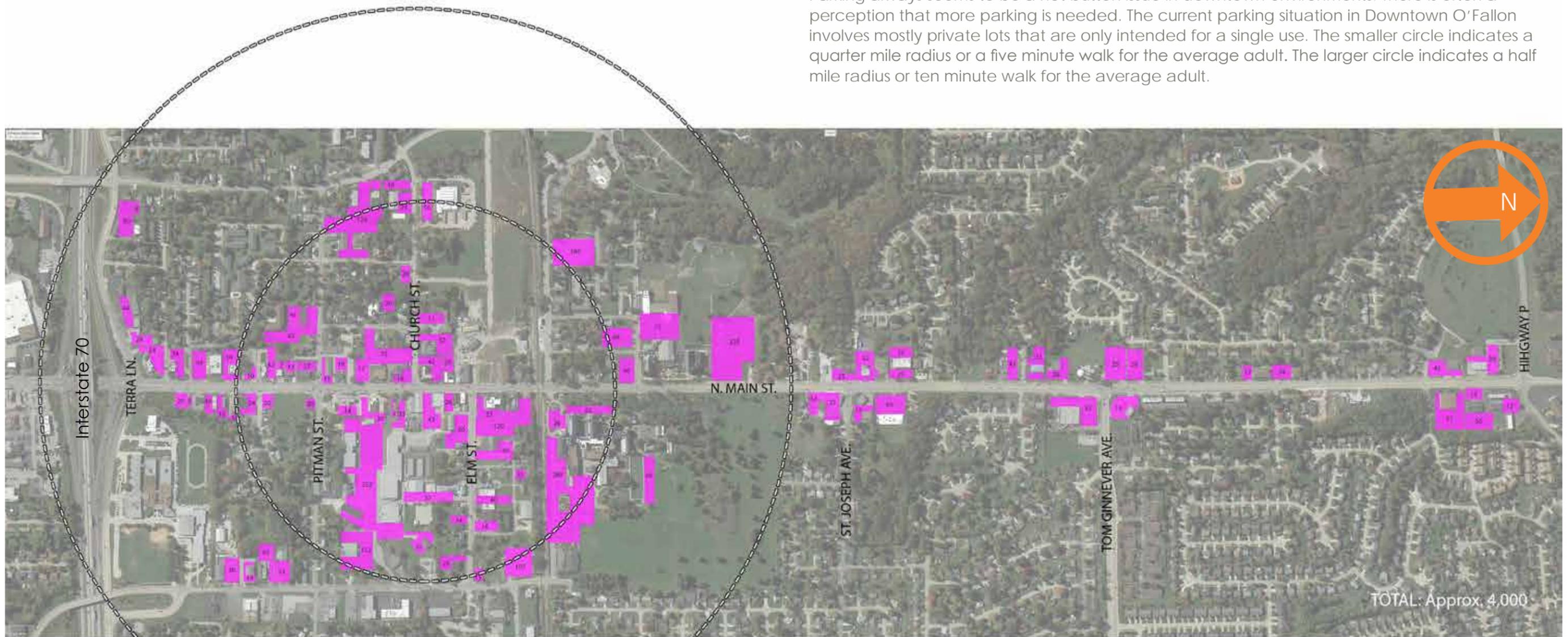


Frontage Analysis: Civic Institutional



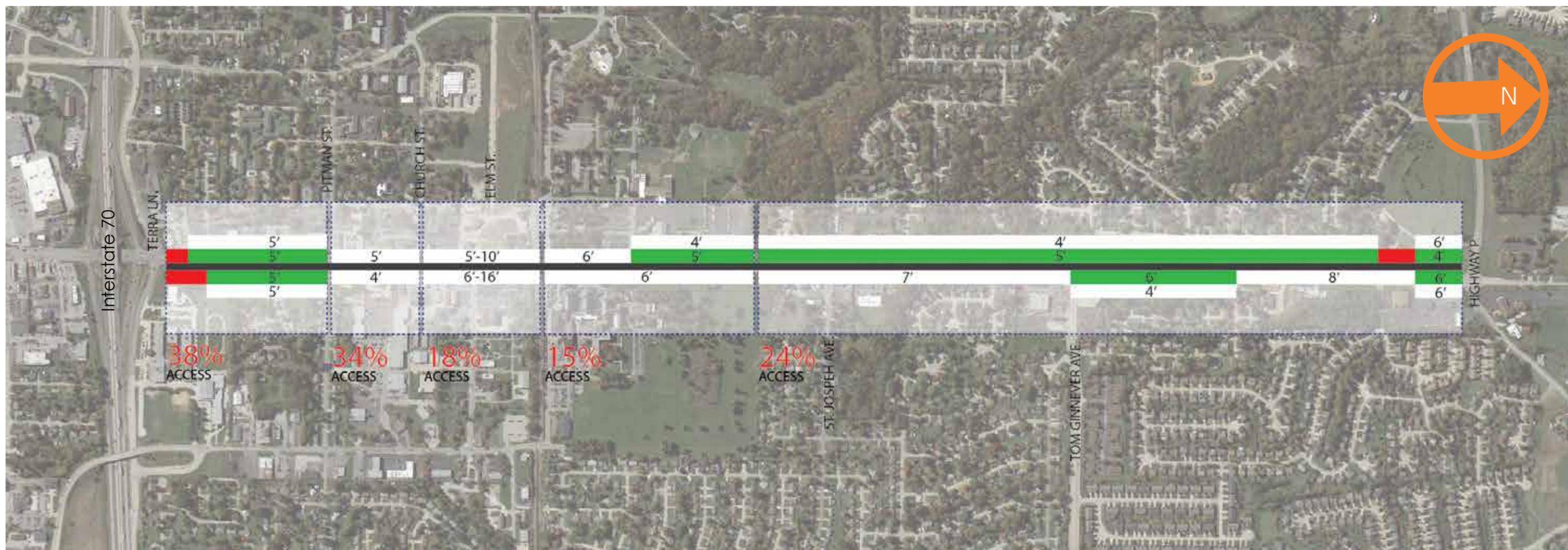
4.2: Parking Analysis

Parking always seems to be a hot button issue in downtown environments. There is often a perception that more parking is needed. The current parking situation in Downtown O'Fallon involves mostly private lots that are only intended for a single use. The smaller circle indicates a quarter mile radius or a five minute walk for the average adult. The larger circle indicates a half mile radius or ten minute walk for the average adult.



Commercial Development **510, 626 sf (half mile radius)**
 (current available parking ratio is **7 spaces/1000 sf** of development; many successful downtown environments have no parking requirements for new development but even suburban standards of parking are only 3-4 spaces/ 1000 sf of development)

Residential Units **1,204 units (half mile radius)**
 (Residential density is 2 units/ acre; average density of walkable downtowns similar in scale is 15 units/acre)



4.3: Walkability & Access Analysis

This diagram examines both access control (i.e. driveway cuts) along with the width of the sidewalks along the corridor. The white areas indicate where the sidewalk is located while the green areas indicate the setback from the corridor of these walkways. Red areas indicate that sidewalk is not currently found in those locations. The percentages in each context zone indicate the amount of frontage that is dedicated to driveways.



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Design Alternatives

The City of O'Fallon and its citizens have a choice to make regarding the vision of Main Street. This is a pivotal moment in the history of the City in determining the look and feel of their Downtown for future generations.

5.0: Overview

The following design alternatives take four distinct approaches to the public realm along Main Street. Four, three and two lane options were considered. The public will have the opportunity to provide comments on the alternatives. Each design will have variations in the five context zones described previously. These alternatives show the range of possibilities for informational purposes only, and further study by the City would be required prior to implementation of any of the options presented.

The image on the left illustrates the existing conditions of Main Street at the Rendezvous Cafe. The design scenarios will illustrate the transformation of the public realm in this location so the comparison of the alternatives can be more readily apparent.

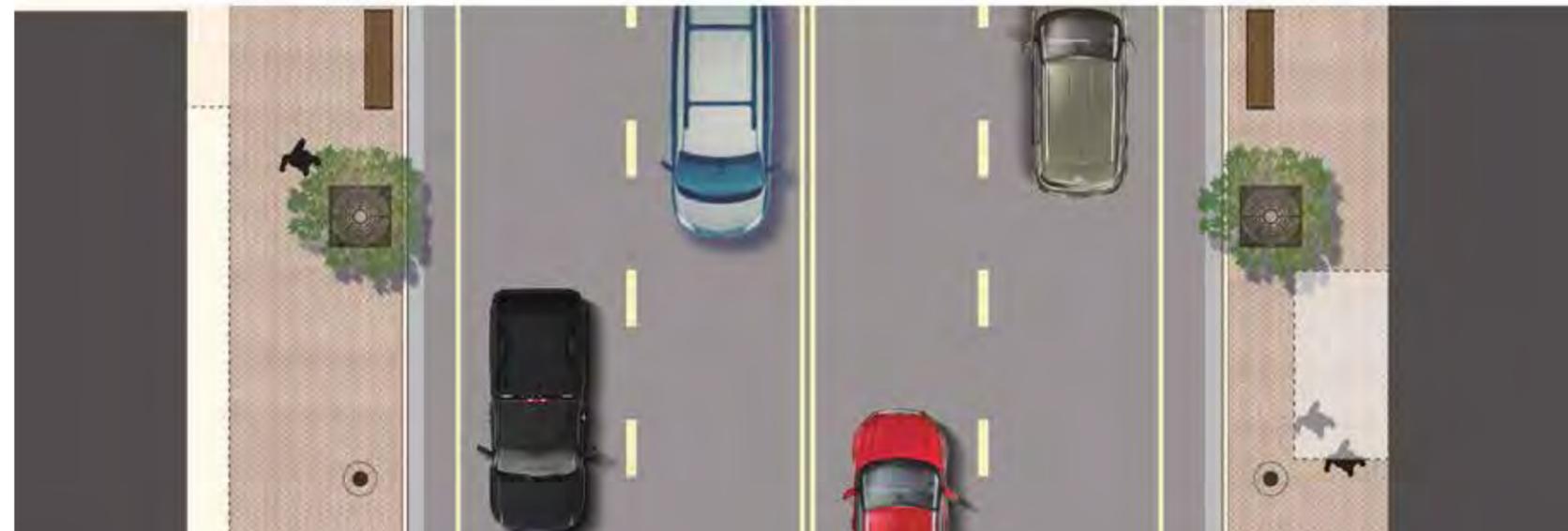
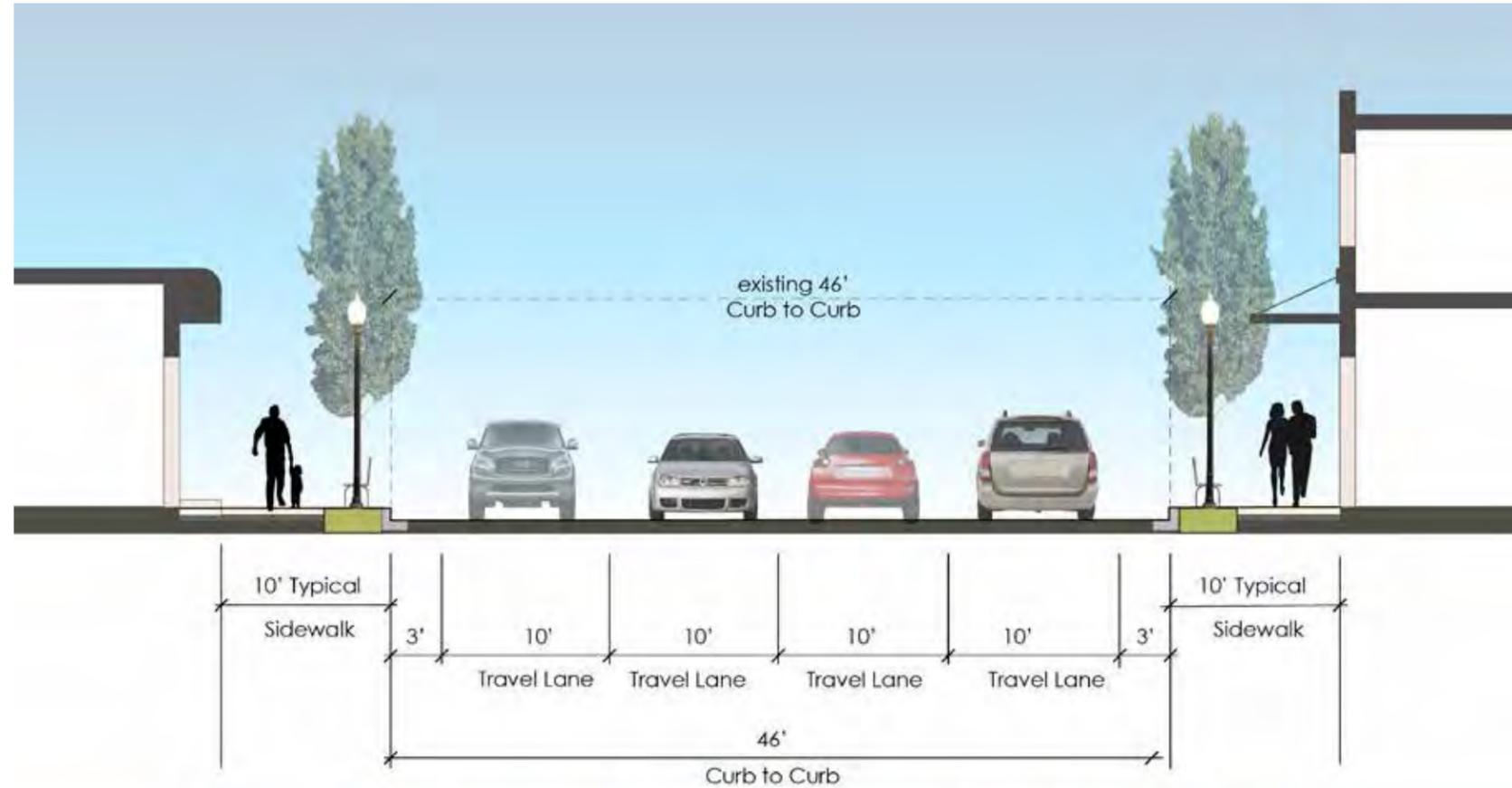




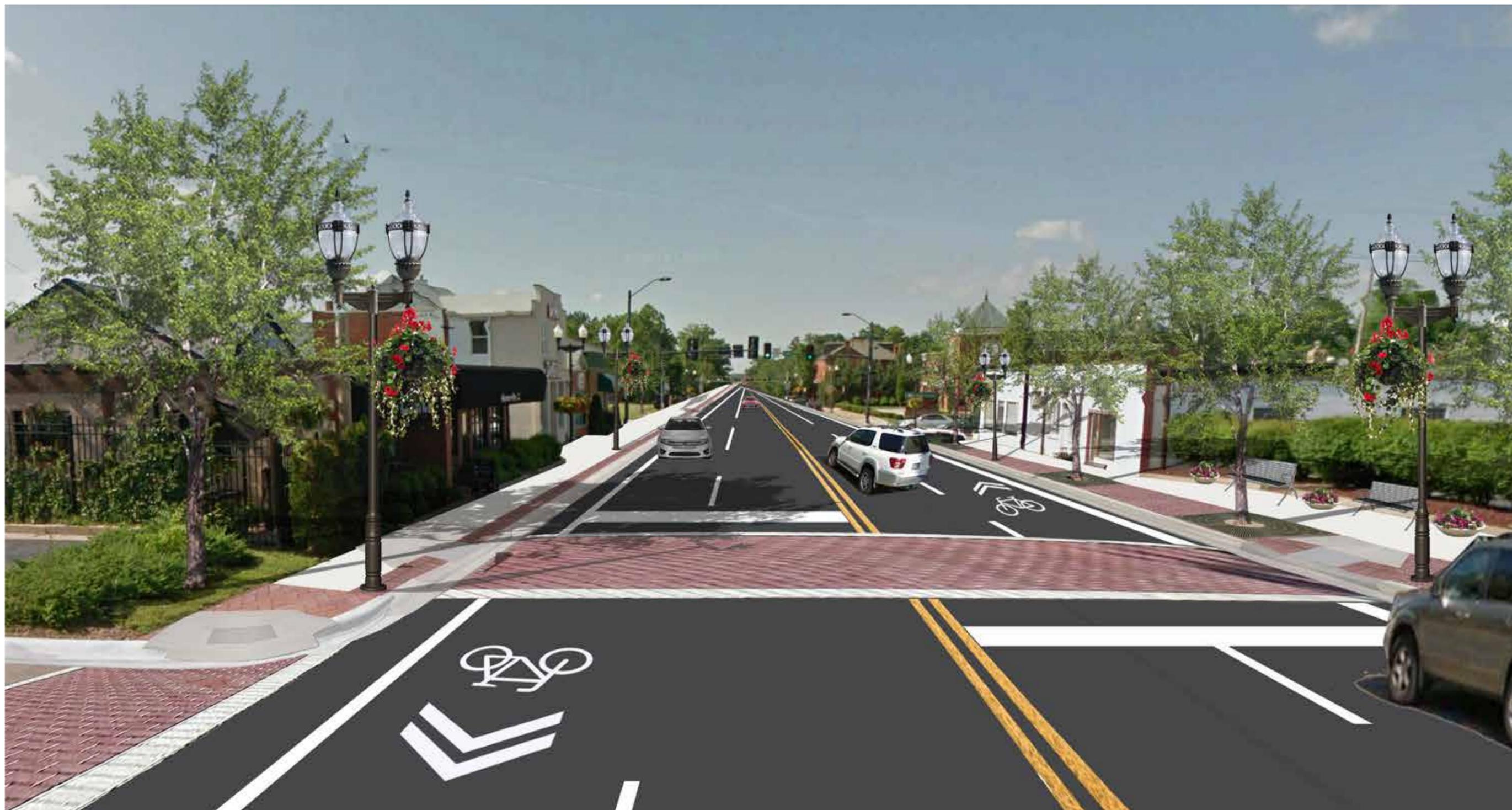
5.1: Option A

The key design features along with their benefits include:

- **Four 10 ft Travel Lanes**
 - » Existing configuration
- **10 ft Typical Sidewalk Width**
 - » Small Tree Wells (4 ft x 4ft)
 - » Space for Single Benches Facing Retail
 - » Opportunity for Paver Detailing
- **Consistent Pedestrian Scale Lighting**
 - » Illuminates Pedestrian Pathway
- **Columnar Street Trees**
 - » Provide Sense of Enclosure
 - » Provide Limited Shade
 - » Create Repetition & Rhythm



Design Alternative A: Four travel lanes.

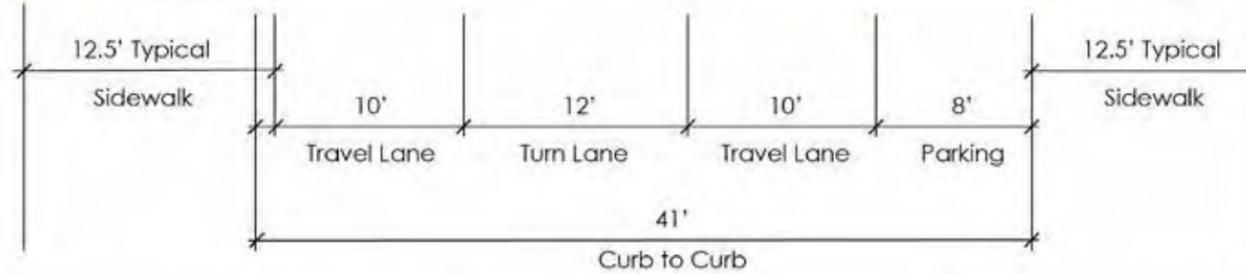
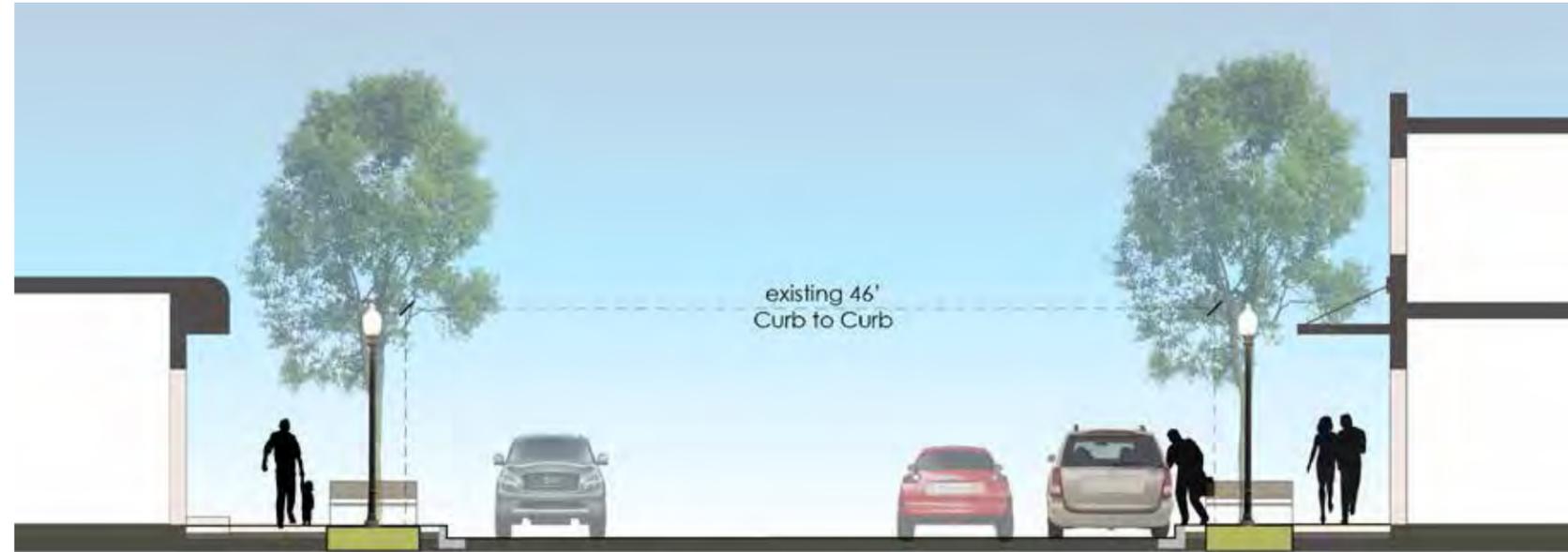


Design Alternative A: Photosimulation

5.2: Option B

The key design features along with their benefits include:

- **Two 10 ft Travel Lanes**
 - » Slow Traffic Down
- **On-street Parking on East Side of Main Street (Parallel)**
 - » Slow Traffic Down
 - » Provide Barrier for Pedestrian Safety
 - » Convenience Parking for Retail Success
- **Center Turn Lane**
 - » Allows more efficient flow of through travel lanes
- **12.5 ft Typical Sidewalk Width**
 - » Adequate Tree Wells (4 ft x 6ft)
 - » Space for Double Benches
 - » Opportunity for Paver Detailing
- **Consistent Pedestrian Scale Lighting**
 - » Illuminates Pedestrian Pathway
- **Columnar Street Trees**
 - » Provide Sense of Enclosure
 - » Provide Limited Shade
 - » Create Repetition & Rhythm



Design Alternative B: Two travel lanes with center turn lane and east side On-street parking.

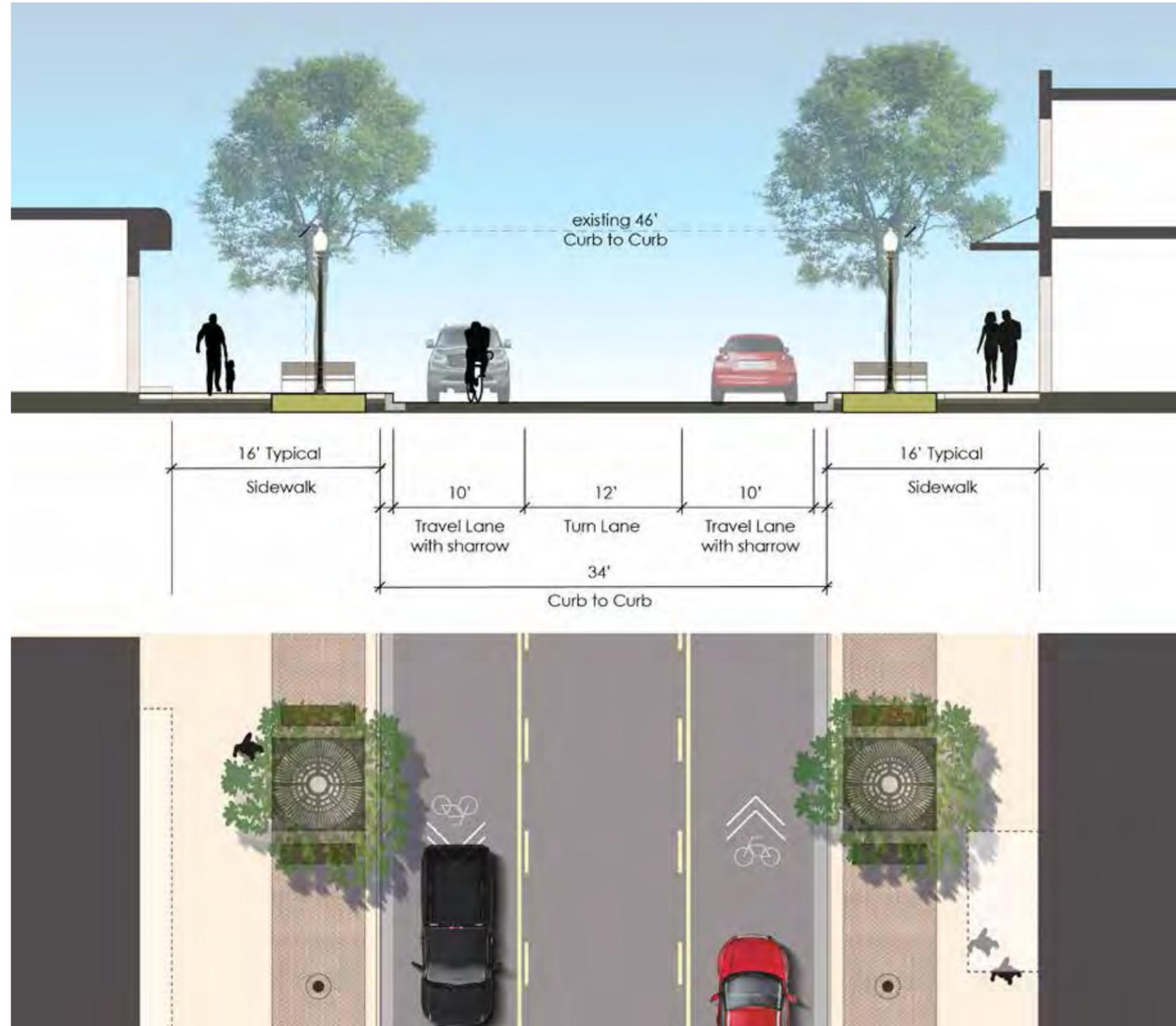


Design Alternative B: Photosimulation

5.3: Option C

The key design features along with their benefits include:

- **Two 10 ft Travel Lanes with Sharrows**
 - » Slow Traffic Down
 - » Opportunity for Experienced Bicyclists to Travel Down Main Street within the Flow of Traffic using the Sharrows
- **Center Turn Lane**
 - » Allows more efficient flow of through travel lanes
- **16 ft Typical Sidewalk Width**
 - » Large Tree Wells (4 ft x 8 ft)
 - » Space for Double Benches
 - » Opportunity for Paver Detailing
 - » Opportunity for Outdoor Dining
- **Consistent Pedestrian Scale Lighting**
 - » Illuminates Pedestrian Pathway
- **Canopy Street Trees**
 - » Provide Sense of Enclosure
 - » Provide Shade
 - » Provide Seasonal Interest
 - » Create Repetition & Rhythm



Design Alternative C: Two travel lanes with center turn lane.

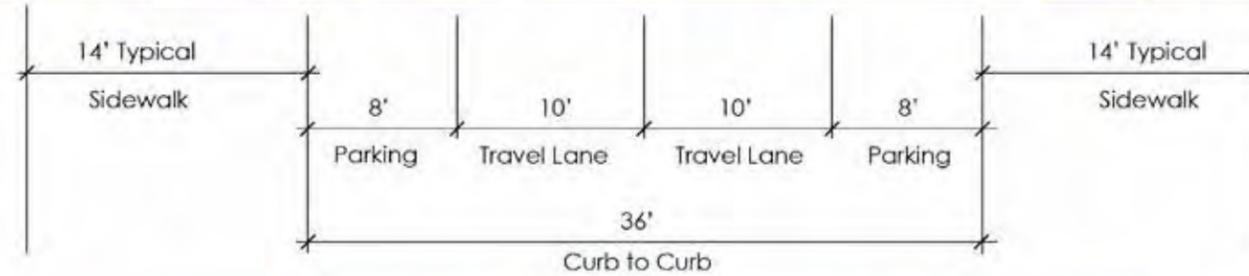


Design Alternative C: Photosimulation

5.4: Option D

The key design features along with their benefits include:

- **Two 10 ft Travel Lanes**
 - » Slow Traffic Down
- **On-street Parking on both the East and West sides of Main Street (Parallel)**
 - » Slow Traffic Down
 - » Provide Barrier for Pedestrian Safety
 - » Convenience Parking for Retail Success
- **14 ft Typical Sidewalk Width**
 - » Large Tree Wells (4 ft x 8ft)
 - » Space for Double Benches
 - » Opportunity for Paver Detailing
 - » Opportunity for Outdoor Dining
- **Consistent Pedestrian Scale Lighting**
 - » Illuminates Pedestrian Pathway
- **Canopy Street Trees**
 - » Provide Sense of Enclosure
 - » Provide Shade
 - » Provide Seasonal Interest
 - » Create Repetition & Rhythm



Design Alternative D: Two travel lanes with On-street parking.



Design Alternative D: Photosimulation



Design Alternative A: Civic Institutional Context Zone & Residential Suburban Context Zone. Key component of this photosimulation that varies in this context is the 10' multi-use pathway on the east side of the corridor. This would connect to the planned off road pathway north of Highway P. Bicycle Facilities would work their way around Downtown O'Fallon beginning at City Hall and then connect back to the multi-use path south of I-70.

Case Studies & Next Steps



Main Street should be safe, comfortable and convenient for all users. Transforming the public realm can leverage other investment.

6.0: Street Retrofits

Several of the design alternatives look at what is often termed a street retrofit. This is simply a way of saying that the road is going to transform from a car dominated environment into a street that accommodates motorists, pedestrians and bicyclists more equitably. The other benefit of many retrofits is the livability factor for the community. Understanding what different lane configurations can carry from a traffic standpoint is important; we often learn best by learning from others' experiences. This section outlines a few precedent case studies of roadways that have similar ADT (Average Daily Trips) and underwent some simple changes that had dramatic results. For reference, current ADT on Main Street O'Fallon is 20,000.

- East Boulevard, Charlotte, NC
- South Grand Boulevard, St. Louis, MO
- Edgewater Drive, Orlando, FL



East Boulevard Charlotte, NC

What the City of Charlotte Knew About East Boulevard as 4 Lanes:

- 4-lanes of capacity is compromised by large number of left-turns – no left-turn lane
- Not pedestrian-friendly but lots of pedestrians – difficult to cross street
- High travel speeds – wide range of speeds (44 mph)
- High level of bike/pedestrian accidents
- High level of rear-ends and left-turn collisions

What the Residents Wanted

- More comfortable for all roadway users – bikes, pedestrians, transit users and motorists
- Enhance pedestrian activity on sidewalks
- Be able to cross the street without getting run over
- More sidewalk cafés/outdoor seating
- Tree-lined street – return the “Boulevard” to East Boulevard!

Why was a Three Lane Conversion Considered

- 3-lanes could accommodate same level of traffic and maintain pedestrian friendly travel speeds – most prudent driver
- Eliminate higher speed, aggressive travel and “slaloming” down the street
- Move vehicles away from the pedestrians on the sidewalks
- Opportunity to implement ped-refuge

- islands and landscaped islands
- Create value!

How Did the Project Move Forward

- Showed the neighborhood a 3-lane concept
- Conducted detailed traffic simulation (Synchro) that showed 3-lane conversion would work
- Worked with residents/businesses regarding the proposed project and design details
- Created advocates for the project

How did it Turn Out?

- Better than Imagined!
- Vibrant People Place!
- Neighborhoods want more road diets.
- Corridor travel times remained the same.

**All photos and information provided for this case study provided by Dan Gallagher, Charlotte DOT*



Before: East Boulevard, Charlotte, NC



After: East Boulevard, Charlotte, NC

Keys Facts to Know:

- 18,800-20,600 VPD at High Travel Speeds
- Commuter Route Traveling Through a Historic Neighborhood
- Neighborhood wanted a “Main Street”



Before: East Boulevard, Charlotte, NC



After: East Boulevard, Charlotte, NC





South Grand St. Louis, MO

What the City of St. Louis Knew About South Grand as 4 Lanes:

- 42 mph speeds in corridor...unsafe walking/biking environment
- No bicycle accommodations or benches
- High vacancy rates in corridor
- Multiple ADA deficiencies
- Limited ability to facilitate programmed events

What the Residents Wanted

- Create a place that promotes community interaction
- Maintain and enhance historic district
- Improve safety and accessibility for all users
- Reduce noise and light pollution

Why was a Three Lane Conversion Considered

- 3-lanes could accommodate same level of traffic and maintain pedestrian friendly travel speeds (current average post projects is 32 mph)
- Could include shared bike lane markings
- Create sense of place and value

How Did the Project Move Forward

- EWG launched Great Streets Project in 2006
- 2009 funding for study provided through American Recovery and

Reinvestment Act (ARRA)...South Grand Chosen as a Pilot Project

- Design Workshop created South Grand Blvd Master Plan
- Multiple funding sources (ARRA, TAP, Missouri Department of Natural Resources, Aldermanic Capital Discretionary Funds, CDBG)

How did it Turn Out?

- Sales tax revenues in the district increased steadily each year following the improvements (12% to date)
- Currently attracting national developers
- Held first annual street fair
- Private property improvements include 6 property renovations attributed to public improvements

***All photos and information provided for this case study provided by Paul Hubbman, East West Gateway**



Before: South Grand, St. Louis, MO



After: South Grand, St. Louis, MO

Keys Facts to Know:

- 28,643 VPD at High Travel Speeds
- Commuter Route Traveling Through a Historic Neighborhood
- Neighborhood wanted a "Main Street"



Before: South Grand, St. Louis, MO



After: South Grand, St. Louis, MO



Edgewater Drive Orlando, FL

What the City of Orlando Knew About Edgewater Drive as 4 Lanes:

- 4-lanes of capacity is compromised by large number of left-turns – no left-turn lane
- Not pedestrian-friendly but lots of pedestrians – difficult to cross street
- High travel speeds – wide range of speeds

What the Residents Wanted

- More comfortable for all roadway users – bikes, pedestrians, transit users and motorists
- Enhance pedestrian activity on sidewalks
- Be able to cross the street without getting run over
- On-street Parking for Businesses

Why was a Three Lane Conversion Considered

- 3-lanes could accommodate same level of traffic
- Eliminate higher speed, aggressive travel and “slaloming” down the street
- Move vehicles away from the pedestrians on the sidewalks
- Opportunity to implement “ped-refuge” islands and landscaped islands
- Create value!

How Did the Project Move Forward

- Showed the neighborhood a 3-lane concept
- Conducted detailed traffic simulation (Synchro) that showed 3-lane

- conversion would work
- Worked with residents/businesses regarding the proposed project and design details
- Created advocates for the project

How did it Turn Out?

- Actually carries more traffic today.
- Speeding decreased.
- Noise levels reduced.
- Did not increase traffic on neighborhood streets.
- 30% increase in bicyclist volume
- 23% increase in pedestrian volume & overall increase in resident pedestrian satisfaction
- 34% reduction in crashes
- Increased parking satisfaction and use rates

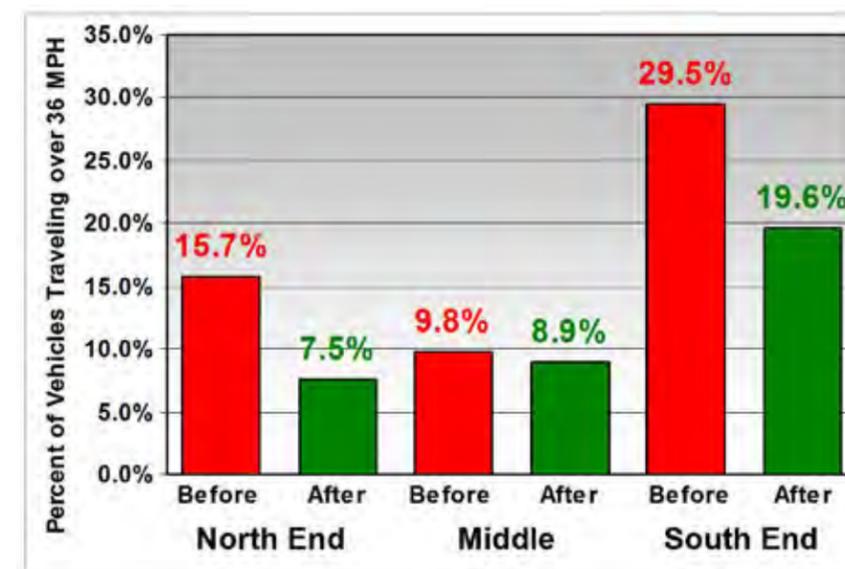
*All photos and information provided for this case study provided by Dan Gallagher, Charlotte DOT

Keys Facts to Know:

- 20,500 VPD at High Travel Speeds
- **Seven Traffic Signals along a 2 Mile Segment**
- **Commuter Route Traveling through a Neighborhood (FDOT road)**



After: Edgewater Drive, Orlando, FL



6.1: Complete Streets

The following is the executive summary from the National Complete Streets Coalition's March 2015 publication of *Safer Streets, Stronger Economies: Complete Streets Project Outcomes from Across the Country*.

What do communities get for their investments in Complete Streets?

In this study of 37 projects, Smart Growth America found that Complete Streets projects tended to improve safety for everyone, increased biking and walking, and showed a mix of increases and decreases in automobile traffic, depending in part on the project goal. Compared to conventional transportation projects, these projects were remarkably affordable, and were an inexpensive way to achieve transportation goals. In terms of economic returns, the limited data available suggests Complete Streets projects were related to broader economic gains like increased employment and higher property values.

These findings are based on data collected directly by local transportation and economic development agencies as reported to Smart Growth America's National Complete Streets Coalition. The Coalition surveyed Complete Streets projects from across the country, and found 37 with transportation and/or economic data available from both before and after the project.

Safer Streets, Stronger Economies analyzes that data and explores the outcomes communities get for their investments in Complete Streets. In this tight budget climate, transportation staff and elected leaders want to get the most out of every dollar. This research shows Complete Streets projects can help them do just that.

 **The data showed that streets were usually safer after Complete Streets improvements than before.**

In the majority of cases collision rates declined after Complete Streets projects were built, and there were fewer injuries as well. *These safety improvements have*

real financial value: Our analysis found that the safer conditions created by Complete Streets projects avoided a total of \$18.1 million in collision and injury costs in one year alone. These savings start as soon as a project is complete, and continue long after. And this was just the amount saved by the projects included in our sample. The financial impact of automobile collisions and injuries nationwide is in the billions of dollars annually. Targeting the country's more dangerous roads and taken to any meaningful scale, a Complete Streets approach over time has the potential to avert hundreds of millions or billions of dollars in personal costs.

 **The data also showed that Complete Streets projects encouraged more multimodal travel.**

Trips by foot, bicycle, and transit almost always increased after the Complete Streets projects. Taken along with the safer conditions mentioned above, this support for active transportation options adds to an already impressive case for the health benefits of a Complete Streets approach. In about

half the projects, automobile volume increased or remained unchanged after the redesigns.

 **Complete Streets projects were also remarkably affordable.**

The projects surveyed include a wide range of costs, from projects with limited scopes that cost just a few thousand dollars to extensive corridor redesigns that cost several million. For the most part, however, Complete Streets projects cost significantly less than conventional transportation projects, yet can still deliver transportation benefits like better safety performance and more people using the facility.

 **This project also examined how Complete Streets projects related to economic goals.**

Before-and-after data in this area are scarce for all kinds of transportation investments and Complete Streets projects are no exception. Of the 37 projects included in our survey, we were able to examine changes in employment in 11 places, and changes in business impacts, property values, and/or total private investment in 14 places. We found that employment levels rose after Complete Streets projects—in some cases, significantly. Communities reported increased net new businesses after Complete Streets improvements, suggesting

that Complete Streets projects made the street more desirable for businesses. In eight of the ten communities with available data, property values increased after the Complete Streets improvements. And eight communities reported their Complete Streets projects at least partly responsible for increased investment from the private sector. These data support the economic outcomes reported anecdotally by many communities but more data are needed here (and for other transportation projects) to conclusively connect Complete Streets with economic success.

Communities interested in these kinds of benefits can get started on their own Complete Streets approach, and this report also includes ideas for policy changes, transportation design standards, project evaluation guidelines, and ways to measure project performance to help in that effort.

More than 700 towns, cities, counties, regions, and states have made official commitments to these practices by passing Complete Streets policies, with more being passed every year. Whether it's planting trees or adding crosswalks, making travel lanes narrower or creating space for people on bikes, hundreds of communities are changing how their streets look and work—and this study suggests they're getting a great return on their public investments in the process.

“Our analysis found that the safer conditions created by Complete Streets projects avoided a total of \$18.1 million in collision and injury costs in one year alone.”

6.2: Design Guidelines

Street design is definitely all about the details. This section outlines various design elements for consideration for streetscape improvements in a downtown setting. These range from very economical improvements to investments that will require significant investment. In combination, these elements help contribute to a successful downtown environment. Growth Districts: Classify the town's land by districts that designate a character and the type of town intervention necessary.

- Crosswalk Treatments
- Sidewalk Treatments
- Tree Wells
- Lighting
- Seating
- Other Details

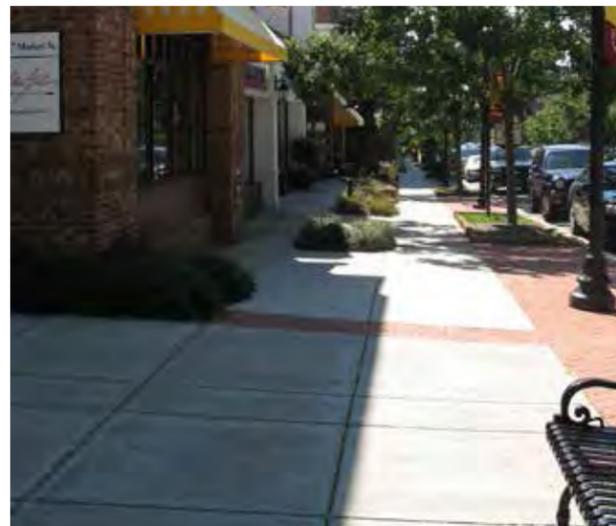
Crosswalk Treatments

Try something to differentiate from the brick pavers, which are commonly used in developments locally. Shown below are decorative thermoplastic installations that last on the busiest roads several years. These could be a cost savings and therefore used on all crosswalk to have a common thread in the community.



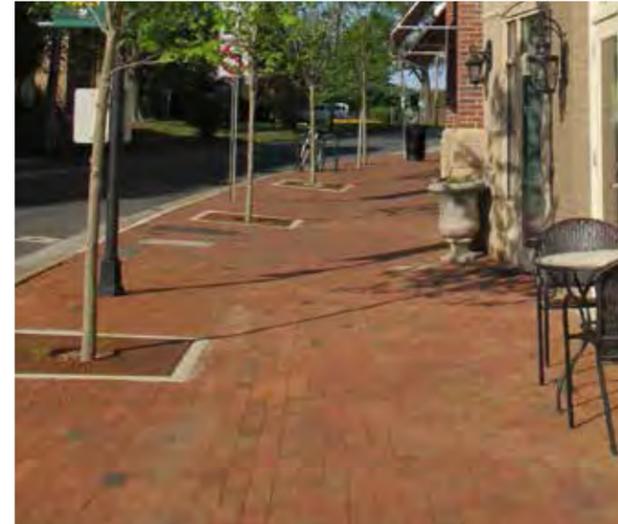
Sidewalk Treatments

Brick pavers could be used as accents on the sidewalk as shown below. They look especially nice between planters or grates. These could also be pervious pavers for irrigation or just add detailing and color.



Tree Islands vs. Tree Wells

Where retail and restaurants are going to be located, it makes sense to have tree grates, with planters if they would like more vegetation. This is especially true where on-street parking is located to avoid people getting out of cars and into planted areas.



Lighting

Street lighting available through Ameren should be the pedestrian scaled option, either one light or two.



Other Details

Brick for accents in retaining walls and planters might be appropriate to add character.



Bike Racks

Bike Racks (an inverted u) should be installed so that bikes are parked parallel to the road when locked.



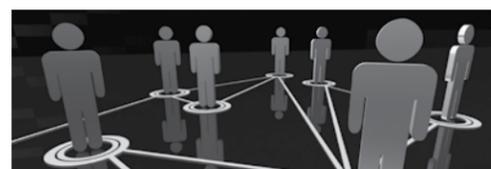
Seating

Benches should be installed to either face the sidewalk or perpendicular to encourage use. Other seating should be movable in plazas and open spaces.



6.3: Action Items Matrix

Once the vision for Main Street is clarified, the next steps include the following key elements:



COMPLETE A MASTER PLAN FOR THE ENTIRE DOWNTOWN AREA:

A vision for the public realm of Main Street is simply a **necessary first step in guiding** a renaissance in the downtown area. A critical element is the completion of a comprehensive master plan for the entire downtown area that includes a coherent framework of all public realm improvements and the expected opportunities that might spring forth on private property that are consistent with the larger vision. This plan should also ensure that the public dollars invested leverage a 10X or more investment by the private sector.

ADOPT A FORM-BASED CODE:

A form-based code is a regulating document that manages the expectations of the public realm and the private realm to create beautiful, functional, and walkable urban environments. A good code will properly address streetscape elements, frontage conditions, parking location, architectural elements, and use while seeking to minimize disruptions in the public realm such as parking, blank walls, and driveways. This code would replace the current zoning in place and should have a streamlined project approval process to encourage its use.

FIND FUNDING PARTNERS:

Once a complete plan is in place, the process of putting together a package of funding can commence. Projects will need to be prioritized and a variety of sources solicited including federal, state, Municipal Planning Organization (MPO), county, local, and private. Grant funders like for high quality plans to be in place with a high percentage of local or private funds committed to the project before issuing an award so the City should be forthright in its **financial commitment towards** implementation.

BEGIN CATALYST IMPROVEMENTS:

With a plan, code, and funding in place, it is now time to begin **the first phase implementation** of key improvements. Care should be taken to ensure that the proposed improvements **are efficient and attractive**. Disruptions to the current curb line should be avoided if possible to save money and accelerate completion though the lack of adequate sidewalk width may be a challenge in certain areas.

ENCOURAGE DEVELOPMENT CONSISTENT WITH THE PLAN:

Development in downtown areas requires a partnership between the property owners, tenants, and the city. The city should develop a public-private partnership program that incentivizes conformity with the plan and development that add value to the downtown area.

Year 1-2

Year 1-2

Years 2-3

Year 3

Ongoing After Plan & Code Adoption