

St. Louis, Missouri  
January 2003

# Planning Tomorrow's St. Louis

## Executive Summary



*Midtown Strategic Development Plan*



## ACKNOWLEDGMENT

### ALDERMEN

Joseph D. Roddy	17th Ward
Terry Kennedy	18th Ward
Mike McMillan	19th Ward
Lyda J. Krewson	28th Ward

### STEERING COMMITTEE MEMBERS

Rev. Lawrence Biondi, S.J.	Saint Louis University
Kathleen Brady	Facilities Management & Civic Affairs
Mary Campbell	Bank of America
Diane Davis	DESCO
Michael DeHaven	General Counsel, BJC
John Dubinsky, Sr.	U.S. Bank
Jim Dwyer	28th Ward Representative
Robert Koff	Danforth Foundation
Karen Lane	28th Ward Representative
Judy Matthews	Central West End Association
John McElwaine	Central West End South SBD
Marcia Mellitz	Center for Emerging Technologies
Nancy Parker Tice	Special Assistant to the Dean
William Peck, M.D.	Vice Chancellor
Jeff Pfister	Virginia Publishing Co.
Donn Rubin	Coalition for Plant & Life Sciences
Vincent C. Schoemehl	Grand Center, Inc.
James Smith	Chase-Park Plaza
Skip Smith	Central West End Southeast SBD
Jennifer Stanard	Vice Vicar, Archdiocese
Richard Stika	Vicar, Archdiocese
Beth Stoehr	U.S. Bank

### CITY DEPARTMENTS

Rollin Stanley	Planning & Urban Design Agency
Don Roe	Planning & Urban Design Agency
Michael Flood	Neighborhood Stabilization Officer
Roman Kordal	Planning & Urban Design Agency
Chad Quinn	Planning & Urban Design Agency

The funding for this report is financed through a grant from the Department of Housing and Urban Development and the City of St. Louis Planning and Urban Design Agency under the provisions of Title I of the Housing and Community Development Act of 1974.

### Prepared by:

**SmithGroup JJR**

SmithGroup Consulting Group  
David Mason & Associates Inc.  
Austin Tao & Associates, Inc.  
Crawford, Bunte, Brammeier

## TABLE OF CONTENTS

The Midtown Strategic Development Plan is comprised of this Executive Summary and a larger detailed report (appendix to the Executive Summary). The Executive Summary addresses all topical areas and identifies recommendations included in the full report. Those wishing to view the full report should contact Mr. Roman Kordal, City of St. Louis Planning and Urban Design Agency; at (314) 622 3400, ext. 254

<b>INTRODUCTION/PROCESS</b> .....	<b>1</b>
•Introduction .....	1
•Why a New Plan for Midtown?.....	2
•Study Area .....	2
•Planning Process .....	3
•Community Vision .....	3
<b>STRATEGIC SETTING</b> .....	<b>4</b>
•Existing Land Use and Market.....	4
<b>SPECIFIC SYSTEMS RECOMMENDATIONS</b> .....	<b>6</b>
•Transportation & Parking .....	6
•Infrastructure .....	6
•Public Amenities .....	8
•City Services .....	10
•Security .....	11
•Community Organization .....	11
<b>STRATEGIC PLAN</b> .....	<b>13</b>
•Proposed Land Use .....	13
•Overall Strategy .....	13
•Focus Areas and Catalytic Projects.....	14
<b>IMPLEMENTATION</b> .....	<b>21</b>
•Zoning Regulations .....	21
•Finance .....	23

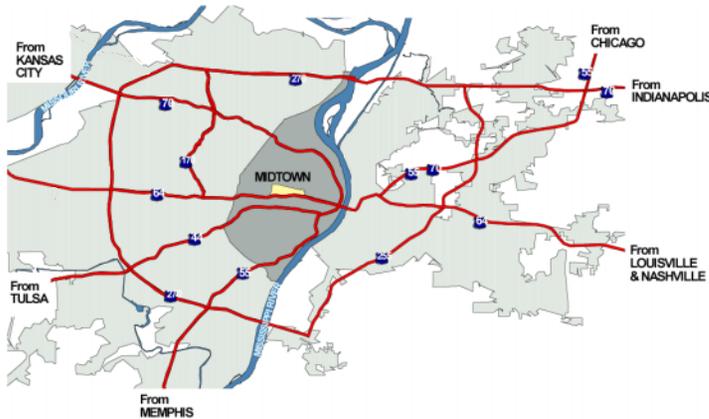


**INTRODUCTION**

For over a century, Midtown has been one of St. Louis' most successful neighborhoods. Over the years, the character and mix of uses in Midtown has changed in response to economic, social and political forces. Parts of Midtown have thrived and today are solid residential neighborhoods, commercial centers and educational institutions poised for growth. Other parts of Midtown have not been so successful and are prime candidates for revitalization.

*Midtown has several basic strengths that can help drive its continued success and revitalization:*

Midtown has superior access. As its name suggests, Midtown is in the central portion of the city with excellent roadway access to local and regional destinations. Its great access goes beyond the automobile and includes public and private bus service and MetroLink train service.



Regional Roadway Network

Midtown has a distinct and attractive identity built on a concentration of well-designed and preserved buildings and attractive pedestrian streets that provide a sense of history and “place.”

Midtown has a strong base of active and growing institutions. This includes educational facilities like Saint Louis University and Washington University Medical Center, numerous neighborhood and citywide religious institutions like the Cathedral Basilica of Saint Louis, and neighborhood and development organizations that provide additional resources and leadership.

Midtown has the advantage of residents whose actions demonstrate their pride, dedication and resourceful support for the future of the Midtown community.



Residential Character



St. Louis University



Washington Univ. Medical Center/Barnes-Jewish Hospital



Forest Park Hotel



Cathedral Basilica of St. Louis

## INTRODUCTION/PROCESS

### WHY A NEW PLAN FOR MIDTOWN ?

The Midtown area has been the subject of numerous studies over the years. Much of the previous work has already produced results or is still valid. Still the City and the other sponsors of the Midtown Strategic Plan saw the need to have a new plan for Midtown that would:

- Guide the physical redevelopment of Midtown.
- Provide an organizational framework for coordinating separate initiatives and ideas in the community, thereby creating efficiencies.
- Identify financing tools and funding sources to implement the plan.

### STUDY AREA

For the purposes of this plan, “Midtown” has been defined as that area bounded by Delmar Blvd. and Enright Ave. on the north, Interstate 64/40 on the south, Kingshighway Blvd. on the west and Grand Blvd./Compton Ave. on the east (see Figure 1). This area is divided among four aldermanic wards (see Figure 2)

The study area has a coverage of over 1,385 acres or nearly 100 blocks. The plan calls the area “Midtown” in acknowledgment of its proximity to the center of the city (roughly 3 miles from downtown St. Louis). The study area actually combines portions of several neighborhoods: Central West End, Midtown and Covenant Blu/Grand Center, (commercial areas and major institutions). The combined area was defined because of the physical, economic, social and strategic interrelationships of its parts.



Figure 1 Study Area Boundary

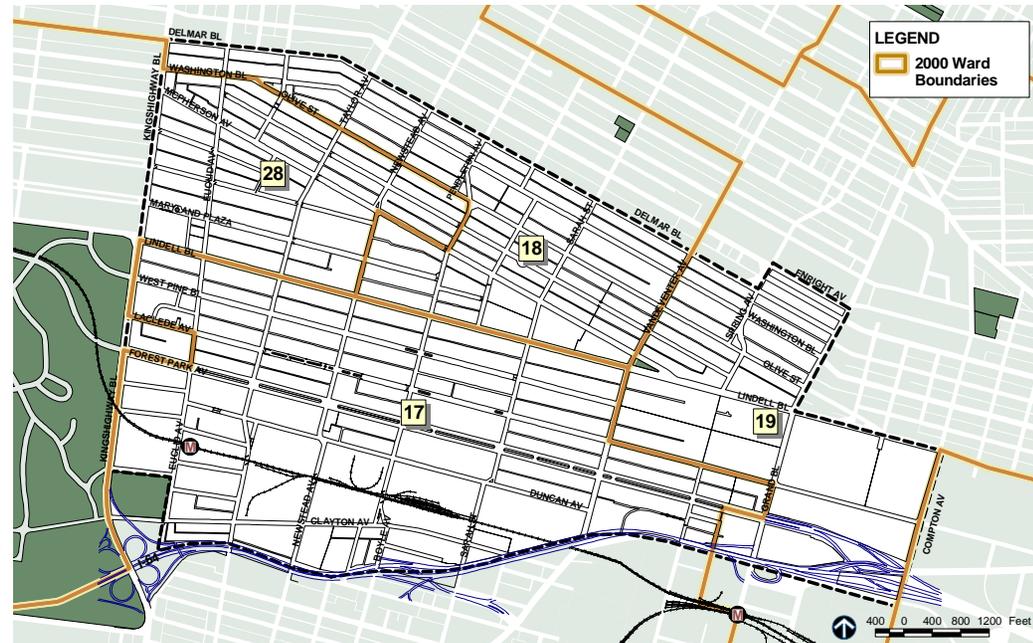
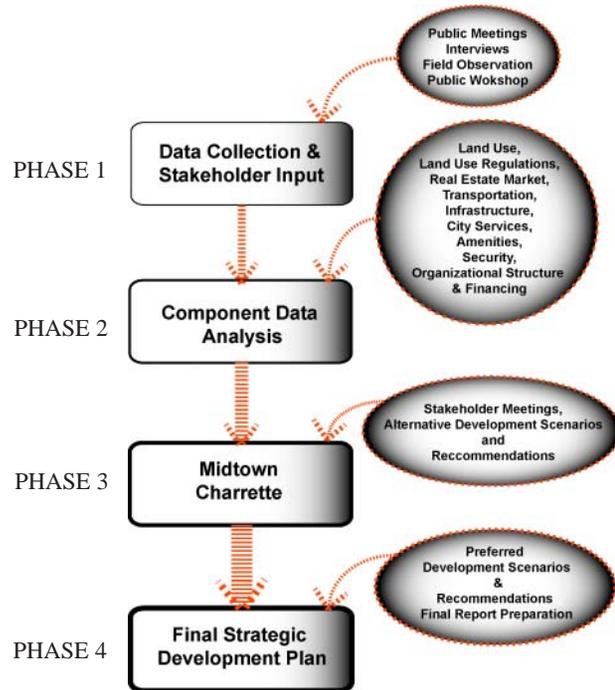


Figure 2 Wards

**PLANNING PROCESS**

The Midtown Strategic Development Plan process began in June 2001. The overall approach used to prepare the plan was one that integrated stakeholder input and guidance throughout the planning process. Opportunities for stakeholder input included meetings with a steering committee formed with members from the plan sponsoring organizations, personal interviews, focus group meetings, public workshops and presentations. The full planning process included four phases.



Stakeholder Participation

**COMMUNITY VISION**

*“The first public workshop, which included participation by over 200 people, sought to express a community vision for the future of Midtown. Achievement of the following will require collaboration and consensus among community members and stakeholders”*

Midtown will be a community that:

- supports all aspects of life - “where we live work and play.”
- will continue to thrive and attract new residents and investment.
- will continue to expand its job base through growth in its industries and improvement of its quality of life.
- has a future based on open communication and commitment to mutual support amongst its neighborhoods, major institutions and businesses.
- values its diversity.
- will be a secure area of safe streets, homes and businesses.
- values and preserves its history, physical character and distinctiveness.
- will continue to be an urbane community with a comfortable pedestrian scale.
- will retain a supply of affordable housing.
- will be a green community that values open space, landscape and environmental quality.



## STRATEGIC SETTING

### EXISTING LAND USE AND MARKET

Midtown developed as an urban neighborhood in the late 1800's and early 1900's. Its early pattern of development (meaning the types and location of land uses as well as the size, design and construction quality of buildings) was greatly influenced by development at Saint Louis University and Forest Park. The University relocated from downtown St. Louis to its campus near Grand Blvd. and Lindell Blvd. in 1888. The construction of high-quality homes followed and included some of St. Louis' elite families. A similar wave of residential development followed the 1904 World's Fair in Forest Park.

Its central location in St. Louis and its superior access to the metropolitan area were factors that made the Midtown area an ideal location for manufacturing. Growing up around these residential and employment anchors were retail shops, places of education, places of worship, theaters, music halls and other entertainment venues. Taken collectively, these uses formed a rich urban environment that provided a high standard of living for all of its residents.

Like any historic urban district, Midtown has experienced changes to its functional role in the city and to its physical form. While some of the influences that shaped the community's development over 120 years ago are still influential today, there are new regional trends, market realities, social changes that also shape Midtown and its future.

**RESIDENTIAL:** The types of housing in Midtown cover a relatively wide range with single-family residences, loft conversions, senior housing, low-income apartments, dorms, and vintage luxury high-rise buildings. The Midtown residential market is and will continue to be

characterized by persons aged 20-25 years and 55 years or greater and educated, professional households. Midtown has been attractive to these segments and, with the efforts to reenergize



Residential Buildings



Figure 3 Existing Land Use

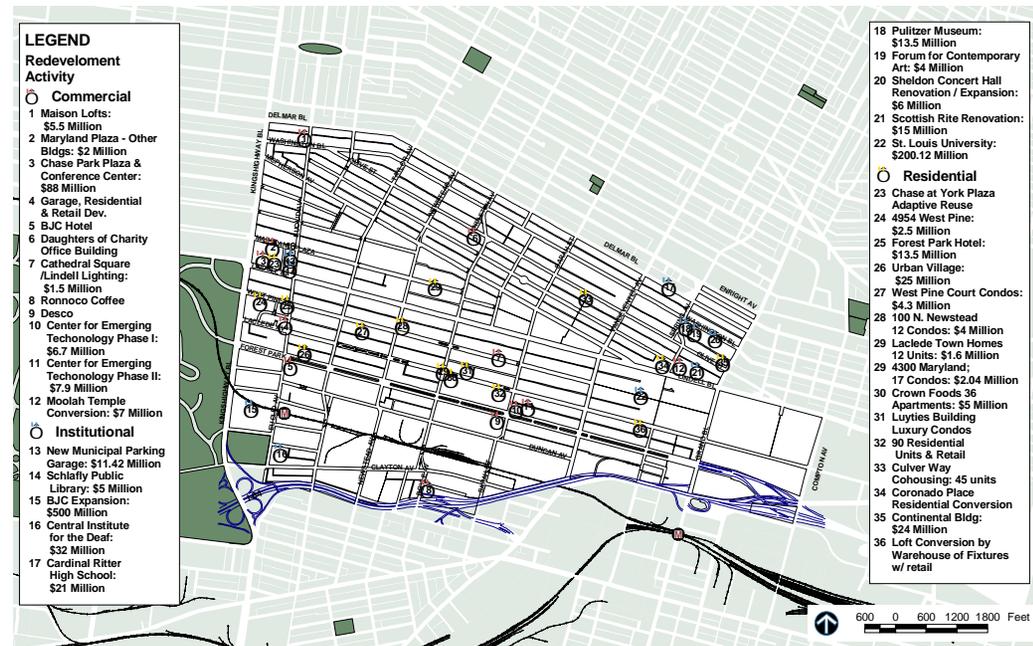


Figure 4 Redevelopment Activity

## STRATEGIC SETTING

the Grand Center arts and entertainment district and strengthen the Euclid Ave. area, this appeal is expected to grow.

**RETAIL AND OFFICE:** While Midtown has very attractive urban retail streets, existing retail offerings are limited in terms of type and price of goods. Most residents and employees go outside the Midtown area for some or most of their retail needs. However, residential retail spending potential suggests that the current residential population alone, not including the 50,000 workers and a university student population in excess of 14,000, can support approximately 200,000 square feet of new retail within the area. Several factors suggest that general office space is not a feasible way to reenergize Midtown in the short term.

**HOSPITALITY INDUSTRY:** Cultural and entertainment uses for the entire City of St. Louis are centered in the Grand Center district of Midtown. Renovated hotels have recently increased the number of quality rooms available in the area. Given these recent initiatives and the depressed state of the national hospitality industry, it would not be prudent to suggest additional hotel or major entertainment venues in Midtown.

**INDUSTRIAL AND TECHNOLOGY:** Given the prime position of the "Technopolis" biomedical/research park developing south of Lindell Blvd., there is an opportunity to capitalize on the need of the surrounding institutions and related businesses for specialty space, such as wet labs or other space for the biotech industry. There may also be future opportunities to provide space for tech companies growing out of the existing business incubator program, but demand for space for the technology and telecommunications sectors has slowed substantially.



Center for Emerging Technologies (CET)

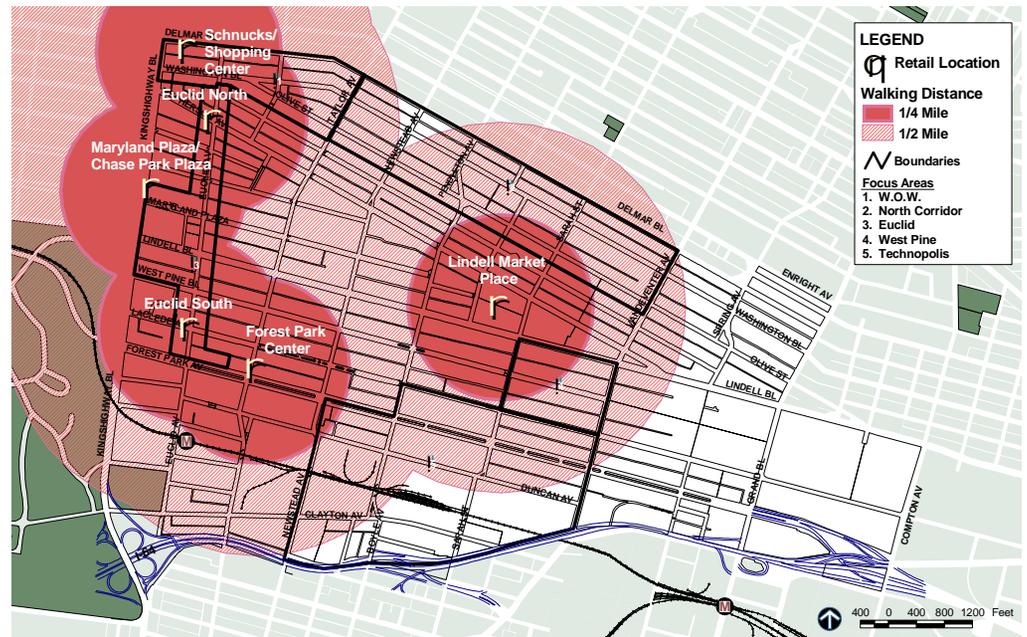


Figure 5 Walking Distance to Existing Retail Centers

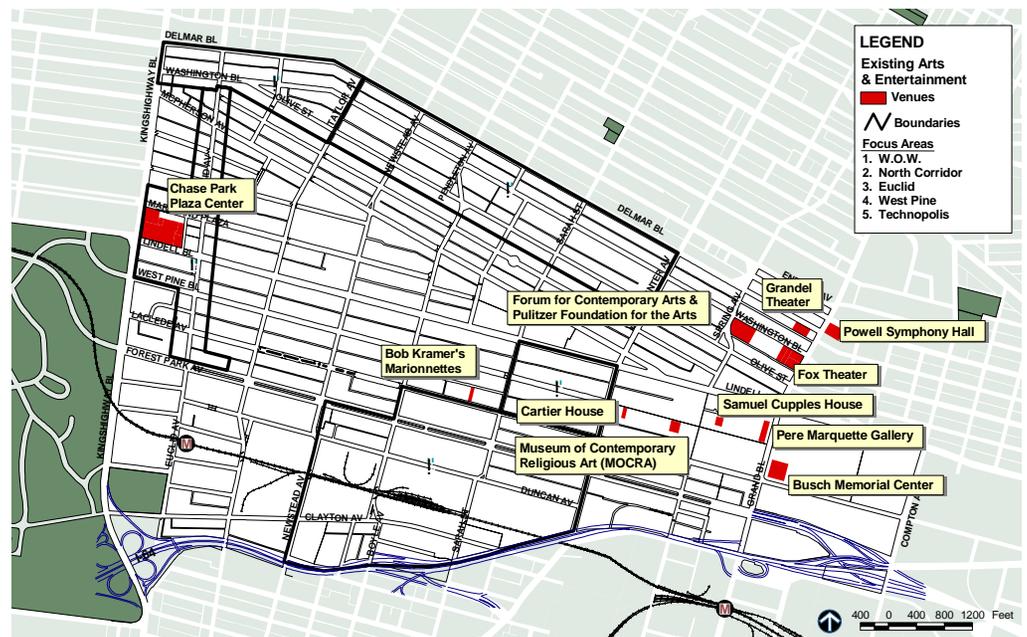


Figure 6 Existing Arts and Entertainment

## SYSTEM RECOMMENDATIONS

### TRANSPORTATION AND PARKING

A revitalized Midtown will be well served by excellent roadway access and transit services. Particularly in an urban setting, the ability to move people, goods and resources safely, efficiently and conveniently is an important factor in determining a neighborhood's relative attractiveness.

Recommendations include:

- ▶ Removing the street closures on Olive St. and Washington Ave., at Walton Ave., to provide improved access within a redeveloping W.O.W. focus area.
- ▶ Upgrading Boyle Ave./Tower Grove Ave. from a major collector to a minor arterial given the scheduled access improvements to I-64/40 and connections provided to Technopolis and the surrounding neighborhood.
- ▶ Performing a study of arterial roadways in Midtown, with particular emphasis on Lindell Blvd., to determine the feasibility and requirements of adding left-turn lanes.
- ▶ Encouraging affected agencies and institutions to take evaluation of shared use of private shuttle buses to the next level, i.e. discussion and analysis of funding, security, liability, and service routes.
- ▶ Using the Midtown Strategic Development Plan to garner additional support for the construction of a new MetroLink station at Sarah St. and Duncan Ave.
- ▶ Conducting a separate parking supply and demand analysis for the high density area bounded by Maryland Plaza, Forest Park Ave., Kingshighway Blvd. and Taylor Ave.
- ▶ Evaluating the following roadways for bicycling improvements as part of the Cross Town Bike Path project: West Pine Blvd., Euclid Ave., Olive St. and Boyle Ave.

### INFRASTRUCTURE

Quality infrastructure is basic for community stability and growth. It helps define the location and the intensity at which development can occur. The condition of a neighborhood's infrastructure, including surface integrity and overall appearance, reflects on the overall health of an area. It can influ-



Figure 7 Roadway Classification



Forest Park Shuttle Bus



Bicycle Improvements

# SYSTEM RECOMMENDATIONS

ence people's perceptions of a location as a place to live and work.

Plan Recommendations include:

- Full-depth replacement for streets in the poorest condition, especially located around Sarah St., Clayton Ave. and portions of Grand Center, require full-depth pavement replacement.
- Replacement or repair of alleys in poor to fair condition.



Poor roadway surface conditions



Fair roadway surface conditions



Poor alley conditions



Fair alley conditions



Good roadway surface conditions



Good alley conditions



Figure 8 Roadway Conditions



Figure 9 Alley Conditions

# SYSTEM RECOMMENDATIONS



Poor Sidewalk Condition



Good Sidewalk Conditions



Fair Sidewalk Conditions

- Utilization of a mixture of sources to fund alley improvements, including: tax increment financing, coordination with adjacent redevelopment projects, Special Business Districts, Community Improvement Districts, Neighborhood Improvement Districts, capital improvement funds, St. Louis Works Fund.
- Replacement of sidewalks in poor condition.

## PUBLIC AMENITIES

The quality of public amenities in Midtown can play an important role in defining the quality of life for community residents. These amenities include, but are not limited to, the location and quality of parks and open space, the condition and character of streets, sidewalks, signage and plantings that comprise the streetscape, the ambiance of roadway and sidewalk lighting and the character and condition of buildings. People are naturally attracted to amenity-rich communities and are more likely to remain and invest in that community, contributing to the long-term stability and vitality. In addition, people are often drawn to an amenity-rich neighborhood from elsewhere in the community, contributing to the local economy through shopping and entertainment-related spending.



Figure 10 Sidewalk Conditions



Figure 11 Street Lights Action Plan

# SYSTEM RECOMMENDATIONS



Add Planters to Improve Appearance



Provide Attractive Signage



Restore Architectural Details:  
Windows and Doors

## Plan Recommendations include:

- Utilizing the proposed design districts and streetscape hierarchy plan to guide decisions about future streetscape.
- Preserving the overall eclectic character of Midtown's lighting while creating a greater sense of unity within neighborhoods or urban design districts. Streets or districts with multiple light standards should be unified and streets that traverse multiple design districts should receive a standardized treatment.
- Creating an extensive and coordinated street tree planting and improvement program to improve overall quality, condition and consistency (see Figure 12).
- Applying design guidelines to new development and rehabilitation projects that utilize existing structures.
- Improving gateways to distinguish one design district from the next and celebrate the unique character or significance of a particular neighborhood or district (see Figure 13).
- Creating public art guidelines for Midtown to establish the principles and goals for a community's public art, or



Figure 12 Street Tree Analysis



Figure 13 Gateway Location

## SYSTEM RECOMMENDATIONS

ganize community outreach and education programs, and establishing funding policies to ensure that resources for public art are available.

- Creating new and expanded public open spaces that create a sense of place and serve all residents, employees and visitors to Midtown, including school parks, greenways, gateway plazas and indoor recreational facilities.
- Creating a community-wide bike path system, primarily on-street, that would connect to citywide bike trails and those in Forest Park via West Pine Blvd.

### CITY SERVICES

#### Building Inspection

A frequently cited issue regarding the physical appearance of Midtown is the maintenance of private property. Residents expressed frustration by what they perceive as a lack of building maintenance and inconsistent building appearance standards. Complaints registered with the City of St. Louis are received by the Citizens Service Bureau and then passed to the City's Building Division. Building Division employees inspect each complaint property for violations within 10 days. Plan Recommendations include:

- Increasing the frequency of regular building inspections.
- Expanding the application of the Housing Conservation District program (See Figure 14) to other areas of Midtown to include all residential areas outside of those affiliated with the universities.
- Identifying and securing housing rehabilitation assistance funding to encourage proactive building maintenance.

#### Trash Collection

Several recommendations for improving garbage collection services include the following:

- Increasing coordination between the Refuse Division and neighborhood groups, block clubs, etc. regarding garbage collection policies and pickup schedules.
- Increasing coordination between neighborhood groups,

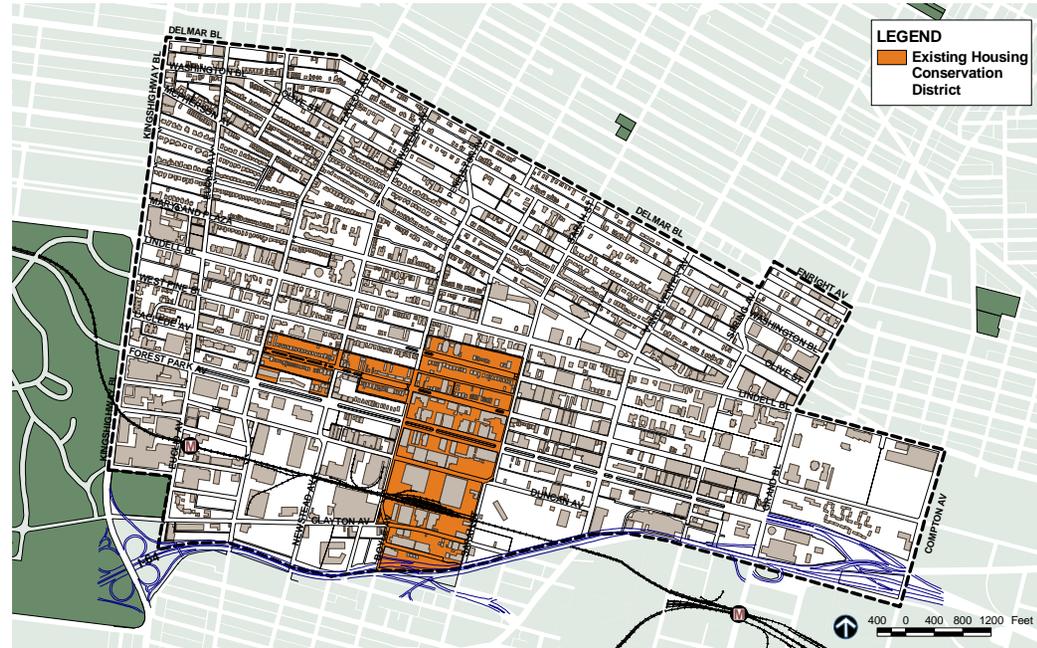


Figure 14 Housing Conservation Districts

block clubs, etc. and the Trash Task Force to inform Midtown Stakeholders of what they should do in the event of illegal dumping.

- Encouraging participation by business associations in the monitoring and resolution of garbage collection issues.

#### Police Protection

Plan Recommendations for improving police protection and safety include:

- Increasing coordination between the private security forces, the neighborhood groups and the police department by reinstating monthly information exchange meetings.
- Allowing zero tolerance for violent crime.
- Maintaining properties and targeting neglected housing with code enforce-

ment and police surveillance.

- Increasing the number of police patrolling on foot and on bicycle.
- Maintaining working streetlights and trimming trees so that lighting is not blocked.
- Eliminating panhandling on the streets.
- Increasing public awareness of the safety measures taken in the area and steps they can take to improve their own safety.
- Replacing concrete barriers in the streets with attractive gates.
- Publishing and disseminating information regarding crime hot spots.
- Utilizing Safe City, the St. Louis Metropolitan Police Department's online mapping program, as a crime prevention tool.

## SYSTEM RECOMMENDATIONS

### SECURITY

The focus should be to identify architecturally appropriate and financial feasible physical improvements as well as organizational approaches to add to the reduction in actual crime and increased perception of security in Midtown.

Plan Recommendations include:

- Focusing on security, by the new umbrella organization (see below), as a primary activity in short and long range terms.
- Increasing opportunities for community collaboration in security issues.
- Community policing including preventing crime, reducing fear of crime and providing courteous, responsive services to residents and businesses.
- Community policing strategies including foot patrols and team policing.
- Increasing the use of available technology to pro-actively address crime and crime prevention.
- Encouraging the use of Crime Prevention Through Environmental Design (CPTED) principles, such as access control, surveillance and definition of territory in all new and redevelopment projects.

### COMMUNITY ORGANIZATION

A primary component throughout the creation of the Midtown Strategic Development Plan has been the integration of community stakeholder opinions and experiences. Through steering committee meetings, one-on-one interviews and public workshops, citizens and community groups with a vested interest in Midtown have come together to create a common



Figure 15 Security Coverage

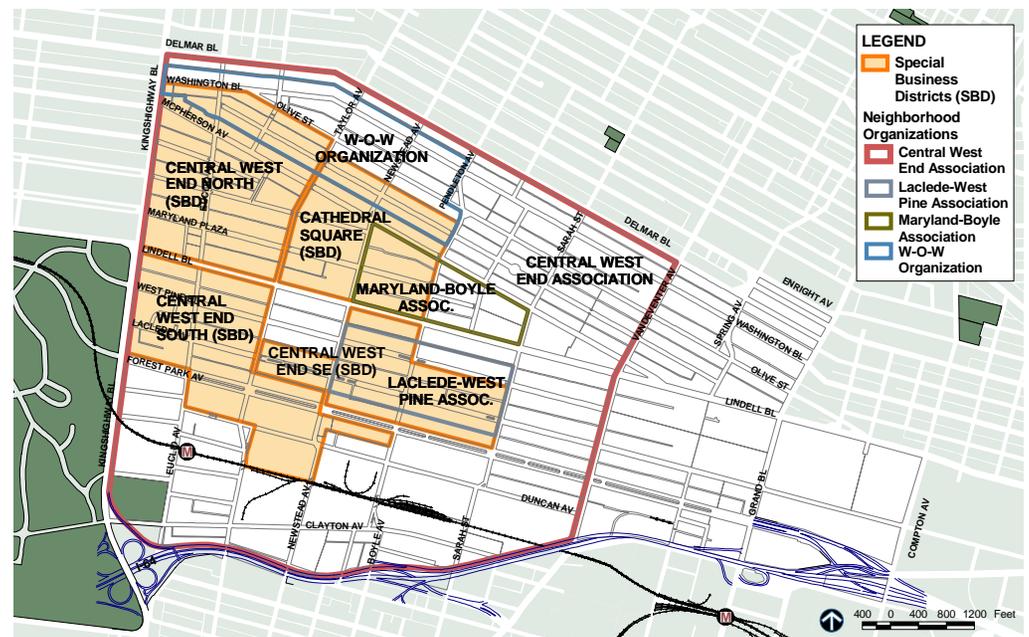


Figure 16 Neighborhood Organizations and Special Business Districts

# SYSTEM RECOMMENDATIONS

vision for the future of the area. Successful implementation of the Plan is based upon continuing the environment of co-operation developed through this process. Dedication to co-ordinating existing development efforts with the application of the action items is fundamental to the future success of the Midtown area.

Plan Recommendations include:

- Establishing an umbrella organization that is empowered by the existing stakeholder groups to execute the implementation strategy.
- Identifying additional partners to serve on the Advisory Board.
- Establishing a common mission and vision and achievable goals.
- Rolling out a proposed committee (Task force) structure and assignments.
- Providing appropriate documentation of the structure and responsibilities.
- Securing financial commitments, staff and administrative support.
- Organizing a community caucus to roll out the initiative and elect residential representatives.

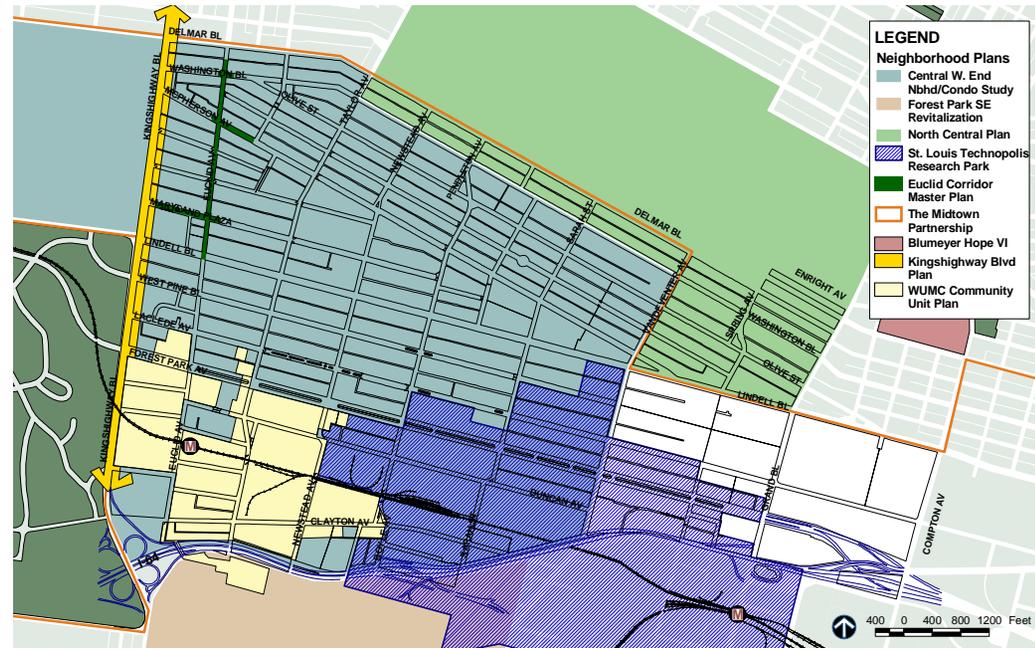


Figure 17 Neighborhood Plans



Streetscapes



Parks



Attractive Outdoor Areas

**PROPOSED LAND USE**

Figure 19 represents the Proposed Land Use for Midtown. The Proposed Land Use reflects the current land use pattern of the area and identifies those locations which are the most appropriate for the desired types of new development. The Proposed Land Use Map will be the guide for locating new land uses within Midtown and indicate which areas should be rezoned to meet the goals and objectives for the area.

**OVERALL STRATEGY**

The overall strategy for Midtown responds to the community vision, market opportunities (see Figure 18) and existing conditions, with recommendations for development, design and land use changes and initiatives.

These recommendations are organized around specific geographic “focus areas” in the community that were deemed to be the most strategic in terms of potential impact, the potential threat from inaction, the potential for leveraging of other efforts, timing and potential spin-off effects. As shown in Figure 20, these focus areas are the seams connecting Midtown’s various anchors - the institutions, stable residential neighborhoods and existing retail - and the complementary initiatives in Grand

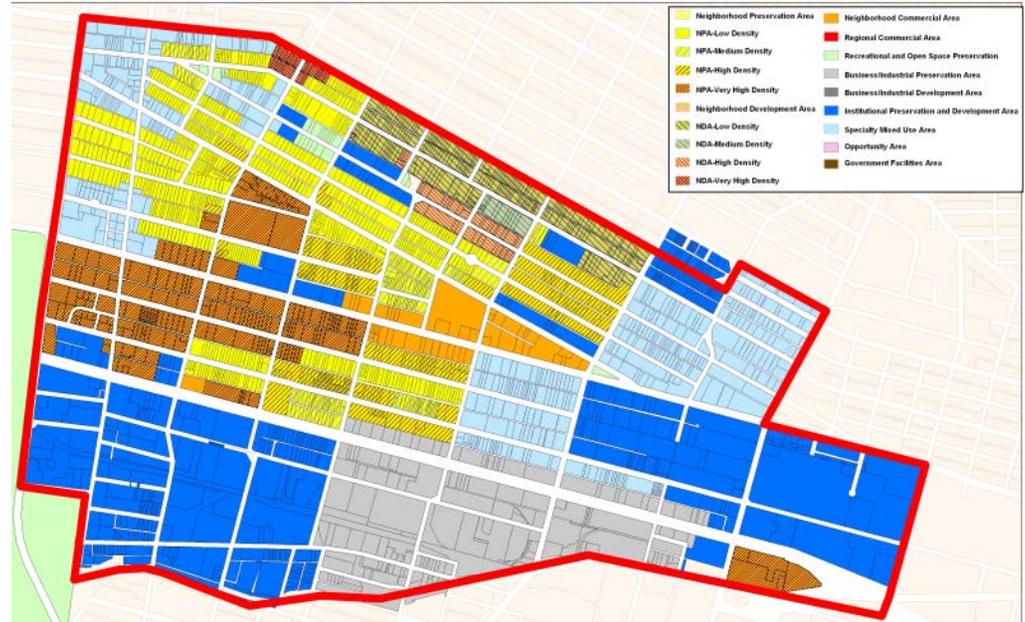


Figure 19 Proposed Land Use

**Center and Forest Park Southeast.**

The W.O.W. and North Corridor focus areas would be keys to stabilizing the northern boundary of Midtown. Strategically, these areas need to be made into residential extensions of the neighborhoods to the south.

Euclid Avenue would continue its role as Midtown’s primary neighborhood retail district. It would also play a role in revitalization of W.O.W., which ultimately can serve as the northern anchor for the Euclid corridor.

West Pine would draw on the market potential from its three surrounding potential anchors. It fills a physical and functional gap by becoming a mixed-use area with housing in new and rehabbed build-

ings and neighborhood-scale retail space.

The future of Technopolis would be drawn from its potential physical and functional links to WUMC and Saint Louis University. Its attractiveness to new businesses is largely driven by its proximity to WUMC and its researchers. It also depends on the quality of the space that can be created and by the attractiveness of Midtown as a place to live.

Within each focus area, priority development projects called “catalytic projects” have been recommended. These projects were determined to be of a size, scale, use and design that will provide an immediate and lasting positive impact on the surrounding neighborhood. In addition to reversing any negative perceptions about an area, each

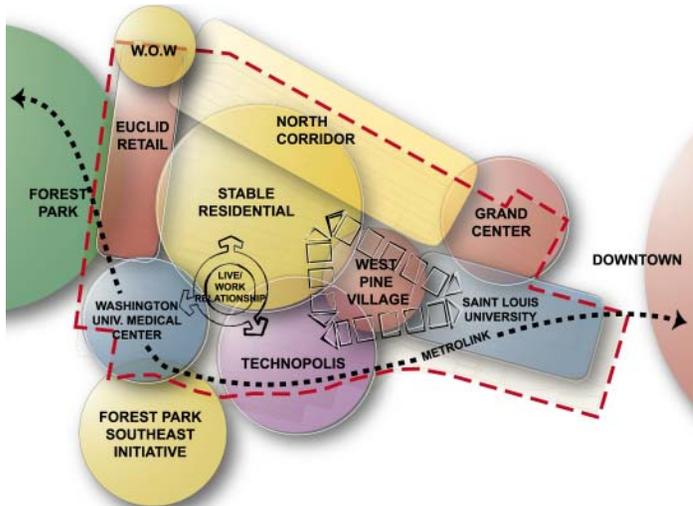


Figure 18 Conceptual Redevelopment Strategy

## STRATEGIC PLAN

of the catalytic projects is also seen to have the ability to attract further public and private investment to Midtown.

The Midtown Strategic Development Plan knits together the focus areas to make Midtown an area where people of different backgrounds and incomes can all live, work, and recreate in one area.

### THE FOCUS AREAS

#### FOCUS AREA 1: W.O.W (Washington/Olive/Walton)

W.O.W. is an acronym used to identify the neighborhood surrounding the triangle of land formed by Washington Blvd., Olive St. and Walton Ave.. For the Midtown study, the boundaries of W.O.W. have been defined as Delmar Blvd. on the north, the alley south of Washington Blvd. and Olive St. on the south, Taylor Ave. on the east and Kingshighway Blvd. on the west.

W.O.W. is a northern "gateway" into Midtown and a critical link between the neighborhoods north of Delmar, the stable residential neighborhoods south of Washington Blvd. and the Euclid Ave. commercial area. The vacant land, unoccupied and underutilized properties, and buildings in poor condition in W.O.W. are threats to the areas to the south. On the other hand, the proximity of W.O.W. to these areas coupled with W.O.W.'s attractive building stock and convenient location make it an attractive development opportunity. W.O.W. is in a position to attract investors who seek to capitalize on the value of the areas just to the south by redeveloping the buildings and land in W.O.W.

The Revitalization strategy recommends the following:

- Repopulate the neighborhood.
- New commercial development.
- Adaptive reuse of existing structures.
- New park and streetscape improvements.
- Improved access at Olive St. and Walton Ave.



Figure 20 Focus Areas

- Acquisition to support the redevelopment of vacant, underutilized and incompatible uses.
- Housing rehabilitation assistance.

#### **Catalytic Project 1: Delmar Bend**

Delmar Bend is the intersection of Delmar Blvd. and Taylor Ave. where Delmar Blvd. bends to the southeast and the nature of the street changes from commercial to residential. A large-scale residential development is proposed at this location to act as a gateway to a redefined Delmar Blvd. corridor. Also, Taylor has emerged as a major north/south route for Midtown, and the Delmar Bend site could help anchor the north end of Taylor Ave.

The Delmar Bend proposal, which covers

a large site that includes all quadrants of the Delmar Blvd./Taylor Blvd. intersection, would start with a first phase on the southwest quadrant. This location was recommended for the first phase due to its proximity to other W.O.W. development opportunities and its scaling being small enough to be pursued in the near term.

Key project components include:

- Assemble the public and privately owned properties.
- Offering the site for private development for:
  - Mid-rise (4-6 stories) mixed-use building at the corner southwest of Delmar Blvd. and Taylor Ave.
  - Mid-rise residential building on northwest corner of Taylor and Wash-

ington

- New town home development on Washington Blvd. and new six flat buildings near bend on Delmar Blvd.

- Using design guidelines to ensure development is consistent with and complementary to the neighborhood context.

**Catalytic Project 2: Kennedy Park**

This park is currently a small (5,000 square feet), grassy lot located at Washington Blvd. and Walton Ave. By increasing its size and adding landscaping and other amenities, Kennedy Park can be transformed into a treasured asset of W.O.W.

Key components of the project include:

- Expanding the park by acquiring incompatible auto repair business.
- Incorporating the existing church/daycare into the park planning.
- Closing Walton Ave. between Washington Blvd. and Olive St. Walton Ave. is already blocked to traffic south of Olive St.
- Converting the Walton Ave. right-of-way, south of Olive St., into a pedestrian greenway.
- Reopening Washington Blvd. and Olive street to through traffic.
- Programming park space to meet the needs of the surrounding community.

**Catalytic Project 3: Euclid Market**

The concept is to create a regional attraction and neighborhood amenity in Midtown, similar to, but smaller than, Souldard Market on the City’s south side. This attraction would provide a fitting anchor to the north end of the Euclid commercial corridor. If it is determined that a market is not feasible on this site, then an acceptable alternative would be active commercial or residential above commercial uses.



Figure 21 Delmar Bend



Figure 22 Kennedy Park

## STRATEGIC PLAN

Key components of the project include:

- Construction of new open-air building.
- Possible construction of an indoor market/warehouse building.
- Medium-box retail on adjacent sites.
- Retention and shared use of existing parking spaces.

### FOCUS AREA 2: NORTH CORRIDOR

The North Corridor focus area is bounded by Delmar Blvd. on the north, the alley south of Olive St. on the south, Vandeventer Ave. on the east and Taylor Ave. on the west. Attracting new residents to the area with new housing and new parks are central strategies within the North Corridor. Revitalization of this focus area will help integrate it with the stable areas further south and provide a bridge to encourage revitalization of neighborhoods to the north.

The revitalization strategy recommends the following:

- Repopulating the neighborhood.
- Creating neighborhood amenities that could significantly add to the attractiveness of the area:
  - Reinstating the local public school
  - New neighborhood-scale parks
- Roadway improvements.
- Streetscape improvements.
- Redeveloping vacant, underutilized and incompatible uses.
- Housing rehabilitation assistance.



Euclid Market Concept



Figure 23 Euclid Market

### Catalytic Project 1: Field School

The St. Louis Public School District is currently using Field School as a temporary facility to accommodate children while their regular school buildings are being rehabilitated. Field School presents the opportunity to create an exemplary public school facility coupled with new park and recreation fields that would benefit the school and the community.

It is understood that the Board of Education will only consider reopening the school if there are sufficient students. However, the park space is needed regardless of whether the school is reopened.

Key components of the project include:

- Reinstating Field School as a permanent neighborhood elementary school.
- Acquiring the land necessary to develop a 5.2 acre recreational/open space campus.
- Closing a portion of Olive St. between Taylor Ave. and Newstead Ave. to create a continuous campus environment. It is also possible to retain Olive St. as a through street and reduce the size of the park.
- Redeveloping the St. Louis Review building in conjunction with the park or for private residential use.

**Catalytic Project 2: Gaslight Square Redevelopment**

Gaslight Square is the name of the historic entertainment district that thrived along Olive St. near Boyle Ave. in the 1950's and 1960's. The redevelopment strategy for Gaslight Square is largely based on the opportunity to provide attractive, urbane housing that will attract new residents. The use of new park space and the adaptive reuse of historic structures are two tools recommended to help provide a new identity to the redevelopment.

The revitalization strategy recommends the following:

- Assembling of the designated redevelopment parcels.
- Replacing the Boyle Ave./Pendleton Ave. "curve" with new "T" intersections with Olive St.
- Developing a 1.5 acre park/open space amenity to serve as the focal point of the new Gaslight Square development.
- Where feasible, reusing the historically and architecturally significant commercial buildings.
- Supporting the development of office, neighborhood service and/or civic uses on the southwest and southeast corners of Olive St. and Boyle Ave.
- Supporting new residential development on the southwest corner of Washington Blvd. and Pendleton Ave.



Gaslight Square Reuse of Historic Buildings



Figure 24 Field School



Figure 25 Gaslight Square

## STRATEGIC PLAN

### FOCUS AREA 3: WEST PINE

The West Pine Area is bounded by Lindell Blvd. on the north, the alley south of Laclede Ave. on the south, Vandeventer Ave. on the east and Sarah St. on the west. This area is completely built-out, but there is no single land use or even concentration of several land uses that defines it.

While this focus area is relatively small in a physical sense (three city blocks), it is at the confluence of several forces that help define the range of possibilities for future development. First, West Pine shares a boundary with Saint Louis University along Vandeventer Ave. Second, West Pine is part of Technopolis area which is the intended location of high-tech business development. Third, the area west of the focus area is a strong, middle income and higher residential community.

The revitalization strategy developed for West Pine has been termed the "urban village". Key project components include:

- New restaurants, shops and other retail uses creating an active street environment.
- New residential units on the upper stories of buildings providing living spaces for employees in the area and students.
- Spaces for office and the associated jobs.
- Street and sidewalk improvements and amenities that create a safe and attractive environment for pedestrians and bicyclists.

#### **Catalytic Project 1: West Pine**

The focus area plan proposes using coordinated development to create an urban village with an active live, work, and shop environment.

Redevelopment of properties, particularly along West Pine Blvd., should be encouraged. In addition, the City will eventually need to implement streetscape improvements in West Pine that reflect its new character. This action will demonstrate the City's support of the Midtown Plan and their will-



Figure 26 West Pine

ingness to play an active role in the neighborhood's redevelopment and be an incentive for private development. The primary streets to be improved are Vandeventer Ave., West Pine Ave., Laclede Ave. and Sarah St. West Pine may be the highest priority in that the most redevelopment is called for on this street. Improvements can include:

- Planting of street trees.
- Design and installation of decorative street lights.
- Street furniture such as benches, waste receptacles, bike racks, etc.
- Screening of off-street parking
- Crosswalk and intersection improvements.
- Plazas and gateway treatments.
- Locations for public art.



West Pine Streetscape: Character Sketch

### FOCUS AREA 4: TECHNOPOLIS

In 1995, the St. Louis Development Corporation sponsored the preparation of a plan and strategy for Technopolis. Its goal was to transform this traditional industrial area into a premier center for life science and technology businesses. Over seven years later, the objectives of the plan remain relevant and several of these recommendations have been put into action. The Midtown



# STRATEGIC PLAN

corridor streetscape.

Focus area recommendations include:

- Improving the supply of parking.
- Mid and high-rise residential development on the block bounded by Lindell Blvd., West Pine Blvd., Kingshighway Blvd., and Euclid Ave.
- Commercial development on groundfloors where feasible
- Streetscape improvements.

## Catalytic Project 1: Euclid Avenue

The primary complaint regarding the Euclid Ave. corridor is the under-supply of parking for adjacent residents and businesses. The Midtown Plan identifies several short- and long-term opportunities for increasing the number and supply of parking spaces:

- Redeveloping the surface parking lot at the northwest corner of Laclede and Euclid Aves. should include a shared parking garage (see Figure 28).
- Encouraging the shared use of existing parking spaces between compatible uses (see Figure 29).
- Engaging affected stakeholders in an evaluation of shared use of private shuttle buses to reduce the need for cars.
- Revising zoning standards to ensure new development or redevelopment projects provide an adequate number of project and shared spaces.
- Conducting a separate parking supply & demand analysis.



Euclid Streetscape: Character Sketch



Figure 28 Euclid Avenue

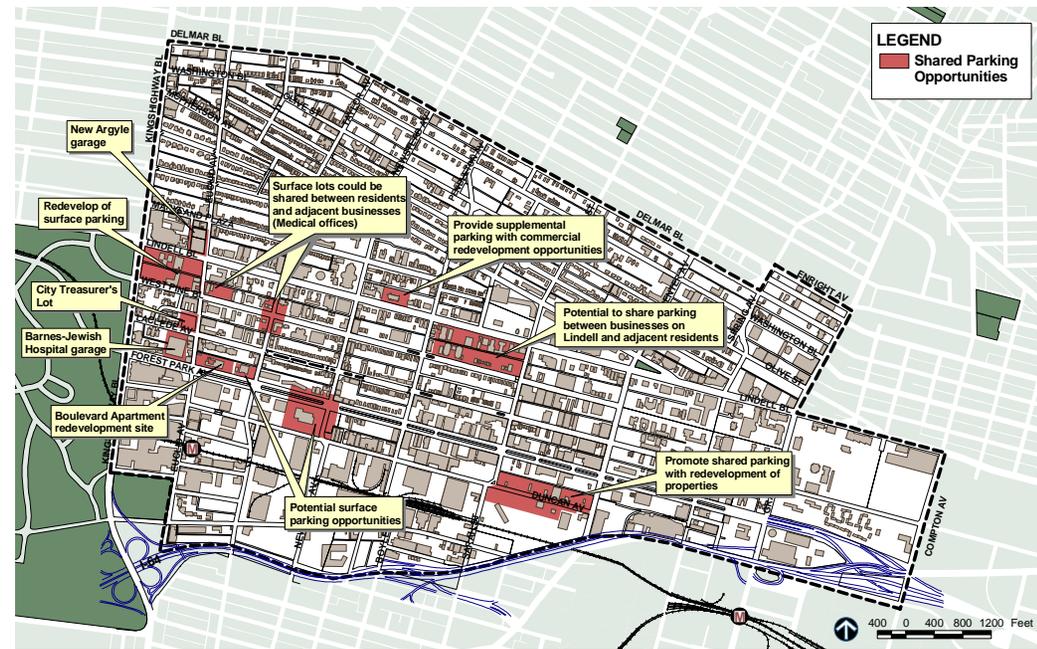


Figure 29 Shared Parking Opportunities

**ZONING REGULATIONS**

The Midtown Plan includes recommendations for the type and intensity of development to occur on specific parcels. In some cases the existing Zoning Code (Title 26 of the Revised Code of the City of St. Louis) permits the recommended land use - for instance, construction of a new house in the “A” Single Family residential district. There are also instances where the proposed land use is inconsistent with the regulations of the applicable zoning district. There are also cases where a zoning change is recommended to prohibit uses from being developed that would be inconsistent with the Midtown Plan.

*The following summarizes the major zoning recommendations in each area:*

**W.O.W and North Corridor**

Existing zoning designations generally allow the type of development proposed by the Midtown Plan, but they also allow more intensive uses that may no longer be compatible with the context of the study area.

A general recommendation is to downzone areas to be consistent with the existing and proposed uses. In general, as property is acquired for redevelopment, areas planned for residential should be rezoned generally within the “C” Multiple-Family District, which will permit the dense, urban type of residences proposed.

**West Pine**

There are over 8 types of land uses represented in this three block area. The future land use plan for this area proposes a more focused development scheme with a combination of new ground floor commercial space (retail, offices, service) and upper floor dwelling units.

The general recommendation is to rezone the entire West Pine area, except for the Center for New Technologies, to the “H” Area Commercial District would accommodate the mixed-use development character proposed.



Figure 30 Proposed Zoning

**Technopolis**

In the short term it is recommended that the areas zoned within the “K” district be rezoned to the “J” to avoid the potential types of uses allowed by this district that are incompatible with a high-tech employment center.

Long term it is recommended that a new zoning district or overlay zone be created to encourage and more appropriately regulate high-tech uses.

**Euclid Corridor**

The chief concern that has been raised for Euclid Ave. is the existing lack of parking. Parking requirements for retail stores, banks/offices are low compared to industry standards and should be raised. In ad-

dition, new multi-family development should be required to provide additional parking.

It is recommended that the City and/or Central West End Association and/or Euclid Business Association authorize the preparation of a full parking study for the Euclid Corridor that would document in more detail the number and location of existing parking spaces, demand generators and peak demand periods.

# IMPLEMENTATION

## Social Service Providers

The concentration of social service providers within the area is perceived as a problem by some. The Zoning Code does not have language that specifically permits or prohibits social service uses such as methadone clinics and soup kitchens. As a matter of policy, these types of uses are considered “conditional uses” wherever they are proposed. The approval process for conditional uses requires the City to hold a public hearing prior to determining if an occupancy or building permit should be issued.

A recommendation of this report is to revise the Zoning Code to specifically address in which zoning districts and under what circumstances different types of social service providers would be allowed.

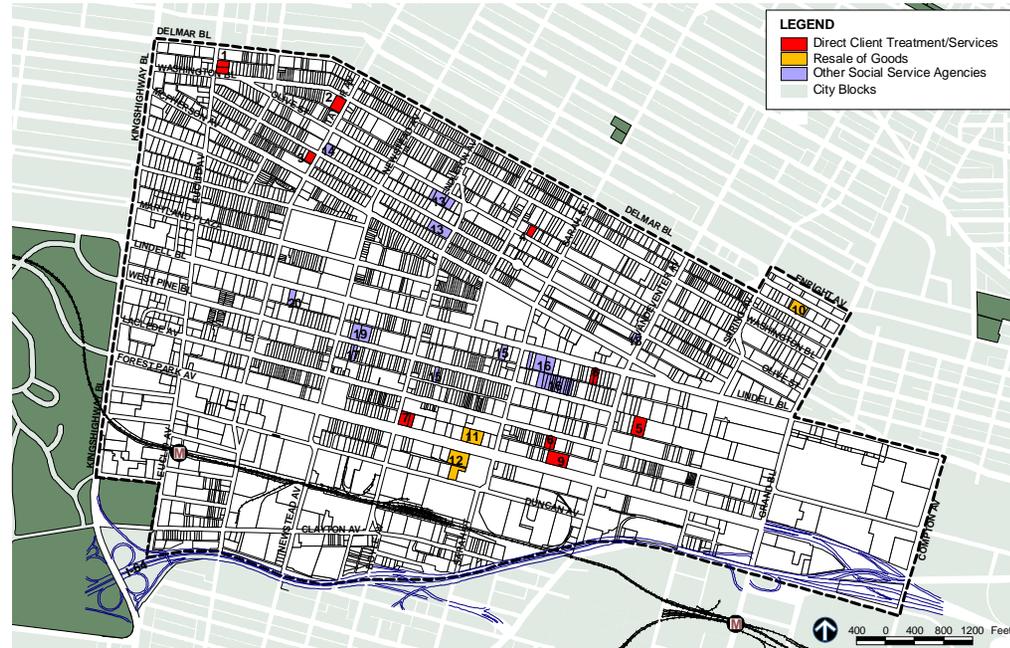


Figure 31 Social Service Providers

MAP I.D	ORGANIZATION / AGENCY
<b>DIRECT CLIENT TREATMENT/SERVICES</b>	
1	TRINITY CHURCH & FOOD MINISTRY
2	COMMUNITY SERVICE CENTER
3	LEARNING CENTER OF MO
4	URBAN LEAGUE COMMUNITY OUTREACH CENTER
5	YOUNG WOMEN'S CHRISTIAN ASSOCIATION
6	ST. LOUIS OPPORTUNITY CLEARING HOUSE
7	PLANNED PARENTHOOD
8	FAMILY RESOURCE CENTER
9	SALVATION ARMY ADULT REHAB & THRIFT STORE
<b>RESALE OF GOODS</b>	
10	URBAN LEAGUE OF ST. LOUIS INC.
11	SALVATION ARMY THRIFT STORE
12	GOODWILL INDUSTRIES & THRIFT SHOP
<b>SOCIAL SERVICE AGENCIES</b>	
13	DAUGHTERS OF CHARITY
14	BOYS TOWN OF MISSOURI INC.
15	PLACES FOR PEOPLE INC.
16	AMERICAN NATIONAL RED CROSS
17	INDEPENDENCE CENTER
18	MO PROVINCE EDUCATIONAL INSTITUTE
19	RONALD MCDONALD HOUSE CHARITIES
20	JMJ SOCIETY FOR HANDICAPPED CHILDREN

Social Service Providers

# IMPLEMENTATION

## FINANCE

The recommended “Catalytic Projects” will have an immediate and long lasting positive impact on Midtown. Each of these projects requires a considerable investment in land acquisition and/or public infrastructure. However, this initial investment will be necessary to restore market confidence in these areas and attract the amount of private investment that will be required for broader neighborhood revitalization. The strategy to fund the catalytic projects should mix a variety of funding sources, including tax increment financing (TIF), community development block grants (CDBG), developer equity and philanthropic sources, to achieve a reasonable balance.

The first step in stimulating development activity is to construct the infrastructure improvements that support each of the catalytic projects. The costs of these improvements, estimated in the following matrix, should be considered essential public-sector reinvestment responsibilities.

As previously mentioned, TIF is only one element of the financial repertoire available within the overall Midtown Strategic Redevelopment Plan. However, TIF is a powerful tool in that it allows municipalities the opportunity to self-finance their urban redevelopment programs.

The potential exists for designation of a Midtown TIF district in accordance with the provisions of the TIF Act as amended by the Missouri Legislature. The proposed district is bounded by Lindell Blvd. on the north, I-64/40 on the south, Vandeventer Ave. on the east and the western boundary of Technopolis on the west (see Figure 32).

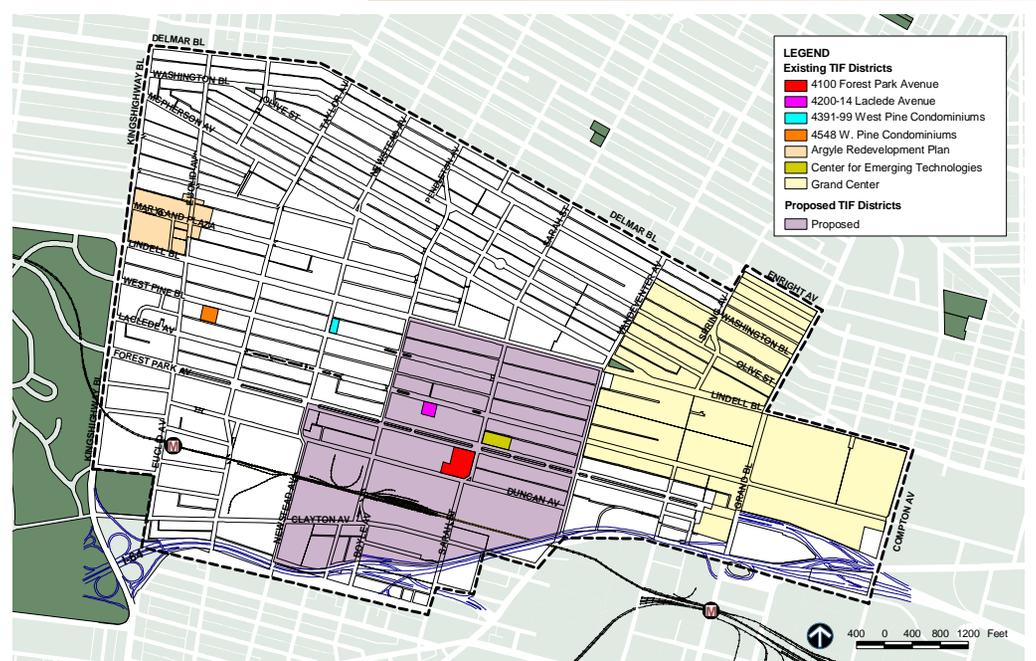


Figure 32 Existing and Proposed TIF Districts

Catalytic Projects Development Costs for Physical Improvements (Public)	Delmar Bend	Field School	Gaslight Square	West Pine	Technopolis
Physical improvements	\$100,000	\$2,019,700	\$1,768,875	\$3,402,320	
Land Acquisition	\$530,000	\$1,347,000	\$1,557,500		\$1,000,000
Total Estimated Costs	\$630,000	\$3,366,700	\$3,326,375	\$3,402,320	\$1,000,000

POSSIBLE FUNDING SOURCES					
Slate Brownfield Tax Benefit					
Tax Increment Financing	\$239,000	\$500,000	\$500,000	\$850,000	\$500,000
Community Development Block Grant	\$126,000	\$1,500,000	\$1,500,000	\$1,276,160	
Industrial Revenue Bonds					
Special Business Districts				\$1,276,160	
St. Louis Public Schools		\$366,700			
Developer's Equity for Partial Land Acq.	\$265,000	\$673,500	\$778,750		
Philanthropy		\$326,500	\$547,625		\$500,000
Community Improvement Districts					
Neighborhood Improvement Districts					

Phase I Development Costs

## IMPLEMENTATION

These boundaries were selected, in part, to assist in firmly establishing a life science and research node of activity in Technopolis. Establishing a high-tech employment center here will have many positive long-term impacts on the economic, social and physical conditions throughout Midtown. The proposed boundary would also support establishment of the West Pine “Urban Village”, an mixed-use residential/retail project that will also invigorate and attract addition investment in the study area.

City intervention for land assemblage would be recommended to prepare other sites in Technopolis and the proposed “Urban Village” in West Pine for redevelopment within the TIF district. Site assemblage efforts followed by a request for proposals would jump start activity. A unified or complementary treatment of the streetscape should be a requirement of all subsequent development in the area, or could also be the planned public contribution to further entice activity in the TIF district.