

I. Project Overview

A. Phase I Strategic Planning

This project is a continuation of recent planning efforts undertaken by the City of St. Louis. The 1993 Strategic Plan, which identified six specific objectives and seven goals, is used as a basis for current master planning for the Downtown. The six Strategic Plan objectives include making St. Louis:

- the Heart of the Region
- a Place of Diversity and Excitement
- a Place of Design Excellence
- a Place that encourages Conservation and Environmental Protection
- a Place that encourages Interdependence of Downtown and City Neighborhoods and
- a Place that provides for Ongoing Plan Advocacy.

The seven major focuses for the Downtown, based on the objectives, include:

- Housing
- Office Anchors
- Hospitality and Tourism
- Retail Centers and Anchors
- Street-front Shopping
- Small Businesses and Institutions and
- Circulation, Transportation and Infrastructure.

This planning process included participation by more than 125 persons involved in numerous visioning sessions, task force meetings, stakeholder meetings and public meetings.



B. Phase I Master Planning

The above mentioned Downtown Strategic Plan provided a basis for Phase I of the Master Planning process completed by Downtown Now. Downtown Now is a unique partnership, created in October 1997, designed to initiate positive change within Downtown St. Louis. This collaboration consists of the Downtown Saint Louis Partnership, the Regional Commerce and Growth Association, Saint Louis 2004, the St. Louis Development Corporation and the City of St. Louis. Downtown Now, through Phase I of the Master Planning process, worked with Mayor appointed Co-Chairs, the Task Force members and citizens to establish a mission statement and principles and priorities, which will be used as a basis for Phase II of the Downtown Development Action Plan. The mission and related principles are as follows:

Mission

Downtown revitalization will capitalize on and strengthen the center City's role as premier office location in the region and will utilize retail, entertainment, housing, and cultural attractions to extend the time people spend Downtown, enhance livability, and attract visitors.

Principles and Priorities

- Downtown revitalization will be supported by private sector investment leveraged by public resources and financial incentives in primarily targeted development areas.
- Downtown revitalization will focus on residential and business retention, promotion, and growth in order to strengthen and diversify the economic and residential base.
- Downtown revitalization will be interdependent with the economic, physical and functional strengths of the City's neighborhoods in order to maintain its role as the economic anchor of both the City and the region.
- Downtown revitalization will concentrate immediately on targeted development areas and incremental growth strategies that build upon past investments to achieve major transformation.
- Downtown revitalization will consist of identifiable and unique places and districts that are compact, pedestrian-scaled, and have a distinct character and diversity of uses and users.
- Downtown will incorporate a public space network that links each district with one another, City neighborhoods and the region through attractive, clearly identified corridors and landmarks.
- Downtown will be supported by a hierarchical transportation system consisting of an effective access, circulation and parking system that integrates and balances the use of public transit, the highway system, City streets, and pedestrian and bike corridors in a manner consistent with each district's character and use.
- Downtown development will be facilitated by an aggressive district management system that effectively markets and maintains attractive, clean, and safe environments within Downtown.
- Downtown redevelopment will be facilitated by a coordinated and comprehensive strategy that includes a streamlined, one-stop, customer-oriented service delivery system that facilitates the attraction of new businesses and the retention of existing ones.

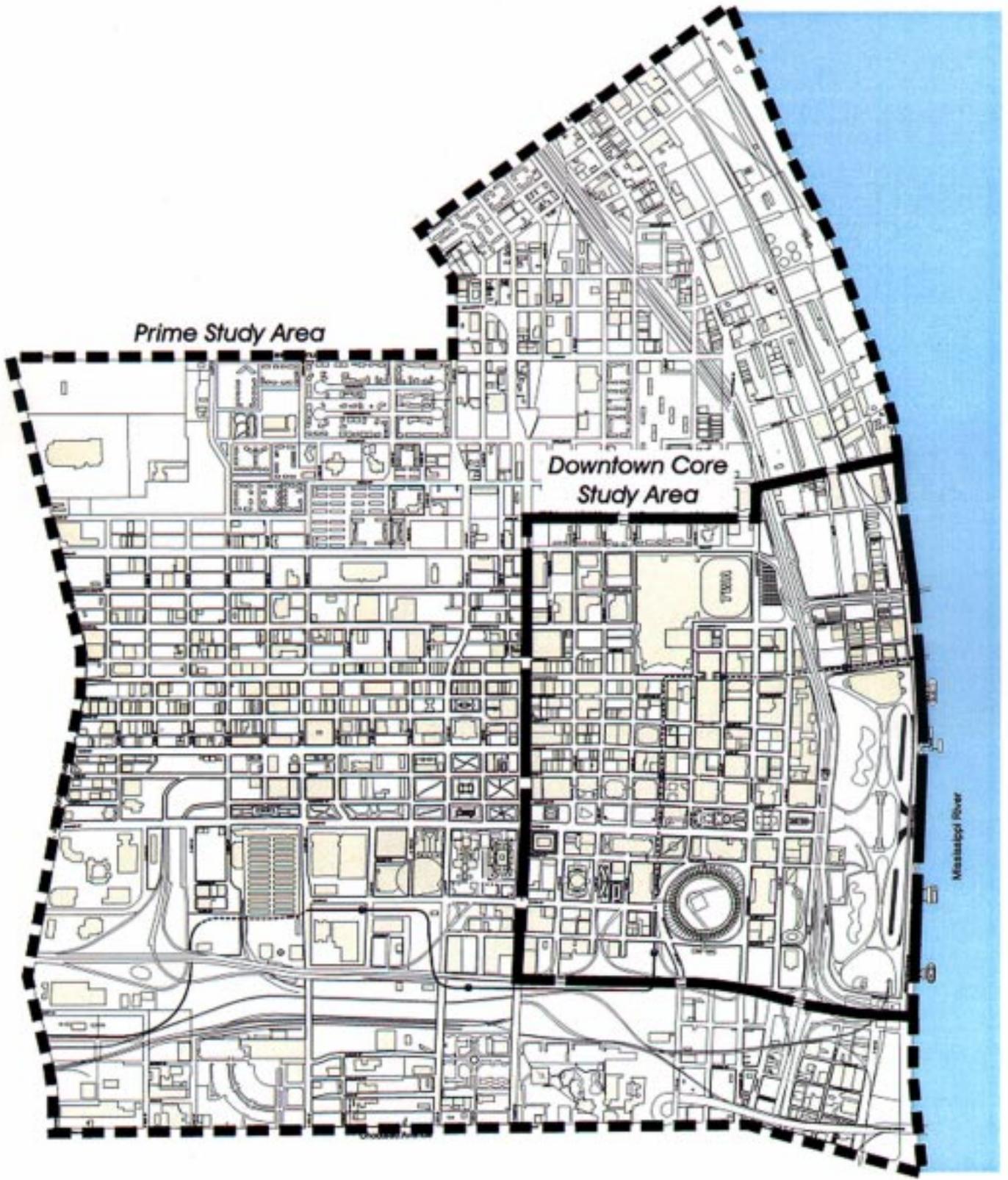
C. Purpose of Phase II

This document, which is Phase II of the City of St. Louis Downtown Development Action Plan, will develop detailed physical design and implementation plans for various districts in Downtown based on the mission, principles and priorities established in Phase I. These component parts will include:

- an investigation of existing transportation, physical and market conditions;
- a series of 'what-if' workshops to address big picture possibilities for Downtown;
- a marketing plan that establishes a detailed list of projects capable of a five year absorption;
- a transportation plan that establishes a clear direction for the future of transportation in Downtown S. Louis;
- a physical master plan that supports the transportation strategy and market realities;
- detailed focus area development plans for sub-districts that are deemed priority areas; and
- an implementation plan that will prioritize projects, identify a specific timeline for completion of these priority projects, and identify cost estimates and a finance and management plan for project completion.

This document addresses the first three items listed above. The document includes a summary of the existing transportation, physical and market conditions, it includes the summary of the 'what-if' workshops, and it includes a market plan for appropriately designated areas. Existing conditions and preliminary proposals are illustrated on a City provided base map. Existing conditions are based primarily on information provided by the St. Louis Development Corporation (SLDC) and in part on visual assessment by EDAW team members. All inventories of existing conditions took place between April and July of 1998.





D. Study Areas

This project will address Downtown St. Louis. Levels of analysis and presentation will include both a *Prime Study Area*, defined with the boundaries of Cass Avenue and Madison Street to the north, Chouteau Avenue to the south, the Mississippi River to the east and Jefferson Avenue to the west. A greater level of urban design will address a *Downtown Core Study* area, bounded by Carr and Biddle Streets to the north, Interstate 64 and Highway 40 to the south, the Mississippi River to the east and Tucker Boulevard to the west.

