



Focus Areas

- Washington Avenue Loft District
- Old Post Office/Central Business District
- Laclede's Landing/Riverside North District
- Gateway Mall/Arch Grounds District



St. Louis Downtown Development Action Plan

WASHINGTON AVENUE LOFT DISTRICT

Washington Avenue, which runs east and west through the Downtown, forms a link between the Downtown West district and the Riverfront. Located along Washington Avenue are key Downtown destinations such as Laclede's Landing, the TWA Dome, America's Center, the Convention Headquarters Hotel, and the City Museum. The Washington Avenue Loft District is defined by Delmar Boulevard to the North; Locust Street to the South; N. 9th Street to the East and N. 18th Street to the West.

The key development principles and programs set forth for the district include: renovation and reuse of existing buildings; support of existing arts district uses; infill of new buildings; location of support parking behind buildings; enhanced streetscaping; the creation of new urban greens; active recreational areas; and a public square. Over the next six years, the plan includes 1,300 residential units, 435,500 square feet of live/work, incubator business, office and retail space, and 2,246 structured parking spaces. Also included are two public parks totaling 140,000 square feet. The primary park, referred to as Washington Square, will be located at the 1600 block of Washington Avenue. The secondary park is located west of the district and will be primarily a ballfield and recreational area. The parks will serve the existing and new residents of the district and will provide weekday open space for downtown workers and children in downtown day care centers and schools.



Interior of a Loft on Washington Avenue

Washington Avenue Streetscape Improvements \$17 Million in Federal Funds Secured

The plan includes the development of vehicular and pedestrian entrance points into the district, traffic calming, widening sidewalks, lighting, banners, and other streetscape enhancements that will support the character of the district and promote residential development. A \$4 Million appropriation championed by Senator Kit Bond combined with an unprecedented single allocation of \$13 Million by the East West Gateway Coordinating Council will enable a complete remake of Washington Avenue.



Washington Avenue



St. Louis Downtown Development Action Plan

Washington Avenue Loft District

Year One Priority Actions

- Complete schematic design of the entire length of Washington Avenue; execute design development and construction drawings of the Phase I focus area (Loft District) for construction to begin in 2000.
- Prove the viability of the loft market by concentrating energy and resources on three to five significant conversions of warehouses into loft apartments, with accompanying parking in an area of close proximity.
- Issue RFP and induce development of Merchandise Mart building.
- Amend city ordinances to enable building owners and tenants to hang banners, awnings, and signage through an efficient permitting process.



Fence Adjacent to the City Museum

Total Development Program

- 700 loft rehab for-rent units
- 300 loft rehab for-sale units
- 200 new infill rental units
- 100 new infill for-sale units
- 435,500 sq. ft. of live/work, incubator business, retail & office space
- 2,246 structured parking spaces



St. Louis Downtown Development Action Plan

OLD POST OFFICE DISTRICT/CENTRAL BUSINESS DISTRICT

The Old Post Office District is located in the Central Business District of the Downtown. At the center of the district is the magnificent Old Post Office. Currently Webster University is pursuing the reuse of the building as the home for their business and communication schools and a hub for continuing education. Immediately surrounding the district are the sites of the new Convention Headquarters Hotel and Garage, America's Center, St. Louis Centre, and the corporate headquarters for Southwestern Bell, the May Company, Mercantile Bank, and Laclede Gas.

The key components for the revitalization of the district include: reuse of the Old Post Office as an educational facility, a new public square and the rejuvenation of the surrounding blocks. After securing site control of the Paul Brown/Arcade and Syndicate Trust/Century blocks an RFQ/RFP will be issued using evaluation criteria developed by Downtown Now!

Evaluation Criteria

- *Physical Feasibility - structural condition and adaptability; environmental/infrastructure implications; building suitability*
- *Financial Analysis - cost implications; market attractiveness; institutional attractiveness; private and public financing requirements*
- *Management Risk - land assembly; logistics; reliance on third parties*
- *Urban Design of the District - compatibility with district character; urban design of new development; urban design of open space*
- *Contribution to Overall Revitalization of the Downtown - elimination of urban vacancy; stimulation of adjacent development; improved visitor experience; improved business environment*

Webster University's Proposed Regional Center for Educational Excellence and Technology Innovation

Webster University has exercised bold leadership by seeking ownership of the Old Post Office and the creation of a Downtown campus. Highlights of the Center include:

- *The relocation of all or parts of the School of Business and Technology, School of Education, School of Communications, and School of Fine Arts*
- *Partnerships with other academic and business, government and cultural institutions*
- *The connection of St. Louis organizations and the public to the world via cutting-edge communication technologies including Webster's Wide Area Network, corporate telecommunications infrastructure, the world wide web, teleconferencing, and video conferencing systems.*



Old Post Office



St. Louis Downtown Development Action Plan

Old Post Office Square District

Year One Priority Actions

- Remove barricade fencing around Syndicate Trust/Century.
- Secure ownership of the three blocks adjacent to the Old Post Office: Paul Brown/Arcade (South), Syndicate Trust/Century (West), and surface parking/restaurant (North) blocks.
- Issue RFQ/RFP for Paul Brown/Arcade and Syndicate Trust/Century blocks using Downtown Now! evaluation criteria.
- Finalize Webster University's creation of a Downtown campus at the Old Post Office.
- Break ground on the Convention Center Hotel development.
- Implement a market-based solution for St. Louis Centre.



Existing Structures North of the Old Post Office



The American Theater & Proposed Convention Center Hotel

Program Assumptions for the District

- Do Nothing Alternative unacceptable on both blocks
- Assumes Convention Center Hotel and associated Parking
- Assumes reuse of Post Office Square by Webster University
- Realistic new Class A Office Space - approx 250,000 sq ft
- Realistic limitations on Class B renovated space, or have designated user
- Realistic limitations on renovated residential space, or have designated user
- Ground floor retail wherever possible
- Provide parking for new and renovated space users
- Provide major urban open space

Convention Center Hotel - Deal Finalized

- *The \$244 million Convention Center Hotel development is a 1,085-room hotel developed by Historic Restoration Inc. (HRI) and operated by Marriott Renaissance Hotels.*
- *The hotel will be comprised of two reutilized historic hotels and a new tower and garage*
- *The Convention and Visitors Commission estimates that the new hotel will increase the number of conventions held in St. Louis from 34 to 53 per year by 2002, bringing an additional \$70 million to the City annually.*
- *The hotel will create 566 construction jobs and 600 permanent jobs.*



St. Louis Downtown Development Action Plan

LACLEDE'S LANDING/RIVERSIDE NORTH DISTRICT

The Laclede's Landing/Riverside North District is located on the northern edge of the downtown core alongside the Mississippi River and the Jefferson National Expansion Memorial. The District is bounded by Washington Avenue to the south, O'Fallon Street to the north, Interstate 70 to the west, and the Mississippi River to the east. The Laclede's Landing Historic District is located in the southern portion of the district. There are a number of thriving restaurants, clubs, retail, institutions, and businesses as well as a hotel. The district's success is the result of long-range planning, consistent leadership and an incremental development strategy championed by the Laclede's Landing Redevelopment Corporation.

The key development principles and programs set forth for the district include: rehabilitation of historic buildings for loft, office and retail uses; a new urban entertainment center; a new residential neighborhood with apartments and townhouses; new commercial and office spaces; and residential support uses such as daycare. Over the next six years, the plan includes more than 1,000 units of new and rehabilitated residential units, 50,000 square feet of neighborhood retail, and a 150,000 square foot entertainment center. Also included in the plan are urban greens that will serve the residential neighborhood, biking and jogging paths along the riverfront, and enhanced pedestrian connections to the Arch Grounds and Downtown core.



Examples of Housing in Historic Alexandria, Virginia



Outdoor Dining on Laclede's Landing with a View of the Arch



Examples of New Housing in Downtown Milwaukee, Wisconsin



St. Louis Downtown Development Action Plan

Laclede's Landing/Riverside North District

Year One Priority Actions

- Work with residential developers to develop the first group of housing units between Dr. Martin L. King Drive and Carr.
- Complete pedestrian improvements under I-70.
- Work closely with the Admiral Casino to ensure adequate design review of entry points to a newly relocated Admiral Casino boat, as well as the proposed parking structure.
- Work with the new hotel developer to achieve a site plan that is responsive to the density and design inherent in the District.



Planet Hollywood in Laclede's Landing

Total Development Program

- 1,000 units of new and rehabilitated residential units
- An urban entertainment center/mixed use development
- 50,000 sq. ft. of neighborhood retail.
- 1,129 parking spaces within 2 new structures to accommodate development within the District.
- A child care facility to support the new residential environment
- New hotel.



St. Louis Downtown Development Action Plan

GATEWAY MALL/ARCH GROUNDS DISTRICT

The Downtown Plan for the Gateway Mall and Arch Grounds builds upon the grand nature of the open space, providing Downtown St. Louis and the entire St. Louis region with first-class landmarks that will be recognized throughout the world. The Gateway Mall, stretching the full east-west length of Downtown, is integrally merged with the image and experience of Downtown St. Louis for residents, workers and visitors alike. This memorable urban park, as a site of local and visitor events and as the front door to Downtown's future will reinforce the clearest orientation to all of Downtown and link the two most visited sites, the Arch Grounds and Union Station.

The Mall, in concert with the Arch Grounds, becomes the organizing open space around which all of Downtown revolves. Each boulevard gateway to Downtown connects with the Mall, providing ease of circulation among government, business, recreation, cultural and residential venues. The District's open space character must allow for a varied and distinctive personality as one travels west from the River to 22nd Street, while providing ease of circulation with enhanced traffic, bicycle and pedestrian movements.

The Jefferson National Expansion Memorial is the site of one of the world's most distinctive pieces of public sculpture, and a beautifully landscaped but dramatically underused open space. The plan calls for the reintegration of the Arch Grounds into the downtown through a landscaped lid over I-70 and enhanced activities in the open spaces of both the Arch Grounds and the Mall.



The Arch Grounds



View of the Gateway Mall from the Arch



St. Louis Downtown Development Action Plan

Cupples Station - SPACE FOR RENT!

- *Cupples Station, a \$165 million mixed-use project co-developed by McCormack Baron and Associates and NationsBank, includes office and retail space, a 230-room Westin Hotel, and a parking garage.*
- *Cupples will provide a new front door to the Downtown and solidify the important role of Clark Avenue as a pedestrian link between Union Station, Kiel Center, the new federal courthouse and Busch Stadium.*

Proposed Smithsonian Affiliate

The Smithsonian Museum Project Corporation signed a letter of intent with the Smithsonian to create an affiliate museum along the Gateway Mall.

Four themes are under consideration for the museum:

- *American Character and Culture - an idea museum that draws on the interpretations of American history and experiences from a perspective that is both personal and societal.*
- *African American History and Culture - a strongly experimental approach incorporating art, social history and ethnography exhibition with community memory.*
- *St. Louis Blues and Jazz - an integration of high-level multimedia and "performance simulation" techniques with high-level art and artifact displays to create a participatory museum of music.*
- *Food, Nutrition, and Health - an experience-based attraction focused on food, nutrition, and health interpreted through leading edge biology and biotechnology.*

The final theme and location of the museum(s) will be determined in the fall of 1999.



Westin Hotel Site at Cupples Station



Aerial View of Downtown St. Louis



St. Louis Downtown Development Action Plan



Old Courthouse

Gateway Mall/Arch Grounds District

Year One Priority Actions

- Secure Missouri Department of Transportation sponsorship and funding of at-grade lid over I-70.
- Launch detailed design of Gateway Mall improvements, focused on specific opportunities in 2000.
- Work with congressional delegation and National Parks Service to evaluate and develop implementation schedule for recommended improvements to the Jefferson National Expansion Memorial.
- Following completion of feasibility analysis of downtown Smithsonian-affiliate museum in fall of 1999, move forward with implementation, including establishment of board, funding, etc.
- Site and advance development of Class A office building.

Total Development Program

- 72 units of high-end residential
- A new cultural institution within the district
- Mall enhancements including, but not limited to, ice skating rink, public art, amphitheater, formal gardens, and restaurants
- Potential site of Class A office building



Programs

- Streetscaping
- Parking



St. Louis Downtown Development Action Plan

STREETSCAPING PROGRAM

The Downtown Action Plan identifies a need for a comprehensive street and streetscape improvement program to be established for Downtown Streets. Phased improvements will allow Downtown St. Louis to become a great “walkable” City. Phase I implementation has identified particular streets to be improved that will support and enhance land use recommendations.

Year One Priority Actions

- Launch design and construction of streetscape improvements of priority streets.
- Design boulevard streets to provide similar signage, landscaping and overall theming to clearly identify “gateways” to Downtown.
- Update existing streetscape plan to include specific attention to retail and pedestrian streets.
- Design and install a comprehensive bus and MetroLink signage, way finding, and marketing program.

Priorities

- Memorial Drive, Tucker, 22nd - Boulevard Streets
- Washington Avenue, Olive, 6th and 7th - Retail Streets
- Locust, 8th, 9th, 13th, and 17th - Pedestrian Streets

PARKING PROGRAM

The Downtown Development Action Plan identifies locations for new parking facilities and related policies and practices with the goal of providing adequate parking for Downtown users while promoting increased pedestrian activity.

Year One Priority Actions

- Finance and launch additional on and off street parking that is strategically located to support key development priorities in targeted districts.
- Develop a parking management strategy

Total Program Development

See district plan sections.



Streetscaping - Denver, Colorado



Streetscaping - Bethesda, Maryland



Implementation

- Phasing



St. Louis Downtown Development Action Plan

YEAR ONE ACTION ITEMS

Job Growth

- Launch comprehensive improvement of the Downtown environment - streets, sidewalks, public spaces, buildings, districts - in order for Downtown to become a more attractive work environment and stronger generator of new employment opportunities.
- Nurture existing business through surveys, relationship-building, and rapid response to concerns raised.
- Promote strong Missouri tax incentives included in Rebuilding Communities Act for locating businesses in the City of St. Louis - incentives to offset earnings tax, Missouri state taxes owed, investment in telecommunications infrastructure, etc.
- Actively recruit major corporations headquartered outside of Downtown to take Downtown space as a civic commitment to the health of the region.
- Aggressively market Downtown St. Louis' competitive advantage as a major hub of the information superhighway system with ample bandwidth provision for any need and Southwestern Bell's switch capacity.
- Implement a comprehensive parking strategy, adding a significant number of new spaces.

Washington Avenue Loft District

- Complete schematic design of the entire stretch of Washington Avenue; execute design development and construction drawings of the Phase I focus area (Loft District) for construction to begin in 2000
- Prove the viability of the loft market by concentrating energy and resources on three to five significant conversions of warehouses into loft apartments, with accompanying parking in an area of close proximity.
- Issue RFP and induce development of Merchandise Mart building.
- Amend city ordinances to enable building owners and tenants to hang banners, awnings, and signage through an efficient permitting process.

Old Post Office Square District

- Remove barricade fencing around Syndicate Trust/Century.
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YEAR ONE ACTION ITEMS (continued)

Laclede's Landing/Riverside North District

- Work with Lincoln Properties to develop the first group of housing units between Dr. Martin L. King Drive and Carr.
- Complete pedestrian improvements under I-70.
- Work closely with the Admiral Casino to ensure adequate design review of entry points to a newly relocated Admiral Casino boat, as well as on the proposed parking structure.
- Work with the new hotel developer to achieve a site plan that is responsive to the density and design inherent in the District.

Gateway Mall/Arch Grounds District

- Secure Missouri Department of Transportation sponsorship and funding of at-grade lid over I-70.
- Launch detailed design of Gateway Mall improvements, focused on specific opportunities in 2000.
- Working with congressional delegation and National Parks Service to evaluate and develop implementation schedule for recommended improvements to the Jefferson National Expansion Memorial.
- Following completion of feasibility analysis of downtown Smithsonian-affiliate museum in September 1999, move forward with implementation, including establishment of board, funding, etc.

Streetscaping Program

- Design boulevard streets to provide similar signage, landscaping and overall theming to clearly identify "gateways" to Downtown.
- Update existing streetscape plan to include specific attention to retail and pedestrian streets.
- Design and install a comprehensive bus and MetroLink signage, way finding, and marketing program.
- Launch design and construction of streetscape improvements of priority streets.

Parking Program

- Finance and launch additional on and off street parking that is strategically located to support key development priorities in targeted districts.
- Develop a parking management strategy.



St. Louis Downtown Development Action Plan

RECENTLY COMPLETED & CURRENT PROJECTS

Thomas Eagleton Federal Courthouse
Fur Exchange Building – 365 room Drury Hotel, 300 car garage and restaurant
Marquette Building and Garage – 140 Residential units; 360 car garage
Planet Hollywood – New National Themed Restaurant
Mark Twain – Renovation of 238 SRO units
705 Olive Building – office renovation with ground and second floor retail
210 North Tucker – 413,000 square feet Office renovation for telecom & general offices
300 North Tucker – 100,000 square feet Office renovation
Missouri State Bank Building – Office renovation
A.D. Brown Building – Office renovation
Holiday Inn – 456 room Hotel renovation
Jefferson Arms – Renovation of 600 Residential units
1224 Washington – Cheetah nightclub; 13 Residential loft units
1221 Washington – Polly Esther's nightclub
Elder Shirt Factory – Residential lofts
Merchandise Mart Annex – Renovation of 23 Residential lofts; Office and Retail
1312 Washington – Deep Cool nightclub
City Museum – New Multiple Themed Children's Museum
Art Loft – 63 Residential lofts; Art gallery; Theater
2300 Locust Street – 175,000 square feet Office renovation for SJI Fulfillment Co.
Plaza Square – Renovation of 936 Residential units
Hard Rock Café – New National Themed Restaurant
Union Station – 10 screen movie theater renovation
Edison Warehouse – Renovation into 300 Suite Breckenridge Hotel; 76 condominiums
1627 Washington – Renovation of 26 Residential lofts; Art gallery; Restaurant
703 North Thirteenth – Renovation of 22 Residential lofts
Washington Avenue Streetscaping between 7th Street & 18th Street
Civil Courts – Interior renovation
Kiel Triangle Park
Multi-Modal Station
Mary Miss – Federal Courthouse Plaza
Cupples Station – Renovation into 235 room Westin Hotel; 445,000 sq. ft. Office building; 800 car garage
Renaissance Convention Center Hotel & Garage – 1085 room Marriott Hotel; 1,440 car garage; Retail
A.G. Edwards – 405,000 square foot Office building
City of St. Louis Criminal Justice Center – Booking and processing center; 700-800 car garage

PROPOSED PROJECTS

Riverside Hilton – 400 room Hotel
Merchants-Laclede Building – Renovation into 120 room Marriott Residence Inn extended-stay hotel
A.G. Edwards – 600,000 - 800,000 square foot Office building and new parking garage
Riverside Apartments Phase I – New 300 unit complex with integrated parking structures
S.G. Adams Building – Renovation of 15 Residential lofts; Office and Retail
1324 Washington – Renovation of Residential lofts
400 Washington – Renovation of 100 rental Residential loft units
1110-20 Washington – Renovation of 64 Residential lofts; Retail and 22 car garage
A.G. Edwards – 405,000 square foot Office building
City of St. Louis Criminal Justice Center – Booking and processing center; 700-800 car garage



New Drury Hotel in the Fur Exchange, Jefferson and Zinc Buildings

