

WEST FLORISSANT GREAT STREETS PROJECT

COMMUNITY ENGAGEMENT REPORT | MARCH 2019



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of Transportation

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STUDY PURPOSE



STUDY PURPOSE

The West Florissant Avenue Great Streets Project aims to help re-imagine and transform part of West Florissant Avenue to create a safe and accessible area for pedestrians, bicyclists, transit users and motorists. These improvements will seek to create an attractive sense of place – helping to make West Florissant Avenue a more desirable place to shop, socialize, travel, and live. Ultimately, the current conceptual design and subsequent Project phases hopes to be a catalyst for more community development and improved economic conditions along the corridor.


PROJECT GOALS




Connect Communities – People from the cities of Ferguson and Dellwood frequent the Project corridor, with the challenge of traveling easily and safely. The Project hopes to connect communities by making travel along West Florissant easier, while also involving and empowering the community through various forms of public engagement.



Strengthen Identity – West Florissant Avenue is known to residents and local small business owners as a good place to shop, work and live. However, negative media attention has damaged its image. The Project includes a branding and identity component to assist in reflecting the values, dreams, and work of the community and help create an attractive sense of place.



Enhance Mobility – The Project corridor was originally constructed to be large and wide to serve motorized vehicles. Now as a hub for shopping, pedestrians find travel along the corridor challenging and unsafe. The Project will make it easier and safer for all users to live, work and play along the corridor, no matter their mode of transportation.



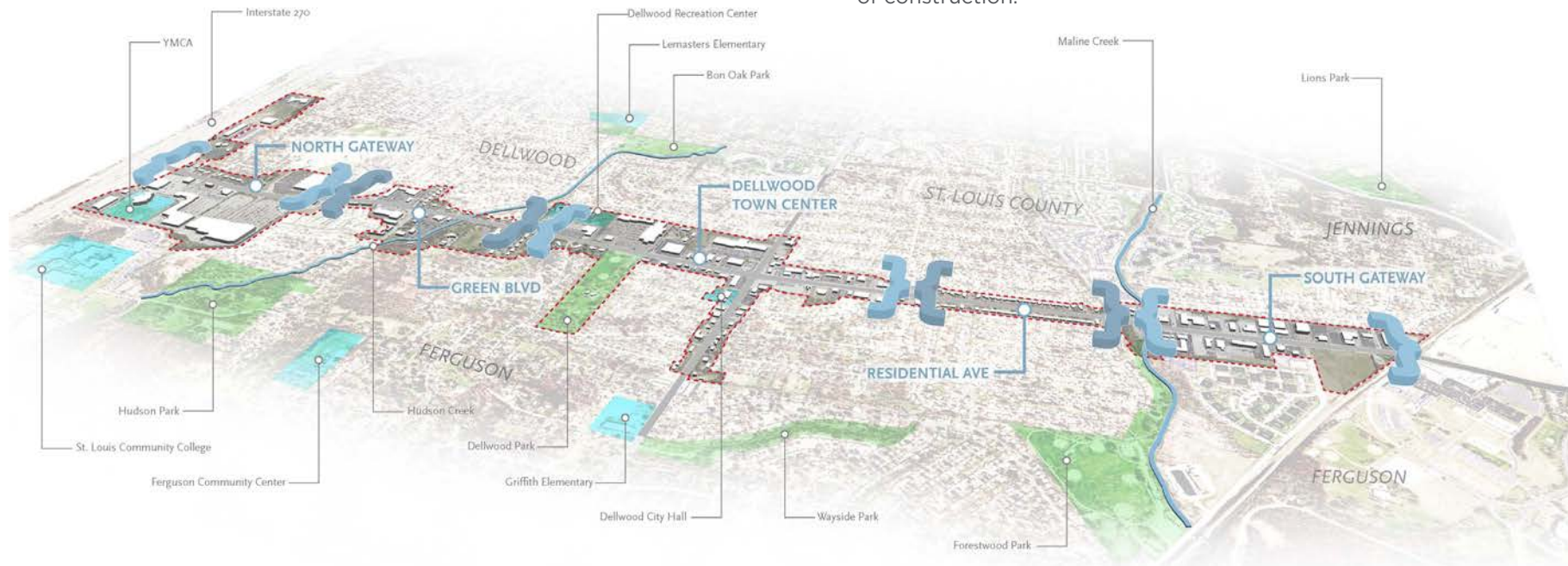
Build Momentum – The Project intends to build momentum along the corridor by catalyzing economic and community development opportunities in the area. Like South Grand, Natural Bridge, and Page Avenues, West Florissant Avenue in North St. Louis County will be a part of the Saint Louis Great Streets Initiative.

PROJECT BACKGROUND

In 2011, the St. Louis County Department of Transportation in cooperation with the cities of Dellwood and Ferguson applied to the East-West Gateway Council of Governments' St. Louis Great Streets Initiative. In July 2014, planners, stakeholders and the community completed and then adopted the West Florissant Avenue Great Streets Master Plan to assist in revitalizing West Florissant Avenue from I-270 to Lucas and Hunt Road to provide a safe and more accessible area for pedestrians, bicyclists, transit and vehicles. Since West Florissant Avenue was already known as a shopping corridor, the Master Plan hoped to make the area become a more attractive location to shop safely, intermingle, travel and live, while contributing to healthier lifestyles for those in the area.

The Master Plan divided the project area into five segments from I-270 to Lucas and Hunt Road.

The Preliminary Design phased focused on the stretch of West Florissant Avenue from Stein Avenue to the Norfolk Southern Railroad in the St. Louis County cities of Ferguson and Dellwood, Segments 3, 4 and 5. The Project team used the Master Plan framework, data analysis, engineering surveys, and public feedback to make design and implementation recommendations that can help the vision become a reality. During this phase, the Project team developed design plans that are 30% complete for each segment. This level of detail gave the community specific design options to review and provide feedback, allows for future design flexibility, and is required for federal funding applications. Currently, funding has not yet been secured for any type of construction.



West Florissant Avenue Corridor Map

LOCATION OVERVIEW

Carrying 30,000 vehicles per day, West Florissant Avenue is also one of St. Louis County's most heavily traveled corridors. It connects neighborhoods, shopping areas, school and businesses while also providing access to interstates 270 and 70.

Over time, the street has become heavily auto-oriented; making it difficult and dangerous for pedestrians and bicyclists. Unclear driveway access in and out of businesses, uneven sidewalks and vehicles traveling over the speed limit, also makes travel challenging along the road or across the street. Because of low vehicle ownership in the area and high transit use, thousands of people who daily walk to, along and across the corridors are at risk.

20,927 RESIDENTS  **8,225** HOUSEHOLDS 

 **1200 RIDERS** board #74 MetroBus daily

68% of Households (surveyed)

COMMUTE BY TRANSIT



11%

DO NOT HAVE ACCESS TO MOTOR VEHICLE



8.6%

(Total Project Area)

17%

(Southeastern Project Area)

(Calculated from U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates)



West Florissant Avenue Great Streets Project Map and Segments

COMMUNITY ENGAGEMENT OVERVIEW

COMMUNITY ENGAGEMENT APPROACH

Every community is different and there is no one way to engage the public around a project. The first step is to get out into the community and learn what people think, believe and value. The West Florissant Avenue Great Street Project's community engagement approach was first to understand better the community's vision for the corridor and their concerns for redevelopment and change. Then the Project team developed draft street and branding designs based on extensive data, community goals and implementability. At all Project stages, the team gathered feedback through advisory committee members, stakeholder meetings, community events and public open houses. In addition, status updates, documents and comment options were available on a public website and through team members who were made available for phone calls and meetings.

The Project team spent two years engaging with at least 4,000 residents and community members on the scope, vision and potential impact of the West Florissant Avenue Great Streets Project. Public engagement was not limited to specific team members - all Project team members spent time presenting to groups, meeting with stakeholders and business owners, dropping off flyers, attending community events and discussing the Project at open houses. The end result was draft street designs and public improvement options that could serve the community's existing needs while promoting a safer and more connected future for the corridor. Finally, the Project team relied on community feedback to refine further and revise draft design recommendations.



STAKEHOLDER AND COMMUNITY ENGAGEMENT APPROACH

- **Communicate project scope but do not over promise**
- **Listen to stakeholder and community preferences and concerns**
- **Develop flexible and data-driven design plans**
- **Review and refine designs using community feedback**

COMMUNICATIONS MATERIALS

Presentations - Provided detailed information about the Project, overview, timeline, draft designs and outreach efforts. The presentation was updated multiple times over the course of the study to reflect updated information and designs. See *Appendix A*.

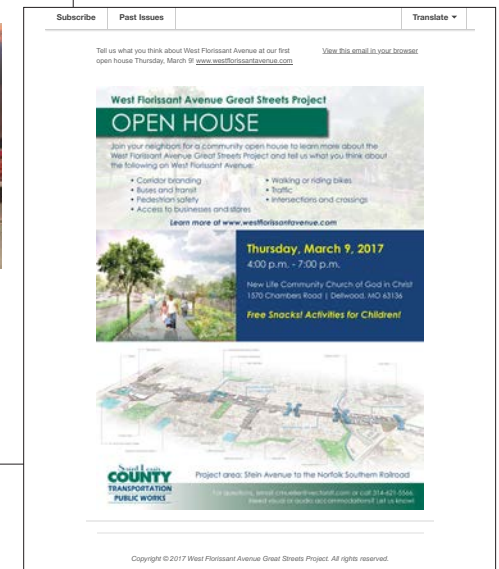
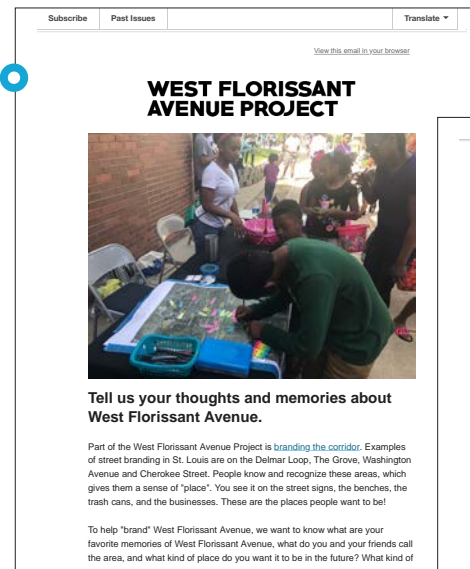
Website - Provided both broad and detailed information about the West Florissant Avenue Great Streets Project including the master plan. The website also housed Project documents, contact information and public meeting notifications and surveys. The website is available at www.westflorissantavenue.com.

Project Emails - Provided information about Project updates, opportunities to comment on priorities and draft designs and advertised upcoming project events and community outreach efforts. See *Appendix B*.

Project Business Cards - Gave team members a way to leave basic information (website and priorities) and to follow up with stakeholders' questions and comments. See *Appendix C*.

Draft Design Maps for Community Outreach - Showed residents and other stakeholders the project and study area, specific study focus areas and draft designs to collect feedback. See *Appendix D*.

Information Sheet - Provided community members with project information including timeline, recommendations and other information about the Project. The information sheet was distributed at open houses and community outreach events. See *Appendix E*.



COMMUNITY ENGAGEMENT PROCESS



STAKEHOLDER ENGAGEMENT



STAKEHOLDER ENGAGEMENT

Project stakeholders are residents, business owners, and community leaders who will be impacted by the West Florissant Avenue Project and whose input and decisions are vital to its success. The purpose of stakeholder engagement is to keep these individuals, who often represent community organizations, neighborhood associations, schools and public safety, informed and actively engaged in the draft design process. Stakeholder input was needed throughout the Project but particularly to help prioritize needed improvements and to review and provide feedback on draft street improvement and branding designs.



ADVISORY COMMITTEES

The West Florissant Avenue Great Streets Project advisory committees were formed based on feedback from Project partners and other committee members to provide a diverse and meaningful cross-section of project stakeholders. The Technical Advisory Committee provided the Project team feedback on technical issues including planning and zoning, traffic, land use, transit, community development and recreation. The Community Advisory Committee provided the Project team with information about community goals, concerns and ideas and included Dellwood and Ferguson residents, elected officials, nonprofit leaders, business owners and community activists.

Technical Advisory Committee

- Justin Carney, *St. Louis County Department of Planning*
- Tom Curran, *St. Louis County Executive Office*
- Erica Henderson, *St. Louis Promise Zone*
- Paul Hubbman, *East-West Gateway Council of Governments*
- Lisa Kuntz, *Missouri Department of Transportation*
- Stephanie Leon Streeter, *St. Louis County Department of Transportation*
- Jessica Mefford-Miller, *Metro*
- Christopher Michael, *East-West Gateway Council of Governments*
- Daffney Moore, *City of Dellwood*
- Daniel Naunheim, *St. Louis County Department of Transportation*
- Cordaryl Patrick, *St. Louis County Economic Development Partnership*
- Megan Reichmann, *Great Rivers Greenway*
- Matt Unrein, *City of Ferguson*
- Stefanie Voss, *St. Louis County Department of Transportation*
- Elliot Liebson, *City of Ferguson*
- Jay Boleach, *Ferguson-Florissant School District*
- Maureen Williams, *Metro*

Community Advisory Committee

- William Betherny, *Missouri Department of Transportation*
- Joshura Davis, *Best Insurance, West Florissant Avenue Business Association*
- Lisa Davis, *West Florissant Avenue Business Association*
- Toni Downs, *Dellwood Lounge*
- Bernie Frazier, *Career Compass LLC*
- Scott Haley, *KP Development, Inc.*
- Dwayne James, *Ferguson Youth Initiative*
- Dellena Jones, *9-1-1 Salon*
- Council Member Ella Jones, *City of Ferguson City Council, Ward 1*
- Mark Jorden, *Emerson*
- Keith Kallstrom, *Ferguson resident*
- George Kim, *Keefe Group*
- Adrinne Lacy, *Ferguson resident*
- Tim Larson, *ONE Ferguson*
- Stephanie Leon Streeter, *St. Louis County Department of Transportation*
- Elliot Liebson, *City of Ferguson Planning Department*
- Council Member Linda Lipka, *City of Ferguson City Council, Ward 1*
- Don Logue, *Community Forward, Inc.*
- Jerry Love, *Save-A-Lot*
- Michael McMillan, *Urban League of Metropolitan St. Louis*
- Laura Modrusic, *Ferguson-Florissant School District*
- Cordaryl Patrick, *St. Louis Economic Development Partnership*
- Quincy Pierce, *City of Dellwood Planning Department*
- Gabriela Ramirez Arellano, *Hispanic Chamber of Commerce of Metropolitan St. Louis*
- George Robnett, *Community Forward, Inc.*
- Rev. Carleton Stock, *Dellwood resident*
- Keith Street, *St. Louis County Department of Health*
- Matt Unrein, *City of Ferguson*
- John Zisser, *Zisser Tire*
- Rebecca Zoll, *North County, Inc.*

Community Advisory Committee and Technical Advisory Committee Meetings

DECEMBER 1, 2016

Introduction to Project and community priorities

FEBRUARY 23, 2017

Update on stakeholder and business engagement and initial feedback summary

SEPTEMBER 14, 2017

Draft design review

NOVEMBER 15, 2017

Revised draft design review

STAKEHOLDER MEETINGS

As the Project team was conducting its initial data analysis, they also scheduled many stakeholder and group meetings to introduce the Project purpose, vision and scope as well as gather valuable local insight. These meetings provided key information on public safety and EMS routes, utilities, school bus routes and redevelopment efforts. Other meetings were an opportunity for the Project team to talk directly with residents near West Florissant Avenue during their regularly scheduled meetings. These efforts helped the Project team better understand what the community valued and wanted to see on this span of West Florissant Avenue. This initial and ongoing outreach also helped create communication pathways early in the process to make sure more stakeholders were aware of and involved in the conceptual design process.

List of Stakeholder Meetings January 2017 - April 2018



Ameren (utilities)	Ferguson Police Department
American Missouri Water	Ferguson Senior Citizen Commission
Bi-State Development Agency (Metro)	Ferguson Woods Neighborhood Meeting
Black Oaks/Summerset Neighborhood Association (Ferguson)	Ferguson Youth Advisory Board
Centene Corporation (Ferguson business)	Forrestwood Neighborhood Association (Ferguson)
Christian Hospital EMS Services	Hudson Hills Neighborhood Association
Community Forward, Inc.	Jeske Park Neighborhood Association
Dellwood City Administrator	Metro North Fire District (Dellwood)
Dellwood City Council	Nesbit-Newton Neighborhood Association
Dellwood City Officials	Southwest Ferguson/North Hills Neighborhood Meeting
Dellwood Mayor Reggie Jones	Southeast Ferguson Neighborhood Association
Dellwood Recreation Center	Old Ferguson East/Old Ferguson West Neighborhood Associations
Emerson (Ferguson business)	ONE Ferguson
Ferguson City Council	St. Louis County Executive Steve Stenger
Ferguson City Officials	St. Louis County Police
Ferguson Fire Department	St. Louis County Council – Hazel Erby and Rochelle Walton-Gray
Ferguson-Florissant School District	St. Louis County Transportation
Ferguson Mayor James Knowles	Trailnet
Ferguson Neighborhood Policing Steering Committee	West Florissant Avenue Small Business Association

BUSINESS OUTREACH

West Florissant Avenue from Stein Avenue to the Norfolk Southern Railroad is a busy commercial district with both large and small businesses lining nearly the entire Project corridor. In addition to vehicle traffic, this corridor is heavily used by transit riders and pedestrians who often cross the dangerous roadway to access bus stops and local businesses.

Improved street design and traffic calming can have a huge positive impact on local businesses, as shown in areas like South Grand Avenue. But road construction and access changes can also temporarily impact economic activity, which can be a short-term issue for small businesses. Considering that many small businesses on this corridor suffered losses after the events following the death of Michael Brown, it was important to the Project team that businesses have the opportunity to weigh in and learn more about the Project's goals, designs and benefits.

To engage the local business community, the Project team delivered small business surveys in late winter/early spring 2017 (**Appendix F**), dropped off public meeting flyers (**Appendix J**), mailed Open House postcards with website information in February 2017 and January 2018 and conducted phone and door-to-door outreach in late 2017 with updated business surveys and draft design information. In addition, the Project team worked with the Cities of Ferguson and Dellwood, the West Florissant Avenue Small Business Association, local neighborhood groups and the Advisory Committee members to help get the word out about draft designs and Project information.

Business Outreach Targets 2017-2018

- 911 Hair Salon
- African Braiding Station
- African Depot & Rehoboth Pharmacy
- Alliance Credit Union
- AmeriCash Loans
- Autotire
- B.H. Cowns Insurance & Affiliated Companies
- Better Family Life
- California Nails
- Clip Barbershop
- Complete Auto Body
- Cricket Wireless
- Crystal Nails
- Daba Hair Braiding
- Dr. Aaron J. Pile, OB-Gyn
- Eman Grillz & Cash 4 Gold
- Family Dollar
- Fast Track Urgent Care
- Feel Beauty Supply
- Ferguson Market & Liquor
- Fox Beauty
- Furniture For Less
- Hunan Chop Suey
- JJ Fish and Chicken
- Just Insurance
- Lee's Fried Chicken
- Marantha Health Care
- McDonald's
- Metro PCS
- Nail Trap
- National Rent-to-Own
- New York Grill
- North County Pawn Center
- Northland Chop Suey
- Northstar Medical Office (real estate representative)
- Premiere Palace Barber Shop
- Queen's Royal Treasures
- Red's BBQ
- Sam's Meat Market
- Save-A-Lot
- Sho Me Wheels
- Simple Mobile Solutions
- Solo Insurance
- St. Louis Loan
- State Farm Insurance
- Subway
- Tax Service Inc.
- The Goody Bag
- Titlemax
- West Florissant Phone Repair
- World Nail Spa
- Zisser Tire

STAKEHOLDER FEEDBACK THEMES



Importance of Business and Community Feedback

Due in part to recent events but also from decades of disinvestment, residents and business owners along West Florissant Avenue were eager for positive economic development but wary of unsustainable or disruptive investment. Advisory committee members stressed the importance of gathering specific feedback on draft designs from the community and business owners who will use and travel along West Florissant Avenue. The corridor had already suffered loss of economic activity post-Ferguson events and wanted to be sure community input was incorporated into designs. Business owners were most concerned about specific lane reduction and street access changes that could affect customers. Community members in general cited the need to improve the corridor's visual aesthetics and its unfairly negative reputation within the St. Louis region.

Overall, the community and stakeholders were excited about the Project's vision and goals.



Project Implementation and Maintenance

Major street improvement projects are potentially disruptive due to construction and behavior change. Advisory committee members stressed the importance of early and frequent communication with business owners and residents about any potential construction or redevelopment. In addition, committee members questioned which entities would be responsible for maintaining Project street design improvements (i.e. sidewalks, landscaping, street furniture, transit stops and trash receptacles) and how that could be funded. Business owners echoed this concern about maintenance, construction impacts and new business developments. Other stakeholders mentioned top issues like trash collection, landscape maintenance and branding as important factors for Project implementation.

STAKEHOLDER FEEDBACK THEMES CONT.



Safety and Business Access

Advisory committee members, local groups and business owners brought valuable information about specific street design options to the Project team's attention, especially regarding pedestrian and traffic patterns, public safety concerns and business access. This feedback helped eliminate initial options and refine draft designs to better serve business interests. In addition, advisory committees, community groups and other stakeholders helped provide the valuable technical and local knowledge necessary to make intersections, greenways, pedestrian crossings, bike lanes and other design components safer and more usable by the public.



Thanks to stakeholder feedback, the Project team was able to prioritize potential improvements and develop draft designs that meet Project goals, have the flexibility to adapt to future changes and address many of the community hopes and desires for this corridor.

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

Community events gave the West Florissant Avenue Great Streets Project team the opportunity to take the purpose, concepts and draft designs out to the public to make them aware of the Project and provide valuable feedback. Community events included having a Project presence at existing events, conducting a “pop-up demonstration” on West Florissant Avenue and hosting Project open houses. Comments and questions provided at these events helped shape the Project’s final design recommendations.



West Florissant Avenue Project EggHunt.

West Florissant Avenue Great Streets Project in the Community 2017 - 2018

- Dellwood Easter Egg Hunt
- Ferguson Back-to-School Event
- Ferguson Peace and Unity Concert (*sponsor*)
- Ferguson Farmers Markets (*winter and summer*)
- Ferguson Unity Day
- West Florissant Avenue Business Association Car Show

West Florissant Avenue Great Streets Project Events

- Open House
March 9, 2017
- West Florissant Avenue Pop-Up Demonstration with Trailnet
July 15, 2017
- Open House
January 31, 2018

OPEN HOUSE MARCH 9, 2017

The Project team hosted the first open house on March 9, 2017 at New Life Community Church of God in Christ to introduce the West Florissant Avenue Great Streets Project and the preliminary design phase to the community.

Residents, employees and stakeholders were encouraged to attend the open house through email invitations, outreach to neighborhood associations, flyers at local businesses, churches and public gathering spaces, and postcards mailed to approximately 3,900 residents and businesses within 1,200 feet of West Florissant Avenue. In addition, St. Louis County Department of Transportation placed a lighted traffic alert sign on Chambers Road.

At the open house, attendees were encouraged to visit stations to talk with team members and share how they use West Florissant Avenue, what are some identifiable improvements and how the West Florissant Avenue Great Streets Project could impact them and their community. They were also given colored dot stickers to show where they lived, worked and traveled to along West Florissant Avenue and the surrounding region. Finally, attendees were given a comment form (*Appendix I*) asking for their thoughts about the Project and their priorities for potential improvements like street lighting, landscaping and roadway improvements.

Overall, 96 people attended the first open house. The event also earned media stories on KSDK-TV, *St. Louis American*, *St. Louis Post-Dispatch*, KMOV-TV and Praise 95.5. A complete list of open house comments is available in *Appendix I*.



OPEN HOUSE - MARCH 9, 2017 STATIONS

Welcome/Introduction

View a brief description and overview of the Project scope and goals.

Project Benefits

Discuss the benefits of this Project and how we are targeting funding opportunities.

Branding/Character

Discuss ideas for enhancing the aesthetic character and image of West Florissant Avenue. What should we name the project area?

Segment Maps

Explore the Project area. Help us identify areas for improvement. Discuss neighborhood landmarks and destinations. Tell us places you enjoy and what's important to you.

Children's Zone

Activities for children. We want to hear their thoughts too!

How Do You Get Around?

Share how you travel in and through the Project area. Do you drive? Walk? Take transit? Ride a bike?

Business Access

Which businesses do you visit? How do you get there? Is there enough parking? Do you own a business in the Project area? How do you receive deliveries? What access challenges do you have today?

Project Benefits

Discuss the benefits of this Project and how we are targeting funding opportunities.

Comments/Questions

Please be sure to leave your completed comment form and ask any remaining questions you may have.



OPEN HOUSE - MARCH 9, 2017 COMMUNITY FEEDBACK SUMMARY

Project Benefits and Funding Priorities

Tell us how this Project will benefit you and others in our community.

Safety. Attendees mentioned the need for increased pedestrian and transit safety along the corridor, as many people cross the busy street and vehicles often travel faster than the posted legal speed.

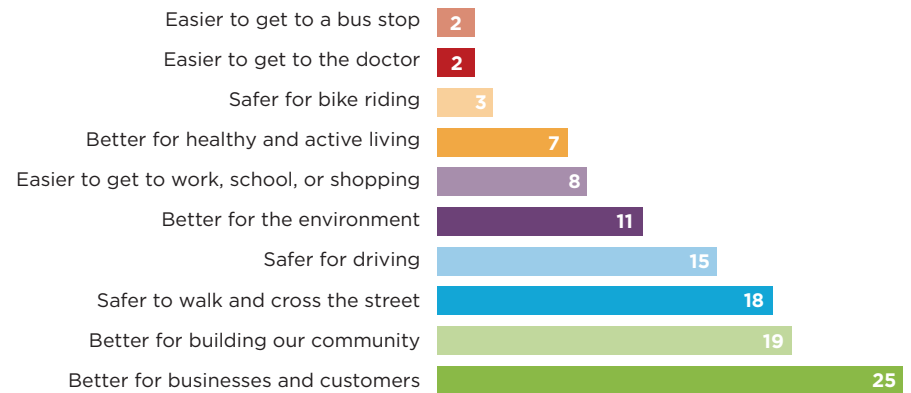
Resident engagement. Attendees suggested that local residents, especially in Segment 5 and the Canfield Drive apartment complexes, should be involved in the Project.

Enhancement. Attendees believed that it was important that the street be a safe, attractive and welcoming place that encouraged shopping and recreation but also respected residential neighbors. Trash pickup and maintenance were cited as a concern.

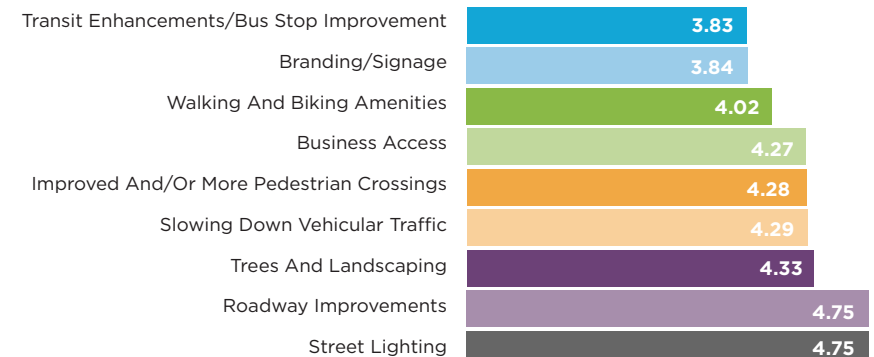
Project Component Priorities

Please rank the following Project components by priority, check the box that best applies.

Top Ranked Project Benefits According to March 2017 Open House Attendees (1 = attendee)



Project Components Ranked by Priority



OPEN HOUSE - MARCH 9, 2017 COMMUNITY FEEDBACK SUMMARY CONT.

Corridor Improvements

At several stations, attendees were asked to identify areas along the Project corridor that need improvement, are places that they and their families shop, work and travel, and what would they like to see as part of a re-imagined West Florissant Avenue.

Green space and landscaping. Attendees thought additional green space, landscaping, trash collection, and walking and biking facilities would add to West Florissant Avenue's appeal.

Security considerations. Attendees noted that residential homes along Segment 4 could benefit from fencing or other protections. Others mentioned that designs should avoid creating spaces where people could hide out or litter.

Business and intersection improvements. Attendees listed several areas in need of better access, like Kappel Drive, Chambers Road and near Buzz Westfall Plaza.

General corridor improvements. Attendees suggested better lighting, new sidewalks and curbs, trash receptacles and pickup and more bus frequency service would benefit West Florissant Avenue.

Branding

At the Branding station and on the comment form, attendees were asked about their feelings and thoughts about West Florissant Avenue's brand and efforts to update it.

Modern elements. Most attendees said they preferred modern and bold branding than traditional and historic.

Natural and durable. Attendees preferred amenities like trees, landscaping and durable amenities that do not require ongoing expensive maintenance.

Positive and hopeful. Attendees mentioned they wanted West Florissant Avenue to have a positive reputation and branding like other areas in St. Louis - the Loop, South Grand and Central West End.

Overall Thoughts About the Project

Excited for the Project's potential. Many attendees indicated on the comment form that they were excited about the Project and hoped that it would inspire new vitality and activity on the corridor.

Economic development and improvements. Attendees were most excited about renewed hope, economic activity and investment in the corridor.

Funding concerns and business impacts. Attendees expressed concerns about funding the Project and maintenance of improvements, as well as impacts to small businesses still struggling from slowed economic activity after 2014.

“Speeding is an issue so calming efforts must be installed.”

- March 2017 Open House Attendee

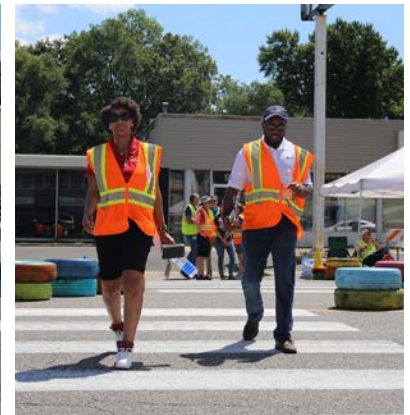
WEST FLORISSANT AVENUE POP-UP STREET DESIGN DEMONSTRATION

In order to show the community how updated street design could improve pedestrian safety and calm traffic, the Project team partnered with Trailnet and St. Louis County Department of Transportation to host a “pop-up design demonstration” on Saturday, July 15, 2017. The demonstration was held on West Florissant Avenue between Ferguson Avenue and Canfield Drive. To promote the pop-up, emails were sent to the Project email database and flyers were distributed to major public destinations in Dellwood and Ferguson.

The demonstration involved creating a temporary median, designated pedestrian crosswalk and consolidated traffic lanes. The Project team helped walk pedestrians across the road to demonstrate the crosswalk and asked them to fill out a survey (see **Appendix K**). The Project team received 31 surveys. See **Appendix L** for a report of survey results.

**“Need more safe
mid-block crosswalks
on West Florissant Avenue.”**

- Pop-up Demonstration Survey Respondent



WEST FLORISSANT AVENUE POP-UP STREET DESIGN DEMONSTRATION SURVEY RESULTS



Survey respondents **Agreed:**

- I see many people jay-walking across West Florissant Avenue between Canfield and Ferguson Avenue.
- People driving will stop at the crosswalk when someone is waiting to cross.
- People walking or biking will use the crosswalk to cross West Florissant Avenue.
- Someone driving will have a close call and almost crash or hit a person walking.
- People driving slowed down for the crosswalk.
- It is easy to cross the street at the crosswalk.



Survey respondents **Disagreed:**

- People drive the posted speed limit on West Florissant Avenue.
- I feel safe crossing West Florissant Avenue on foot/by bike.
- Someone driving will crash their car or hit a person walking or biking.
- People driving maintained the speed limit.



Survey respondents were **Split:**

- The sidewalks feel safe on West Florissant Avenue between Canfield Drive and Ferguson Avenue.
- It is easy to cross the street at the corner of West Florissant Avenue and Canfield Drive.
- It is easy to cross the street at the corner of Ferguson Avenue and West Florissant Avenue.
- People will drive the speed limit.
- Traffic on West Florissant Avenue felt less dangerous from the sidewalk.
- I feel safe walking/biking across West Florissant Avenue at the crosswalk.

OPEN HOUSE JANUARY 31, 2018

After over a year of data collection and community engagement, the Project team had developed draft conceptual designs ready for public review and refinement. The Project team hosted an open house January 31, 2018 at the New Life Community Church of God in Christ to get feedback on proposed street design improvements and changes, public realm improvements and corridor branding options. Business and property owners, local residents and area stakeholders involved in economic development and quality of life along West Florissant Avenue and surrounding neighborhoods were asked to provide specific and valuable input to further refine the draft designs before submitting to Project partners for final review.

The January 2018 open house was promoted via Project email database, stakeholder outreach, Project website, flyers delivered to businesses, churches and public spaces, media outreach and an ad in the *Ferguson Times*. Postcards were sent to approximately 4,000 households and businesses within 1,200 feet of West Florissant Avenue.

Every attendee was provided a clipboard with an open house guide, comment form and list of Frequently Asked Questions. See open house materials in *Appendices M*.

Attendees were also given a selection of green (“approve” or “like”) and red (“disapprove” or “dislike”) sticker dots to place directly on the concepts or segment maps. The information provided the Project team with community feedback on where and why street design was needed or preferred on Segments 3, 4 and 5. Attendees could also demonstrate their preference for concept perspectives created by the Project team of what West Florissant Avenue could look like with specific redesign elements like trees, medians, greenways and new intersection designs. A complete open house report is available in *Appendix N*.



OPEN HOUSE - JANUARY 31, 2018 STATIONS

Welcome/Introduction

View a brief presentation and overview of the Project scope and goals.

Branding/Character

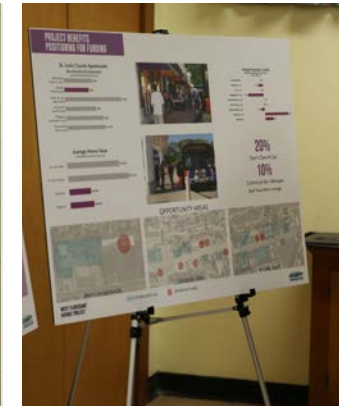
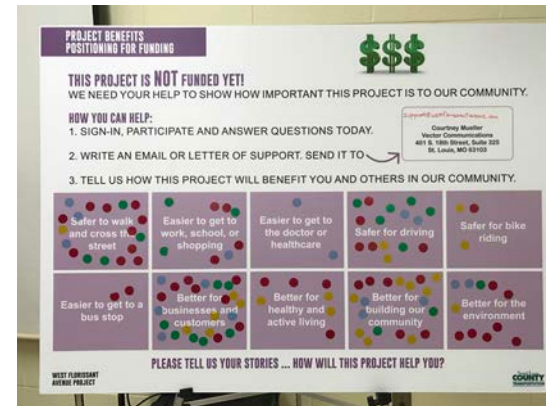
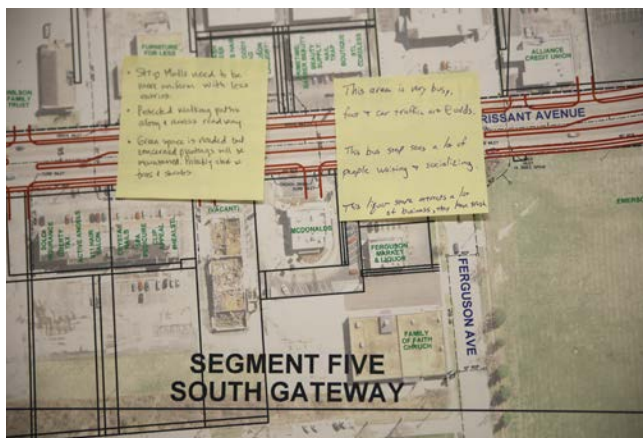
Please give us your thoughts and comments on the development of a brand for the corridor.

Chambers Intersection

Review options for the Chambers and West Florissant Avenue intersection.

Segment Maps + Perspectives

Explore the Project area. Please provide input on the proposed changes impacting pedestrian experiences, safety, business access, wayfinding and aesthetics of the corridor through viewing maps and perspectives.



OPEN HOUSE - JANUARY 2018

FEEDBACK SUMMARY

Draft Design and Branding

Traffic design and access. Attendees had specific suggestions for: design refinements, including Kappel Drive; access to the former Red's BBQ; entrance to New York Grill; and Highmont signalling. This level of detailed feedback was very useful to the Project team. Attendees preferred direct access from West Florissant Avenue to popular spots like McDonald's and Enterprise Rent-A-Car.

Concept Perspectives. Attendees viewed concept perspective renderings for Segments 3, 4 and 5 and were asked if they approved or disapproved using green or red dots. Segment 3's perspective was viewed most favorably.

Ongoing concerns about sustainability and safety. Similarly to the first open house, attendees were excited about improving the safety and attractiveness of West Florissant Avenue, but concerned about paying for ongoing maintenance and the Project timeline.

Branding. Out of the examples provided, attendees most favored the names "WestFlo" and "Link74." They were also asked to give their preference among various "Unity Ring" logos.

**"We need this to prove
we love our area."**

- January 2018 open house attendee

Overall Project

Overall positive view of Project. The majority of attendees viewed the Project and the design concepts positively. They were most excited about traffic calming, green space, an updated look for West Florissant Avenue, increased pedestrian safety and attracting more businesses to the corridor.

Concern for property issues and business access. Many of the comments were detailed and specific about access in and out of businesses, parking, privacy and property values. This level of detailed feedback was invaluable for developing the final design recommendations.

Most excited for design improvements and community development. Attendees expressed hope that the improvements proposed by the West Florissant Avenue Great Streets Project would create positive momentum and a sense of pride among residents and businesses in the corridor.

Most concerned about funding and inconvenient business access. Attendees were concerned about Project financing, ongoing maintenance of any improvements, increasing benches and transit stop enhancements, changed access in and out of businesses and ongoing community outreach and education.



CONCLUSION

Based on stakeholder and community priorities and feedback, the following actions are recommended moving forward:

- WHEN POSSIBLE, WORK WITH** adjacent residents and business owners to evaluate street design improvements. They know best how people travel in and out of businesses and neighborhoods.
- PRIORITIZE** traffic calming, green space, pedestrian safety improvements and sense of place public realm opportunities to make the corridor not only safer but also have positive forward momentum.
- INVEST** in sustainable landscaping, benches, transit stop improvements, large identity signs and trash removal.
- KEEP ONGOING** street and landscaping maintenance top of mind when making design recommendations.
- CONTINUE REACHING OUT TO THE COMMUNITY** to provide education and gather feedback about the Project, especially small businesses and pedestrians from adjacent neighborhoods.

COMMUNITY ENGAGEMENT

Community engagement is intentional and integral part of the West Florissant Avenue Great Streets Project preliminary design study. Not because it was required, but because it directed and enhanced the Project's final design and improvement recommendations. From small business owners to ambulance EMS to neighborhood families, everyone had a potential role in re-imagining a new vision for West Florissant Avenue. Beyond the big picture, the community also played a critical role in the details – choosing design options, refining specific street-level recommendations and prioritizing potential investments like lighting. Community participants in the West Florissant Avenue Project can confidently say they have a strong role in developing this new vision for their street.

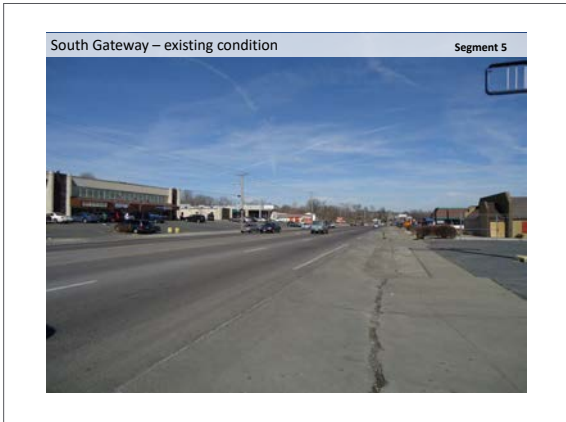
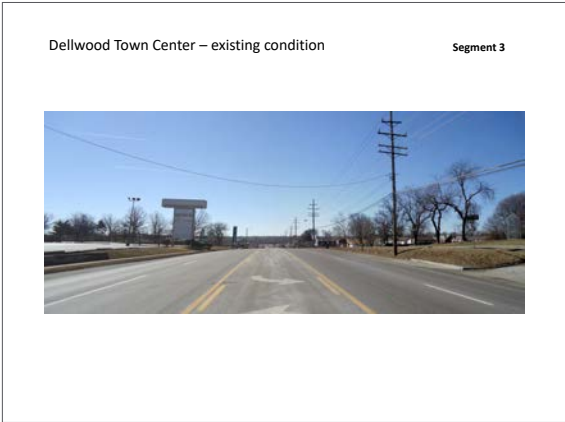
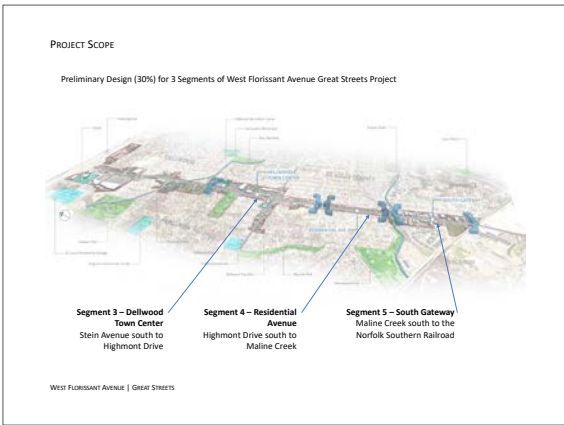


MOVING FORWARD

Moving forward, as the West Florissant Avenue Great Streets Project partners identify funding sources for the next phases, stakeholders and community members who participated in this phase should be kept up-to-date on Project progress. As future phases occur, the community should weigh in on public realm improvement priorities, street designs and branding options. Businesses and employees should be kept aware of any potential construction or disruptions. But most importantly, future Project phases should take time to recognize that the West Florissant Avenue Great Streets Project is the result of elected officials, business owners, community developers, regional partners and passionate citizens working together to improve West Florissant Avenue. They see its potential, they see its opportunity to connect people and they deserve to have this positive story told to the region, and the rest of the world.



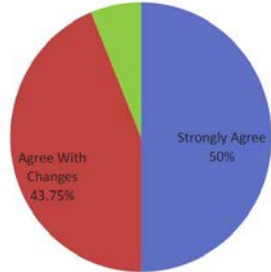
APPENDIX A: Presentation



APPENDIX A: Presentation

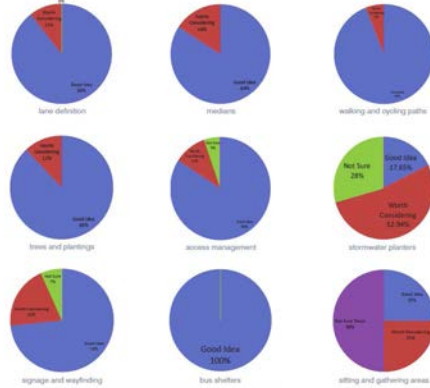
Great Streets Master Plan Public Feedback

Agreement on vision and principles



Polling Question: Please indicate your level of agreement with the proposed vision and guiding principles

Great Streets Master Plan Public Feedback



WHAT HAVE WE COMPLETED TO DATE FOR THE PROJECT?

- ✓ CURRENTLY 6 INTERNS WORKING
Still looking to hire another intern



- ✓ THROUGH DECEMBER, OUR TEAM WAS AT 34% DBE PARTICIPATION
GOAL IS 23%

- ✓ THROUGH DECEMBER, OUR TEAM WAS AT: 16% WOMAN WORKFORCE
22% MINORITY WORKFORCE

WEST FLORISSANT AVENUE | GREAT STREETS

WHAT HAVE WE COMPLETED TO DATE FOR THE PROJECT?

- ✓ WEBSITE LIVE



350 REGISTERED FOR UPDATES

3900 CONTACT ADDRESSES

www.westflorissantavenue.com

- ✓ PUBLIC INVOLVEMENT PLAN IS COMPLETED, LIVING DOCUMENT



ENGAGED OVER 275 RESIDENTS, PUBLIC OFFICIALS, PUBLIC SAFETY, PROFESSIONAL ORGANIZATIONS, ETC.

ENGAGED 45 SMALL BUSINESSES ALONG THE CORRIDOR

WEST FLORISSANT AVENUE | GREAT STREETS

WHAT HAVE WE COMPLETED TO DATE FOR THE PROJECT?

- ✓ Completed field surveys, ROW surveys and traffic collection



- ✓ Completed utility surveys

- ✓ Began studies of vehicular traffic and access management

- ✓ Strategized regarding new Federal Administration Funding Opportunities

WEST FLORISSANT AVENUE | GREAT STREETS

- ✓ Met with Metro to coordinate transit options

24 street lights identified as non-working and 19 FIXED by Ameren

- ✓ Identified existing utilities & discussed possibilities for undergrounding

- ✓ Held Advisory Committee meetings for input on moving forward



- ✓ Met with MSD to introduce project and concepts

- ✓ Walked door-to-door to introduce ourselves and find out more information from BUSINESS OWNERS



- ✓ Met with GRG to introduce project and understand coordination with GRG plans

PROJECT SCHEDULE – AND WHAT ARE WE DOING NEXT



WEST FLORISSANT AVENUE | GREAT STREETS

OPEN HOUSE MAP



COMMENTS

STATION DESCRIPTIONS

WELCOME/INTRODUCTION
View a brief presentation and overview of the project scope and goals.

BRANDING/CHARACTER
Discuss ideas for enhancing the aesthetic character and image of West Florissant Avenue. What should we name the project area?

DESIGN/IMPROVEMENTS
Explore the project area. Help us identify areas for improvement. Discuss neighborhood landmarks and destinations. Tell us please you enjoy and what's important to you.

CHILDREN'S ZONE
Activities for children. We want to hear their thoughts. Tell us!

HOW DO YOU GET AROUND?
Share how you travel in and through the project area. Do you drive? Walk? Take transit? Ride a bike?

BUSINESS ACCESS
What business do you visit? How do you get there? Is there enough parking? Do you need a business in the project area? How do you receive deliveries? What access challenges do you face today?

PROJECT BENEFITS
Discuss benefits of this project and how we are targeting funding opportunities.

COMMENTS/QUESTIONS
Please fill out to hear your completed comment form and ask any remaining questions you may have.

WEST FLORISSANT AVENUE | GREAT STREETS

APPENDIX B: Emails

3/19/2019

What are your best memories of West Florissant Avenue?


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[View this email in your browser](#)

WEST FLORISSANT AVENUE PROJECT



Tell us your thoughts and memories about West Florissant Avenue.

Part of the West Florissant Avenue Project is [branding the corridor](#). Examples of street branding in St. Louis are on the Delmar Loop, The Grove, Washington Avenue and Cherokee Street. People know and recognize these areas, which gives them a sense of "place". You see it on the street signs, the benches, the trash cans, and the businesses. These are the places people want to be!

To help "brand" West Florissant Avenue, we want to know what are your favorite memories of West Florissant Avenue, what do you and your friends call the area, and what kind of place do you want it to be in the future? What kind of

<https://mailchi.mp/1ec52016db40/what-are-your-best-memories-of-west-florissant-avenue>

1/3

3/19/2019


Pass this email along to West Florissant Avenue businesses!

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Past Issues

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WEST FLORISSANT AVENUE PROJECT



West Florissant Avenue Project's pop-up crosswalk and street design demonstration on July 15, 2017.

TAKE THE SURVEY

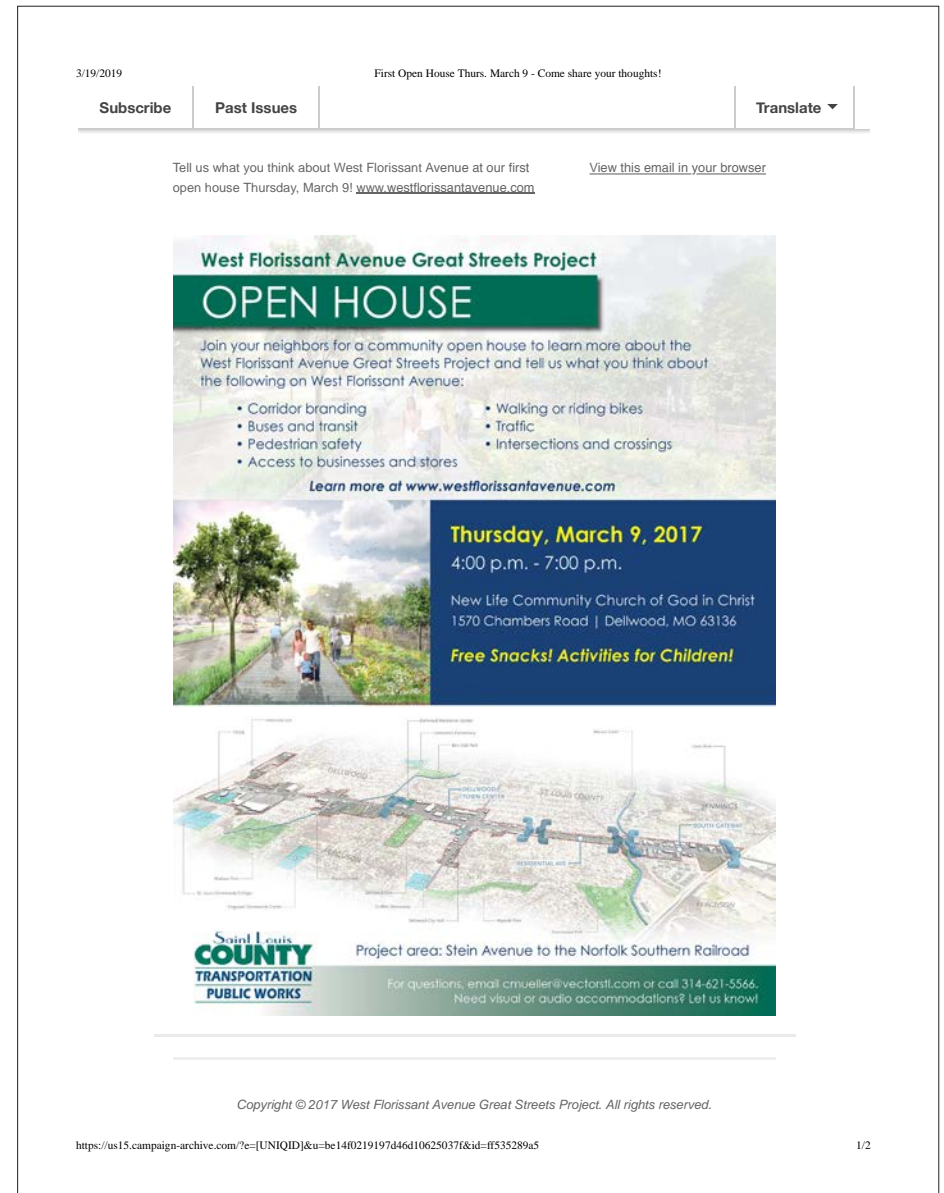
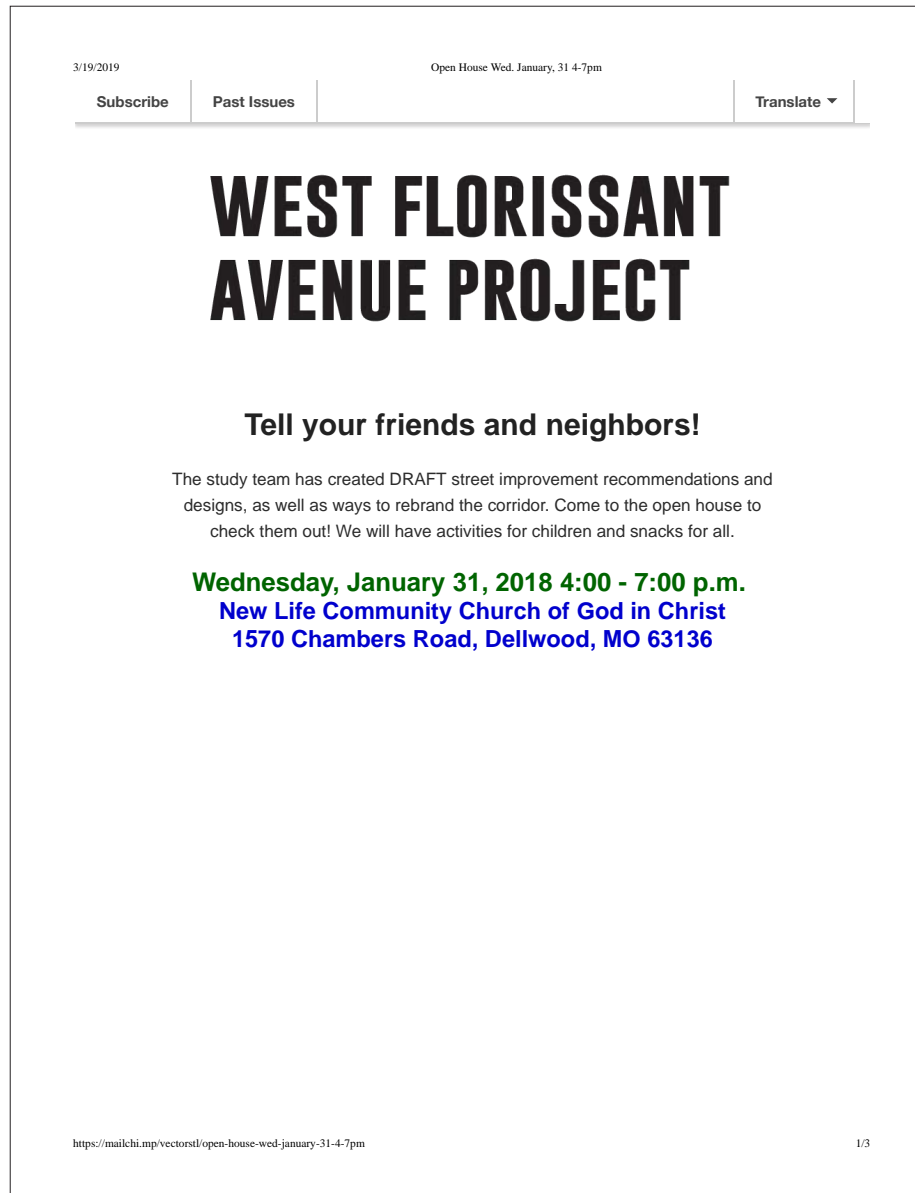
West Florissant Avenue Great Streets Project Business Owner Survey

www.westflorissantavenue.com

<https://mailchi.mp/vectorstl/community-advisory-committee-meeting-sept-361261>

1/2

APPENDIX B: Emails



3/19/2019

Experience a transformed West Florissant Avenue on July 15!

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WEST FLORISSANT AVENUE PROJECT

POP-UP STREET DESIGN DEMONSTRATION



JOIN US for snacks and try out some of the possible improvements to West Florissant Avenue streets and sidewalks.

Saturday, July 15th / 10:00 a.m. - 2:00 p.m.

LOCATION: West Florissant Ave. between Canfield Dr. and Ferguson Ave.





www.westflorissantavenue.com

SHARE

TWEET

FORWARD

<https://mailchi.mp/2d976c38298e/4yisf22dvo>

1/2

3/19/2019

Invitation: West Florissant Ave Redevelopment Plan Meetings May 10 & 11

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WEST FLORISSANT AVENUE PROJECT

RSVP

You Are Invited

West Florissant Avenue

Conceptual Redevelopment Meetings

Wednesday, May 10, 2017 1:00 p.m. - 3:00 p.m. (Discussion)

Thursday, May 11, 2017 3:00 p.m - 5:00 p.m. (Showcase)

Dellwood City Hall - 1415 Chambers Road, Dellwood, MO 63136

Project Sites to be Redeveloped:

* Former Juanita's Fashion R Boutique-9844 West Florissant Avenue

* Former AutoZone- 9947 West Florissant Avenue

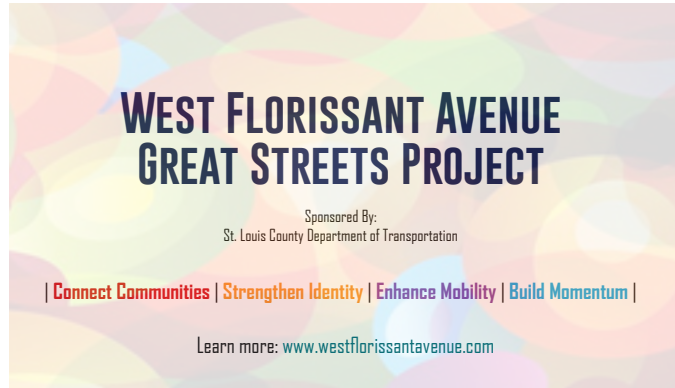
<https://mailchi.mp/d28e4f879d5a/invitation-west-florissant-ave-redevelopment-plan-meetings-may-10-11>

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WEST FLORISSANT AVENUE GREAT STREETS PROJECT COMMUNITY ENGAGEMENT REPORT | 29

APPENDIX C: Project Business Cards



I spoke with:

Team Member: _____

Email: _____

Phone: _____

APPENDIX D: Design Maps

WEST FLORISSANT AVENUE PROJECT

Draft Street Designs Review and Comment

The West Florissant Avenue Great Streets Project aims to help re-imagine and transform part of West Florissant Avenue to create a safe and accessible area for vehicles, pedestrians, bicyclists and transit riders. These improvements will seek to create an attractive sense of place – helping to make West Florissant Avenue a more desirable place to shop, socialize, travel, and live. Ultimately, the Project strives to be a catalyst for more community development and improved economic conditions along the corridor.

Preliminary draft designs, answers to frequently asked questions, and comment forms are available within this packet. To review the detailed draft roadway designs for West Florissant Avenue, please visit our website at www.westflorissantavenue.com/drafts.

Please email Courtney Mueller at cmueller@vectorstl.com to arrange comment form pick up. Thank you for your feedback.



Instructions

Step 1. Please Review Draft Designs

After months of research and talking with residents, elected officials and business owners, the West Florissant Great Streets team unveiled the draft designs and recommendations for West Florissant Avenue at the January 31, 2018 open house. A wide variety of alternatives had been considered with the primary focus being on infrastructure changes that would improve safety for all users as well as additional measurable benefits. Those improvements include:

- Sidewalks
- Crosswalks
- A multi-use path
- Curbs
- Clearly defined access
- Lighting
- Medians
- Storm water features
- Trees and plantings

Current engagement has led to solving community issues including the replacement of broken light fixtures, the removal of unused utility poles and removing debris from storm sewers.

Please review the draft designs and comment on how they would affect your daily life – shopping, getting to work, walking around the corridor, and accessing transit.

Step 2. Distribute and Fill Out Comment Forms

After reviewing the draft designs, please distribute comment forms to your neighbors or fellow meeting attendees. Please have them provide detailed information on their concerns or positive thoughts about the draft designs. There is still time to make adjustments and suggestions! Please see the letters on the back of the maps as a reference.

Step 3. Returning Comment Forms

Completed hard copies of the comment forms should be either mailed to:

Vector Communications
c/o Courtney Mueller
401 S. 18th Street, Suite 325
St. Louis, MO 63103

Or email cmueller@vectorstl.com or call 314-621-5566 to arrange for pick up.

FAQs - West Florissant Avenue Great Streets Project

What is the West Florissant Avenue Project?

The West Florissant Avenue Project is a project sponsored by the St. Louis County Department of Transportation. It aims to re-imagine and transform West Florissant Avenue from Stein Avenue to the Norfolk-Southern railroad to create a safe and accessible area for vehicles, pedestrians, bicyclists and transit riders. These improvements will seek to create an attractive sense of place to shop, socialize, travel and live. The hope is that this project will be a catalyst for more community development and improve economic conditions along the corridor.

What is the purpose of the project?

These improvements will seek to create an attractive sense of place to shop, socialize, travel and live. The hope is that this project will be a catalyst for more community development and improve economic conditions along the corridor.

What are the project goals?

- Create an attractive sense of place
- Enhance mobility and safety for pedestrians and bicyclists
- Incorporate aspects and vision of the Master Plan, completed in 2015
- Catalyze community and economic development opportunities for the surrounding businesses and neighborhoods
- Deliver a cost-effective and community-supported set of preliminary plans that are implementable and address ongoing maintenance

What has been going on over the past year?

Since 2017, the West Florissant Avenue team has held two public open houses and met with hundreds of residents, business owners and community leaders in Ferguson and Dellwood to discuss the project goals, vision and preliminary plans. Draft preliminary plans for Stein Avenue to Norfolk Southern railroad are now available for public review on www.westflorissantavenue.com/drafts. The final draft preliminary plans will be submitted to St. Louis County Department of Transportation in September 2018.

The team has also been working on branding options for the corridor – logo, name and sense of identity. The team met with residents and students and transit riders, as well as those in attendance at the open houses, community advisory teams and technical advisory teams to move branding options forward. Note that the branding options are not completed and more advancements are to come. Community input is still important for the branding.

APPENDIX D: Design Maps

What is the result?

The result is preliminary plans that focus on improving the safety of all users. These improvements include sidewalks, crosswalks, multi-use path, curbs, more clearly defined access points and lighting along the corridor. Additional improvements such as medians, storm water features, trees and plantings could be included as well.

These designs are preliminary and subject to change based on community input and changing needs.

What else is going on the corridor?

- Urban League Ferguson Empowerment Center
- Boys and Girls Club Teen Center
- Northland Development Area at the Buzz Westfall Center
- Promise Zone engagement
- Missouri American Water storm water upgrades
- Opportunity Zone designation for economic development
- St. Louis Economic Development Partnership development work
- Continued discussions about developments along the corridor

How are we going to pay for the West Florissant Avenue improvements?

In July, St. Louis County submitted an application to the \$1.5 billion BUILD transportation program to again compete for federal funding. In addition, we will continue to identify other ways to fund the project and other redevelopment efforts on the corridor. We are committed to making the vision of the West Florissant Avenue Project a reality. The recipients of the BUILD grant program are expected to be announced in December 2018.

Will there be property acquisition? If so, where and how will I know?

It is unknown at this time if there will be property acquisition. However, the public right-of-way and adjacent property lines are being determined as part of the project. More information will be available as the Preliminary Design phase continues.

What are the next steps?

- Project team members will be in the community this summer to enable public review of the preliminary designs.
- St. Louis County will apply for a BUILD grant in July 2018.
- Public will continue to review the Draft Preliminary Design Plans and provide feedback on the website through August 2018.
- Draft Preliminary Design Plans will be delivered to St. Louis County in September 2018.
- Final Preliminary Design Plans will be presented to the public in early 2019 via public meetings and the project website.

Comment Form

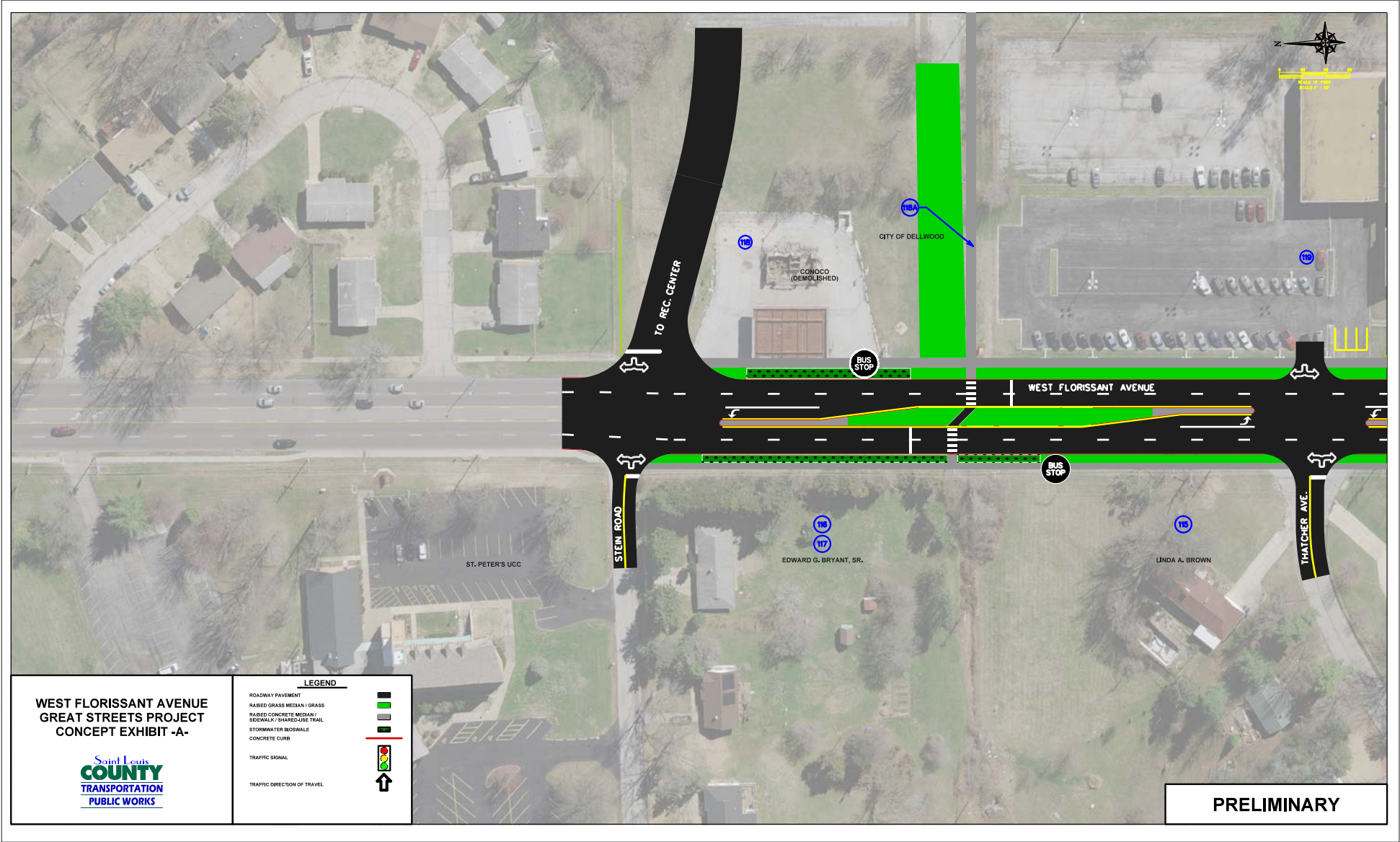
The West Florissant Avenue Project team wants to know what you think about the draft designs for West Florissant Avenue and the Chambers intersection, as well as public realm benefits shown in the drawings. Please leave your comments below. Questions? Email Courtney Mueller at cmueller@vectorstl.com or call 314-660-1518.

Name _____ Email _____

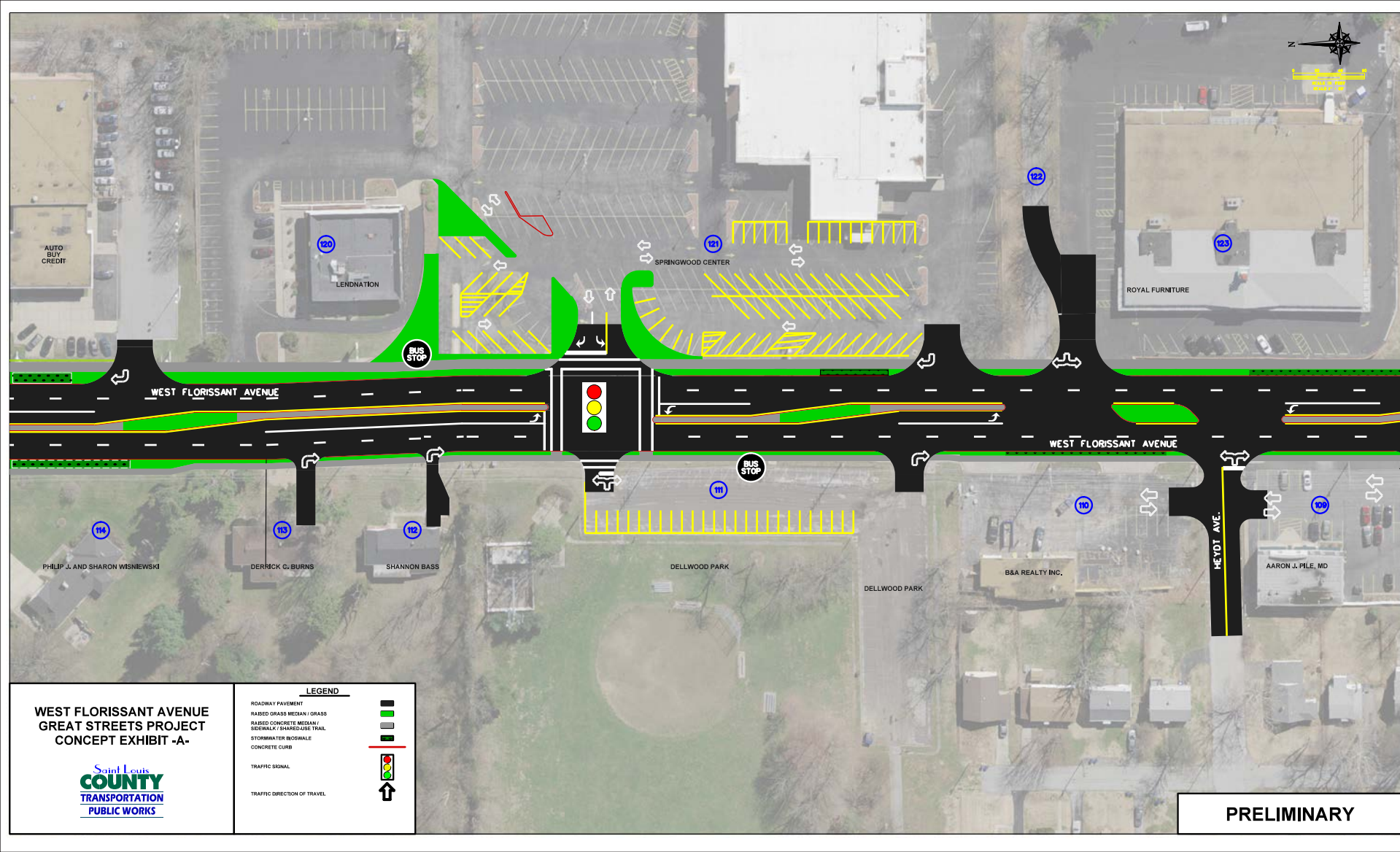
Phone (if preferred) _____ Neighborhood/Org _____

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

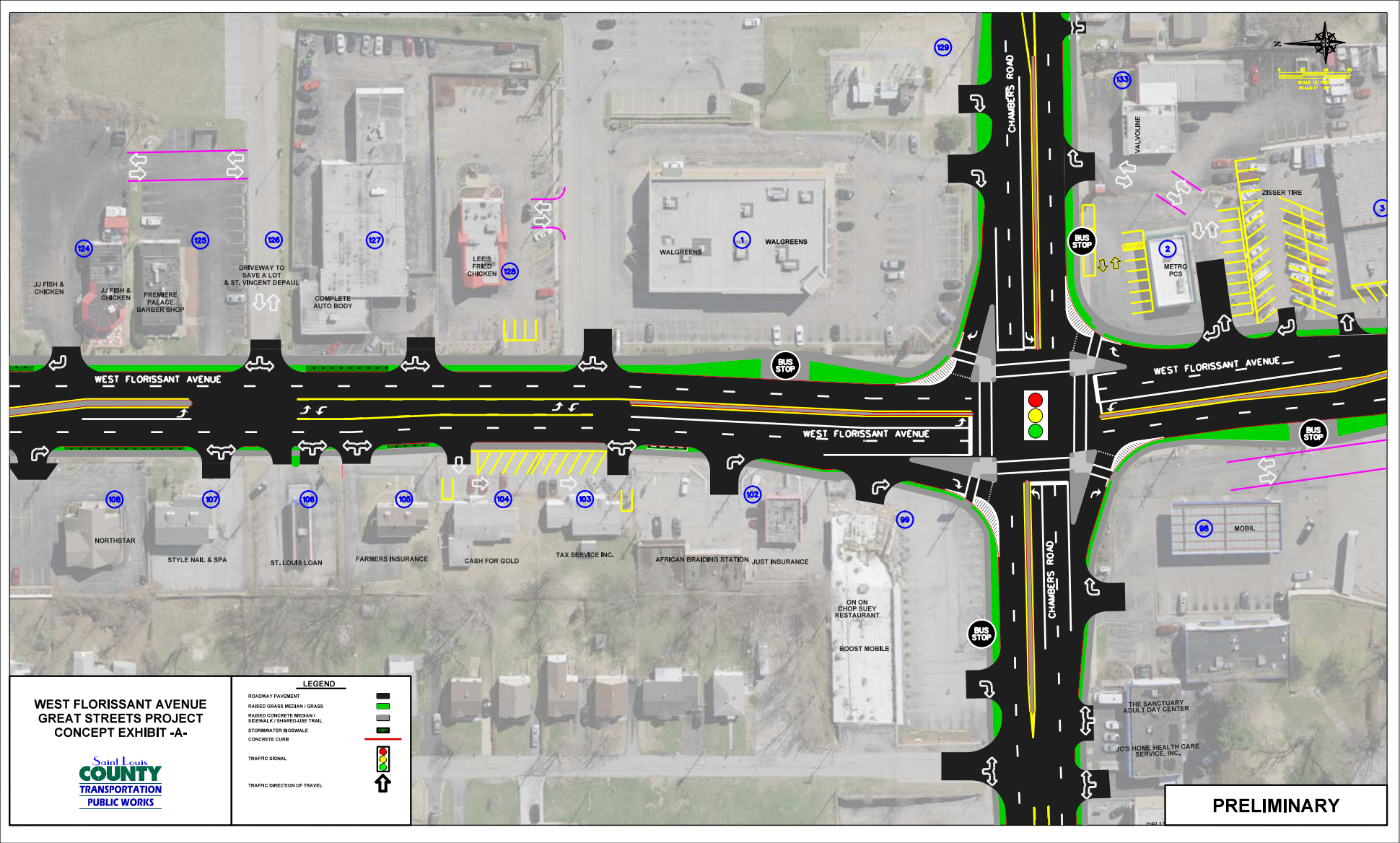
APPENDIX D: Design Maps



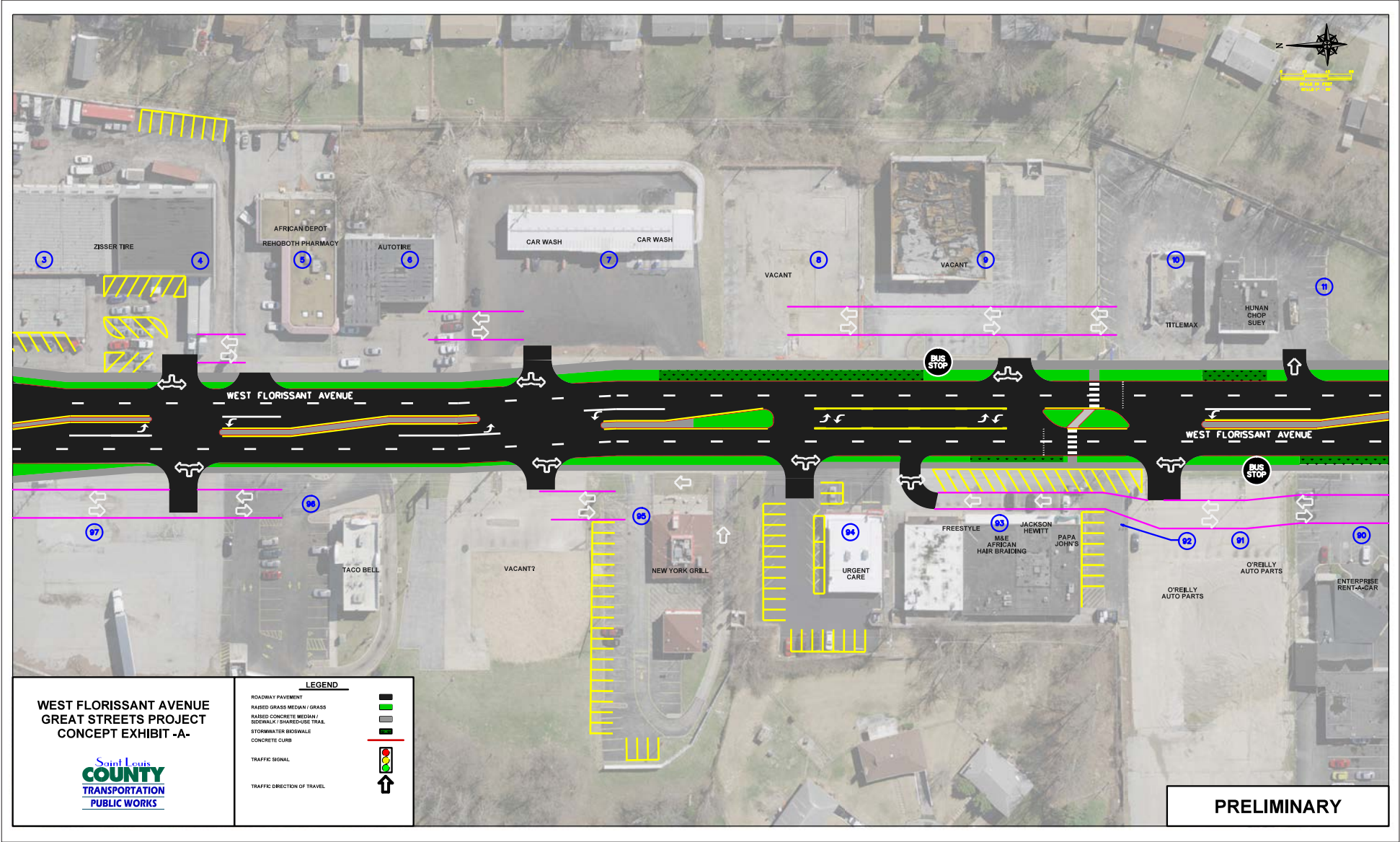
APPENDIX D: Design Maps



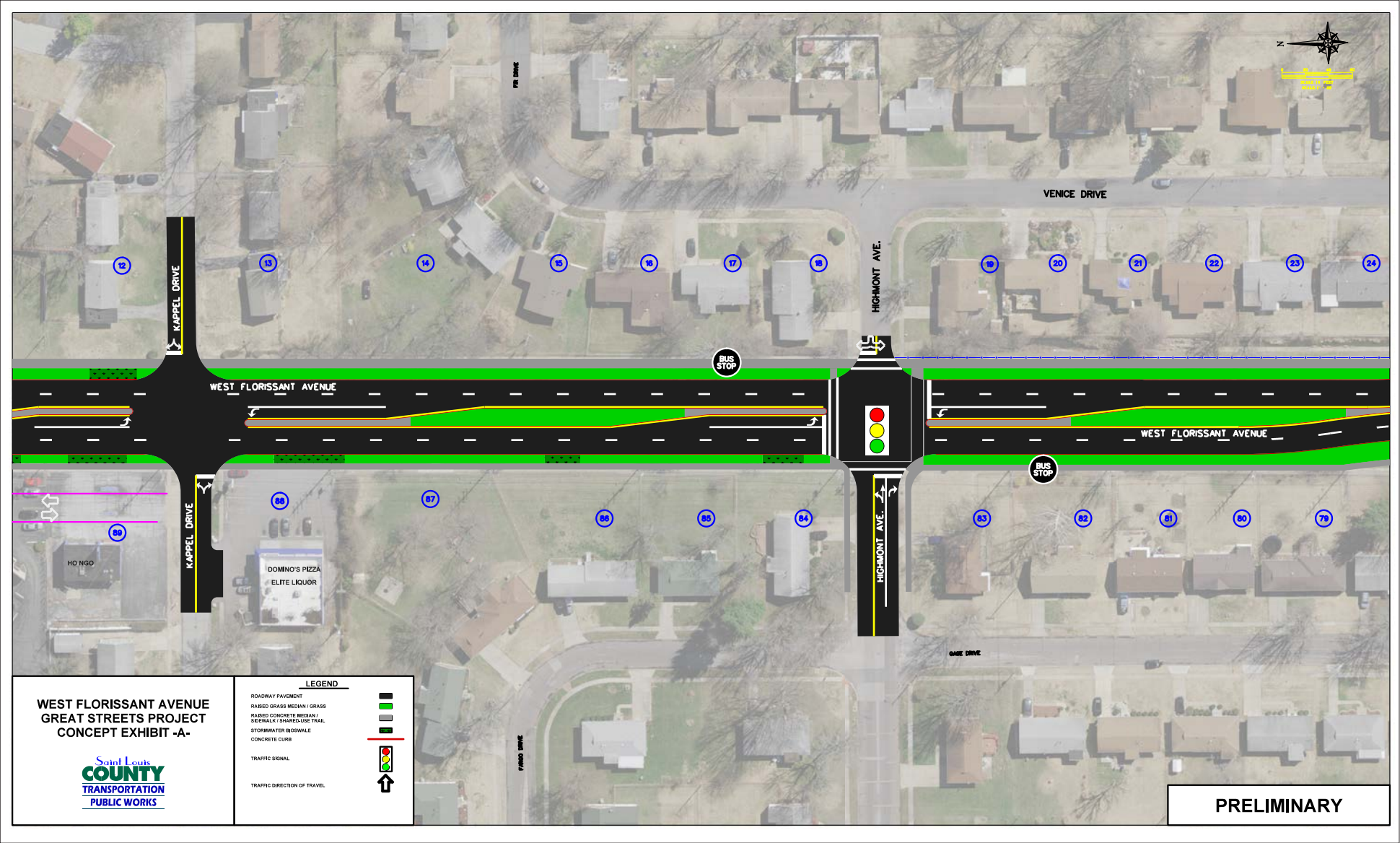
APPENDIX D: Design Maps



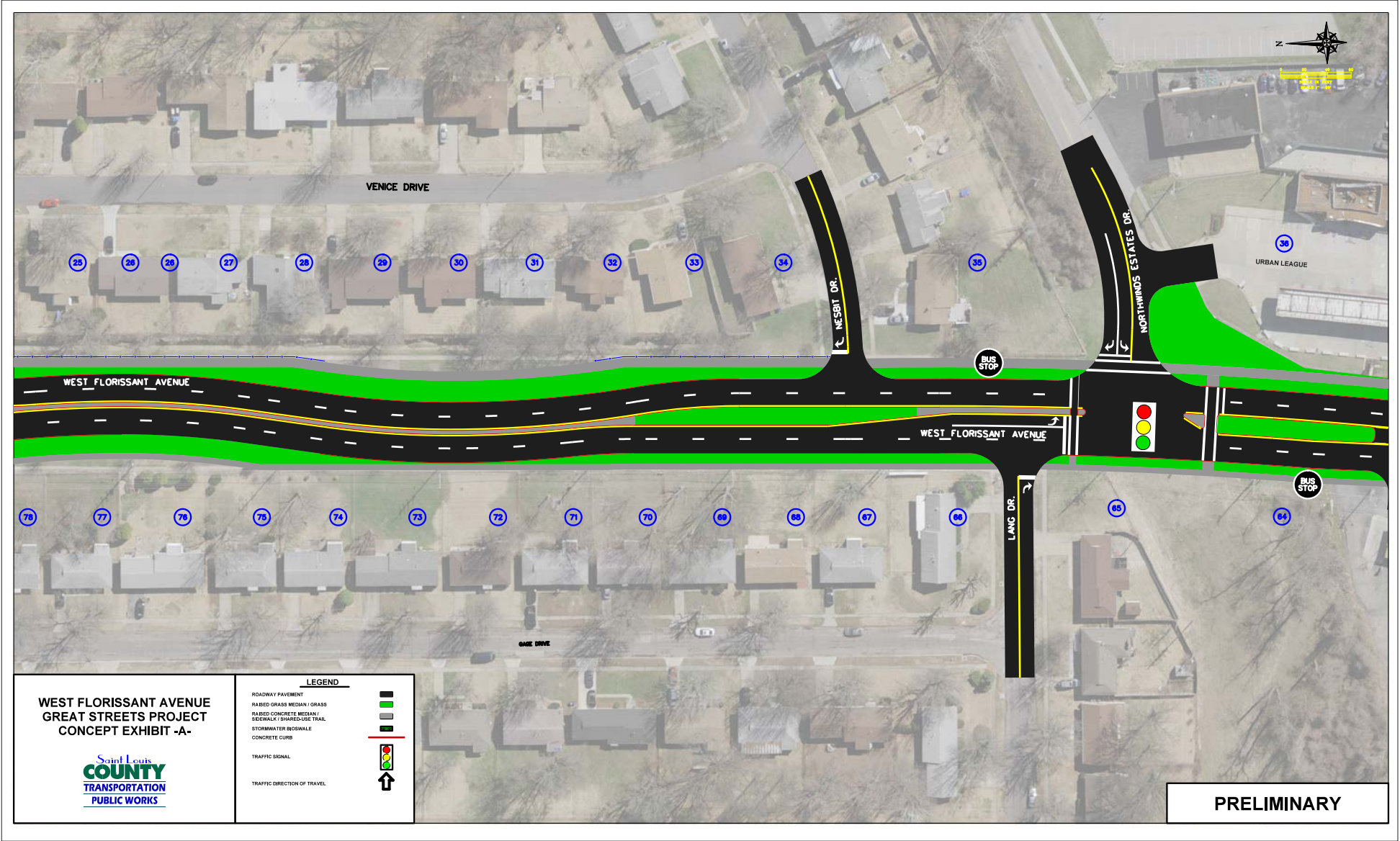
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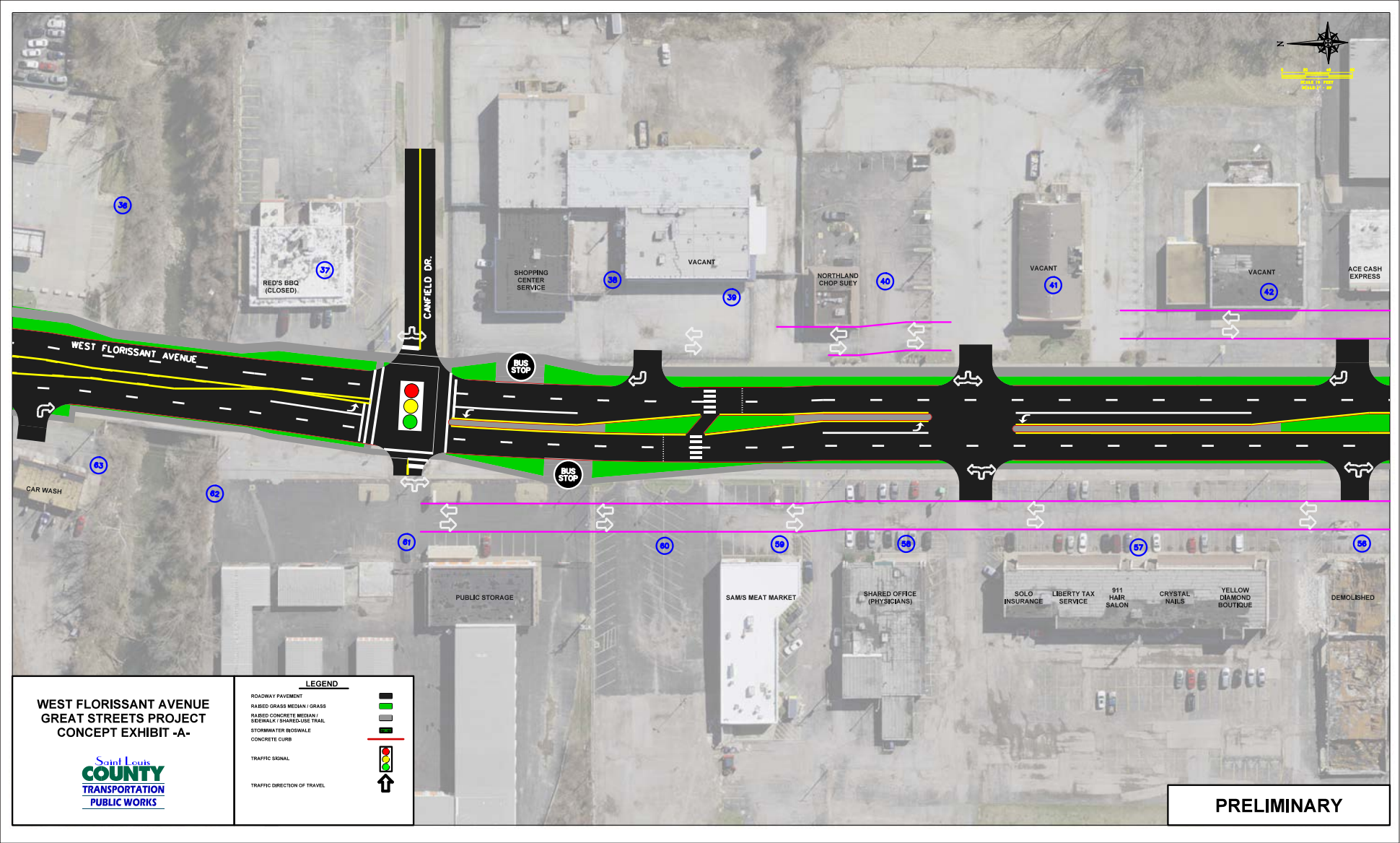
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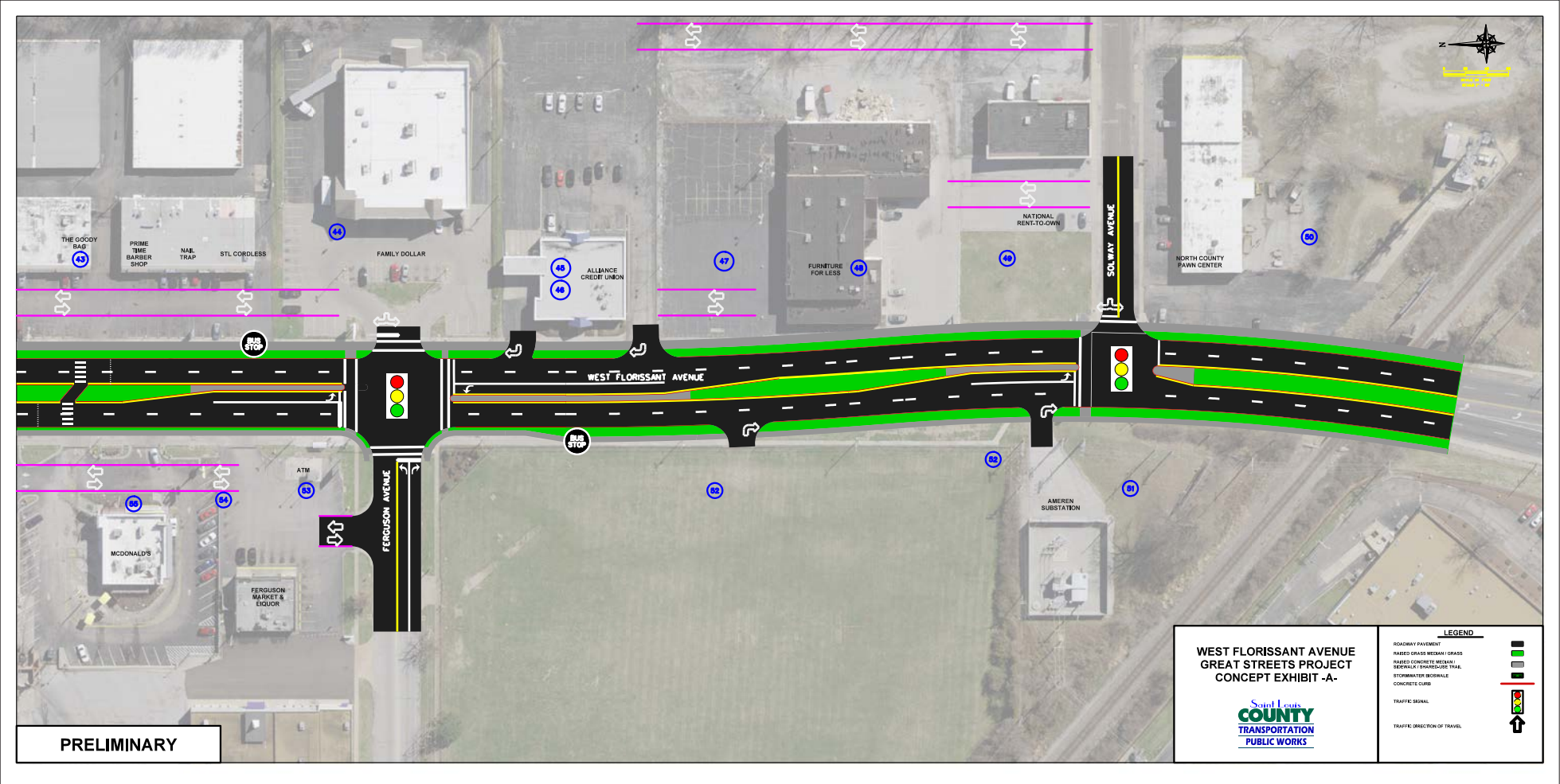
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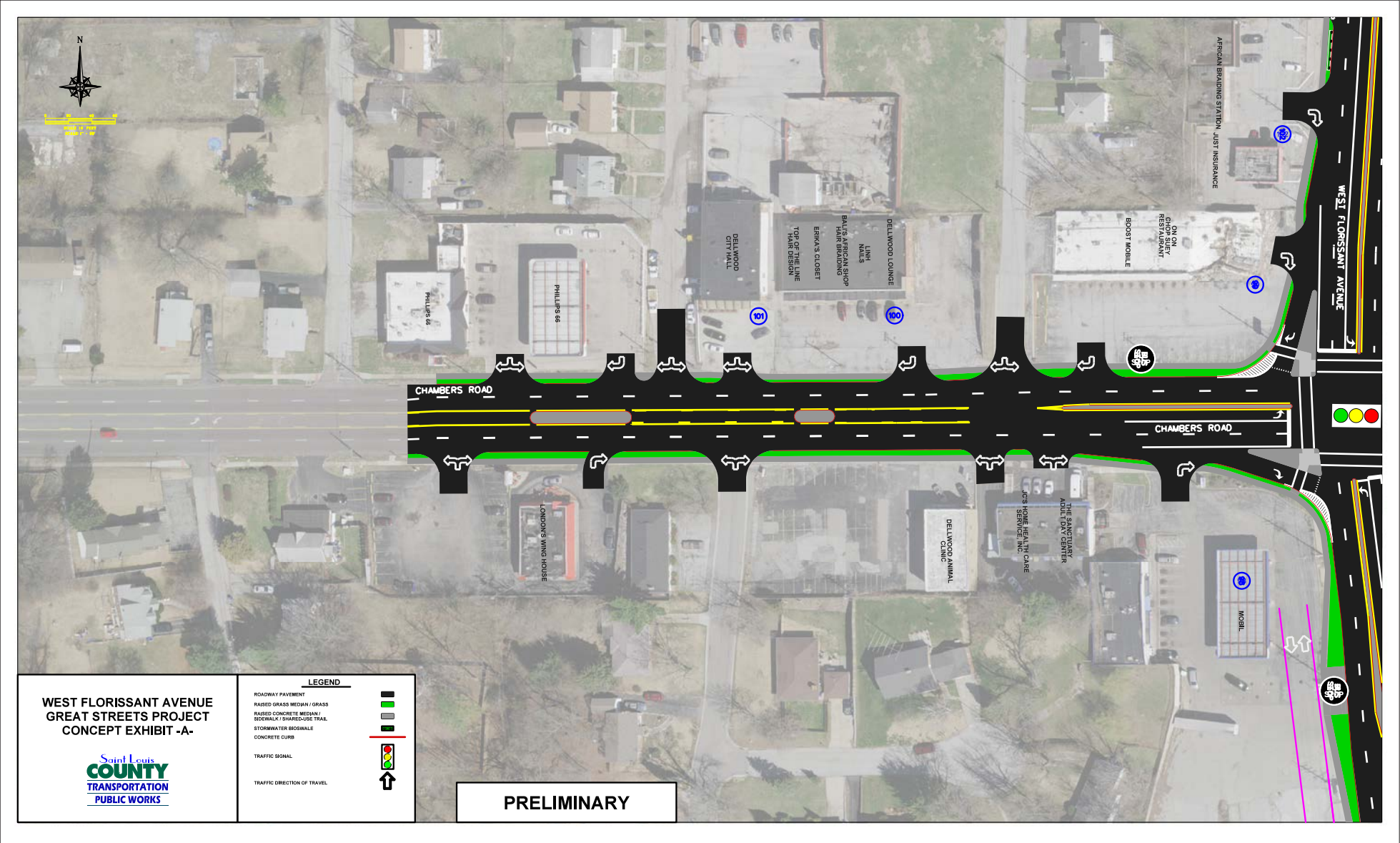
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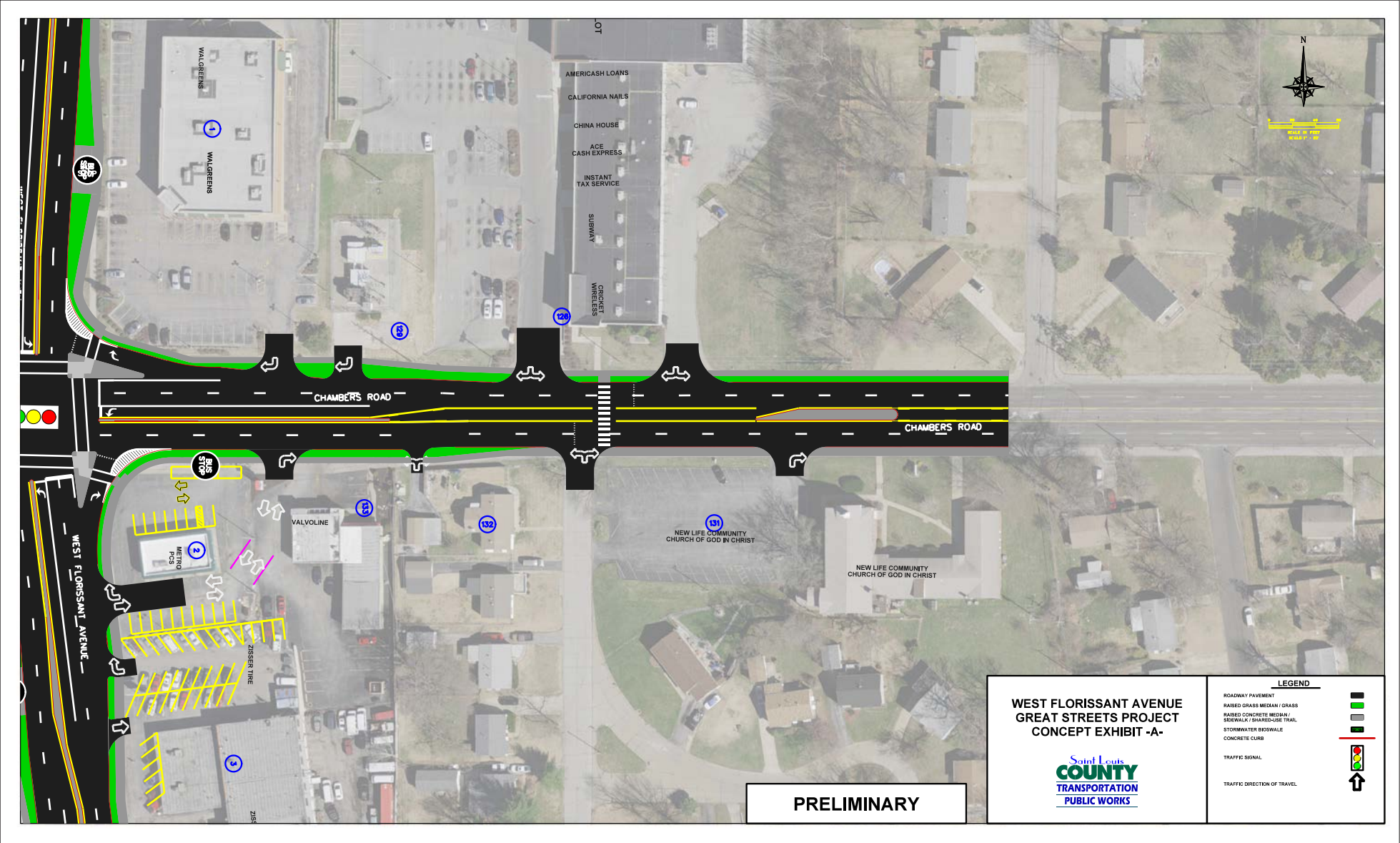
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APPENDIX D: Design Maps



APPENDIX D: Design Maps



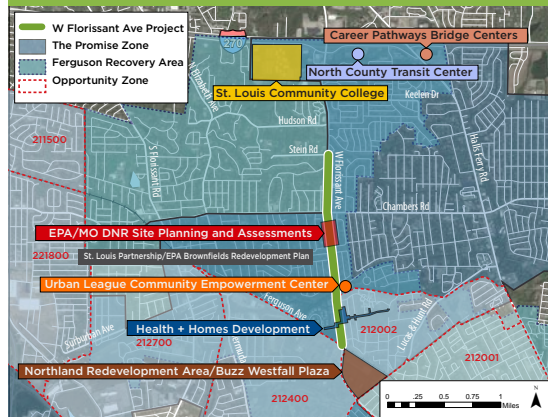
West Florissant Avenue Great Streets Project

Transportation as Transformation 2018 BUILD Grant Application

We need your support to transform the communities along the West Florissant Avenue Corridor and to achieve the project goals:

The proposed improvements will bring the street up to current complete street standards and will be beneficial in economic development, health care and other much needed initiatives in the community.

West Florissant Avenue is the link connecting multiple investments and initiatives in the area.



STRENGTHEN IDENTITY

The project reflects the values, dreams, and work of the communities and creates an attractive sense of place.

CONNECT COMMUNITIES

The project connects communities and improves economic conditions.

BUILD MOMENTUM

The project builds momentum along the corridor by linking the communities, activities and developments in the area.

ENHANCE MOBILITY

The project makes it easier and safer for you to live, work and play along the corridor, no matter your mode of transportation.

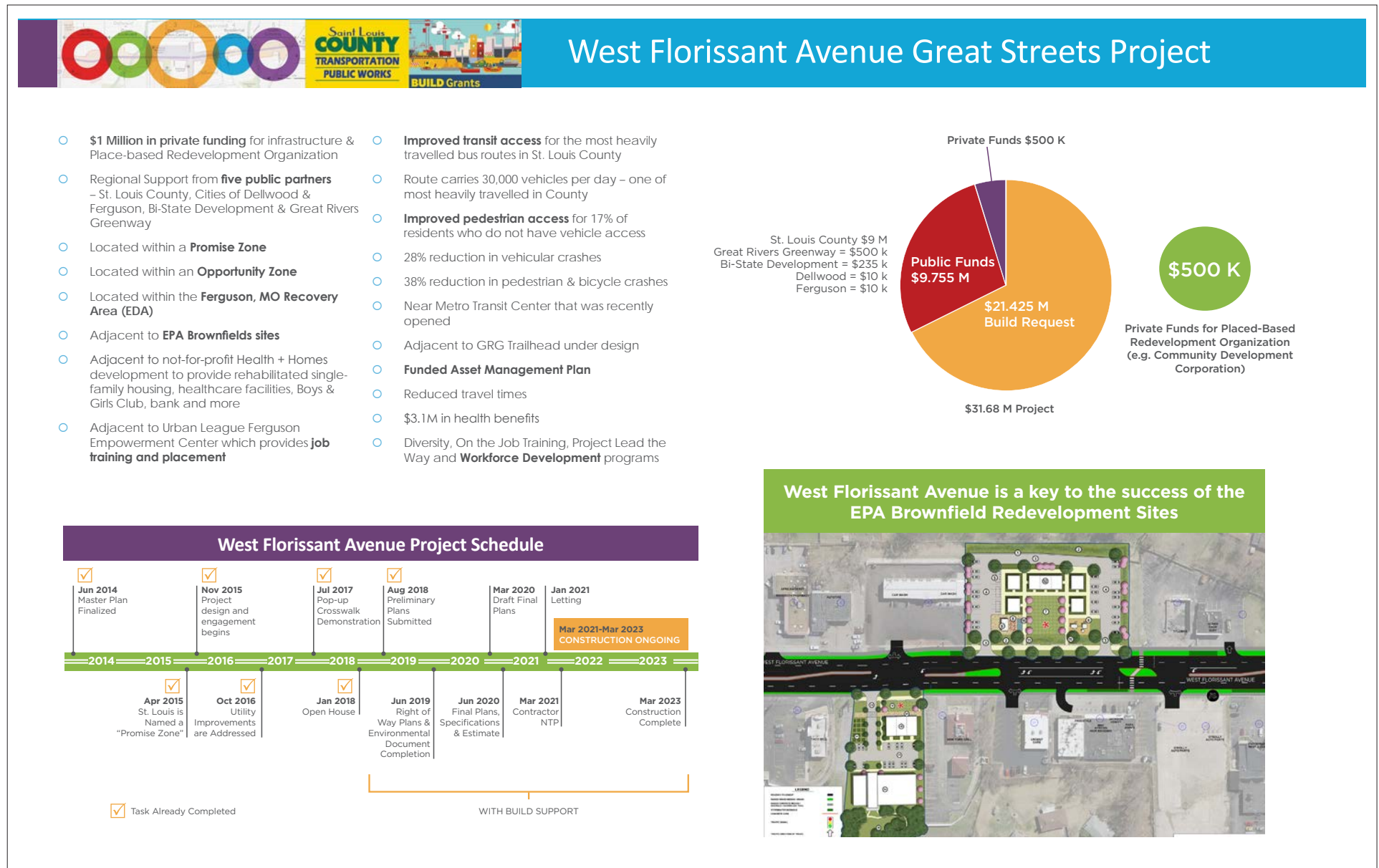
The West Florissant Avenue Great Streets Project will transform the corridor and the Community.



Element	Existing	Proposed
Sidewalks	16,036'	12,000'
Multi-use paths	0'	8,600'
Total pedestrian walkways	16,036'	20,600'
Striped crosswalks	10 ea	17 ea
Compliant curb ramps	40 ea	82 ea
Curb and gutter	11,660'	21,120'
Curb cuts/Entrances	123 ea	83 ea
Stormwater structures	256 ea	306 ea
Raised center median	0'	6,300'
Traffic signals (all existing to be upgraded)	7 ea	8 ea
Bus stops (all existing to be upgraded)	16 ea	18 ea
Pedestrian lighting	80 ea	170 ea

Additional proposed elements to enhance the community

- Signal optimization & synchronization
- LED pedestrian lighting
- Added tree canopy
- Added bike racks, trash receptacles & benches
- Improved vehicular and pedestrian access through consolidated curb cuts
- Enhanced access to Dellwood Recreation Center and the Dellwood City Park
- Over 1.7 acres of existing pavement area to be converted to grass planting area



WEST FLORISSANT AVENUE PROJECT

FREQUENTLY ASKED QUESTIONS

What is the West Florissant Avenue Great Streets Project?

The West Florissant Avenue Great Streets Project is a streetscape improvement project that aims to create a safe and accessible area for all vehicles, pedestrians, bicyclists and transit riders. We hope to connect communities, strengthen West Florissant Avenue's positive identity, enhance mobility for all users, and build momentum to transform the area's future.

How is the project funded?

The West Florissant Avenue Great Streets Project is currently in its Preliminary Design phase and is funded by St. Louis County Department of Transportation and East-West Gateway Council of Governments. St. Louis County applied for a TIGER grant through the USDOT in late 2017. Local matching funds will be combined with the grant award. Selections on the projects awarded the TIGER grants are expected in mid-2018. If the Project does not win a TIGER grant, St. Louis County will immediately begin looking for alternative funding sources, different phases, and reapplying for federal grants.

What is a TIGER grant?

A TIGER Grant provides Federal financial assistance to large projects that will have a significant impact on the Nation, a metropolitan area, or a region. TIGER stands for Transportation Investment Generating Economic Recovery. More information can be found here: <https://www.transportation.gov/tiger/about>

How much will the project cost?

As described in the Master Plan, Project construction would cost upwards of \$33 million. Right now, \$2.5 million has been dedicated to creating the preliminary design plans for Segments 3, 4 and 5 (from Stein Road south to Norfolk Southern Railroad) so we can apply for federal transportation funding to finalize the design and start making the improvements. The project improvements for all 3 Segments are anticipated to cost over \$40M. The TIGER submission consisted of a project of \$29M and a smaller alternative of \$24M. All 3 segments would receive improvements under either option.

How long will it take before we see any changes?

Changes have already been made along the corridor, and the County continues to make improvements as this project continues. Based on feedback from the community, the non-working lighting along the corridor has been repaired and storm sewers have been cleaned out. Other changes have been happening along the corridor that are not specifically part of the Great Streets Project, but are community improvements. The earliest timeframe we have right now for construction is late 2020, but that depends on funding.

How will we maintain these improvements? Won't that cost more money too?

One of the key goals of the Project is to make recommendations that are cost-effective and sustainable over long periods of time. The Project team will work with St. Louis County, Dellwood, Ferguson and other stakeholders to make sure the Project has workable solutions and improvements.

What sort of changes can we expect?

A wide variety of changes have been considered, with the primary focus being on improvements that would improve the safety of all users. These improvements include sidewalks, crosswalks, a multi-use path, curbs, more clearly defined access points and lighting along the corridor. Additional improvements such as medians, stormwater features, trees and plantings would be included as well.

Will there be property acquisition? What about changes to how I access properties or businesses along West Florissant Avenue?

There could be property acquisition and changes in access to properties along West Florissant. However, the design team wants to meet with property owners and businesses to determine how best to address access to the properties. Most of the changes being considered involve improving safety for pedestrians and motorists. These include reducing the number of access points from West Florissant Avenue to the adjacent properties, through "shared access" where one or more properties would share the same driveway.

The project team wants your feedback, so please fill out the survey regarding property usage located here: www.westflorissantavenue.com and a member of our team can contact you.

How has the community been engaged for input during the process?

We have spent the past year in reaching out to neighborhood associations, business owners, residents and local stakeholders in Ferguson and Dellwood to discuss the project and use that input to guide project recommendations. As part of our engagement process, we presented to neighborhood association, community groups and city council meetings. We also talked with residents at the Farmer's Market, events at the Dellwood Recreation Center and Ferguson Community Center, and the first annual Peace and Unity Concert. We also engaged residents about the corridor's branding through outreach at community event, in the schools and North County Transit Center. We have been able to engage well over 1,000 residents in the last 12 months. We are still taking comments and learning from residents and business owners, that's why it is so important that people come out and tell what they think about the current designs and recommendations.

How can I get more involved?

Please sign up for project updates at this meeting or at www.westflorissantavenue.com.

Why should we brand West Florissant Avenue?

Branding is the process of selling a positive image of West Florissant Avenue and fosters the sense of community that keeps key market segments interested and makes the area an attractive destination. There are many reasons why it is critical for a place to have a strong brand image, but the most common is to stimulate economic growth. That's because a strong brand can:

- Shift the perception.
- Create a common vision.
- Provide a consistent representation.
- Enhance its local, regional, national and/or global awareness.

If done well, branding can boost retail traffic; attract residents to the area; and aid community organizations by increasing volunteerism, giving, and credibility. Certain applications can be more instantaneous given the smaller lead times on production: painting trash receptacles, utility boxes and overpasses; applying graphics to bus shelters and merchant windows; hanging banners on light poles and buildings; and creating a dedicated web site, Instagram and Facebook pages, hashtags, etc.

How are West Florissant Avenue community members participating in the creation of the branding and identity logo?

1. Completing the West Florissant Avenue Branding and Identity survey. Providing history, insight and suggestions for names.
2. Creating Unity Rings. Each ring created (using wire, markers, pastels, paint, and fabric) represents the segment area and different ideas about the segments.

APPENDIX F:

Small Business Surveys Spring 2017

WEST FLORISSANT AVENUE PROJECT

BUSINESS NAME:

BUSINESS ADDRESS:

BUSINESS CONTACT/E-MAIL/PHONE:

How do customers access their business? (Describe "curb cut" or parking lot access and take photo with phone if possible)

What percentage of customers walk or bike to the business?

What percentage of customers drive?

What percentage of customers take the bus?

Do any employees take the bus, walk or bike to work?

How many parking spaces do you have? Is it less than you need, more than you need, just the right amount?

If you do not have enough parking, where is your overflow parking located?

What are your business days & hours?

Do vehicles access from West Florissant, side street, shared access with another property?

Do you/customers experience issues when making left turns into or out of the business?

What size delivery trucks service your business? When do you receive deliveries? How do delivery trucks navigate your property? Where do delivery trucks park when unloading?

Where is your trash dumpster located?

Do you plan on making any changes to your business in the future? Outdoor seating, drive access changes, expansions, etc.

Do you have existing outdoor lighting? If so, where/how? (Want to know if they are using existing street ROW lights.

Do you participate in the West Florissant Business Association?

Do you participate in Metro's "Adopt A Stop" program where you pick up trash at a bus stop?

Do you perform trash pickup or other services within the existing ROW?



Thank you for participating and providing this important information to the design team. Please send your form back to:

Brian Eads – beads@cmtengr.com

CMT, Inc. One Memorial Drive, Suite 500, St. Louis, MO 63102

APPENDIX G:

West Florissant Avenue March 2017 Open House Flyers

West Florissant Avenue Great Streets Project

OPEN HOUSE

Join your neighbors for a community open house to learn more about the West Florissant Avenue Great Streets Project and tell us what you think about the following on West Florissant Avenue:

- Corridor branding
- Buses and transit
- Pedestrian safety
- Access to businesses and stores
- Walking or riding bikes
- Traffic
- Intersections and crossings

Learn more at
westflorissantavenue.com



Thursday, March 9, 2017

4:00 p.m. - 7:00 p.m.

New Life Community Church of God in Christ
1570 Chambers Road | Dellwood, MO 63136

Free Snacks! Activities for Children!



Project area: Stein Avenue to the Norfolk Southern Railroad

For questions, email cmueller@vectorstl.com or call 314-621-5566.

Need visual or audio accommodations? Let us know!

APPENDIX H: March 2017 Open House Postcard

West Florissant Avenue Great Streets Project

OPEN HOUSE

Join your neighbors for a community open house to learn more about the West Florissant Avenue Great Streets Project and tell us what you think about the following on West Florissant Avenue:

- Corridor branding
- Walking or riding bikes
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West Florissant Avenue Great Streets Project

c/o Vector Communications
401 South 18th Street / Suite 325
St. Louis, MO 63103



OPEN HOUSE

Thursday, March 9 | 4:00 - 7:00 p.m.

The West Florissant Avenue Great Streets Project area runs from Stein Avenue to the Norfolk Southern Railroad
www.westflorissantavenue.com

WEST FLORISSANT AVENUE PROJECT

OPEN HOUSE MAP

CHILDREN'S ZONE

SITTING AREA

HOW DO YOU GET AROUND?

BRANDING/CHARACTER

BUSINESS ACCESS

WELCOME/INTRODUCTION

PROJECT BENEFITS

COMMENTS/QUESTIONS

SEGMENT MAPS

VISITOR REGISTRATION

ENTRANCE

THANK YOU FOR COMING!

We want your feedback! Please be sure to visit all the stations while you are here. Please provide your comments on the other side.

STATION DESCRIPTIONS

WELCOME/INTRODUCTION
View a brief presentation and overview of the project scope and goals.

BRANDING/CHARACTER
Discuss ideas for enhancing the aesthetic character and image of West Florissant Avenue. What should we name the project area?

SEGMENT MAPS
Explore the project area. Help us identify areas for improvement. Discuss neighborhood landmarks and destinations. Tell us places you enjoy and what's important to you.

CHILDREN'S ZONE
Activities for children. We want to hear their thoughts, too!

HOW DO YOU GET AROUND?
Share how you travel in and through the project area. Do you drive? Walk? Take transit? Ride a bike?

BUSINESS ACCESS
Which businesses do you visit? How do you get there? Is there enough parking? Do you own a business in the project area? How do you receive deliveries? What access challenges do you have today?

PROJECT BENEFITS
Discuss benefits of this project and how we are targeting funding opportunities.

COMMENTS/QUESTIONS
Please be sure to leave your completed comment form and ask any remaining questions you may have.

WEST FLORISSANT AVENUE PROJECT

COMMENT FORM

OVERALL THOUGHTS? COMMENTS?

WHAT EXCITES YOU MOST ABOUT THIS PROJECT?

WHAT CONCERNS YOU MOST ABOUT THIS PROJECT?

PLEASE RANK THE FOLLOWING PROJECT COMPONENTS BY PRIORITY. CHECK THE BOX THAT BEST APPLIES.

PROJECT COMPONENTS	1 NOT IMPORTANT	2 SLIGHTLY IMPORTANT	3 IMPORTANT	4 FAIRLY IMPORTANT	5 VERY IMPORTANT
STREET LIGHTING					
WALKING AND BIKING AMENITIES					
TRANSIT ENHANCEMENTS / BUS STOP IMPROVEMENTS					
SLOWING DOWN VEHICULAR TRAFFIC					
BUSINESS ACCESS					
IMPROVED AND/OR MORE PEDESTRIAN CROSSINGS					
TREES AND LANDSCAPING					
ROADWAY IMPROVEMENTS					
BRANDING/SIGNAGE					

PLEASE SHARE YOUR THOUGHTS

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WEST FLORISSANT AVENUE GREAT STREETS PROJECT COMMUNITY ENGAGEMENT REPORT | 48

APPENDIX J: March 2017 Open House Comments

Overall Thoughts? Comments?

- Very nice
- W. Florissant is so swell-traveled that we must have improvements to increase business and use by the community.
- It's desperately needed to improve the quality of life in this area. I hope these comments will be put to good use.
- I'm feeling more hopeful about the future of this neighborhood
- Redevelopment is always a great idea. I have concerns over the types of business to occupy the redesigned space.
- I like what I see and reach for the change
- Good.
- The target area is in great need of changes and I'm sure this project will be greatly appreciated by the businesses and residents in the area.
- Good concept. Keep up the work. Possible lower crime.
- Great idea
- Mass transportation from North of I-270 to Downtown STL
- This would be a wonderful overhaul of this corridor - We need all the positive reconstruction we can get!
- Great! Bus stop improvements only.
- Lights on Chambers - Scottdale & Medford
- How will most of the Section 8 Housing and crime effect this project
- Awesome.
- Improvements are desperately needed/agree with major objectives. All work together and rely on each other to be effective. Have to address all in concert to extent budget permits
- 2 - Great!
- Great idea!
- Interesting concepts Would be a dream come true for not only the community it serves, but everyone to travels through
- Good information, hopefully more residents attend, and our thoughts are incorporated.
- Like the prospect of it and the ability to lift the community (business influx, increased property values) but worried about possible gentrification
- Concept is good. I hope the financing will be available.
- Hope this can come off as planned. Lots of thought has gone into this.
- Wonderful exercise! Very inspiring, more art (especially murals designed by high school arts students), more trees, more native landscaping
- Victorian style lighting?
- Ideal, inspiring to the community, major improvement
- Please do not let this dream die for North County. I believe this project will make this area a better place to live and work.
- Major opportunity for great changes. Pay attention to the authenticity of the area. Make it vibrant, safe, fun, but authentic to where it has been and where its going.

APPENDIX J: March 2017 Open House Comments

- Too loud and unbearable. I'm out of here.
- The heavy traffic, no center lane anymore
- Some Beautification would definitely be an asset. Concerned mainly about flow of traffic. Good ideas
- Good.
- Excited!!
- Nice presentation
- Great idea
- Walkway use for bicycles not important
- Excellent plan of improvement for St. Louis County
- Wonderful plan
- Wish it came through Jennings

What Excites You Most About This Project?

- Much needed. The physical setting makes community building more likely.
- The possibility for improvement of this area, and increased public transportation
- Potential for rebranding. Potential to attract small businesses. Being able to influence more positive urban/smarter design.
- Safer pedestrian and bicycle travel
- I'm considering selling my home since the riots. I'm glad to see re-investment. Maybe we will stay.
- A cleaner, friendlier and pretty community
- General improvement (especially image!). This was not an issue yet at last meeting.
- Our area has been overlooked for so long. It's great to see changes that are truly necessary coming here.
- Improvement is coming to the area. Property value.
- Making W. Florissant Great Again
- W. Florissant to 270 and beyond
- Vast improvements are needed.
- This is happening
- The opportunity for business growth, new development, and money coming to our area.
- Show we are listening to and caring about this area of our community/many of the ideas will significantly improve the livability, functionality, and enjoyment of the area by the community it serves.
- The beauty of it all!
- Changing the look of the community
- Better walking safety, possible job creation, more green space

APPENDIX J: March 2017 Open House Comments

- Community building and teamwork
- More greenery, pedestrian friendly, slows down traffic
- The beautifying the community and making it more accessible to its residents.
- Roadway & right of way improvements.
- The new face lift to the different areas.
- Something positive is being considered and planned for our area. I'm so tired of the negative press.
- Better environment for everyone
- The work starting on the end of W. Florissant that has experienced the most neglect (near Solway and Canfield Green).
- Restore/Give sense of hope.
- The possibility of economic development in the area
- The design changes, landscape opportunities to upgrade, beautify and make a safe place.
- The newness and state of the art ideas - great!
- Segment map
- Safety, lighting
- Green Space, medians on roads, new businesses
- Potential
- New shows would be nice to have along with more safety for bikers.
- Attracting more businesses
- Streetscaping
- A new look
- Improvement, expansion - progress
- More street lighting and greenery
- Public input

What Concerns You Most About This Project?

- Physical space is only a beginning - What kind of plans are there to collaborate with cities, neighborhood groups, etc. to engage communities
- Funding
- Potential timeline for-starting/completing project. In fighting between Ferguson/Dellwood interests. Maintenance costs after grants. Poor zoning around street will make this effort nearly fruitless.
- Funding, financial stability of the area, will businesses stay?
- An influx of predatory business and safety.
- The up keep and making sure it lasts

APPENDIX J: March 2017 Open House Comments

- Not family friendly.
- My concern is in perhaps bringing some of the residents in on working with the companies that will be developing the area
- Small business owner need help improving their looks.
- Lack of funding to complete the job North
- No Metrolink rail!
- Making it successful
- Isolated focus - how do you reach into adjacent neighborhoods? Coordination with MetroLink North-South expansion/Transit access within neighborhoods / Increase user demand to support commercial density and make walkability attractive and realistic
- \$\$\$
- Safer roads/sidewalks
- Gentrification, low “minority” involvement
- Momentum should not slow down
- Upkeep, maintenance
- The drainage on W. Florissant between Highmont and Nesbit St. needs improvement.
- Will the money be available and how long before this project goes in effect?
- Cost? Disruption of traffic and businesses while it’s being accomplished. Hope they can keep that to a minimum.
- Cost. Who pays Who does it start?
- On the areas that are looking for feedback. I would like if there was a formal way that you collect the feedback instead of just talking about it.
- The idea of gentrifying and completely losing what the area is about.
- Politics
- Time line and cost
- Lighting and open
- Length of time to complete it.
- Congestion trying to get to business districts due to narrow lanes. 270 causes a lot of traffic flowing down W. Florissant
- Time
- Emergency vehicles through fare Island at intersections not necessary
- Lack of funding
- How does it affect existing business?
- It doesn’t go further south
- Congestion
- Funding and design

APPENDIX J: March 2017 Open House Comments

WFAP Segment Map Comments 03.09.17

- Need to consider door to door canvassing in bordering neighborhoods for resident input & involvement
- Residential areas need to be protected from trespassers.
- Don't want to see brick walls like along HWY 40 but maybe fencing higher than 4ft.
- Speeding is an issue, so calming efforts must be installed
- 2 - Trash cans,
- 2 - Water fountains,
- Seating,
- Pretty unique to the business area
- Incorporate GRG Maline Creek trail
- Timely matter Seq 5 *1*
- 3 - County should maintain. They received a lot of tax dollars.
- Youth art - students design murals to be painted on vacant buildings
- More trees, more recycling bins, flowers,
- 2 - pollinator gardens,
- 3 - community gardens
- Wheelchair accessible garden
- Would love to see a small business incubator project
- 2 - Native landscaping (using native flowers and shrubs) from grow native
- Green Roof
- Natural play area, outdoor classroom
- Need more lights down Chambers
- Too many gun shots around Chamber especially in the back of 1700 & 1720 Chambers
- Round-a-bouts?
- Underground utilities
- Too much trash along Chambers coming from the kids and adults walking up and down Chambers
- A church currently operates out of the African Braiding Station on Sundays but is looking to possibly relocate further south on WFA. We discussed their parking demand and were told that Just Insurance and the neighboring properties allow their members to park in their spaces on Sundays. We discussed limited access to this location with a median and there was support, not push back, to prevent left-hand turns out of the parking areas due to how dangerous it is.
- Spoke with the owner of PawPurfect Pet Grooming who currently owns two locations on WFA and is eager to get more involved in the WFA Business Association (I sent an email following the Open House to provide this business owner Joshura Davis's contact information.

APPENDIX J: March 2017 Open House Comments

- General concern for maintenance of medians if landscaped. Frequent comments about how the median near Buzz Westfall Plaza and Emerson is not well-liked and causes accidents.
- General support for safer pedestrian crossings and question as to why the old ped crossing north of Kappel is still in existence. We were told that people will press the crossing button so that traffic stops but have no intention of crossing, just to play.
- Some concern for the “speedway” the stretch in segment four becomes already without turns to slow traffic and whether a median would accentuate this condition.
- The Dellwood City Administrator stated that due to traffic she did not feel comfortable walking from the city offices to the Walgreens across West Florissant Avenue (one tenth of a mile).
- A business owner with his business at 9100 West Florissant commented on the difficulty of walking on West Florissant
- A person who rides his bike in the corridor stated that he will sometimes get off his bike and walk across two legs of the intersection as a pedestrian rather than take a left at the West Florissant / Chambers intersection
 - He stated that bicycles are not accepted in traffic; he had stories of things being thrown at him o In his opinion speed affects bike safety on West Florissant o He agreed that something off the road could improve safety
- A woman stated that she thought the most important benefit of the project was that it created a safer feeling for outsiders to come to Ferguson
- Comment: There are “little kids running across the street all the time.” The same person said that there are big kids doing the same thing.
- Comment: “to far to crosswalks” and need more crosswalks
- One person discussed that Route 74 bus riders get off at the Mobile/Taco Bell and run across the street to catch the Route 61 bus on Chambers. This was highlighted as a safety issue.
- Comment: Plaza light is always green
- One person stated that, “The North County Transit Center is the best thing they [Metro] ever could have done.” It is clean, heated, air conditioned; there is security and snack bar. It is “wonderful”.
- Comment “The 61 is always too crowded and they should run more buses.” It is late because there are so many passengers getting on and off at many different stops, so they should run more buses.
- One person commented that they think that local driving is poor and that there are issues with drugs, guns, no licenses, and no insurance.
- One person commented on concerns with Section 8 housing. The same person talked about a woman who worked at the community center bringing a dog for protection. The person discussed the police department being overwhelmed.
- There was discussion regarding a bill about landlords.
- One person said that they thought it was important to canvas the Canfield Drive neighborhood and get buy in from residents in that area. They thought is important to get the interest of people who live in Section 5 of the project. The person thought that if residents feel more ownership of the project improvements then they will take care of it and not damage it.
- A person discussed the need for improved crossing safety and less concrete. The person stated that right after the first project meeting in 2013 a woman was crossing West Florissant Avenue near McDonalds with a baby buggy and she was struck by a car.
- Comment: Need higher barriers along West Florissant Avenue in the back yards of residences. Not walls, but fences that people can see through.
- Comment: What is needed is an improved branding and appearance to help change attitudes and to push children forward in a positive direction.

APPENDIX J: March 2017 Open House Comments

- Comment: The project will give people a place just to walk, leading to better more healthy living.
- Comment: There are people who cross the street at the tire and auto service.
- Comment: The project could make the area more like Cortex
- Comment: The BRT could stop at Northland; Highmount; Chambers; and I-270/Walmart. That would be a benefit.

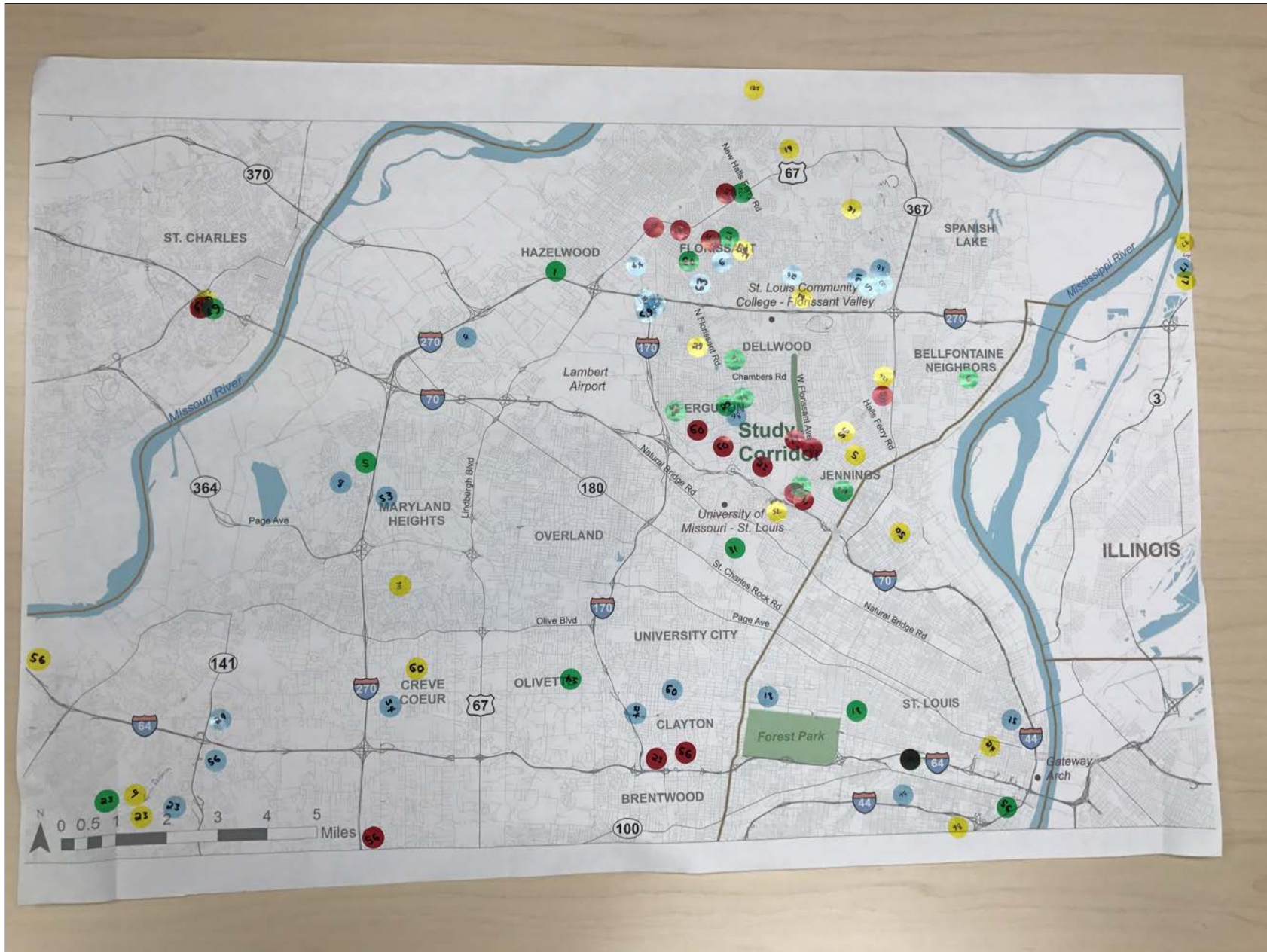
West Florissant “How do you Get Around?” Comments

- 57** Major driving conflicts at Chambers/ W Florissant, Elizabeth/Chambers, and Highmont/W Florissant
- 21** Biking is uncomfortable and dangerous. Biking conflicts with cars and pedestrians on side walk
- 66** Bike and drives the corridor. Doesn't walk because it is unsafe
- 94** Walks to shopping areas. More walking area, better lighting, more trash/recycle bins, more sitting areas
- 122** One of the only transit riders. Uses Route 74 to get to work every day. Stated Route 61 is overly crowd. Happy with Route 74 and the North County Transit Center. Very excited about BRT opportunity in the near future.
- 48** Is involved in “adopt a stop” along the corridor
- 47** Recreational walker along the corridor- recommended more lighting and better/wider sidewalks
- 33** Predicts corridor will draw businesses
- 73** Quick Trip Signal is horrible
- 16** Bike and walks the corridor
- 31** Avoids corridors traffic. Takes Forestwood Drive to Ferguson Ave. Recreational Bike rider
- 30** Walks to family dollar

APPENDIX J: March 2017 Open House Comments



APPENDIX J: March 2017 Open House Comments



APPENDIX J: March 2017 Open House Comments

#1

Need to consider door to door canvassing in bordering neighborhoods for resident input & involvement

#2

- Residential areas need to be protected from trespassers. Don't want to see brick walls. Like along Hwy 40 but maybe ~~something~~ fencing higher than 4ft.
- Speeding is an issue so calming efforts must be installed

#3

County Should ~~Be~~ Maintain Tax dollars.

#4

Trash Cans
Water Fountains
seating.
Pretty
Unique ~~to~~ The Busi Area

#5

Incorporate
GALG MALINE
CREEK TRAIL

#6

Trash Cans.
Water Fountains.
Timely matter.
Seq. 5 * 1st *

#7

County Should Maintain.
They Receive a lot of tax ~~for~~ Dollars.

#8

Youth Art Students
Design Murals
to be painted
on vacant
buildings

#9

more trees
more native plants
more recycling bins
flowers
pollinator gardens
community gardens

APPENDIX J: March 2017 Open House Comments

#10
Pollinator
GARDEN
Wheelchair
accessible
garden

#11
Would love to see
a Small business
incubator
project

#12
Native landscaping
(using Native
flowers and
shrubs)
from grow native

#13
Green roof

#14
Community
gardens,
Natural play area
pollinator garden
Outdoor classroom

#15
Need more lights
down Chambers
Too Many Gun Shots
Ground Chambers
especially in the back
of 1700 & 1720 Chambers

#16
Round abouts??
underground
utilities

#17
Need
Too Much Trash
Along Chambers
Coming From the
Kids & Adult walking
up and down Chambers

#18
County Should
Maintain.
They Recycle A.
Lots of Tardis

APPENDIX K: Pop-Up Demonstration Survey

WEST FLORISSANT AVENUE PROJECT

As part of a neighborhood traffic calming demonstration, the West Florissant Avenue Great Streets team wants to know how you feel about traffic safety in your neighborhood. Please answer the following questions about this segment of West Florissant Avenue. All answers are anonymous.

How do you feel about the following?

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
The sidewalks feel safe on West Florissant Avenue between Canfield Drive and Ferguson Avenue.							
People driving maintain the posted speed limit.							
I feel safe crossing West Florissant on foot/by bike.							
It is easy to cross the street at the corner of Canfield and West Florissant.							
It is easy to cross the street at the corner of Ferguson and West Florissant.							
I see many people jay-walking across West Florissant between Canfield and Ferguson Avenue.							

How likely do you think the following will happen on West Florissant Avenue today?

	Highly unlikely	Unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Likely	Highly likely
People will drive the speed limit.							
People driving will stop at the crosswalk when someone is waiting to cross.							
People walking or biking will use the crosswalk to cross West Florissant Avenue.							
Someone driving will crash their car or hit a person walking or biking.							
Someone driving will have a close call and almost crash or hit a person walking.							

How did you feel about today's crosswalk demonstration?

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
Traffic on West Florissant felt less dangerous to me from the sidewalk.							
People driving slowed down for the crosswalk.							
People driving maintained the speed limit.							
I feel safe walking/biking across West Florissant at this crosswalk.							
It is easy to cross the street at this crosswalk.							

Are there other traffic safety issues you have seen? Please explain:

Thank you for your time!

Please return this survey to the tents.

APPENDIX L: Pop-Up Demonstration Report

West Florissant Avenue Great Streets Project Pop-Up Demonstration Survey Summary of Results

The following charts summarize the results of the West Florissant Avenue Great Streets Project pop-up demonstration survey administered on July 15, 2017. The team received 31 surveys.

The survey results showed the majority of respondents agreed with the following statements:

- I see many people jay-walking across West Florissant Avenue between Canfield and Ferguson Avenue.
- People driving will stop at the crosswalk when someone is waiting to cross.
- People walking or biking will use the crosswalk to cross West Florissant Avenue.
- Someone driving will have a close call and almost crash or hit a person walking.
- People driving slowed down for the crosswalk.
- It is easy to cross the street at the crosswalk.

The survey results showed the majority of respondents disagreed with the following statements:

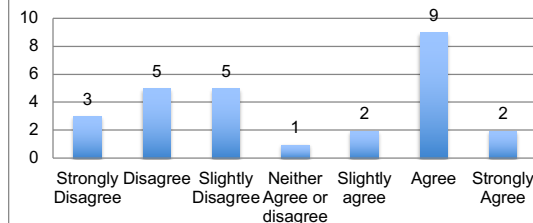
- People drive the posted speed limit on West Florissant Avenue.
- I feel safe crossing West Florissant Avenue on foot/by bike.
- Someone driving will crash their car or hit a person walking or biking.
- People driving maintained the speed limit.

The survey results showed the respondents were split on whether or not they agreed or disagreed with the following statements:

- The sidewalks feel safe on West Florissant Avenue between Canfield Drive and Ferguson Avenue.
- It is easy to cross the street at the corner of West Florissant Avenue and Canfield Drive.
- It is easy to cross the street at the corner of Ferguson Avenue and West Florissant Avenue.
- People will drive the speed limit
- Traffic on West Florissant Avenue felt less dangerous from the sidewalk.
- I feel safe walking/biking across West Florissant Avenue at the crosswalk.

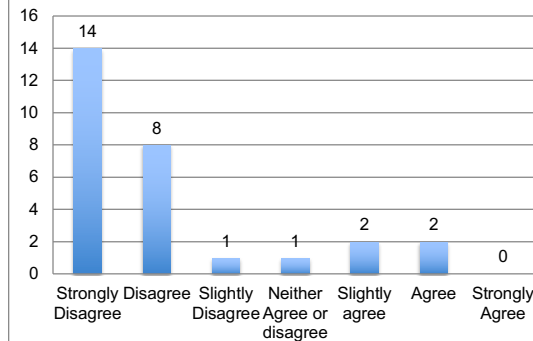
Response Charts

Q1: The sidewalks feel safe on West Florissant Avenue between Canfield Drive and Ferguson Avenue.



Respondents were split between whether or not the sidewalks feel safe on West Florissant Avenue between Canfield Drive and Ferguson Avenue. Thirteen respondents disagreed; 13 agreed.

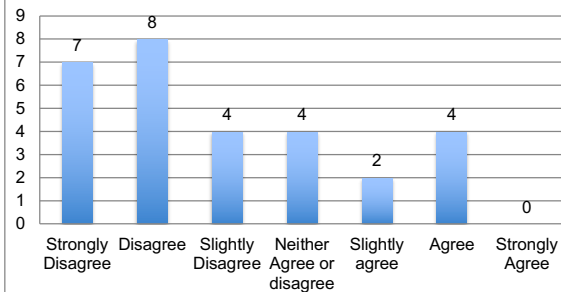
Q2: People driving maintain the posted speed limit.



The majority of respondents (n=23) disagreed that people drive the posted speed limit on West Florissant Avenue, and 14 respondents strongly disagreed.

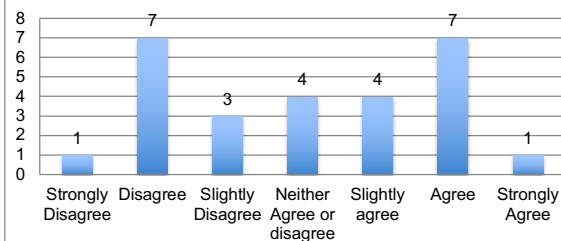
APPENDIX L: Pop-Up Demonstration Report

Q3: I feel safe crossing West Florissant on foot/by bike.



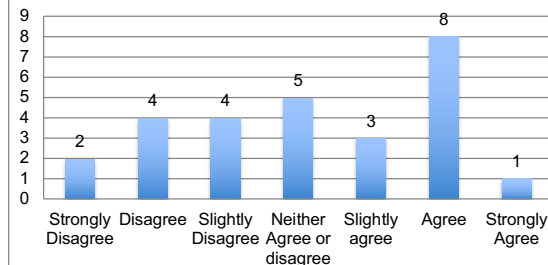
The majority of respondents (n=19) disagreed that they felt safe crossing West Florissant Avenue on foot/by bike, six people felt safe crossing.

Q4: It is easy to cross the street at the corner of Canfield and West Florissant.



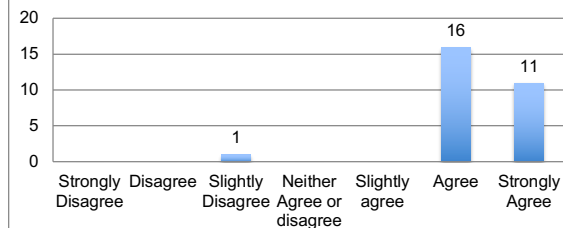
Respondents were split between whether or not it was easy to cross the street at the corner of West Florissant Avenue and Canfield Drive. Eleven respondents disagreed; 12 agreed.

Q5: It is easy to cross the street at the corner of Ferguson and West Florissant.



Respondents were split between whether or not it was easy to cross the street at the corner of Ferguson Avenue and West Florissant Avenue. Ten respondents disagreed; 12 agreed. Five respondents neither agreed nor disagreed.

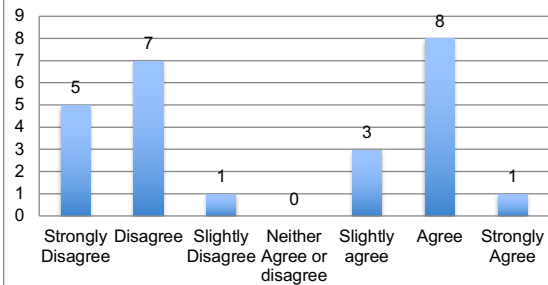
Q6: I see many people jay-walking across West Florissant between Canfield and Ferguson Avenue.



The majority of respondents (n=27) agreed that they see many people jay-walking across West Florissant Avenue between Canfield and Ferguson Avenue. Only one respondent slightly disagreed.

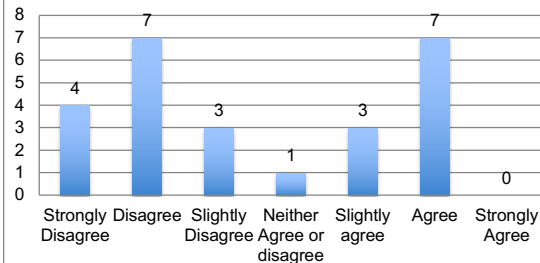
APPENDIX L: Pop-Up Demonstration Report

Q7: People will drive the speed limit.



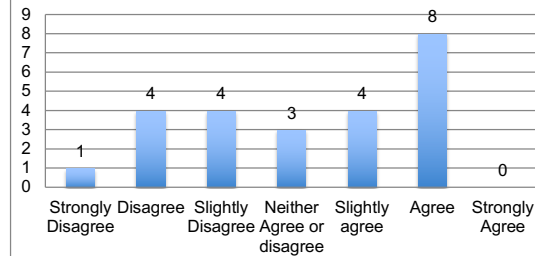
Respondents were split between whether or not people will drive the speed limit. Thirteen respondents disagreed; 12 agreed.

Q8: People driving will stop at the crosswalk when someone is waiting to cross.



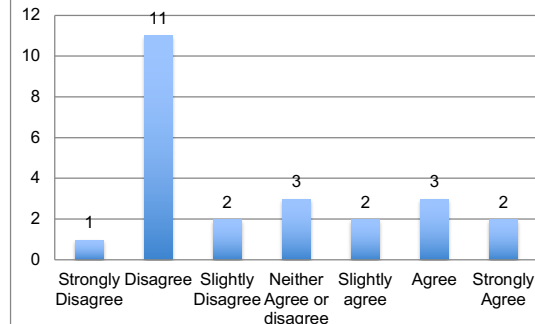
Fourteen respondents believed people driving will stop at the crosswalk when someone is waiting to cross; 10 people agreed.

Q9: People walking or biking will use the crosswalk to cross West Florissant Avenue.



The majority of respondents (n=12) believed people walking or biking will use the crosswalk to cross West Florissant Avenue. Nine people disagreed.

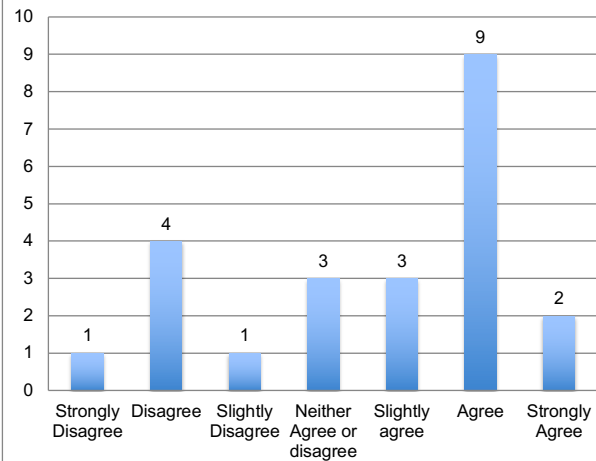
Q10: Someone driving will crash their car or hit a person walking or biking.



The majority of respondents (n=14) disagreed that someone driving will crash their car or hit a person walking or biking. Seven people disagreed.

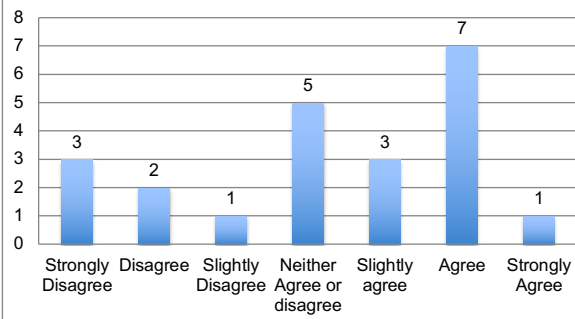
APPENDIX L: Pop-Up Demonstration Report

Q11: Someone driving will have a close call and almost crash or hit a person walking.



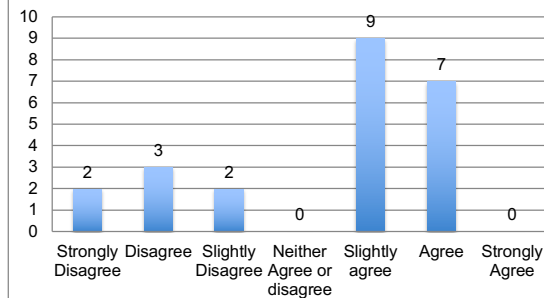
The majority of respondents (n=14) believed someone driving will have a close call and almost crash or hit a person walking. Six people disagreed.

Q12: Traffic on West Florissant felt less dangerous to me from the sidewalk.



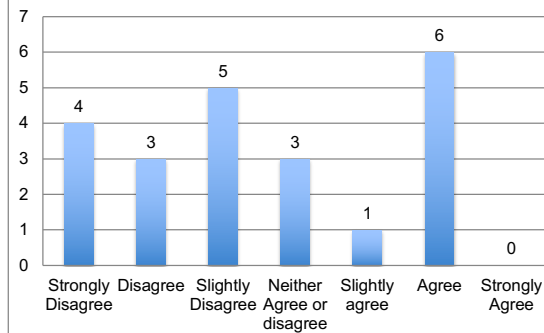
Respondents were split on whether or not they (n=11) felt that traffic on West Florissant Avenue felt less dangerous from the sidewalk. Five people neither agreed nor disagreed.

Q13: People driving slowed down for the crosswalk.



The majority of respondents (n=16) believed people driving slowed down for the crosswalk. Seven people disagreed.

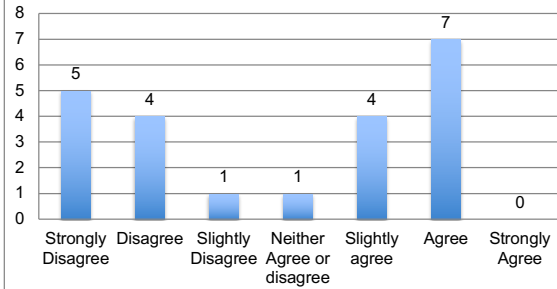
Q14: People driving maintained the speed limit.



The majority of respondents (n=12) disagreed that people driving maintained the speed limit. Seven people disagreed.

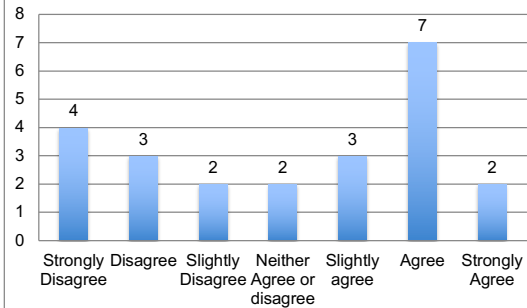
APPENDIX L: Pop-Up Demonstration Report

Q15: I feel safe walking/biking across West Florissant at this crosswalk.



Respondents were generally split on whether or not they felt safe walking/biking across West Florissant Avenue at the crosswalk. Ten people disagreed; 11 people agreed.

Q16: It is easy to cross the street at this crosswalk.



Twelve respondents believed it was easy to cross the street at the crosswalk; nine people disagreed. Two respondents neither agreed nor disagreed.

Q17: Are there other traffic safety issues you have seen? Please explain:

- time lights so drivers have to stop
- have a flashing yellow light before the crosswalk
- would not feel safe just the way it is - too many people on their cell phones
- Install a "walk" light
- Perfect place for a crosswalk
- Too many people do not care
- People used to jaywalking in their area
- Concrete median- turn lane
- Narrow the lanes- add bike lane

Need more safe mid block crosswalks

I see people get hit and car chases.

See a lot of people riding bikes to Bermuda.

At West Florissant and Northwind Estates need to give people time to cross before giving drivers the okay at the same time!

Just moved here. I cross, where I cross

Don't put in money, it is the people that live here that are destroying things.

Environment is different near Chambers

Could work, leave turn lane, lots of traffic on weekdays definition of yield.

Possible accidents- driving too much

The crosswalk demonstration could help a little.

Water fountains at bus stops and another traffic signal between Canfield and Ferguson

There should be a bike lane at way better precautions for pedestrians because majority of the population in this area travel by foot.

lighting, businesses to cross to.

is there a way to get a speeding table prior to the crosswalk and WE NEED FRUIT TREES instead of regular trees.

OPEN HOUSE

WEST FLORISSANT AVENUE PROJECT

Join your neighbors and local business owners for an open house to review the current conceptual designs for improving West Florissant Avenue as part of the West Florissant Avenue Great Streets Project. Tell us what you think about:

- Roadway, pedestrian and access design improvements
- Intersection safety improvements at Chambers and West Florissant Avenue
- Branding ideas for West Florissant Avenue
- Pedestrian, transit and biking facilities
- Public realm opportunities



Wednesday, January 31, 2018

4:00 p.m. - 7:00 p.m.

New Life Community Church of God in Christ
1570 Chambers Road | Dellwood, MO 63136

Free Snacks! Activities for Children!

For questions, email cmueller@vectorstl.com or call 314-621-5566.
Need visual or audio accommodations? Let us know!



Learn more at www.westflorissantavenue.com

WEST FLORISSANT AVENUE PROJECT

c/o Vector Communications
401 S. 18th Street, Suite 325
St. Louis, MO 63103

OPEN HOUSE

Wednesday, January 31 | 4:00 - 7:00 p.m.

The West Florissant Avenue Great Streets Project area runs from Stein Avenue to the Norfolk Southern Railroad.
www.westflorissantavenue.com

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APPENDIX N: January 2018 Open House Report



West Florissant Avenue Great Streets Project
Open House Summary Report
Prepared by Vector Communications
April 2018

1.0 West Florissant Avenue Great Streets Project

The West Florissant Avenue Great Streets Project (the "Project") aims to re-imagine West Florissant Avenue to enhance mobility, connect communities, strengthen the corridor's identity and build momentum to improve West Florissant Avenue. The Project is part of East-West Gateway Council of Government's Great Streets Initiative and joins other major corridors undergoing transformation: Grand Avenue, Natural Bridge Avenue, and Page Avenue. The Project is now in the Preliminary Design phase for the part of the project corridor from Stein Avenue south to the Norfolk Southern railroad line. The scope of this part of the Project consists of the completion of Preliminary Design (30%) of Corridor Segments 3,4, and 5:

- Segment 3: Dellwood Town Center – Stein Avenue south to Highmont Drive
- Segment 4: Residential Avenue – Highmont Drive south to Maline Creek
- Segment 5: South Gateway – Maline Creek south to the Norfolk Southern Railroad north of Emerson Electric Headquarters and Buzz Westfall Plaza

The West Florissant Avenue Great Streets Master Plan, the first major conceptual step in the planning process, was completed in 2014, two months before the death of Michael Brown. Therefore, this Project phase is looking at the Master Plan and seeking feedback from residents, small business owners, and elected officials on how the plan fits West Florissant Avenue and the community's needs and vision today. The primary focus of this phase is to refine design elements of the Project's plan – elements like lighting options, sidewalks, and transit stops. To help ensure the recommended design elements best address the priorities and desires of area residents, small and large business owners, and visitors, meaningful public involvement is a key focus.

Street improvements along West Florissant Avenue through the cities of Dellwood and Ferguson could greatly benefit residents and small businesses. Approximately 25% of the nearby residents do not own or have daily access to a car. Many are parents with young children, as well as older adults. The small businesses along this route have suffered due to West Florissant Avenue's negative image in the media. Many residents, as well as business owners and young people, have come together to tackle some of Dellwood and Ferguson's most pressing social and economic challenges. They love their community. They want people to know what special places Ferguson and Dellwood are – diverse, multicultural, community-oriented and resilient.

1.1 Public Outreach Approach

The purpose of the public involvement efforts for the West Florissant Avenue Great Streets Project is to obtain meaningful participation and involvement in the planning process by all impacted community members. To accomplish this, the Project team work to make sure stakeholders – those who have an invested interest in the Project - and the general public have an understanding of what the project hopes to accomplish, what it will take to implement the design recommendations, and how stakeholders and residents can help inform and guide the process.

APPENDIX N: January 2018 Open House Report

The Project's public involvement goals are:

- Increase project participation among the Project's diverse target audiences;
- Stimulate interest and support of the Project within the community and region;
- Promote understanding of the project process, including funding;
- Solicit constructive public input to better assist the planning process; and
- Gather public support in order to help generate implementation funding.

2.0 January 31, 2018 Open House

A January 31, 2018 open house was hosted by the project team to get feedback and prioritizations on proposed street design improvements and changes, public realm improvements, and corridor branding options. The project team especially wanted to target business and property owners, local residents and area stakeholders involved in economic development and quality of life along West Florissant Avenue and surrounding neighborhoods.

To get the word out about the open house, the project team employed the following outreach tactics in the month preceding the event:

2.1 Outreach Tactics

Media

- A media advisory and press release were sent to all local media outlets (radio, television and print) the week of January 29. See Appendix A.
- A "Save the Date" for the open house ran on the January edition of *The Ferguson Times*.
- A front-page ad ran in the February edition of *The Ferguson Times*, released in late January.
- County Executive Steve Stenger and West Florissant Avenue Small Business Association President Joshura Davis did an interview with Praise 95.1FM's Community Connections show on Saturday morning: <http://praise951.com/radioshow/5282>.
- 140 Open House advertisements ran on 95.1FM from January 25, 2018 – January 31, 2018.

Printed Material

- Approximately 4,000 postcards were delivered on Saturday, January 20 to all residents within a quarter-mile of the study area. See postcard in Appendix B.
- Over 500 flyers were distributed to 60 locations in Ferguson and Dellwood area between January 25 and 26. See the flyer in Appendix C and complete list of distribution locations in Appendix D.

Telephone / Email

- Each neighborhood association organized in Dellwood and Ferguson was asked by phone and email to distribute the Open House information.

- Emails were sent to the general distribution list on January 19, January 24, and January 31, 2018.
- Emails were sent to the Technical Advisory Committee and Community Advisory Committee members along with calendar invitations.

2.2 Open House Attendees

The project team hosted an open house on Wednesday, January 31, 2018 from 4:00 p.m. to 7:00 p.m. at the New Life Community Church of God in Christ. All open house attendees were asked to sign in and report their zip code and if applicable, organizational affiliation/s. There were 91 attendees who collectively represented 14 unique zip codes. See Tables 1 and 2.

Table 1. Open House Attendee Zip Codes

Count	Zip	Neighborhoods	State
32	63135	Hazelwood, Calverton Park, Dellwood, Ferguson, Normandy	MO
29	63136	Bellefontaine Neighbors, Dellwood, Castle Point, Moline Acres, Jennings, Walnut Park West, North Point	MO
2	63103	Covenant Blu-Grand Center, Downtown West, JeffVanDerLou, Lafayette Square, Midtown, Peabody-Darst-Webbe, The Gate District	MO
2	63112	Wells-Goodfellow, Hamilton Heights, West End, Skinker-DeBaliviere, DeBaliviere Place	MO
1	63011	Downtown West, Midtown, Covenant Blu-Grand Center, Jeff VanDerLou, The Gate District	MO
1	63031	Florissant, Hazelwood, Old Jamestown, Ferguson	MO
1	63042	Bridgeton, Hazelwood, Florissant, Berkeley	MO
1	63101	Downtown West, Downtown, Carr Square, Columbus Square	MO
1	63105	Clayton	MO
1	63108	Academy, DeBaliviere Place, Lewis Place, Vandeventer, Midtown, Covenant Blu-Grand Center, Central West End, Fountain Park	MO
1	63110	Central West End, The Hill, Botanical Heights, Kings Oak, Forest Park Southeast, Clayton-Tamm, Cheltenham, Southwest Garden, Midtown, Tiffany, Shaw, Missouri Botanical Gardens	MO

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Count	Zip	Neighborhoods	State
1	63130	Washington University, University City, Clayton, Wellston, Pagedale, Vinita Park, Skinker, Big Bend, Forsyth	MO
1	63134	Hazelwood, Berkley, Kinloch, Bridgeton, St. Ann, Edmundson, Woodson Terrace, Ferguson, Bel-Ridge	MO
1	63145	St. Louis Lambert International Airport territory	MO
16		No zip code reported	

Table 2 features a list of organizations as reported by attendees on sign-in sheets.

Table 2. Open House Attendees' Affiliated Organizations

1. A Red Circle	15. Ferguson City	27. New Life Com.
2. ABNA	Council (2)	28. New York Grill
3. Barber (illegible)	16. Great Rivers	29. Praise 95.1
4. Better Family Life	Greenway (2)	30. Principal in (RESO)
5. City of Ferguson	17. Greater Grace	area
6. Community	Church	31. Rise Community
Forward Inc	18. H&H Brokerage	Development (2)
7. Dellwood (3)	19. HDR Engineering	32. St. Louis County (2)
8. DFWBA	(2)	33. St. Louis
9. Digital Arts	20. HNH Brokerage	Community College
10. DPH	21. Home Owner	– Florissant Valley
11. DTLS	22. L+M Tax Svc.	34. Wellness Choice
12. E.H.O.C. (2)	23. Lipton Group	LLC
13. Earth Dance	24. MODOT	35. West Colony Assoc.
Organic Farm	25. NCI	36. Zisser Tire
School	26. Neighborhood	
14. Ferguson (6)	Resource Center/ Better Family Life	

2.3 Open House Format and Stations

Every attendee was provided a clipboard with an open house guide, comment form, and list of Frequently Asked Questions. See open house materials in Appendix E, F and G. Attendees then participated in a self-guided tour of five stations (Appendices H, I, J, K, and L).

- Welcome/Introduction/Schedule
- Concept Perspectives
- Segment Maps
- Chambers intersection options
- Branding

Attendees were asked to share their thoughts on the following topics specifically at the various stations:

- Roadway, pedestrian, and access design improvements
- Intersection safety improvements at Chambers and West Florissant Avenue
- Pedestrian, transit and biking facilities
- Public realm opportunities

2.4 Station Comments by Category

Open house attendees provided design team members comments at their respective stations. The feedback captured by various members of the design team is listed by category.

Branding (3)

- Some discussion about Branding names being too long and the ease of a single syllable like (the Loop, the Grove, etc.).
- Rebecca Zoll of North County, Inc. had a good conversation with study team members about the Unity Ring creation, and how to keep the rings and logo "professional looking."
- An attendee, an architect, asked about the creation of the Unity Rings and the process of Community Branding as opposed to corporate branding.

Chambers Intersection (3)

- There needs to be an all-red phase at Chambers intersection. People run the red lights there.
- Some general inquiry to the Aussie Right configuration at Chambers but more for clarity and understanding. One individual mentioned not desiring channelized turning movements for the cyclist community.
- There were concern that people are not going to stop at mid-block crossings without signalization. Several people mentioned how ineffective the new crossing is on Chambers near the open house location.

Green Space (5)

- Several positive comments about the amount of green space. A couple of those comments were from people who work in business segment 5.
- One person was very concerned about plants in general due to fear of them dying and looking awful like the medians near Buzz Westfall and Emerson that aren't well-maintained and also are a visual impairment because they're quite raised. This person would have felt better about a brick and stone pattern.
- A couple of people were asking about how we planned to handle stormwater and how the plants could benefit (positive conversations).
- Generally positive comments about green space and sidewalk width example.
- Meander in segment 4 was desirable. Several people wanted to have more than just turf, for a more park-like experience.

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Pedestrians (2)

- Good constructive criticism regarding creating places for people (pedestrians) but a lack of benches, bus stop enhancements, etc. shown on graphics.
- High visibility crosswalks were desired along the multi-use side of the roadway, at minimum.

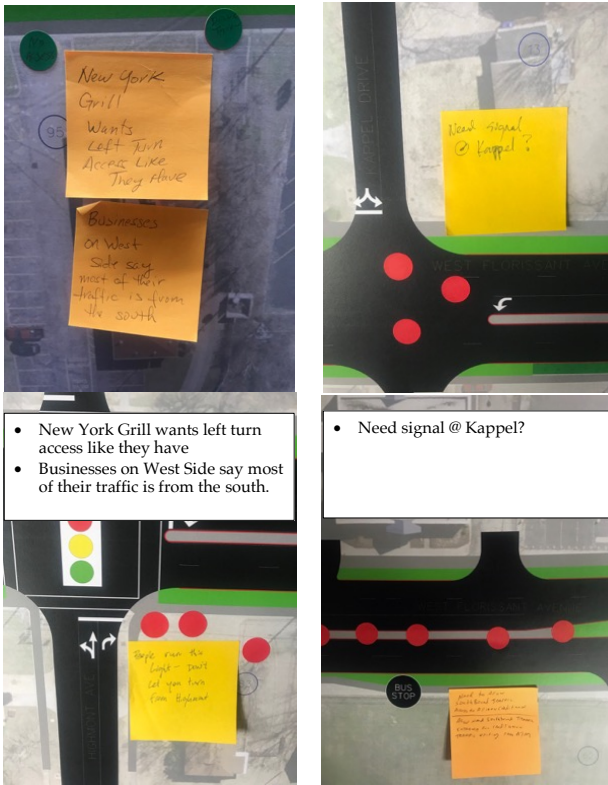
Public Involvement

- Do we need any neighborhood association follow-up?
- Some people were curious if we had been in contact with businesses along Segment 5.
- One woman/Mother of three wanted to know why she didn't know about more about the project and the process. She felt as if nothing had changed since the last time she went to an open house. She also was curious how the STEAM Academy was "chosen" and not her sons schools for the workshop. I asked her if she wanted to make a Unity Ring or if her sons would like to make a ring. Her sons were not available, and she did not wish to participate.

Traffic Access, Signals & Turns (7) – Oral Comments

- The signal at Highmont is too short for cars turning onto West Florissant
- Elliott Liebson informed that there is a potential development at the vacant lot and the car wash on the west side, north of Maline Creek. He said he convinced them to line up their entrance with Northwinds, so that they had a signal. We could then extend the median a bit farther south. There would still be a right-in/right-out at the car wash.
 - But, as part of this, we still need to consider that there is the possibility of a GRG trailhead, as well as development of the gas station in a floodplain. Not sure how all this will pan out.
- Signals at midblocks may be a waste. Some people will just cross anyway, even if there is a crosswalk, and just walk across the street wherever.
- People were concerned about being able to access business and make left turns out of businesses in segment 5, specifically in regard to Red's BBQ (which some people told me is now Hollywood Beauty) at Canfield Drive because they don't really have a drive but rather 2 parking strips directly adjacent to the road and it gets congested and many accidents take place there.
 - That being said, also several positive comments about the reduction in left turns for pedestrian safety and the amount of green space. A couple of those comments were from people who work in business segment 5.
- Some people were concerned about right-of-way expanding.
- Raised question about how much we were changing lanes, etc.
- There was concern about needing a stoplight at Kappel Drive to allow for left turns onto West Florissant.

Traffic Signals & Turns (6) – Written Comments



- New York Grill wants left turn access like they have
- Businesses on West Side say most of their traffic is from the south.
- Need signal @ Kappel?
- People run this light – Don't let you turn from Highmont
- Need to allow south bound traffic to Alliance Credit Union
- Also need southbound traffic entrance for credit union traffic exiting from ATM

Other (2)

- Bioswales will be a trash collector.
- One resident questioned the need for public improvements in segment 5 when there are not enough businesses to support the improvements.

2.5 Station “Dots”

During registration, attendees were given a selection of green (“approve” or “like”) and red (“disapprove” or “dislike”) sticker dots to place directly on the concepts or segment maps.

Figure 1. Concept Perspective Segment 3 Dot Stickers (14 approve dots)



Figure 2. Concept Perspective Segment 4 Dot Stickers (5 approve dots)



Figure 3. Concept Perspective Segment 5 Dot Stickers (11 approve dots)



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Figure 4. Concept Perspective – Chambers Dot Stickers (1 approve, 2 disprove)



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Figure 5. Branding Options Dot Stickers



Attendees rated the proposed branding identities as follows:

- Hub74: 1 approve, 1 disapprove
- Flor74: 2 disapprove
- Florissant Circle: 2 disapprove
- Link74: 5 approve, 1 disapprove
- Route74: 1 approve, 1 disapprove
- Sol74: 2 disapprove

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- WestFlo: 5 approve, 2 disapprove
- X74: 1 disapprove

Attendees rated the proposed branding examples (as seen in Figure 5) as follows:

- Flor74 example: 4 approve, 1 disapprove
- Link74 example: 1 approve, 1 disapprove
- WestFlo example: 2 approve

The following is a summary of the “dots” comments as placed by attendees at the open house and discussed with project team members:

- Dots on the new Rec Center access road indicated whether people liked the new access.
- Dots on the new ped crossing at the old Rec Center entrance – people liked the new crossing, and liked that the old road would become grass with the new access.
- LendNation dots, Ferguson Market. They didn’t like the business.
- Signal at Springwood – people liked that access and the park having a signal
- Liked the left turn median at Chambers
- People liked the new island configuration at Chambers
- Red dots on car wash, vacant building, taco bell and Parcel 97 – people didn’t like the businesses (and one lady didn’t like how the taco bell drive thru operated).
- Dots at mid-block near papa johns – liked the crossing
- Red dot at Freestyle – someone didn’t like the one-way drive
- Red dots at Enterprise – people wanted direct access to the business, instead of shared access
- Dots at Kappel – people want Kappel to be a signal
- Dots at Highmont – people think the left turn from Highmont onto WF needs to be longer
- Perspective boards dots – people really like how the street will look
- Green dots at Northwinds – people like that the green area would be returned to a grass space by narrowing the intersection at Northwinds
- People liked the median on Segment 4, and the right-in/right-out on the sidestreets near Northwinds
- Dots at the grassy lot across from Northwinds – post it says someone is looking to develop it, so people liked that
- Mid-block south of Canfield – people liked that
- Mid-block at McDonalds – most people liked that.
- Red dots at McDonalds – people didn’t like that McDonalds didn’t have direct WF access
- None of us can remember why there were red dots at Ferguson Ave. But if we had to guess it was because the light for turning onto WF from Ferguson Ave or the business is too short.
- Red dots on median in front of credit union – people thought there was no access to there when driving southbound. What we forgot to show on the exhibits is that the

access to the Credit Union going southbound is turn left at Solway and then left behind the businesses where we would create a shared access.

- Chambers board, east of WF – people didn’t like that you couldn’t turn left out of those businesses, since there would be a median. People didn’t like that Ameren had an entrance to their substation there. Church entrance – people thought you couldn’t access the Church when driving WB, so they put dots, but we explained that you would turn left on the street west of the lot and access the lot from there, so then they were OK with that.

2.6 Comment Form Responses

The comment form contained eight questions that solicited feedback the open house, design elements and potential neighborhood branding options. It also gauged respondents’ priorities for the West Florissant Avenue Project. Comments are reported by question below.

Question 1: Overall thoughts? Comments?

A majority of respondents shared positive reactions to the project. Respondents look forward to the beatification and other improvements to the community. A few respondents expressed additional comments about the design and other related concerns. Overall respondents feel that this is a great initiative and are pleased with the ideas shared thus far. Verbatim responses to this question are listed below.

Positive Reaction (24)

- Good idea - keep at it
- Project helps the community
- Nice/Well done displays
- Good luck
- Like the beautification/safety
- Effort to beautify area is great
- Great project
- Good ideas
- I like what I see so far. I would like updates.
- We need this to prove we love our area
- Interesting but still need more/better info
- It appears to be coming together slowly but sure.
- Great
- Going to be great
- Nice enhancement of W. Florissant
- Excited for the final product
- Positive. Beneficial to local sidewalks. increased safety.
- Great project
- Great idea!
- Unified master plan
- I believe it is greatly needed for the area - safety and attractive

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- Interesting initial ideas
- I love it!
- Good Plan!

Concern (6)

- Whether my property will be taken
- Traffic lite @ West Florissant and High movement coming from subdivision facing the traffic lite doesnt stay green to long.
- Good idea, but does not go far enough
- Present RoTo Dellwood Rec CTR as just paved with curbs. Now to be turned into grassy area. Does Dellwood Mayor know this? What is the plan to provide for emergency and police vehicles when both lanes are clogged with vehicles? Especially during rush hour.
- Let Ferguson market go!
- Too much traffic

Design (4)

- Channeled islands are great - IMO
- Without the "attractions" that line
- Too many curb cuts
- Why no fruit trees???

Negative Reaction (1)

- Not needed

Question 2: What excites your most about this project?

Respondents expressed the most excitement about the potential design improvements to the West Florissant Avenue corridor. Respondents commented on the potential for design improvements to increase connectivity and accessibility, and improve walkways and safety. Respondents also expressed excitement about the improvements and overall transformation their community will experience as a result of this project. Some respondents say that these changes have the potential to attract new business and positively change the reputation of the area. Verbatim responses to this question are listed below.

Design Improvements (12)

- slowing traffic
- Upgrade and business access
- New streetscape
- Connectivity through corridor
- The walking paths
- Updated look
- Reconstructing the road way
- The medians and improved sidewalks
- Increased safety for pedestrians and youth.
- accessibility and safety

- landscaping/sidewalks
- traffic calming, more crosswalks

Community Improvement/ Transformation (11)

- The updates and revisions
- Improvements are needed and this money would help
- Beautification/safety
- that you guys want to build the community up
- Potential for attracting businesses
- Seeing the beatification of the area
- Achieving that well needed face lift
- Give you something to look forward for in this area.
- Something to bring life to our area.
- This development will cancel out the negative views associated w/ riots.
- It provides value and beautification to the area
- Opportunity to transform community.

Green Space (2)

- The added green spaces
- More green space

Unity (2)

- People connecting
- Bringing unity to the area

Other (6)

- General (illegible) improvement
- Children and traffic
- Delmar loop, it will not
- Needs more funding
- Not excited
- That it's being done

Question 3: What concerns you most about this project?

Respondents are most concerned about the financing for the project and the burden it may place on resident tax payers. Respondents shared a few design concerns, including worries about the impact on access to local businesses. Respondents also expressed concern about the sustainability of the development, changes to the community, and safety. Verbatim responses to this question are listed below.

Project Financing (8)

- What will be the cost to the taxpayers?
- Cost sharing -it is "doable"?
- Financing not enough to totally transform area

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- Not encourage funding
- Any future costs being passed on to residents.
- money
- funding
- Can we fund it?

Design (7)

- green spaces being only grass
- Smaller/Nonowner driving lanes
- Emergency vehicle right of way
- Reduced access to credit union on Ferguson Ave. is not good.
- That it be done well!
- Business areas, potential delays when entering/leaving businesses
- lack of access during development

Timeline (4)

- The time frame for completion
- The timespan
- The length of time
- timeline of getting done

Community Changes (3)

- community upgrades
- Change the perception
- That is could draw better crowds

Sustainability (3)

- Upkeep
- funding/long-term maintenance
- Up keep/maintenance of the raised median

Safety (2)

- Security after construction. Peoples driving habits
- Traffic - emergency vehicles - safety for residents

Other (10)

- Got it in the mail
- buildability
- Number of empty buildings
- A concern! Attn Larry
- Diamond in the center of N. County mud hde
- cleanliness of the green space
- parking spaces/variety of stores
- We need stores the community can use
- Crashing into

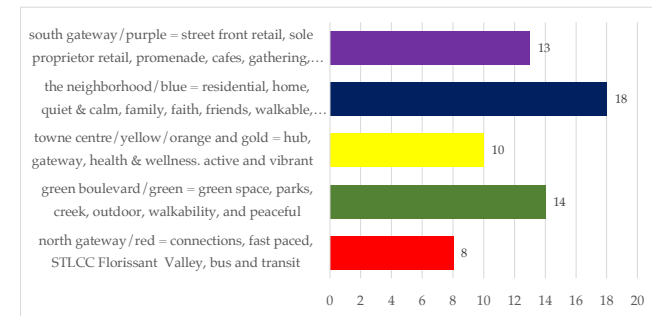
- The enormous overall project

Question 4: Branding: The unity ring and area that I have the most connection (mark more than one if applicable)

Comment form respondents were asked to select one of five unity ring options that were designed to evoke different feelings about the community. See the options in Appendix J. The “neighborhood” branding concept resonated most with attendees (18 selections) followed by the “green boulevard” (14 selections) and “south gateway” (13 selections). See branding connection results in Figure 1.



Figure 1. Branding: Area of Most Connection to Respondents

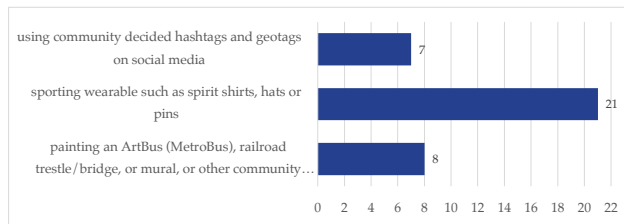


Question 5: I want to be part of sharing our community brand and everything that makes West Florissant Avenue a great street. I would be willing to participate by: (Check all that apply)

Comment form respondents were asked to identify which of the three ways they might willing to participate in the community rebranding process. A significant majority (58%) expressed willingness to sport wearables (21 selections). There was less expressed interest in social media public art (22% or 8 selections) or social media (19% or 7 selections). See results in Figure 2.

APPENDIX N: January 2018 Open House Report

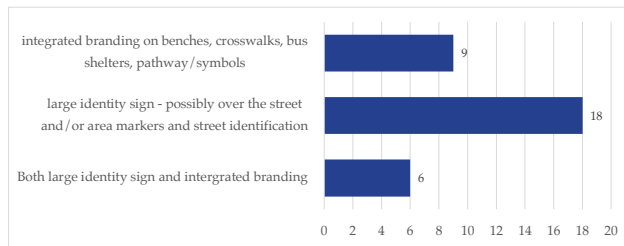
Figure 2. Branding Community Participation



Question 6: I would prefer to see the West Florissant Avenue brand featured:

Comment form respondents were provided two brand feature options: integrated branding or large identity signs. Most respondents expressed a preference for large identity signs (18 respondents), fewer selected integrated branding (9 respondents) and less selected both options (6 respondents). See results in Figure 3.

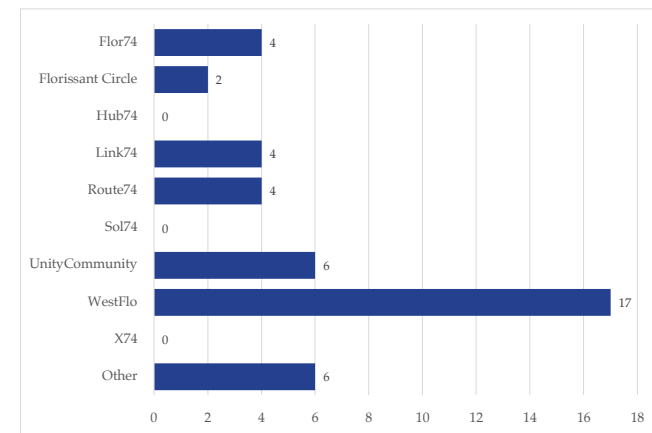
Figure 3. Brand Feature Preference



Question 7: The name I prefer most for the corridor is:

A majority of comment form respondents expressed preference for the proposed name "West Flo" (17 selections) followed by "Unity Community" (6 selections). "Hub74", "Sol74", and "X74" received no selections. See results in Figure 4. Respondents' name suggestions are listed below the table.

Figure 4. Corridor Name Preference



Other Provided Suggestions:

- Link no 74, Unity Circle
- West and not Florissant
- Street I.D.
- Not (illegible) about West Flo, but it's the most descriptive
- West Flo Circle
- Flow74, FloWest

Question 8: Please rank the following project components by priority. Check the box that best applies.

An overwhelming majority of respondents either strongly agreed (49%) or agreed (46%) that that "proposed bus stop locations will meet transit user needs". A smaller number of respondents (5.4%) disagreed. This suggests that respondents are largely very satisfied with the proposed bus stop locations. See Figure 5.

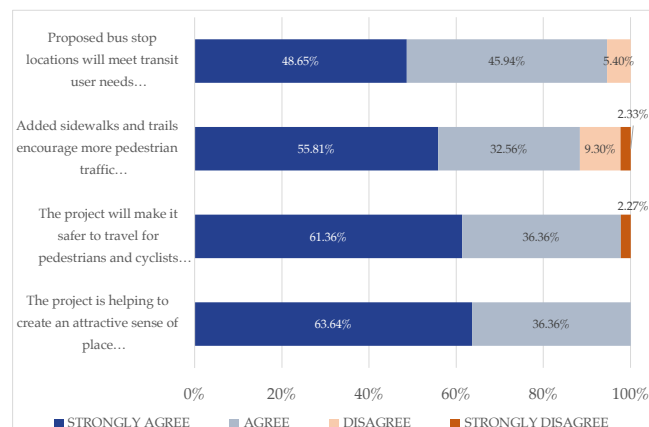
A majority of respondents either strongly agreed (56%) or agreed (33%) that "added sidewalks and trails encourage more pedestrian traffic". Approximately 11% disagreed or strongly disagreed with the statement. This result is consistent with respondents expressed connection to "the neighborhood" branding concept. See Figure 5.

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An overwhelming majority of respondents either strongly agreed (61%) or agreed (36%) that “the project will make it safer to travel for pedestrians and cyclists”. A few respondents (2%) strongly disagreed with this statement. See Chart 5.

All respondents either strongly agreed (64%) or agreed (36%) that “the project is helping to create an attractive sense of place”. This response is consistent with respondents expressed sentiments about this project creating an opportunity to improve and beautify the community. See Figure 5.

Figure 5. Project Priorities



3.0 Conclusion

The intent of the second West Florissant Avenue Great Street Project open house was to introduce and gather public feedback on the segment concepts and designs, the branding concepts, and an updated project schedule. The information gathered at the open house will be complemented with ongoing outreach and information distribution in the West Florissant Avenue area and in Dellwood and Ferguson.

The majority of open house attendees were from Dellwood, Ferguson and the surrounding area. Attendees represented 36 local and regional organizations, demonstrating the breadth of interest in the project.

The five-station concept of the open house was designed to provide specific and useful information to attendees about the project's design, public realm and branding concepts thus far. The project team sought feedback on: roadway, pedestrian and access design improvements; intersection safety improvements; pedestrian, transit and biking facilities; public realm opportunities; and branding concepts. Many of the comments were detailed and specific comments that can be evaluated and incorporated into project designs, but several trends in public feedback were observed.

Overall, attendees viewed the project and the design concepts positively. They were most excited about traffic calming, green space, an updated look for West Florissant Avenue, increased pedestrian safety and attracting more businesses to the corridor. They indicated that safety for pedestrians and cyclists, and creating an attractive sense of place, were their top priorities.

Attendees were concerned about project financing, ongoing maintenance of any improvements, increasing benches and transit stop enhancements, access in and out of businesses, the length of time to complete the project and ongoing community outreach and education.

For branding, attendees most identified with the neighborhood and green boulevard concept. They most preferred the WestFlo name, with Unity Community coming in second. Attendees most wanted to see a large identity sign as part of the West Florissant Avenue branding efforts, and indicated they were most likely to embrace branded wearables like t-shirts and buttons.

Based on this feedback, the following project team actions are recommended moving forward:

- Incorporate specific feedback into design concepts where possible
- Prioritize traffic calming, green space, pedestrian safety improvements and sense of place public realm opportunities
- Invest in benches, transit stop improvements and large identity signs
- Keep ongoing maintenance top of mind when making design recommendations
- Continue reaching out to the community to provide education and gather feedback about the project

APPENDIX N: January 2018 Open House Report

Appendix A. Open House Press Release and Media Advisory

Media Contact
Cordell Whitlock, Communications Director
[\(314\) 606-1854](tel:3146061854)

MEDIA ADVISORY

DRAFT DESIGNS FOR RE-IMAGINING WEST FLORISSANT AVENUE IN FERGUSON FOCUS OF UPCOMING PUBLIC OPEN HOUSE

WHAT: West Florissant Avenue Great Street Project Open House
WHEN: Wednesday, January 31, 2018 4:00 p.m. - 7:00 p.m. (stop by anytime)
WHERE: New Life Community Church of God in Christ
1570 Chambers Road, Dellwood, MO 63136 (located one block off of
West Florissant Avenue and Chambers Road)

Please join Ferguson and Dellwood neighbors, small business owners and community stakeholders to view draft designs and recommendations for re-imagining West Florissant Avenue from Stein Road south to the Norfolk Southern Railroad. Attendees can review the current conceptual designs for improving West Florissant Avenue and provide feedback on:

- Roadway, pedestrian and access design improvements
- Intersection safety improvements at Chambers and West Florissant Avenue
- Branding ideas for West Florissant Avenue
- Pedestrian, transit and biking facilities
- Public realm opportunities (benches, lighting, walking paths, green space)

This is the best opportunity to weigh in on the future of West Florissant Avenue and what it could look like for the next generation before recommendations are submitted to St. Louis County. Project team members will be on hand to answer any questions and take comments. Snacks are provided for everyone and there will be activities for children. The West Florissant Avenue Great Streets Project is sponsored by St. Louis County Department of Transportation with East-West Gateway Council of Governments.

More information is at www.westflorissantavenue.com. Project team members will be available for interviews.

FOR RELEASE

West Florissant Avenue Great Streets Project January 2018 Open House Summary Report – DRAFT 04.20.18

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Media Contact
Cordell Whitlock, Communications Director
[\(314\) 606-1854](tel:3146061854)

West Florissant Avenue Great Streets Project Team to Unveil Draft Designs for Re-imagining Avenue

January 31 – As part of the next step in re-imagining West Florissant Avenue from Stein Avenue to the Norfolk Southern Railroad, a second public open house will be held on Wednesday, January 31, 2018 from 4:00 p.m. – 7:00 p.m. at New Life Community Church of God in Christ at 1570 Chambers Road, Dellwood, MO 63136. The open house is part of the West Florissant Avenue Great Streets Project, whose goal is to help connect communities, strengthen positive identity, enhance mobility for all users, and build momentum to improve economic conditions along the corridor. Residents, business owners and employees, community leaders and other interested people are invited to stop by anytime to provide feedback on draft designs and recommendations for:

- Roadway, pedestrian and access design improvements
- Intersection safety improvements at Chambers and West Florissant Avenue
- Branding ideas for West Florissant Avenue
- Pedestrian, transit and biking facilities
- Public realm opportunities (benches, lighting, walking paths, green space)

“The Project seeks to help create a new identity and story for West Florissant Avenue that reflects the strong, diverse, resilient and positive community that it is and has been for decades,” St. Louis County Executive Steve Stenger said. “We are still taking comments and learning from residents and business owners. That’s why it is so important that people come out and tell us what they think about the current designs and recommendations.”

The West Florissant Avenue Great Streets Master Plan was approved in 2014. The current Preliminary Design phase is required for federal transportation funding applications and will help refine the vision of what will make West Florissant Avenue safer, easier-to-use for motorists, pedestrians, cyclists and more attractive for potential economic development opportunities. These improvements include roadway improvements, sidewalks, crosswalks, a multi-use path, curbs, more clearly defined access points and lighting along the corridor. Additional improvements such as medians, stormwater features, trees and plantings could be included as well.

St. Louis County applied for a TIGER (Transportation Investment Generating Economic Recovery program) grant through the USDOT in late 2017. Projects selected for the TIGER grants could be awarded in mid-2018. If the Project does not win a federal transportation grant, the Project will immediately begin looking for alternative funding sources, phasing opportunities, and reapplying for federal grants. St. Louis County is committed to making the Project a reality. Other Great Streets projects have been completed on South Grand Boulevard, Page Avenue, and Natural Bridge Avenue.

Find out more and sign-up for email updates at www.westflorissantavenue.com.

West Florissant Avenue Great Streets Project January 2018 Open House Summary Report – DRAFT 04.20.18

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Appendix B. Open House Postcard

OPEN HOUSE

WEST FLORISSANT AVENUE PROJECT

Join your neighbors and local business owners for an open house to review the current conceptual designs for improving West Florissant Avenue as part of the West Florissant Avenue Great Streets Project. Tell us what you think about:

- Roadway, pedestrian and access design-improvements
- Intersection safety improvements at Chambers and West Florissant Avenue
- Branding ideas for West Florissant Avenue
- Pedestrian, transit and biking facilities
- Public realm opportunities

Wednesday, January 31, 2018
4:00 p.m. - 7:00 p.m.

New Life Community Church of God in Christ
1570 Chambers Road | Dellwood, MO 63136

Free Snacks! Activities for Children!
For questions, email cmueller@vectorstl.com or call 314-621-5566. Need visual or audio accommodations? Let us know!



Learn more at www.westflorissantavenue.com



WEST FLORISSANT AVENUE PROJECT
c/o Vector Communications
401 S. 18th Street, Suite 325
St. Louis, MO 63103

OPEN HOUSE

Wednesday, January 31 | 4:00 - 7:00 p.m.

The West Florissant Avenue Great Streets Project area runs from Stein Avenue to the Norfolk Southern Railroad.
www.westflorissantavenue.com

APPENDIX N: January 2018 Open House Report

Appendix C. Open House Promotional Flyer

OPEN HOUSE

Join your neighbors and local business owners for an open house to review the current conceptual designs for improving West Florissant Avenue as part of the West Florissant Avenue Great Streets Project. Tell us what you think about:

- Roadway, pedestrian and access design improvements
- Intersection safety improvements at Chambers and West Florissant Avenue
- Branding ideas for West Florissant Avenue
- Pedestrian, transit and biking facilities
- Public realm opportunities

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New Life Community Church of God in Christ
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Need visual or audio accommodations? Let us know!

The West Florissant Avenue Great Streets Project area runs from Stein Avenue to the Norfolk Southern Railroad.
www.westflorissantavenue.com

SAINT LOUIS COUNTY
TRANSPORTATION
PUBLIC WORKS

West Florissant Avenue Great Streets Project January 2018 Open House Summary Report – DRAFT 04.20.18

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Appendix D. Open House Flyer Distribution Locations

Distributed Flyers	Group Name	Topic
1/25/18	Ferguson-Florissant School District	Education
1/25/18	Ferguson Youth Advisory Board	Government
1/25/18	St. Louis County Police	Government
1/26/18	Riverview Gardens School District	Education
1/25/18	Hazelwood School District	Education
1/25/18	LeMasters Elementary	Education
1/25/18	McCluer South-Berkeley High	Education
1/26/18	Challenger Learning Center	Education
1/27/18	ALDI Ferguson	Major Business
1/25/18	EarthDance Farms	Nonprofit
1/25/18	Centene Corporation	Major Business
1/25/18	Greater Grace Church	Faith Based
1/25/18	Lee Hamilton Elementary	Education
1/25/18	Planet Fitness	Gym
1/25/18	Ferguson Youth Initiative	Community
1/25/18	Ferguson City Hall	Government
1/26/18	Zion Child Development Center	Child Care
1/26/18	Zion Lutheran Church	Faith Based
1/25/18	Vogt Elementary	Education
1/25/18	Central Elementary	Education
1/25/18	Immanuel United Church of Christ	Faith Based
1/25/18	Ferguson Police Department	Government
1/25/18	Wellspring United Methodist Church	Faith Based
1/25/18	Center for Social Empowerment & Justice	Social Service
1/26/18	First Baptist Church Ferguson	Faith Based
1/25/18	Ferguson Municipal Public Library	Community
1/25/18	First Presbyterian Church of Ferguson	Faith Based
1/26/18	Ferguson Lions Club	Social Service
1/25/18	SCHNUCKS (Shop N Save) Ferguson	Major Business
1/26/18	PAKT Community Center	Community
1/26/18	Johnson Wabash Elementary	Education
1/26/18	Ferguson Middle School	Education
1/25/18	St. Stephen's Episcopal Church	Faith Based
1/25/18	People's Health Center	Healthcare
1/25/18	H&R Block	Business
1/25/18	VP Nails	Business

West Florissant Avenue Great Streets Project January 2018 Open House Summary Report – DRAFT 04.20.18

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Distributed Flyers	Group Name	Topic
1/25/18	Boost Mobile	Business
1/25/18	Chop Suey	Restaurant
1/25/18	Dollar Tree	Business
1/26/18	North Missionary Baptist	Faith Based
1/26/18	Quiznoes	Restaurant
1/25/18	Christian Care Home	Assisted Living
1/25/18	Dellwood Police Department	Government
1/25/18	Dellwood City Hall	Government
1/25/18	Toyland Day Nursery	Child Care
1/25/18	Family of Faith MB Church	Faith Based
1/26/18	Ferguson Senior Citizen Commission	Government
1/26/18	Ferguson Community Center	Community
1/26/18	Training Up A Child	Child Care
1/26/18	St. Peter's United Church of Christ	Faith Based
1/26/18	Dellwood Recreation Center	Community
1/26/18	AARINS Infant Childrens Enrichment Center LLC	Child Care
1/26/18	Save-A-Lot	Major Business
1/26/18	Better Family Life (Family Resource Center)	Social Service
1/26/18	Church of Nazarene	Faith Based

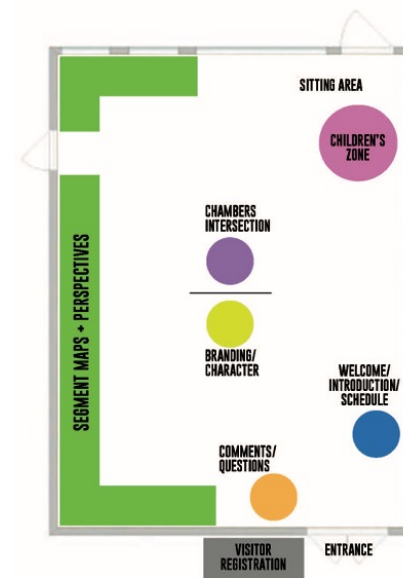
Appendix E. Open House Station Guide

WEST FLORISSANT AVENUE PROJECT

OPEN HOUSE MAP

THANK YOU FOR COMING!

We want your feedback! Please be sure to visit all the stations while you are here. Please provide your comments on the other side.



STATION DESCRIPTIONS

WELCOME/INTRODUCTION

View a brief presentation and overview of the project scope and goals.

BRANDING/CHARACTER

Please give us your thoughts and comments on the development of a brand for the corridor.

CHAMBERS INTERSECTION

Review options for the Chambers and West Florissant Ave intersection.

CHILDREN'S ZONE

Activities for children. We want to hear their thoughts, too!

SEGMENT MAPS + PERSPECTIVES

Explore the project area. Please provide input on the proposed changes impacting pedestrian experiences, safety, business access, wayfinding, and aesthetics of the corridor through viewing maps and perspectives.

COMMENTS/QUESTIONS

Please be sure to leave your completed comment form and ask any remaining questions you may have.

APPENDIX N: January 2018 Open House Report

Appendix F. Open House Comment Form

WEST FLORISSANT AVENUE PROJECT

COMMENT FORM

OVERALL THOUGHTS? COMMENTS? _____

WHAT EXCITES YOU MOST ABOUT THIS PROJECT? _____

WHAT CONCERNS YOU MOST ABOUT THIS PROJECT? _____

BRANDING: THE UNITY RING AND AREA THAT I HAVE THE MOST CONNECTION (MARK MORE THAN ONE IF APPLICABLE)

- ☐ north gateway/red = connections, fast paced, STLCC Florissant Valley, bus and transit
☐ green boulevard/green = greenspace, parks, creek, outdoor, walkability, and peaceful
☐ town center/yellow/orange and gold = hub, gateway, health & wellness, active and vibrant
☐ the neighborhood/blue = residential, home, quiet & calm, family, faith, friends, walkable, biking (greenway connector)
☐ south gateway/purple = street front retail, sole proprietor retail, promenade, cafes, gathering, walkable and bikeable

I WANT TO BE PART OF SHARING OUR COMMUNITY BRAND AND EVERYTHING THAT MAKES WEST FLORISSANT AVENUE A GREAT STREET. I WOULD BE WILLING TO PARTICIPATE BY: (CHECK ALL THAT APPLY)

- ☐ painting an ArtBus (MetroBus), railroad trestle/bridge, or mural, or other community public art piece.
☐ sporting wearables such as spirit shirts, hats or pins
☐ using community decided hashtags and geotags on social media

I WOULD PREFER TO SEE THE WEST FLORISSANT AVENUE BRAND FEATURED:

- ☐ large identity sign - possibly over the street and/or area markers and street identification
☐ integrated branding on benches, crosswalks, bus shelters, pathway/symbols

THE NAME I PREFER MOST FOR THE CORRIDOR IS:

- ☐ Route74 ☐ Flor74 ☐ Hub74 ☐ UnityCommunity ☐ Link74
☐ X74 ☐ WestFlo ☐ Florissant Circle ☐ SoI74 ☐ Other _____

PLEASE RANK THE FOLLOWING PROJECT COMPONENTS BY PRIORITY. CHECK THE BOX THAT BEST APPLIES.	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE
The project is helping to create an attractive sense of place				
The project will make it safer to travel for pedestrians and cyclists				
Added sidewalks and trails encourage more pedestrian traffic				
Proposed bus stop locations will meet transit user needs				
Are you already seeing improvements in the project area? Please explain below.				



PLEASE SHARE YOUR THOUGHTS

Appendix G. Open House FAQ Sheet

WEST FLORISSANT AVENUE PROJECT

FREQUENTLY ASKED QUESTIONS

What is the West Florissant Avenue Great Streets Project?

The West Florissant Avenue Great Streets Project is a streetscape improvement project that aims to create a safe and accessible area for all vehicles, pedestrians, bicyclists and transit riders. We hope to connect communities, strengthen West Florissant Avenue's positive identity, enhance mobility for all users, and build momentum to transform the area's future.

How is the project funded?

The West Florissant Avenue Great Streets Project is currently in its Preliminary Design phase and is funded by St. Louis County Department of Transportation and East-West Gateway Council of Governments. St. Louis County applied for a TIGER grant through the USDOT in late 2017. Local matching funds will be combined with the grant award. Selections on the projects awarded the TIGER grants are expected in mid-2018. If the Project does not win a TIGER grant, St. Louis County will immediately begin looking for alternative funding sources, different phases, and reapplying for federal grants.

What is a TIGER grant?

A TIGER Grant provides Federal financial assistance to large projects that will have a significant impact on the Nation, a metropolitan area, or a region. TIGER stands for Transportation Investment Generating Economic Recovery. More information can be found here: <https://www.transportation.gov/tiger/about>

How much will the project cost?

As described in the Master Plan, Project construction would cost upwards of \$33 million. Right now, \$2.5 million has been dedicated to creating the preliminary design plans for Segments 3, 4 and 5 (from Stein Road south to Norfolk Southern Railroad) so we can apply for federal transportation funding to finalize the design and start making the improvements. The project improvements for all 3 Segments are anticipated to cost over \$40M. The TIGER submission consisted of a project of \$29M and a smaller alternative of \$24M. All 3 segments would receive improvements under either option.

How long will it take before we see any changes?

Changes have already been made along the corridor, and the County continues to make improvements as this project continues. Based on feedback from the community, the non-working lighting along the corridor has been repaired and storm sewers have been cleaned out. Other changes have been happening along the corridor that are not specifically part of the Great Streets Project, but are community improvements. The earliest timeframe we have right now for construction is late 2020, but that depends on funding.

How will we maintain these improvements? Won't that cost more money too?

One of the key goals of the Project is to make recommendations that are cost-effective and sustainable over long periods of time. The Project team will work with St. Louis County, Delwood, Ferguson and other stakeholders to make sure the Project has workable solutions and improvements.

What sort of changes can we expect?

A wide variety of changes have been considered, with the primary focus being on improvements that would improve the safety of all users. These improvements include sidewalks, crosswalks, a multi-use path, curbs, more clearly defined access points and lighting along the corridor. Additional improvements such as medians, stormwater features, trees and plantings would be included as well.

Appendix G. Open House FAQ Sheet (page 2)

Will there be property acquisition? What about changes to how I access properties or businesses along West Florissant Avenue?

There could be property acquisition and changes in access to properties along West Florissant. However, the design team wants to meet with property owners and businesses to determine how best to address access to the properties. Most of the changes being considered involve improving safety for pedestrians and motorists. These include reducing the number of access points from West Florissant Avenue to the adjacent properties, through "shared access" where one or more properties would share the same driveway.

The project team wants your feedback, so please fill out the survey regarding property usage located here: www.westflorissantavenue.com and a member of our team can contact you.

How has the community been engaged for input during the process?

We have spent the past year in reaching out to neighborhood associations, business owners, residents and local stakeholders in Ferguson and Dellwood to discuss the project and use that input to guide project recommendations. As part of our engagement process, we presented to neighborhood association, community groups and city council meetings. We also talked with residents at the Farmer's Market, events at the Dellwood Recreation Center and Ferguson Community Center, and the first annual Peace and Unity Concert. We also engaged residents about the corridor's branding through outreach at community event, in the schools and North County Transit Center. We have been able to engage well over 1,000 residents in the last 12 months. We are still taking comments and learning from residents and business owners, that's why it is so important that people come out and tell what they think about the current designs and recommendations.

How can I get more involved?

Please sign up for project updates at this meeting or at www.westflorissantavenue.com.

Why should we brand West Florissant Avenue?

Branding is the process of selling a positive image of West Florissant Avenue and fosters the sense of community that keeps key market segments interested and makes the area an attractive destination. There are many reasons why it is critical for a place to have a strong brand image, but the most common is to stimulate economic growth. That's because a strong brand can:

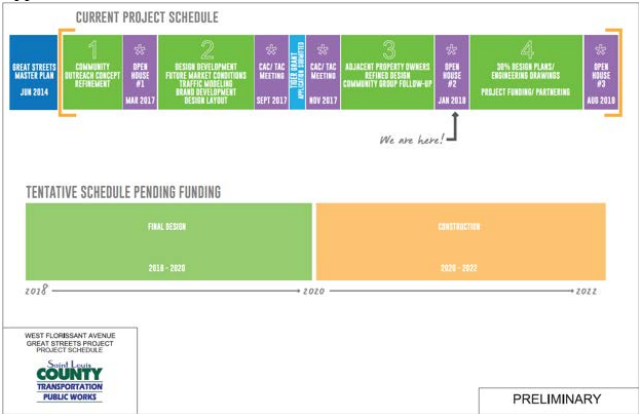
- Shift the perception.
- Create a common vision.
- Provide a consistent representation.
- Enhance its local, regional, national and/or global awareness.

If done well, branding can boost retail traffic; attract residents to the area; and aid community organizations by increasing volunteerism, giving, and credibility. Certain applications can be more instantaneous given the smaller lead times on production: painting trash receptacles, utility boxes and overpasses; applying graphics to bus shelters and merchant windows; hanging banners on light poles and buildings; and creating a dedicated web site, Instagram and Facebook pages, hashtags, etc.

How are West Florissant Avenue community members participating in the creation of the branding and identity logo?

1. Completing the West Florissant Avenue Branding and Identity survey. Providing history, insight and suggestions for names.
2. Creating Unity Rings. Each ring created (using wire, markers, pastels, paint, and fabric) represents the segment area and different ideas about the segments.

Appendix H. Station Welcome/Introduction/Schedule



Appendix I. Station Concept Perspective Boards

Concept Perspective Segment 3



Concept Perspective Segment 3 Dot Stickers



Concept Perspective Segment 4



Concept Perspective Segment 4 Dot Stickers



APPENDIX N: January 2018 Open House Report

Concept Perspective – Chambers



Concept Perspective – Chambers Dot Stickers



Concept Perspective Segment 5



Concept Perspective Segment 5 Dot Stickers



Appendix J. Station Segment Maps

Concept Map A



Concept Map A Dot Stickers



Concept Map B



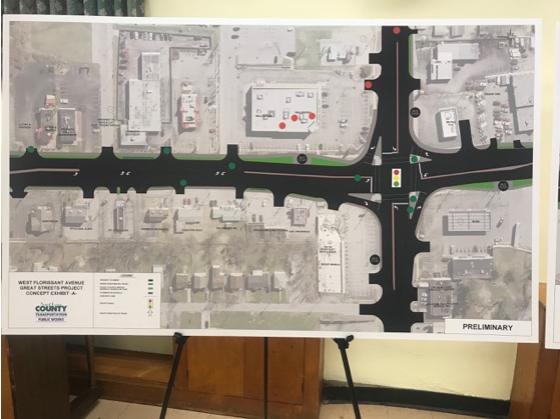
Concept Map B



Concept Map C



Concept Map C Dot Stickers



Concept Map D



Concept Map D Dot Stickers



Concept Map E



Concept Map E Dot Stickers



Concept Map F



Concept Map F Dot Stickers



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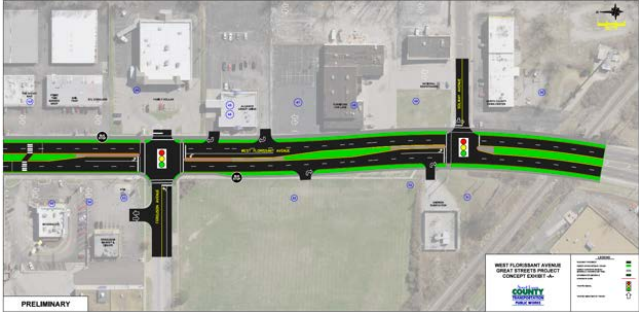
Concept Map G



Concept Map G Dot Stickers



Concept Map H

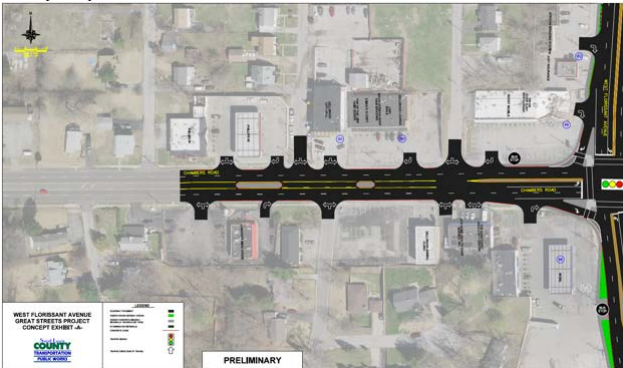


Concept Map H Dot Stickers



APPENDIX N: January 2018 Open House Report

Concept Map I



Concept Map I Dot Stickers



Concept Map J

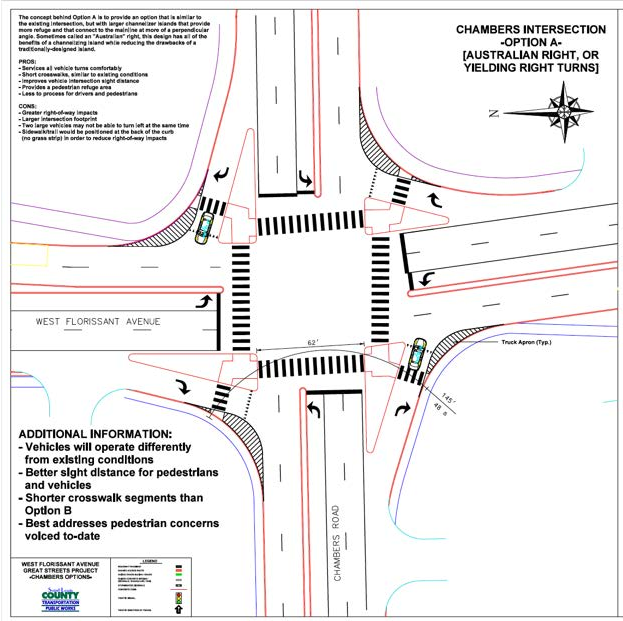


Concept Map J Dot Stickers

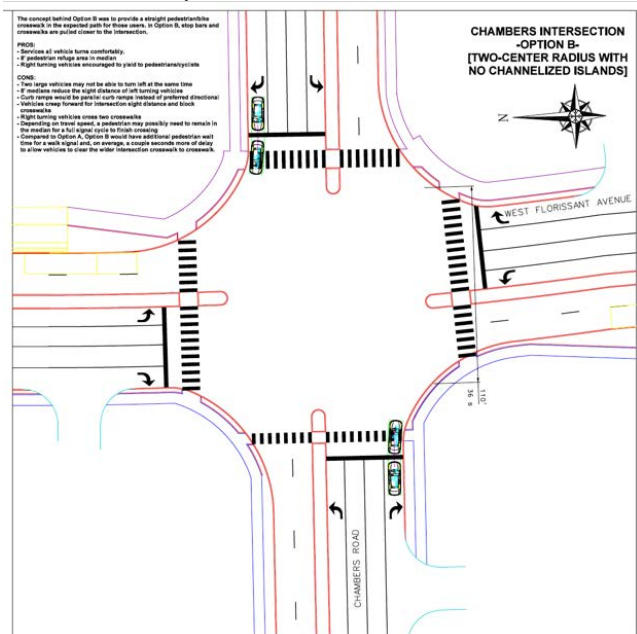


Appendix I. Station Boards - Chambers Options

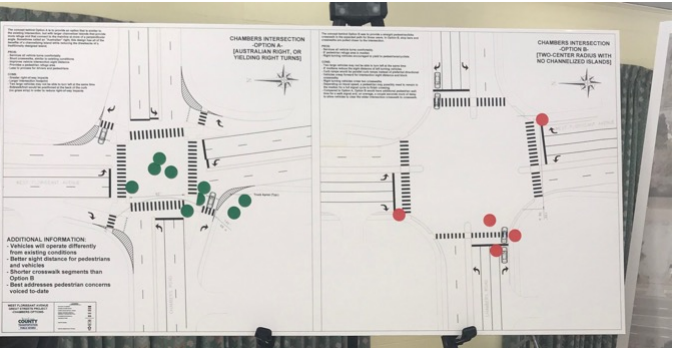
Chambers Intersection Option 1



Chambers Intersection Option 2



Chambers Intersection Options Dot Stickers



Appendix J. Station Boards – Branding Board 1

Segment 1 NORTH GATEWAY	Segment 2 GREEN BOULEVARD	Segment 3 TOWNE CENTRE	Segment 4 THE NEIGHBORHOOD	Segment 5 SOUTH GATEWAY
RETAIL TRANSIT CONNECTIONS BUS RIDERS SLCC FLO VALLEY FAST-PACED MOVEMENT	GREENSPACE PARKS CREEK PATHWAYS PEACEFUL OUTDOOR WALKABILITY SENSORY	CENTRAL CONNECTOR CIVIC ASSETS RETAIL HUB GATEWAY WALKABLE HEALTH & WELLNESS ACTIVE VIBRANT	RESIDENTIAL MULTI-USE PATH CREEK GREENWAY WALKABLE BIKING HOME QUIET & CALM FAMILY FAITH FRIENDS	RETAIL PROMENADE CAFES STREET FRONT WALKABLE BIKING GATHERING SHOPPING EATING

UNITY
COMMUNITY

THE STATE OR FACT OF BEING UNITED OR COMBINED INTO ONE, AS OF THE PARTS OF A WHOLE; UNIFICATION.

WEST FLORISSANT AVENUE
GREAT STREETS PROJECT
BRANDING & IDENTITY
COUNTY
TRANSPORTATION
PUBLIC WORKS

PRELIMINARY

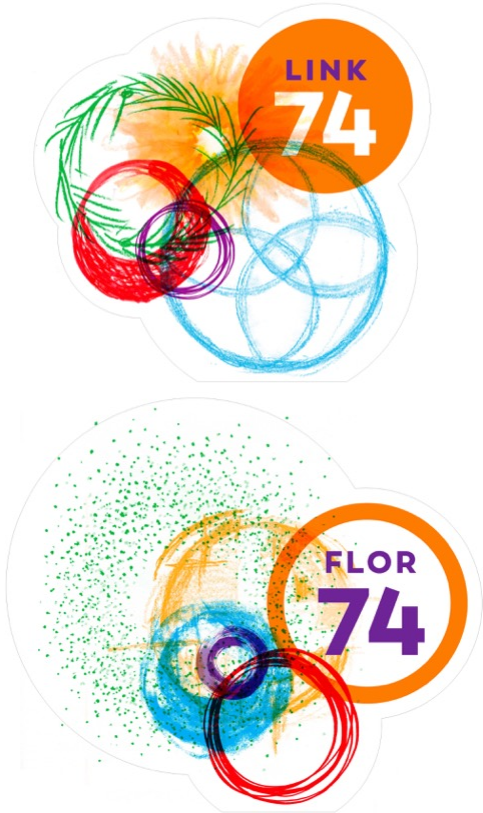
Appendix J. Station Boards – Branding Board 2



Station Boards – Branding Board 2 Dot Stickers



Appendix J. Station Boards – Branding Board 3



Appendix J. Station Boards – Branding Board 4



Station Boards – Branding Board 4 Dot Stickers



Appendix J. Station Boards – Branding Board 5



APPENDIX N: January 2018 Open House Report

Appendix K. Note from Community Member – Ferguson Council Meeting

M:
Citizens gave feedback
this summer on how
to slow traffic down
when trying to cross
the street from one side
of West Florissant to
the other side. My
Suggestion was to
synchronize the ^{traffic} lights
from Northwindi Cut to
Ferguson. Was that
considered