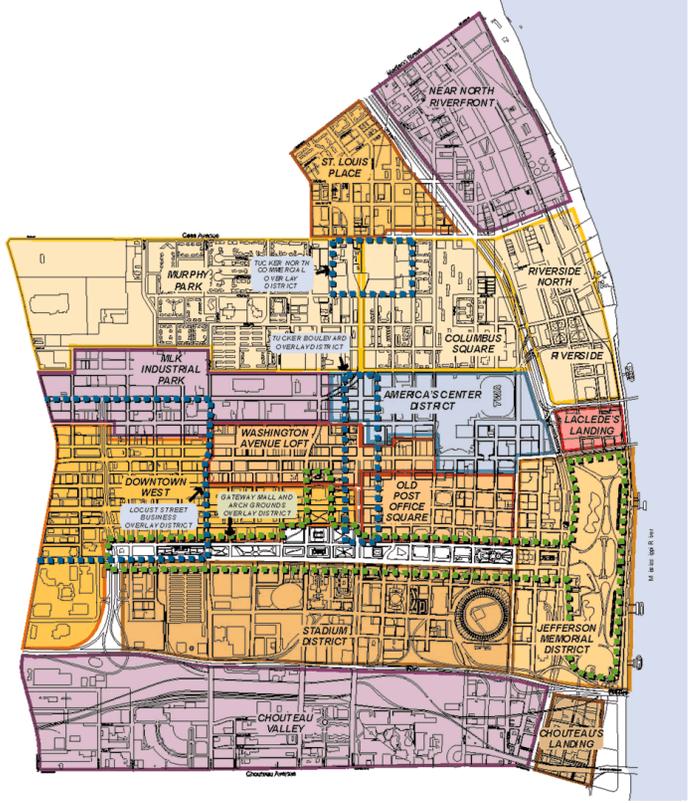


# St. Louis Downtown Development Action Plan

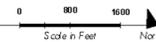
## District Framework Plan

Key:

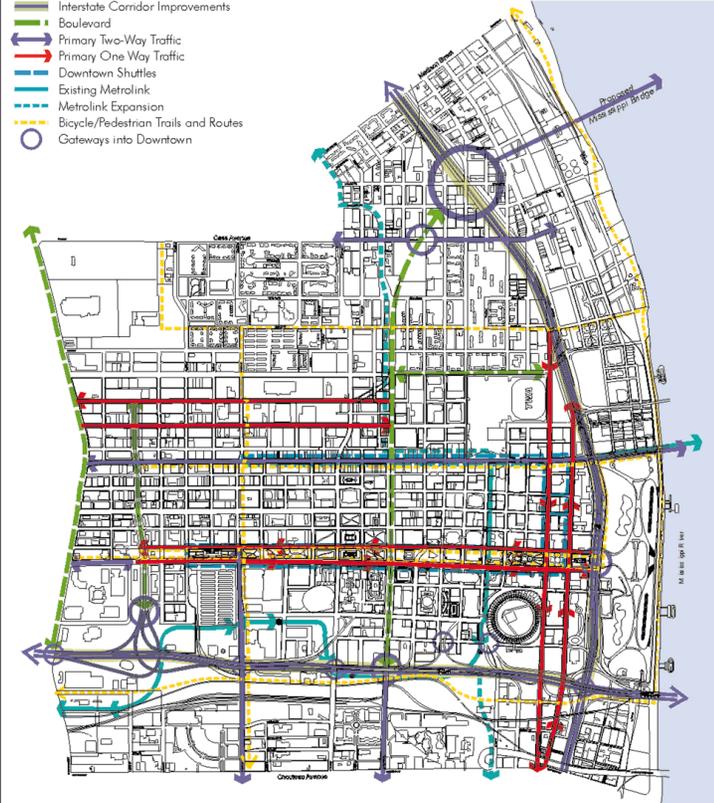


## Transportation Framework Plan

Key:



- Interstate Corridor Improvements
- Boulevard
- Primary Two-Way Traffic
- Primary One-Way Traffic
- Downtown Shuttles
- Existing Metrolink
- Metrolink Expansion
- Bicycle/Pedestrian Trails and Routes
- Gateways into Downtown



# St. Louis Downtown Development Action Plan



# St. Louis Downtown Development Action Plan

## MASTER PLAN

The Master Plan identifies four focus areas for revitalization: Laclede's Landing/Riverside North District, Washington Avenue Loft District, Old Post Office/Central Business District, and the Gateway Mall/Arch Grounds District.

## SUMMARY TOTALS

### Washington Avenue Loft District

Residential Products	1,300 units	1,810,000 square feet	\$ 196,650,000
Non-Residential Products		435,500 square feet	37,018,000
Parking Facilities	2850 spaces	997,500 square feet	54,863,000
Landscaping and Street Improvements			23,782,000
Environmental Abatement			-
Site Preparation			-

*Subtotal: Washington Avenue Loft District* \$ 312,313,000

### Laclede's Landing/Riverside North District

Residential Products	1,064 units	1,174,400 square feet	\$ 140,928,000
Non-Residential Products		537,500 square feet	89,175,000
Parking Facilities	1500 spaces	525,000 square feet	39,375,000
Landscaping and Street Improvements			6,766,000
Environmental Abatement			565,000
Site Preparation			7,350,000

*Subtotal: Laclede's Landing/Riverside North District* \$ 284,159,000

### Gateway Mall/Arch Grounds District

Residential Products	72 units	115,200 square feet	\$ 18,432,000
Non-Residential Products		230,000 square feet	92,000,000
Parking Facilities	500 spaces	175,000 square feet	13,125,000
Landscaping and Street Improvements			62,168,000
Environmental Abatement			-
Site Preparation			-

*Subtotal: Gateway Mall/Arch Grounds District* \$ 185,725,000

### Post Office Square/Central Business District

Residential Products	255 units	442,500 square feet	\$ 80,345,000
Non-Residential Products		627,700 square feet	161,560,000
Parking Facilities	985 spaces	344,750 square feet	29,582,000
Landscaping and Street Improvements			16,538,000
Environmental Abatement			5,903,000
Site Preparation			10,394,000

*Subtotal: Post Office Square/Central Business District* \$ 304,322,000



America's Center

# St. Louis Downtown Development Action Plan

## Investment Program and Economic Impact

### DOWNTOWN NOW! INVESTMENT PROGRAM

1999 - 2004

Projected Annual Development Costs in Millions of 1998 Dollars								
PHASE 1 PROGRAM		1999	2000	2001	2002	2003	2004	Total
Private	Residential	\$12.4	\$46.1	\$58.0	\$67.8	\$135.3	\$116.8	\$436.4
Private	Non-Residential	3.8	6.8	14.1	31.2	101.9	91.1	249.0
Civic	Non-Residential	2.2	7.2	16.7	10.0	49.7	45.0	130.8
Private	Parking Facilities	27.6	15.3	6.5	15.1	0.7	0.5	65.6
Civic	Parking Facilities	7.7	7.7	16.7	31.6	7.7	-	71.3
Civic	Landscaping and Street Improvements	19.1	26.6	38.7	34.0	7.2	6.2	131.7
Civic	Environmental Abatement	0.6	3.2	2.7	-	-	-	6.5
Civic	Site Preparation	4.1	9.2	4.4	-	-	-	17.7
Civic	Plan Implementation and Event Programming	3.3	3.3	3.3	3.3	3.3	3.3	20.0
<b>Subtotal, Phase 1</b>		<b>\$80.0</b>	<b>\$125.4</b>	<b>\$161.1</b>	<b>\$193.0</b>	<b>\$305.8</b>	<b>\$262.9</b>	<b>\$1,129.0</b>
Convention HQ Hotel		5.0	74.0	86.0	77.0	-	-	242.0
Cupples Station		20.0	05.0	40.0	-	-	-	165.0
<b>GRAND TOTAL</b>		<b>\$105.8</b>	<b>\$304.4</b>	<b>\$287.1</b>	<b>\$270.0</b>	<b>\$305.8</b>	<b>\$262.9</b>	<b>\$1,536.0</b>

Private: Investments initiated by private interests. In some cases, incentives will be required.

Civic: Expenditures of public and philanthropic interests.

### MARKET-DRIVEN PROGRAM

Residential Products	2,691 units	3,542,100 square feet
Non-residential Products		1,830,700 square feet
Parking Facilities	5,835 spaces	2,042,250 square feet

#### Cupples Station (Phase I):

Hotel	230 rooms	
Office Space		390,000 square feet
Retail Space		50,000 square feet
Parking Garage	800 spaces	

#### Convention Headquarters Hotel:

Hotel	1,085 rooms	
Hotel Meeting Space		54,000 square feet
Parking Garage	500 spaces	

### ***Economic Impact of Downtown Now! Investment Program***

- *By 2025, 40,000-47,500 new jobs in the Downtown.*
- *By 2025, 19,900-26,200 new residents in the Downtown.*
- *By 2025, \$2.4 billion to \$3.2 billion in new annual tourism expenditures.*
- *Tax benefits to the City of St. Louis: \$523 million. \**
- *Tax benefits to other City of St. Louis taxing jurisdictions (Public Schools, Community College, Public Library, Zoo Museum District, Metropolitan Sewer District, and others): \$342 million. \**
- *Tax benefits to the State of Missouri: \$2.7 billion. \**
- *Gross total tax benefits, all three: \$3.6 billion. \**
- *Net total tax benefits, all three: \$2.4 billion. \*\**

\* *Net present values, 1999 through 2025*

\*\* *Total benefits minus costs assigned to city and state*

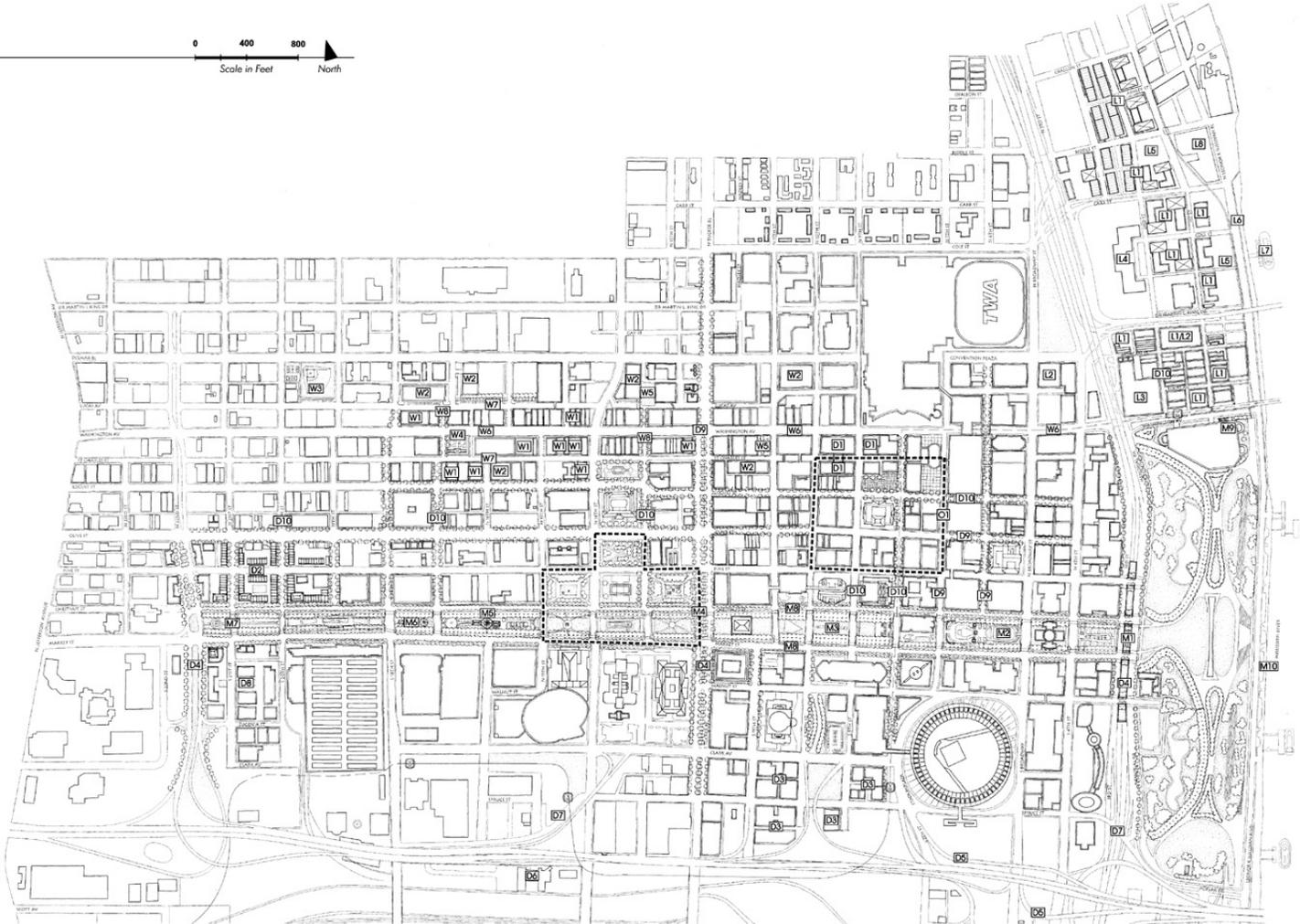


# St. Louis Downtown Development Action Plan

## Urban Design Plan



<b>Downtown Core</b>	
D 1	Convention Center Hotel and Parking Structure
D 2	Downtown West Residential Neighborhood
D 3	Cupples Redevelopment
D 4	Gateway Boulevards
D 5	Improved On/Off Ramps
D 6	Proposed Multi-Modal Station
D 7	Local Street Reconfiguration
D 8	Infill Office Opportunities
D 9	Retail Streets
D 10	Pedestrian Streets
<b>Gateway Mall and Arch Grounds Open Space District</b>	
M 1	Boulevard Over I-70
M 2	Skating Rink
M 3	Sculpture Garden
M 4	Festival Area
M 5	Pavilion and Flower Gardens
M 6	Children's Play Area
M 7	Civic Gateway Monument
M 8	Linear Promenade Entire Length of Mall
M 9	Pedestrian Connection to Laclede's Landing
M 10	River Edge Interpretive Trail
<b>Washington Avenue Loft District</b>	
W 1	Infill Development
W 2	Parking Structures to Support Development
W 3	Washington Fields
W 4	Washington Square
W 5	Pocket Parks
W 6	Washington Avenue Streetscape
W 7	Improved Access/Circulation Streets - Enhanced Streetscape
W 8	Improved North/South Connector Streets - Enhanced Streetscape
<b>Old Post Office Square</b>	
O 1	See Options
<b>Laclede's Landing/Riverside District</b>	
L 1	Infill Development
L 2	Parking Structures to Support Development
L 3	Urban Entertainment Venue
L 4	Hilton Hotel Site
L 5	Open Space
L 6	River Edge Interpretive Trail
L 7	Admiral Casino
L 8	Admiral Casino Parking Structure



## 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. 9<sup>th</sup> Street to the East and N. 18<sup>th</sup> 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

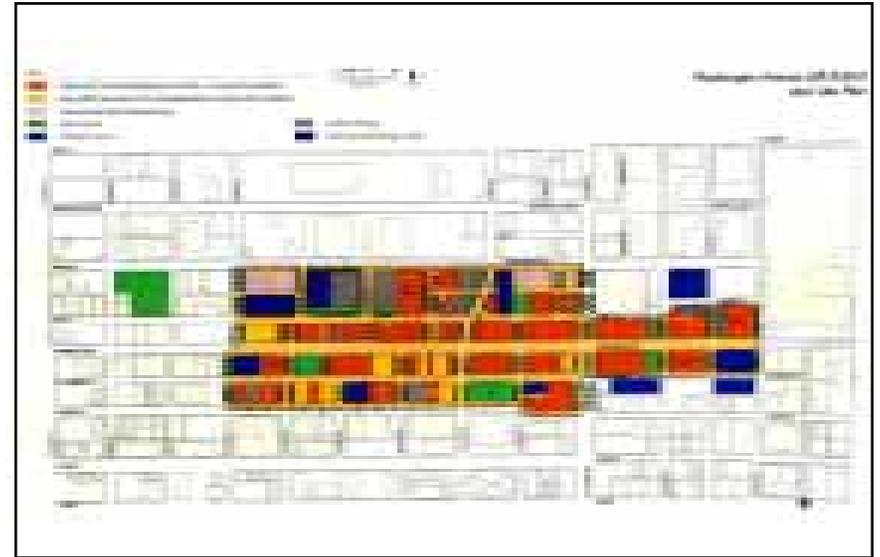


# St. Louis Downtown Development Action Plan

## 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.*