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INTRODUCTION

The following Streetscape Design Guidelines are intended to define a qualitative standard for the pedestrian environment of Downtown St. Louis, within the boundaries of the Downtown Saint Louis Partnership Inc., Community Improvement District (CID).

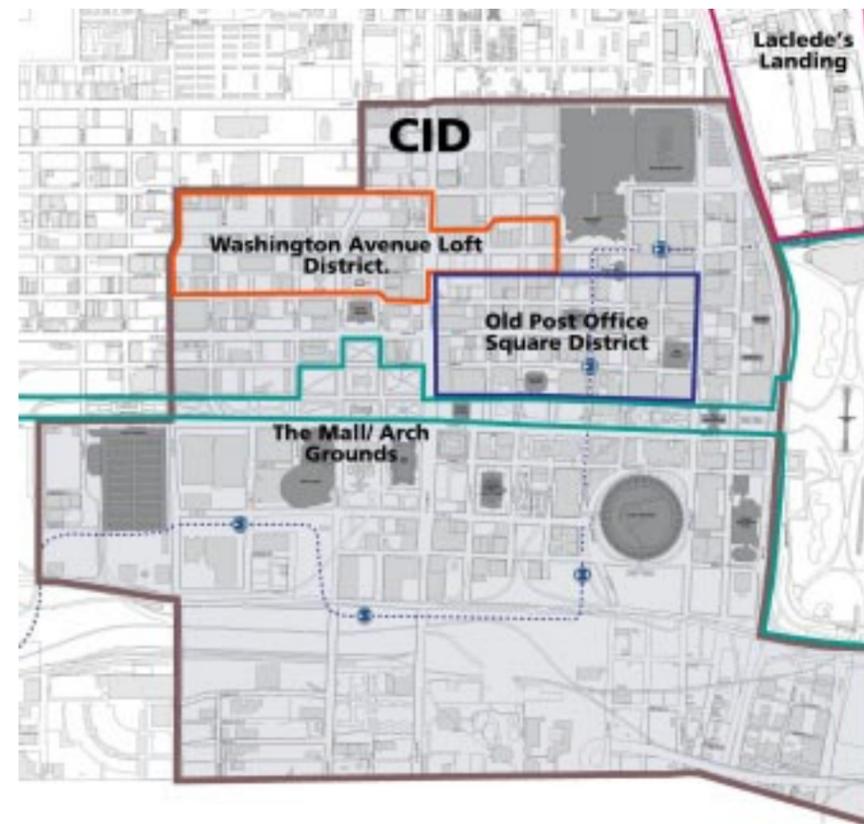
The CID was established in the summer of 1999 by Downtown property owners as part of a concerted effort by both public and private entities to attract new business, new investment and new residential activity to the city's Downtown.

Stretching generally northward from Chouteau Street to Cole Street, and westward from 3rd Street to 20th Street, the CID encompasses an area of 225 city blocks and includes most of the major Downtown civic monuments, commercial attractions, sports venues, and government.

The CID contains three of the four districts identified in the Downtown Now! Plan as being priority reinvestment areas: *Washington Avenue Loft District*; *Old Post Office Square*; and (partially) *the Gateway Mall and Arch Grounds*.

Because each of these districts comprise unique urban conditions and, as such, are to receive distinctive treatment within the context of the Downtown, these guidelines apply to them only in spirit—to inspire rather than prescribe how their pedestrian environments should be improved.

For the remainder of the CID, which is divided into four sub-districts, these guidelines apply equally and in full force, with qualifications as noted.



Plan showing CID boundaries and the 4 priority districts

Goals of the CID

The fundamental purpose of making streetscape improvements is to enhance the overall appeal of the Downtown core area as a pedestrian-friendly environment, this will help the CID achieve important goals:

- *An enhanced perception of safety.*
- *A reduction in crime.*
- *A cleaner, more attractive Downtown.*
- *Increased occupancy of buildings.*
- *The creation of new jobs.*
- *The attraction of new residents.*
- *The attraction of more visitors.*
- *More uses for existing assets.*

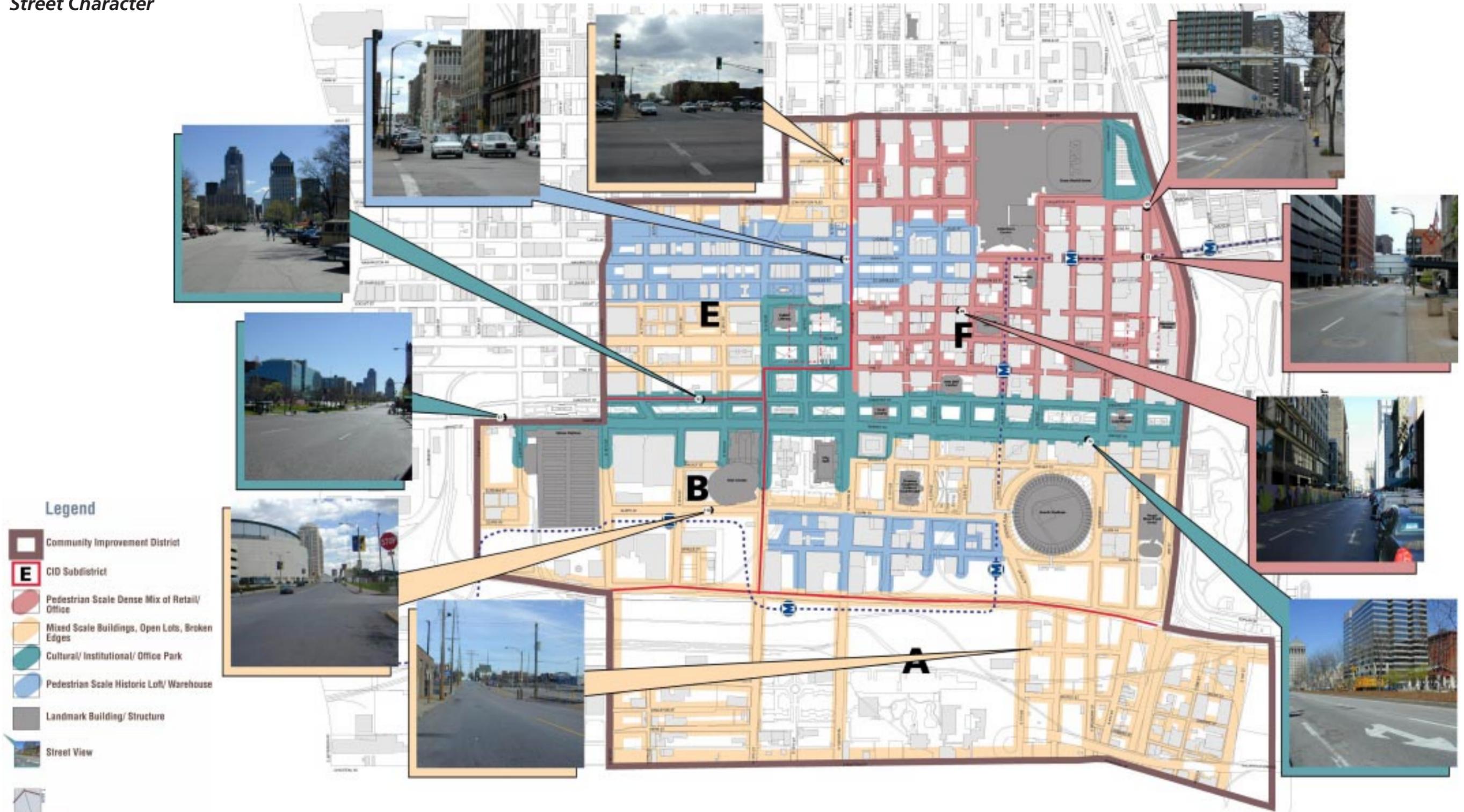
Streetscape Design Objectives

Within the overarching goal of creating a Downtown that is pedestrian friendly, the Design Guidelines will provide the direction to achieve specific objectives:

- *Promote an intuitive understanding of the layout of Downtown St. Louis.*
- *Promote sidewalk activity.*
- *Reinforce the unique character of St. Louis.*
- *Integrate Civic and Public Art elements*
- *Maintain a sense of connection to the natural environment.*
- *Create a sense of whimsy that delights people of all ages.*

URBAN CONTEXT

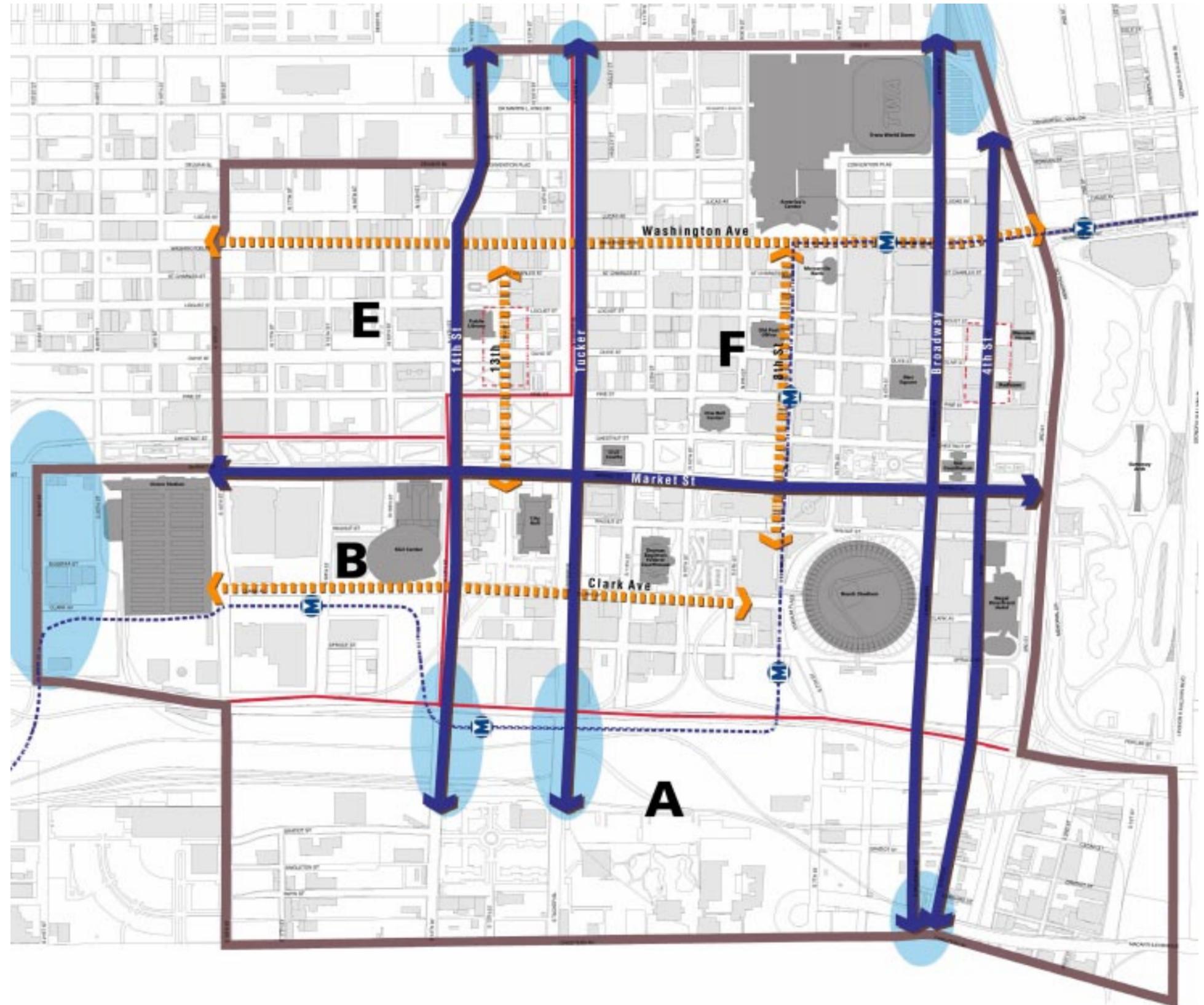
Street Character



Note: Photos show typical character for each zone

Plan showing existing Street Character of the CID

Street Hierarchy



**Note: Even though the Streetscape Design Guidelines document does not address "Gateways" in particular, this drawing indicates potential gateway sites for future consideration*

Plan showing existing Street Hierarchy within the CID

ENHANCING THE PEDESTRIAN ENVIRONMENT

Qualities of "Pedestrian Friendly" Streets

Good street environments come in many forms. Some are distinguished for their commercial bustle, others by their wide sidewalks, others still by the quality of the architecture that frames them. Regardless of their shape and size, most good streets obtain their "friendliness" from three conditions: a safe and comfortable *environment*; a sense of human scale, or *intimacy*; and a distinctive character, or a sense of *identity*.

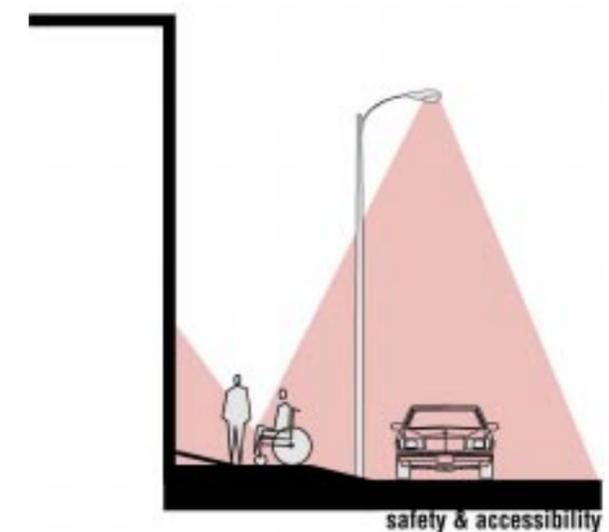
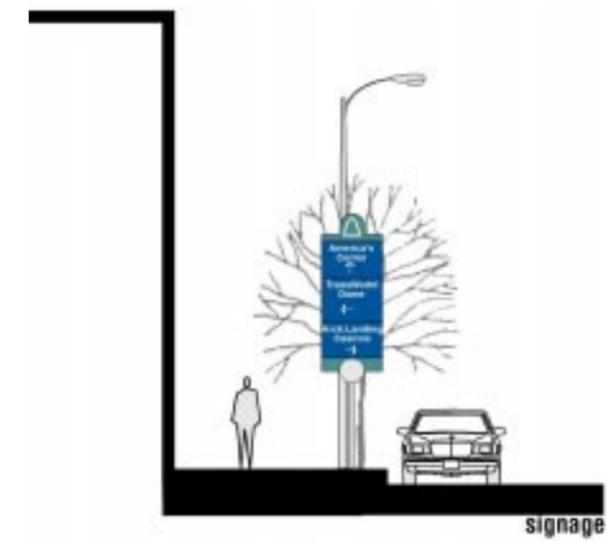
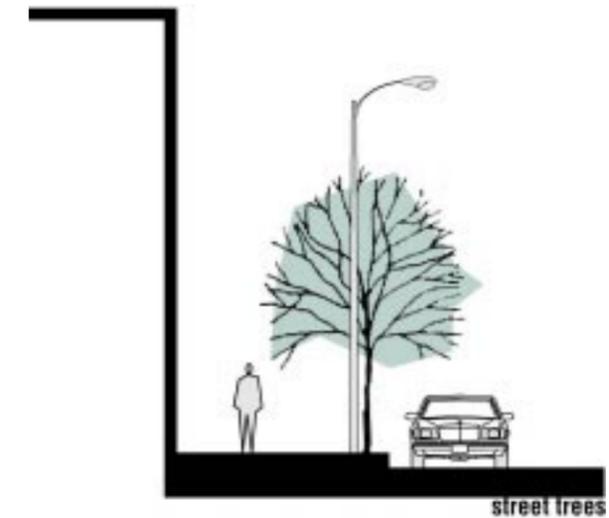
ENVIRONMENT

"Environment" means the basic conditions by which, at first glance, a street is perceived as comfortable and approachable (or, conversely, as uninviting or threatening). Key elements that contribute to a feeling of comfort and approachability are street trees (shade), clear and accessible directional and information signage and, for people of advanced age and/or with disabilities, barrier-free sidewalks.

In the CID, a basic level of comfort and approachability throughout the district would have a major impact in the way the Downtown as a whole is perceived by the general public.

Guidelines:

- *Street trees should be placed at curbside on all streets, spaced 20 to 40 feet depending on underground vaults and utilities. Species selection and placement should follow the Planting section of this report.*
- *Accessible curb ramps, ADA approved, should be placed at all intersection crosswalks and driveway curb cuts.*
- *Current street lighting within the CID is adequate. However, a "friendlier" or more pedestrian-oriented lighting quality should be pursued, focusing on the sidewalk as much as the roadway environment.*
- *A District-wide signage program should be considered, expanding upon the system installed by the Convention & Visitors Commission (CVC). Signage should guide people to the Downtown's major commercial, entertainment, government and civic venues, as well as to public parking areas and transit stops. More importantly, signage should be coordinated with a CID-wide identity program, potentially encompassing public information displays and handouts, logos, security features and personnel attire.*



INTIMACY

"Intimacy" means the scale and collection of streetscape elements, that directly support pedestrian life (as opposed to vehicular movement). The pedestrian realm is the sidewalk, and for sidewalks to be intimate they need to function like a "bubble" calibrated for human activity. Where sidewalks abut moving traffic, for example, a safety barrier, such as a row of bollards, is desirable where the street and sidewalk meet. Where there is no building wall and sidewalks abut parking lots or open land, some form of screening (trees, "living" fences) is desirable. And where street lighting is provided by single fixtures (such as the cobra-heads that dot much of the CID), supplementary sidewalk-scale lighting is desirable. Street furniture (benches, waste receptacles, bicycle racks, etc.) also contributes to making the sidewalks more intimate for pedestrians.

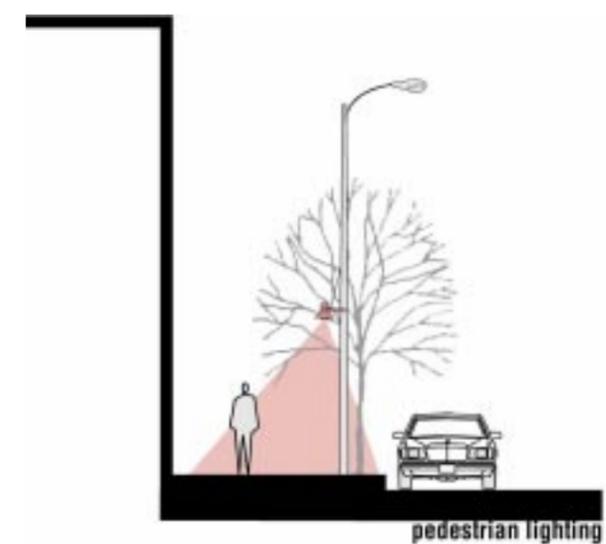
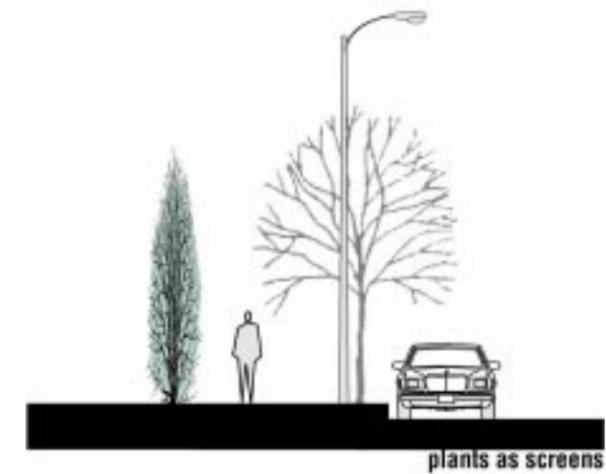
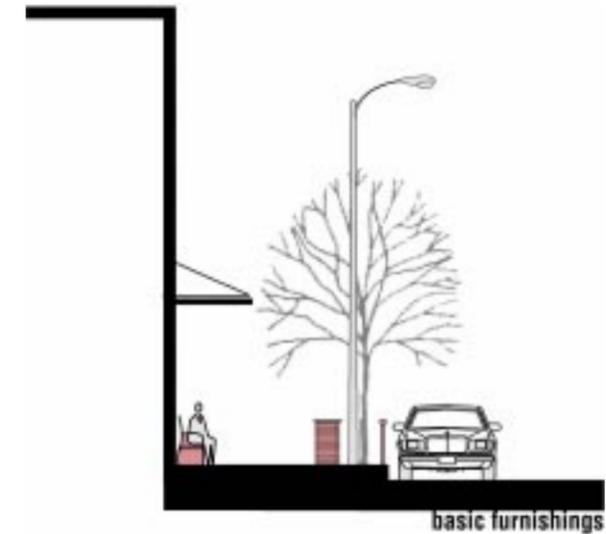
Guidelines:

- *Columnar trees, should be placed at back of sidewalks where such sidewalks abut surface parking areas or open land. Spaced 10 to 15 feet apart, the trees should be planted longitudinally in continuous 4 feet wide planting pits, excepting where driveways, vaults and utilities interfere. Species type and placement should follow the Planting section of this report. Such planting should be coordinated with existing and/or future planting required by the City's landscape ordinance.*
- *Fencing may be provided in lieu of trees, provided it is ornamental and transparent in character (for safety), not less than 5 feet in height, and suitable for training vines.*
- *Pedestrian-scale lighting should be considered as 1) additions to the existing cobra head light fixtures, 2) and as new, recommended stand-alone light fixtures located between the existing cobra head lights. Fixtures are included in the Lighting section of this report.*

- *A continuous, 4-foot wide paving band should be considered at curbside to further define the sidewalk zone. This band should also serve to expand the planting domain of street trees.*
- *Sidewalk crosswalk areas should be enhanced with special paving, incorporating accessible curb ramps and crossing signals.*
- *Basic street furniture should be provided:*

Furnishings	Quantity	Location
Waste Receptacles	Minimum 4 per block (each side)	At street corners, evenly spaced; additional units should be considered near fast-food eating establishments
Benches	As needed	Near fast-food eating establishments and civic attractions
Bollards	As needed	At curbside where sidewalks abut moving traffic

Furnishing type and placement should follow the Furnishing section of this report.



IDENTITY

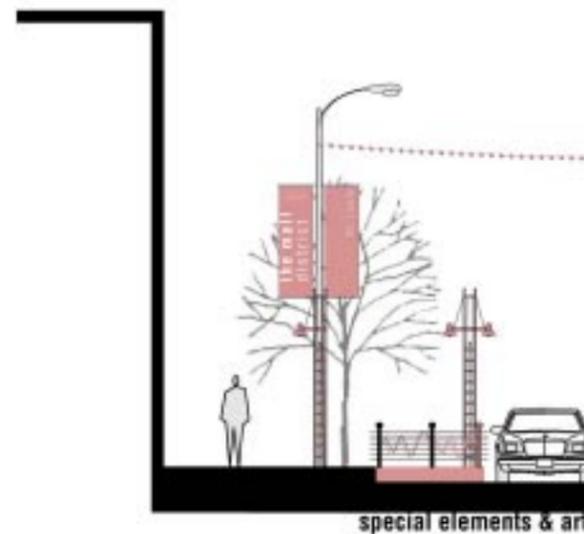
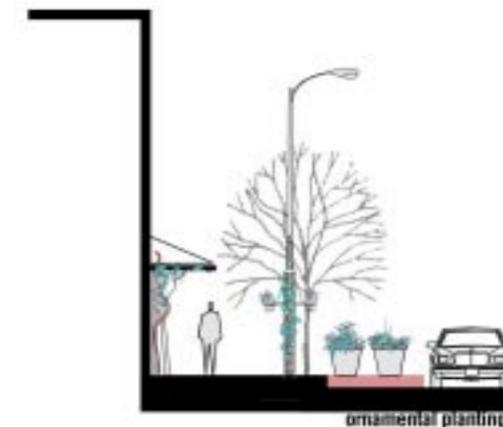
"Identity" means a distinctive streetscape character, as obtained by out-of-the ordinary or unique elements such as information kiosks, utility pole ornamentation, building awnings, special plantings, expanded paving, and civic art.

A distinctive streetscape treatment is already called for in the Downtown Now! Plan for the Washington Avenue Loft, Old Post Office Square and Gateway Mall and Arch Grounds districts. Outside the previously mentioned districts, "distinctiveness" should be focused on areas of heightened pedestrian activity, special urban attractions, and gateway corridors. Such areas should generally stand out from the norm, helping pedestrians identify where "the action" is and reaffirming the commercial and civic vitality of the Downtown.

Guidelines:

- Commercial establishments should be encouraged to place colorful awnings and interesting, "fun" signage on their storefronts. Storefronts should have as transparent a design as possible, when guidelines are established Downtown
- Special ornamental sleeves or "wraps" should be considered over standard cobra head light poles as a means to enhance these ubiquitous fixtures. Three types of sleeves are recommended: 1) "Closed" 2) "Open" and 3) "Transit". In major entry corridors "wraps" should be mostly the "closed" type, affording the opportunity for artistic expression. Other streets especially "Garden" Streets, "wraps" should be "open" to allow for vines to be trained upon them. An 18" square planting area is required for the vine at the base of each sleeve. The "Transit" sleeve design can be used to advertise the location of transit stops.
(For descriptions of street types see section- "Applying the Guidelines and Standards within the CID").

- Hanging baskets should be placed on light poles, utility poles and building fronts wherever possible.
- Planters should be placed at both curbside and at building entrances to highlight special activity areas.
- Sidewalk areas should be "bumped-out" at key intersections.
- Bus stops should be placed in bump-out areas where most convenient for transit users.
- Information or vending kiosks should be placed at key intersections as space permits (bump-outs are ideal for this).
- Civic art should be integrated into streetscape elements such as bollards, fencing, paving (in the form of insets) and, potentially, electronic displays. Additionally, major site-specific art works should be considered at all "T" intersections (such as Fourth and Olive Streets), or where buildings and overhead structures impede a clear view down a street corridor. Such art may be in the form of special lighting or nighttime projections.
- Overhead strings of light should be considered along key street sections, to further highlight commercial and entertainment venues.



CREATING A "ST. LOUIS" PEDESTRIAN ENVIRONMENT

An integral part of a streetscape is its image, what it says about a place and its community. It is therefore an integral part of these guidelines, to encourage the creation of a streetscape aesthetic that reinforces unique aspects of the city's traditions, culture and hopes for the future. The following is a brief discussion of the precedents and current forces that have inspired the streetscape standards that appear later in this report.

Historical Context



Founded as a fur trading post near the confluence of the Mississippi and Missouri rivers in 1764, Pierre Laclede and Auguste Chouteau named St. Louis after King Louis IX of France. As part of the Louisiana Territory, St. Louis was ruled by

French or Spanish governors until the U.S. flag replaced the French flag on March 10, 1804, after the Louisiana Purchase.

The Lewis and Clark expedition left St. Louis on May 14, 1805. This was the beginning of the westward expansion and an economic boom for St. Louis. In 1825, St. Louis was called 'the grand storehouse of all of the commerce of the countries west of the Mississippi', an achievement accomplished in less than twenty years. Local firms also underbid eastern businesses and subsequently held supply contracts for the local and western military forts.

During the 1830s, St. Louis merchandising rapidly diversified into drugs, yard goods, hardware, wine, whiskey, coffee, sugar, lumber, bakery goods, candy, books, musical instruments and clothing.



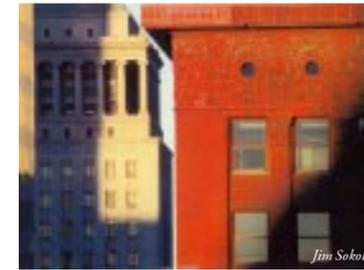
Competitive pricing was available because the steamboat, which could carry large and bulky loads, replaced the pack horse.

St. Louis was a bustling, active city: beer halls, theatre, horse racing, libraries, symphonies, sports, opera and fairs were all part of St. Louis life in the late 1800s. On September 1st, 1894, Union Station opened with a gala reception for twenty thousand people; more railroads converged here than anywhere else in the country. By 1900, St. Louis was the fourth largest city, behind New York, Chicago and Philadelphia; and a place of rich ethnic diversity- German, Irish, English, Russian, African-American, Polish, Swiss, Bohemian, Austrian, Italian, French, Scottish and Swedish.



A Gateway to the Future

Downtown St. Louis, already an economic engine for this region, is beginning an overhaul of both its physical environment and economic drivers. The challenge is to create an environment that not only respects the rich history of this city, but encourages and welcomes people and businesses of the new economy. This new economy is driven by exchange and distribution, similar to the economic expansion in the late nineteenth century. Goods are no longer the focus in this new economy information and ideas hold the greatest value. St. Louis was crowned the Gateway to the West because it sat at the crossroads between the east, west, north and south. St. Louis has the opportunity to once again be the crossroads of this country, to serve as the Gateway to the new economy.



Maybe more than any other city in the United States, St. Louis possesses an incredible wealth of bandwidth, the delivery vehicle of the Information Revolution.

Located at the center of the U.S., almost all companies in the "broad bandwidth" business have a presence in St. Louis. Several of these companies, like Savvis and DBN, started out here. There is a wealth of fiber optics running beneath Downtown streets, prompting some to say that "there is more fiber in the streets of Downtown St. Louis than any other city in the U.S."

A St. Louis "Aesthetic"

The St. Louis aesthetic reflects the heritage of those who built the city, the tradition of craft, the prominence of commerce, the celebration of many cultures and the natural beauty of the environment. Brick, limestone, terra cotta, wrought iron and decorative metalwork are materials that lie at the foundation of the City. But these materials should not be used exclusively in ways that imitate the St. Louis of old. Just the opposite, new solutions and refinements to the traditional palette should be sought, seeking to incorporate elements that speak to the City's future elements that celebrate the new economy and help people recognize St. Louis as a place that welcomes diversity of thought, people and ideas. Within a framework of craft, the streetscape environment should feel diverse, interesting and approachable.

The standards that follow reflect these thoughts in the form of specific furnishing, lighting, planting, paving, and civic art elements.

