

Route N Great Places

PAT Meeting #1

February 2, 2026

AGENDA

- **Introductions & Project Team**
- EWG Great Streets Projects
- Process & Scope Overview
- Schedule Overview
- Discussion
- Next Steps

Introductions & Project Team

Project Sponsors



Consultants



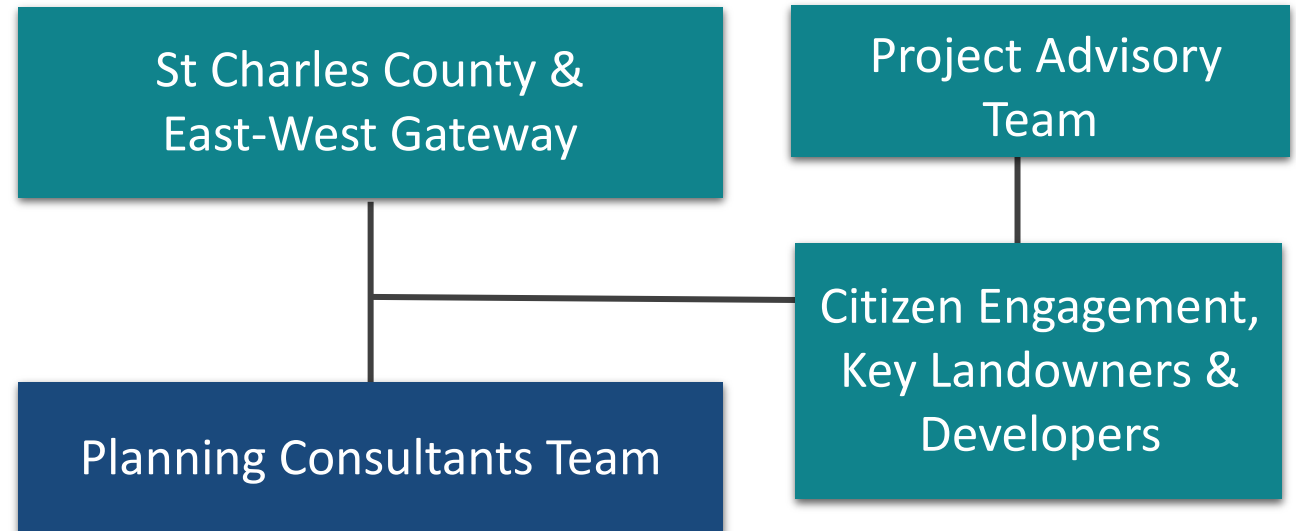
Partners



Committee Role

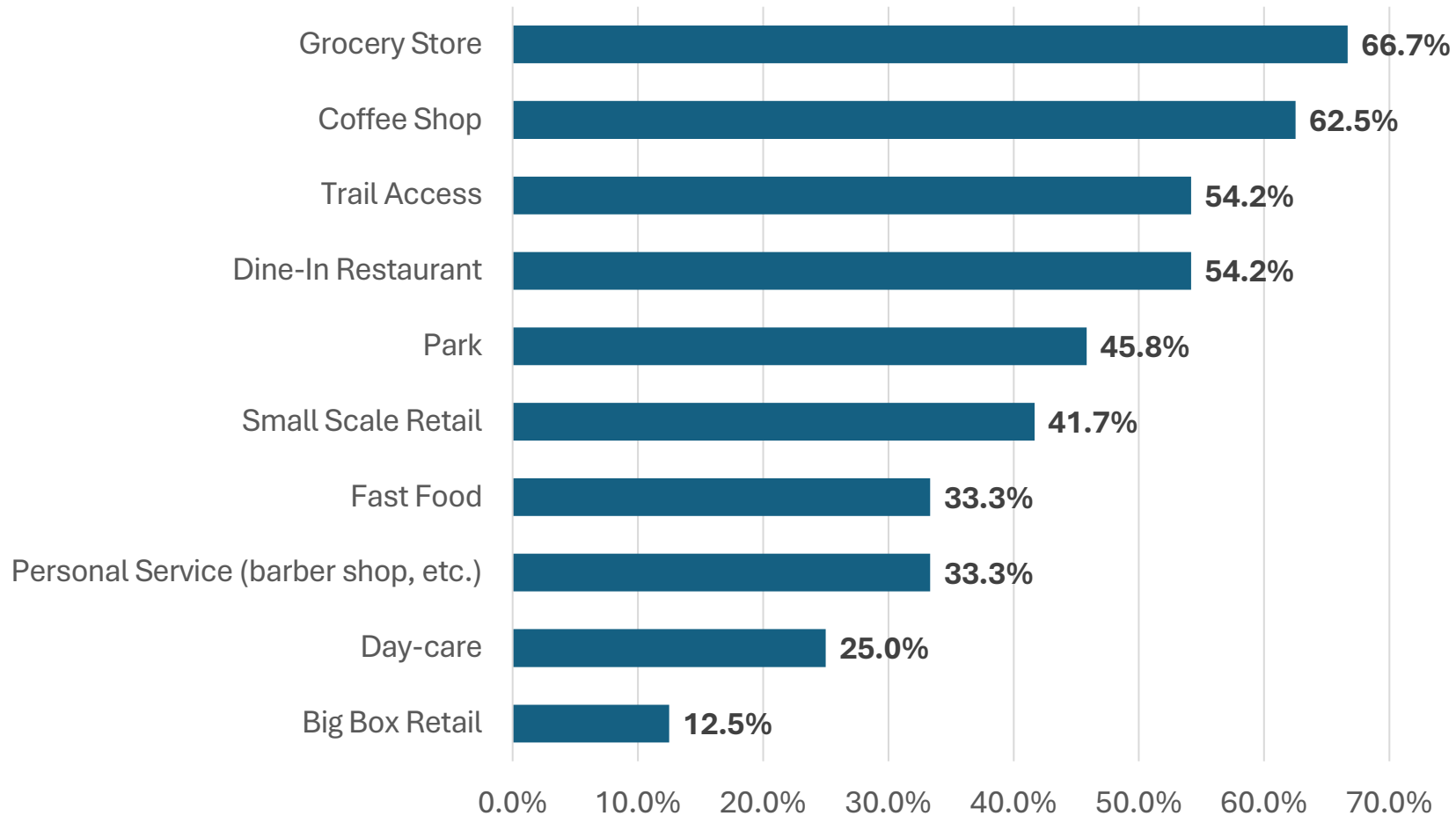
Project Advisory Team (PAT)

- Give input and feedback
- Provide direction
- Promote activities and relay information
- Attend meetings



Poll Question #1

What amenities or services do you think should be within walking distance or a 5-minute drive? **(Pick up to 5)**



24 Respondents

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Great Streets Initiative

Streets are Public Space

- They do more than move cars
- Program started: **2006**
- Program conceived as a reaction to roadways that harm community....and the narrowly defined process that drives that result



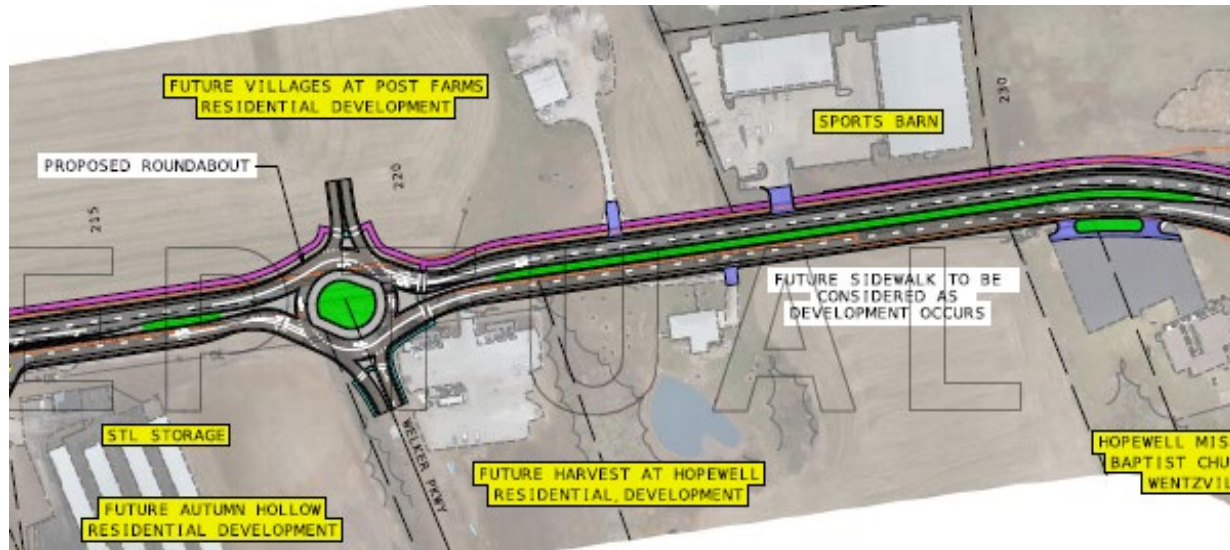
Manchester Rd (Ballwin)



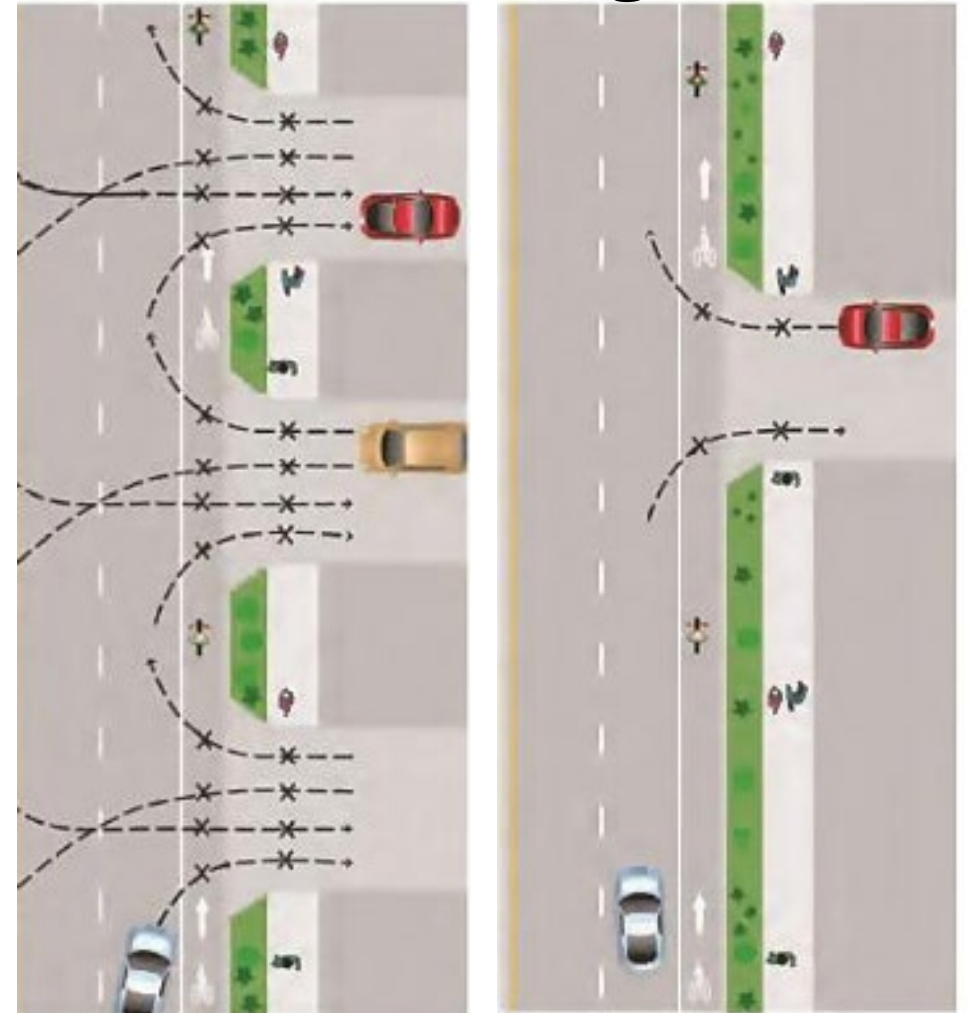
Kirkwood Rd (Kirkwood)



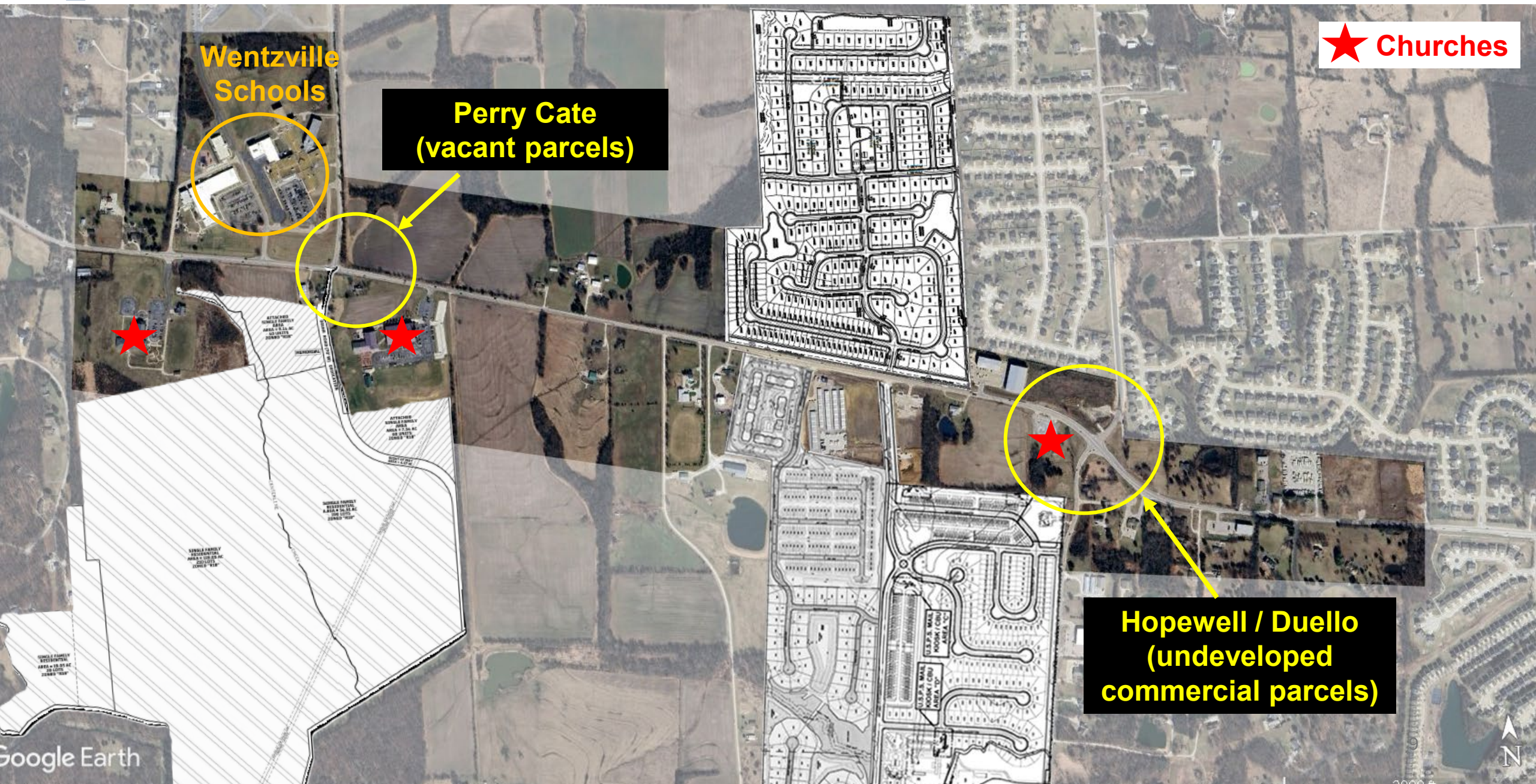
Building off the Route N Conceptual Study



Access Management



Route N Great Places Project Corridor



Wentzville
Schools

Perry Cate
(vacant parcels)

★ Churches

Hopewell / Duello
(undeveloped
commercial parcels)

Great Streets

Put *People at the Center* of the Planning

Expand the Way Communities Think of Streets

Trigger *Economic and Social Benefits*

Create Interesting, Lively and *Attractive Places*

Serve *all Modes* of Transportation

Promote Meaningful *Community Participation*

Convene a *diverse technical team*

Work with Nature

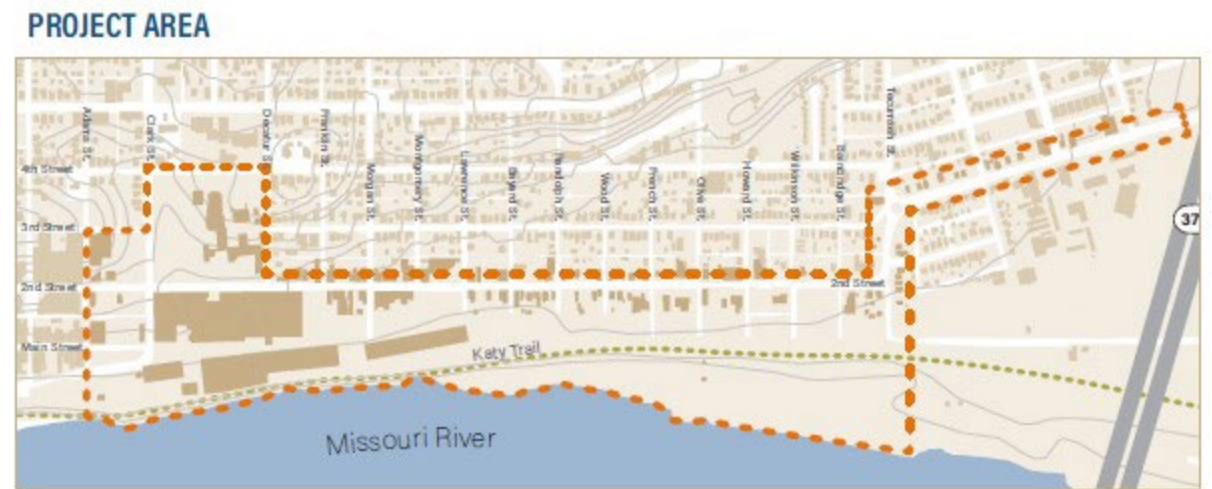
Project Examples

Frenchtown – St. Charles

- Plan completed in 2020
- North of Historic Main Street & the Missouri River

Overview of Recommendations:

- Streetscape improvements
- Aesthetic enhancements
- Wayfinding
- Walkability and traffic calming strategies
- Zoning updates
- Community events
- New market and real estate strategies
- New public spaces and riverfront development



Project Examples

O'Fallon, Illinois – *Forward 50*

- Plan completed in 2024



Aerial view looking east from
Green Mount Road to Lawn Avenue

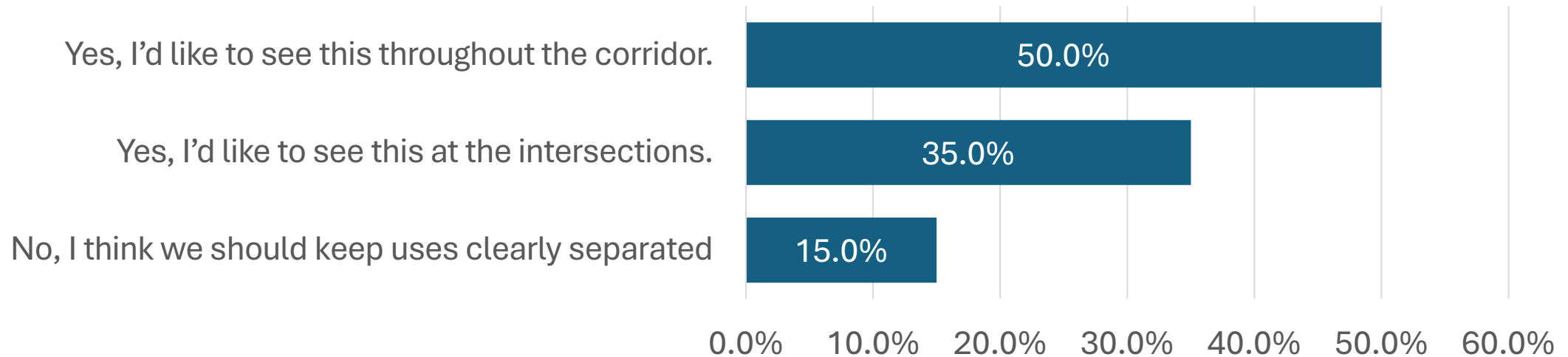


Overview of Recommendations:

- Intersection improvements
- Roadway modifications
- Street connections
- Trail connections
- Shared use path
- Development/redevelopment areas
- Urban design

Poll Questions #2

Multiple different services and amenities can be integrated into a neighborhood through mixing of uses. Would you like to see this type of development along Route N? (Single choice)



20 Respondents

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The Opportunity

- Determining the nature of a roadway and development district **before substantial development**
- Creating a “**community street**” for the region
- Developing a “**Town Center**” – a central corridor for an emerging region
- **Integrating different aspects of development** – transportation, land use, urban design, economics, environment, infrastructure – into a **cohesive and efficient whole**

ANALYSIS



Environmental Factors



Existing Developments



Traffic patterns



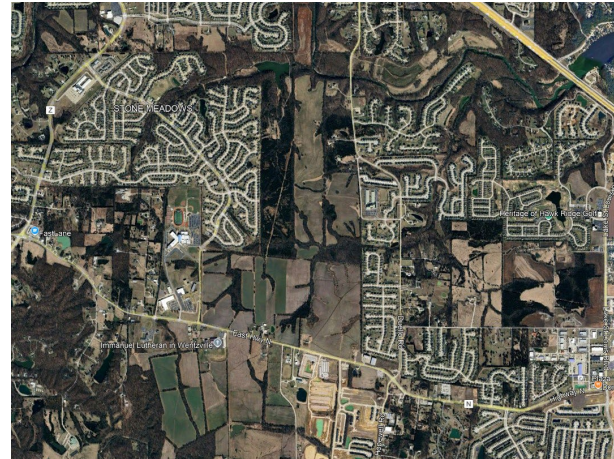
Destinations/Assets



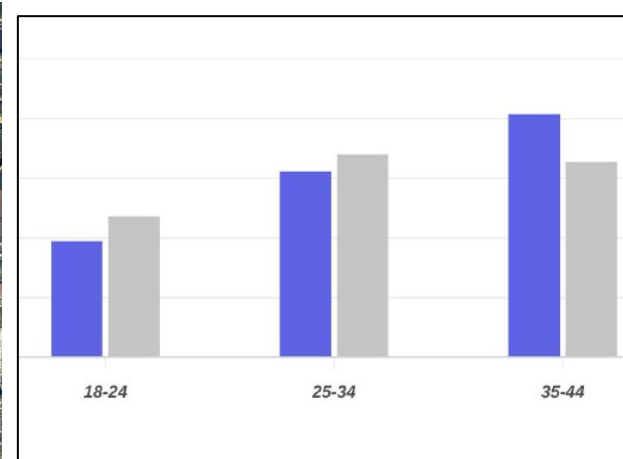
Housing Markets



Commercial Environment



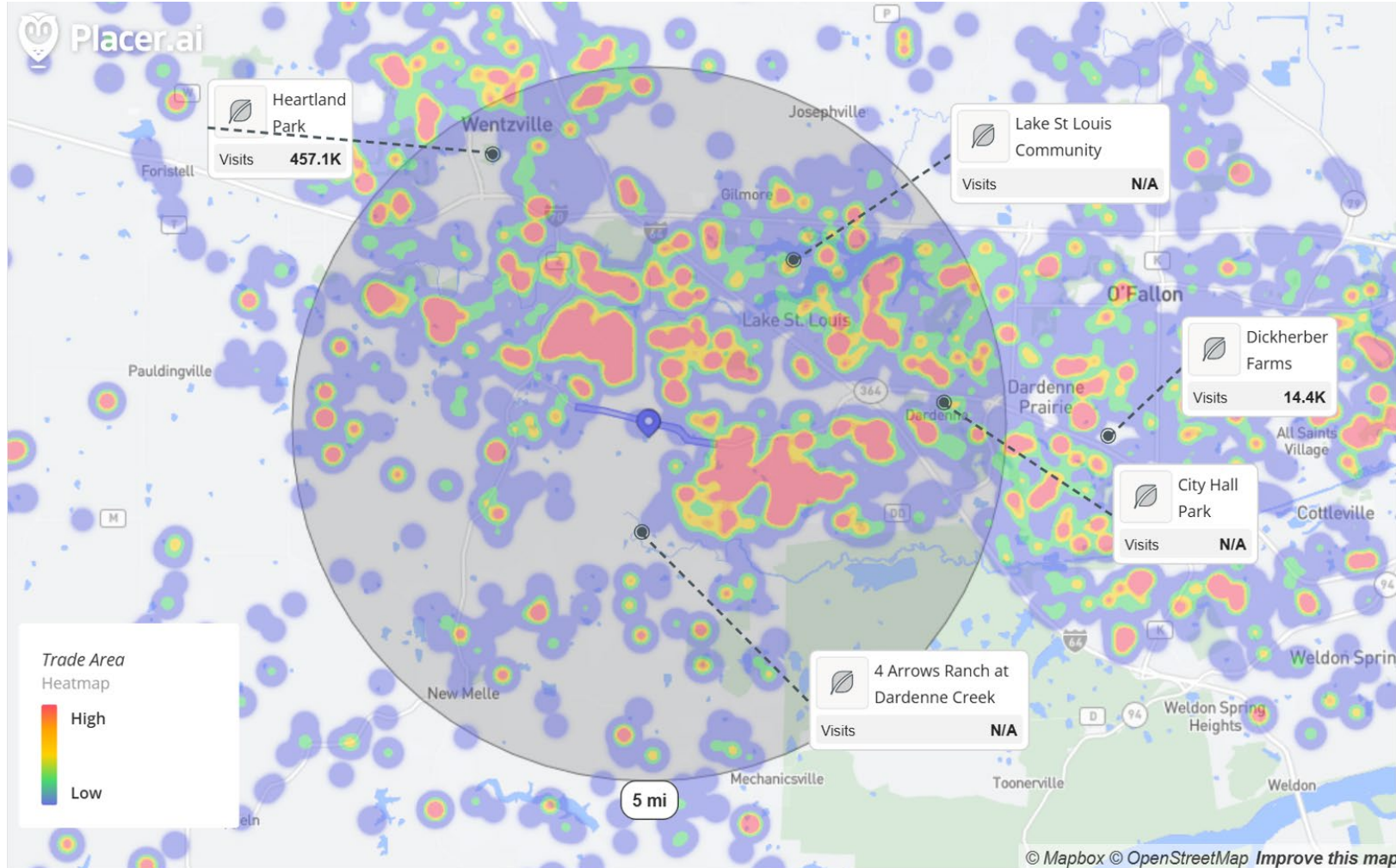
Regional Context



Demographics

ANALYSIS

MARKET DATA EXAMPLE: ORIGIN OF VISITORS TO STUDY AREA



MOGRTstreets | | Oct 1st, 2024 - Sep 30th, 2025

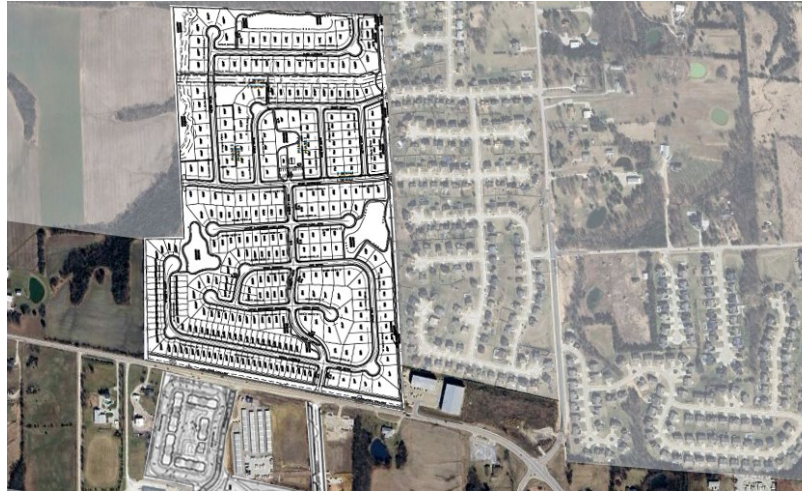
Data provided by Placer Labs Inc. (www.placer.ai)

BASIC PRINCIPLES

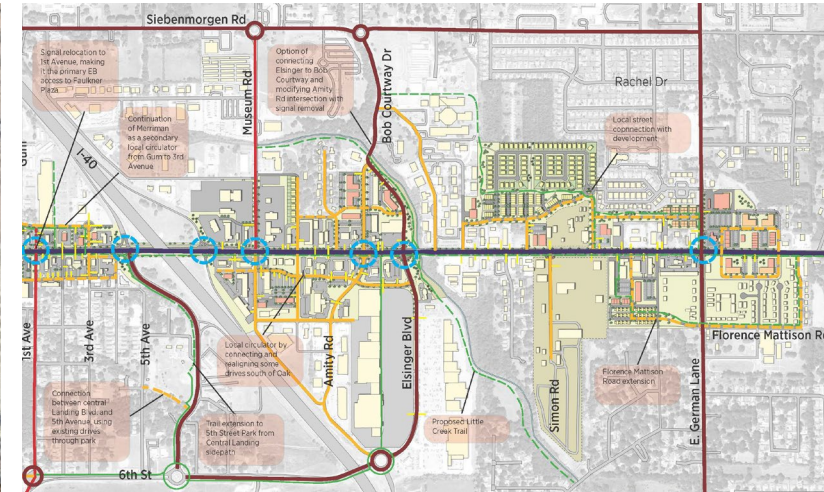
Capitalize on environmental opportunities and constraints.



Respect and work with existing plans and plats.



Develop a secondary transportation network to use Route N effectively.



Oak Street Ahead! Corridor Plan, Conway, AR

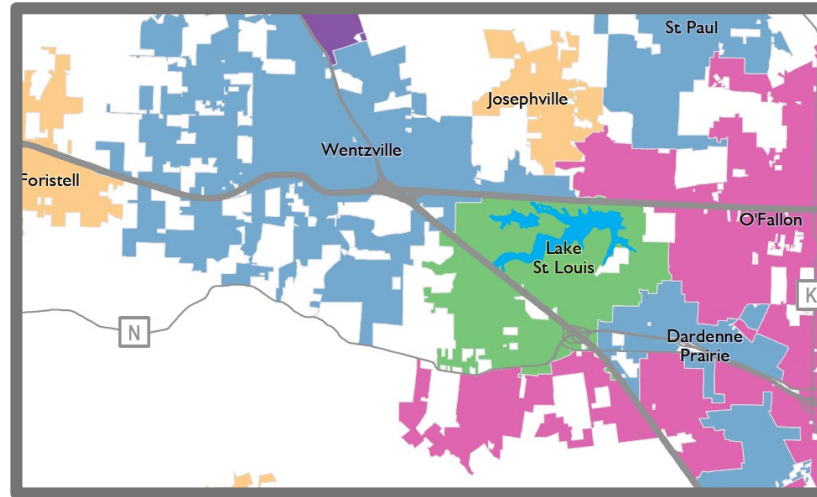
BASIC PRINCIPLES

**View the road corridor
as a public space and
asset**



***College Blvd Linear Park, Overland Park, KS
(in design)***

**Mediate regional
cooperation among
counties and city**



**Incorporate mixed uses
and reinforcing
connections**



North Avenue-Midtown Tosa, Wauwatosa, WI

PROCESS

AUTHENTIC COMMUNITY ENGAGEMENT

- Meet people where they are
- Build trust through transparency and consistency
- Centered in equity and inclusivity (accountability)
- Partnered with trusted messengers and community organizations
- Create multiple avenues for meaningful input
- Link community input directly to plan decisions



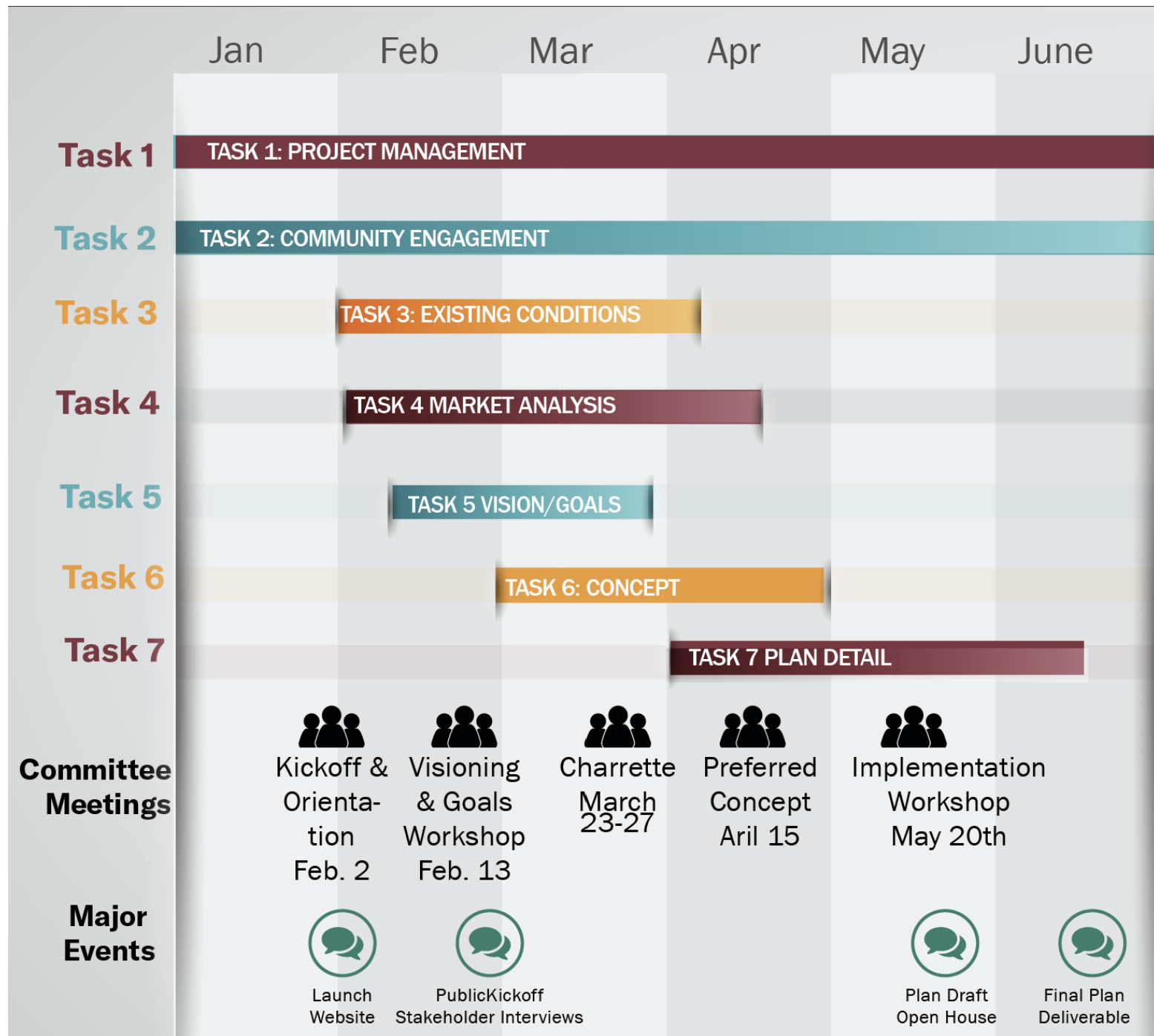
PROCESS

ENGAGEMENT METHODS

- **Project Advisory Team**
- **Website/Communication Pushes**
- **Kick-off Meeting**
- **Stakeholder Conversations**
- **Weeklong Charette**

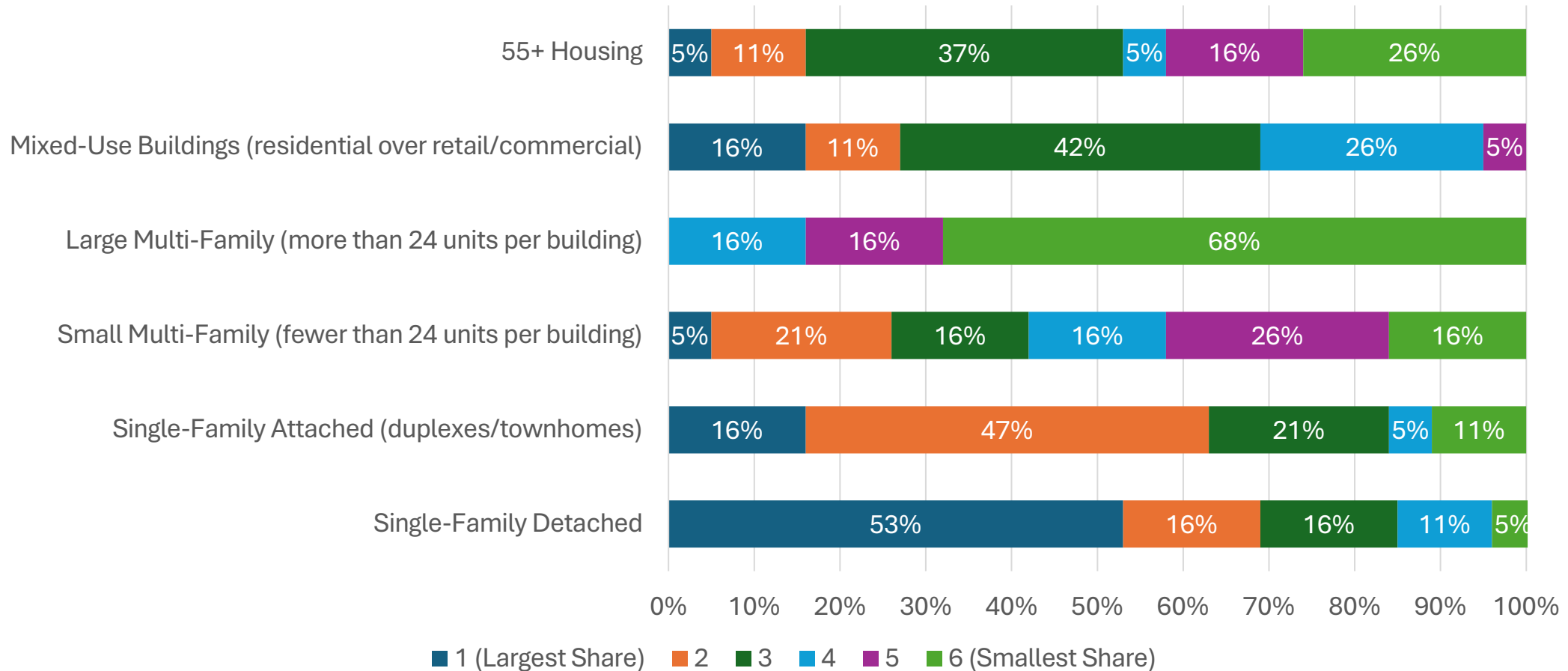


Schedule



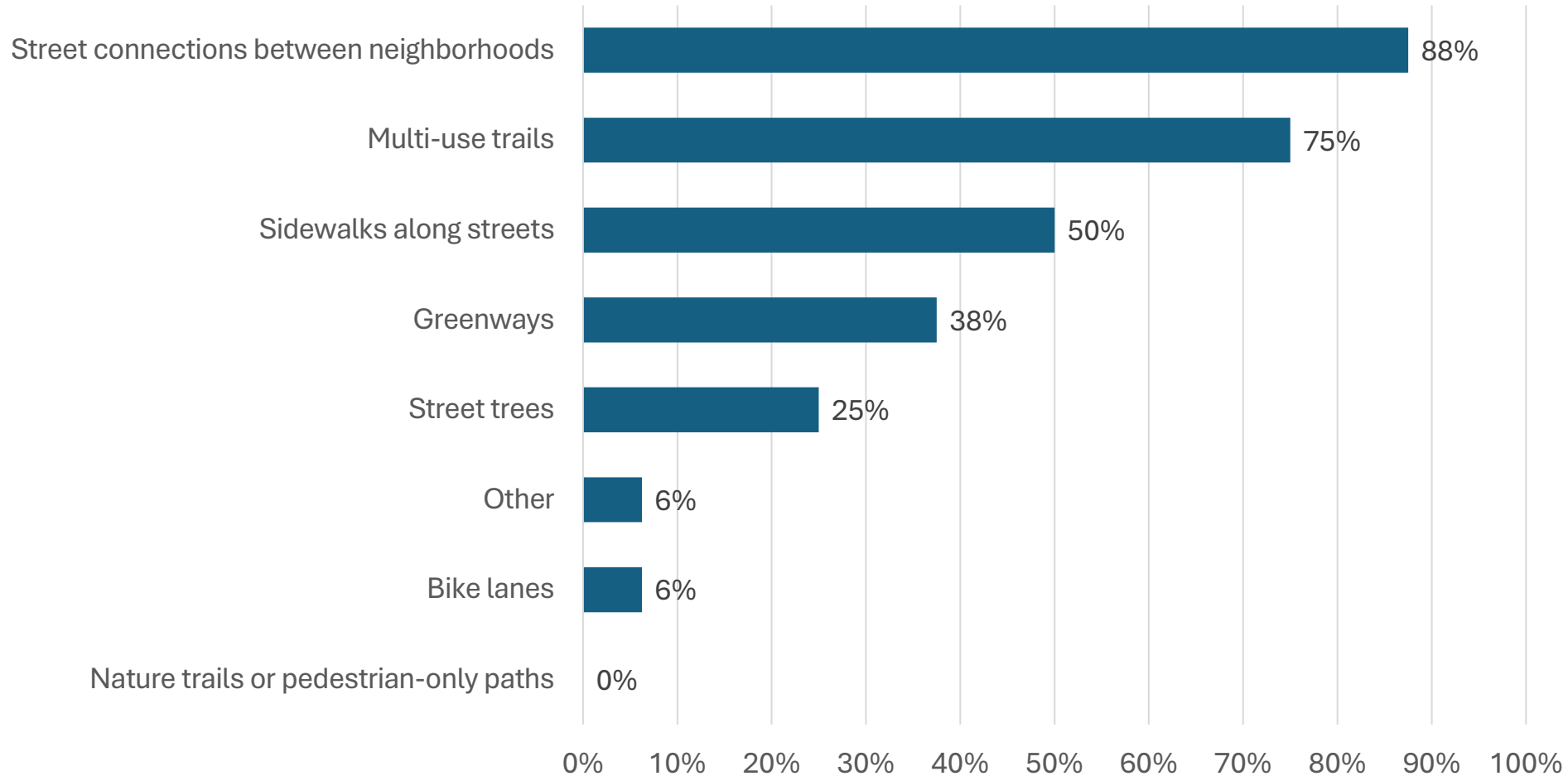
Poll Question #3

Rank the types of housing from what you think should be the largest percentage of units to the smallest percentage of units along the corridor.



Poll Question #4

Select **up to three** features that should be top priorities along the corridor. (Multiple choice)



Comments on “Other”: Safety

16 Respondents

AGENDA

- Introductions & Project Team
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- Schedule Overview
- **Priorities**
- **Next Steps**

Priorities

Summary of Priorities Identified by meeting attendees (by Theme)

- **Traffic & Congestion**

- Address existing congestion before additional development occurs
- Improve corridor flow and intersection performance
- Balance mobility with placemaking
- Guide development proactively to prevent future congestion issues.

- **Secondary Street Network & Connectivity**

- Build a connected network of arterials and collectors so Route N is not the only option
- Create east–west alternatives and parallel connections to relieve pressure on Route N
- Avoid relying on low-speed neighborhood streets as “cut-throughs” by planning viable routes upfront

- **Development Pattern & Corridor Identity**

- Define Route N as a “community street,” not just a highway
- Explore a Town Center or mixed-use node while still keeping the corridor functional for traffic
- Plan transitions between higher-intensity areas and surrounding rural areas so the corridor feels cohesive

- **Multimodal Access**

- Expand safe walking and biking infrastructure
- Incorporate a multi-use path and safer pedestrian and bike connections along the corridor
- Improve pedestrian access to schools, retail, and services
- Improve access to nearby destinations without requiring every trip to be by car

- **Growth Management & Long-Term Planning**

- Balance growth pressure with the desire to preserve rural character
- Anticipate community sensitivity around new subdivisions and corridor change
- Plan proactively rather than reactively

- **School Access & Safety**

- Improve reliability for buses and reduce delays caused by congestion
- Prioritize student driver safety and safe access in and out of school areas

Next Steps

Select one of the following options & notify Amanda:

- A. Yes, I'm excited to continue on as a PAT member
- B. Yes, my organization needs to continue participating but I think "Bob" would be a better member from our team (please provide "Bob's" contact info.)
- C. Thank you, this project is important and I'm excited to see the results, but I don't need to continue as a committee member. Please keep me on the communication list.

One more quick ask:

Please share names and contact information for property owners who were not in the meeting and should be part of the conversation.

Next Events:

- A. Feb. 13: PAT Goals Session
- B. March 23–27: Charrette Week

Questions?