



Active gathering space for festivals, parades and other events



Programmed events such as movies in the Plaza



Amenity stands including snack vendors



Interactive fountains that can be illuminated in the evenings



Grass lawns provide variable seating areas

Kiener Plaza will continue to be the principal grand civic gathering area for the residents of St. Louis to come together for celebrations and events. Unlike the current design of divided spaces, the new program for the Plaza will create a unified space that may be used for multiple smaller events or provide a contiguous space for large events. A redefined, redesigned Kiener Plaza, appropriately programmed, can become a destination for Arch Grounds visitors, helping to draw a larger percentage of these visitors into the downtown. This effort should be a priority that, in turn, helps make the case for creating an improved connection to the Arch Grounds.

It is important that the redesigned Kiener Plaza involve a new performance pavilion that rises above grade, providing a unique architectural statement that is significant both during the day and evening. This will help connect the space more intimately to the city.

Kiener Plaza Details

The new architecturally significant pavilion on the western edge will house a performance stage, visitor's center, restrooms and café. A large performance plaza with seating and a hard-surfaced edge will extend east beyond the pavilion to the block's midpoint. It will be enhanced with a playful and artful paving and in-ground lights. These lights will extend from the pavilion and into the fountain, forming a "River of Light" on the ground plane. The northern and southern edges of the Plaza will be defined by double rows of trees and sculptural light masts that provide performance lighting and light displays. Throughout the Plaza, there will be areas for informal seating, unstructured play and gathering. Adjacent to the light armatures, a series of perimeter gardens will form a garden edge along Chestnut and Market Streets. The center of the Plaza will be enlivened by a skim fountain that can be turned off during large events to provide additional space.

Textures will play a major role in the redesign, with a combination of hard and soft surfaces. The Old Courthouse and the Gateway Arch will serve as the backdrop for the eastern edge of the Plaza.

The Gateway One building, situated within the Mall, is accepted as being a part of the landscape. Any future design changes to this block should bring a portion of the existing raised plaza to the sidewalk level on Market Street, thereby continuing the band of the Hallway.







Urban Garden



Temporary and permanent sculptures set amid gardens

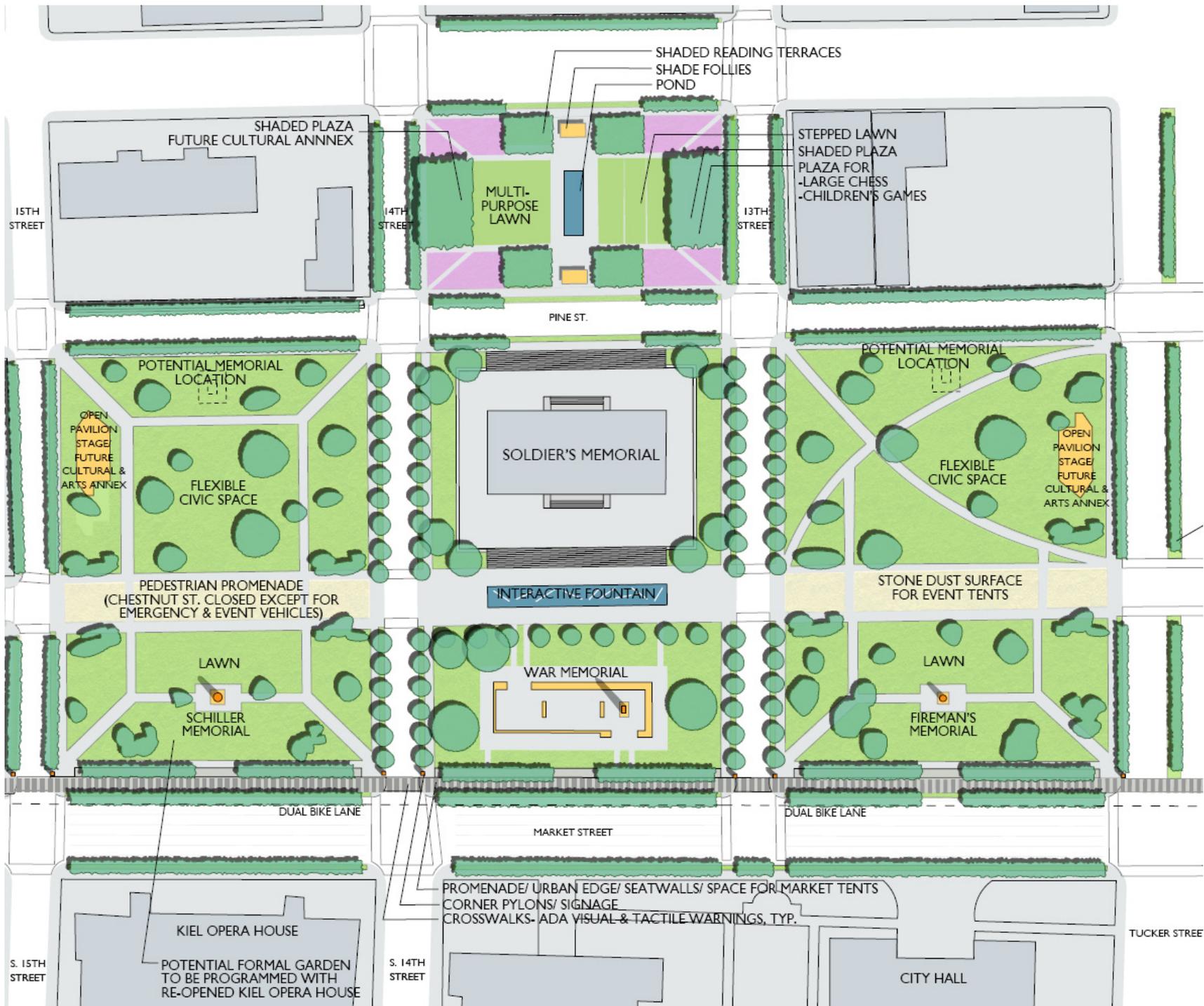
The Urban Garden, located on three blocks to the west of Kiener Plaza, will be a welcome urban oasis, a reprieve from the City’s hustle and bustle, providing much needed amenities for downtown patrons. Double rows of trees to the north and south of the garden, as well as generous plantings within it, will frame a number of shaded and sunny spaces for lunchtime activities and afternoon and evening escapes.

The setting will take advantage of a change in topography to create a series of spaces for people to sit and enjoy, also allowing views of exceptional permanent sculpture and temporary art installations. Walkways through the garden will allow visitors to view the sculpture from all angles and create a variety of views and vistas of the sculptures and gardens. Water will be prominent through the space, providing white noise that contributes to the creation of this urban oasis.

An important part of the design is to provide a visual experience from all angles, including from the office buildings surrounding the two blocks. Historical landscapes from the region can be referenced in the design.

To the West of 11th Street, the raised podium and stairs of the Civil Courts Building will provide an overlook of the Urban Garden and will contain a water garden of native grasses and forbs. The water garden will serve a dual function as an aesthetic foreground and functional, sustainable bio-filtration garden. The Hallway will continue through this block to provide Mall continuity through to the Civic Room.

Between these blocks is the sculpture “Twain” by Richard Serra. One of his earlier works, the City is fortunate to have this often “misunderstood” sculpture. The piece is an important component of the emerging Urban Garden. Once the improvements to the two eastern blocks of the garden have been made, the space surrounding Twain should be considered to see how it can integrate into the redesigned blocks to the east and west.





Visualization of Chestnut Street closure that will enhance the area and promote additional uses

The Civic Room will create a large unified space well-suited for civic events, markets, festivals and concerts. In order to achieve this, it is anticipated that Chestnut Street would be closed incrementally over time, beginning with temporary closures for festivals, and ultimately becoming permanently closed, though still allowing emergency and service vehicle access. Chestnut Street will still be hard surfaced with a paving pattern different than surrounding areas, and will house tents and other services necessary for festivals. Locations for performance stages and cultural or art annexes will be provided to further define the civic character of the space and create attractions to activate the Mall.

The Hallway edge in the Civic Room will take on a more urban character with seat walls and hardscape paving forming the edge. Portions of the allée of trees will be opened up for greater permeability into these central blocks. This will allow space for vendors to set up market stands and kiosks during events and festivals.

Civic Room Details

The Mall's water theme will be repeated with the presence of an interactive fountain on a dual axis with the Soldier's Memorial and the Chestnut Street corridor. During large civic events or festivals, the fountain could be turned on in hot weather, or turned off and emptied to provide additional space for events and vendors, or to allow traffic to use the street. In the non-rush hour period, pneumatic bollards similar to those in the vehicle paths at the Arch could then be lifted to block Chestnut St. from all but emergency vehicles, and the fountain turned back on.

The block north of the Soldier's Memorial and south of the Library will serve as a forecourt connecting these important buildings. A pond will be set at the core of this block with gardens along the streets. Intimate shade structures and groves of trees will provide outdoor reading rooms for library patrons. To the east and west, shaded plazas will respond to the adjacent developments. Additionally, the Plan anticipates greater use of the block by children for activities programmed through the library, and may be an appropriate site for oversized and interactive children's games such as chess.

The blocks to the east and west of the Soldier's Memorial will provide large, flexible open spaces. On the east and west edges of these blocks, sites will be allocated for open pavilions / stages or cultural and arts annexes of the city's established institutions. The open lawn and stages will provide venues for single or multiple concerts and performances.

The block containing the War Memorial has the potential to be transformed over time. The Memorial's design discourages visitors and, in some ways, characterizes the state of the Mall presently: underused and under maintained. Even Veterans Day ceremonies do not meaningfully engage the structure, occurring on the street instead. Over time, some thought should be focused on improving the setting for the monument.

The southern half of the block fronting the Kiel Opera House should contain a formal garden pattern that could be programmed with a reopened Opera House. The trees of the Hallway will be partly opened on the three southern blocks to create a stronger visual link with the important buildings to the south.



Interactive fountain can be turned on and off

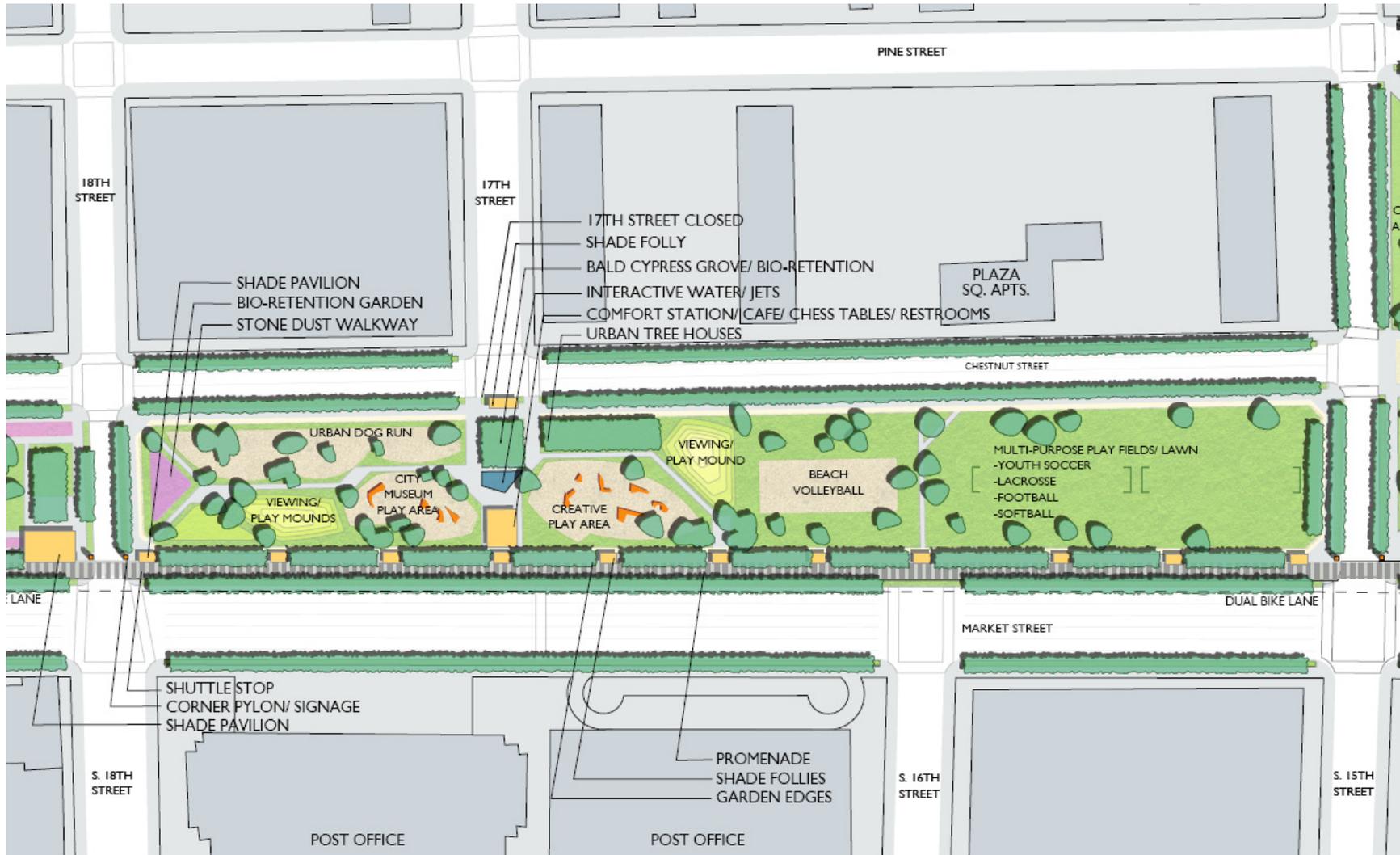


Stage and open lawn for large and small performances

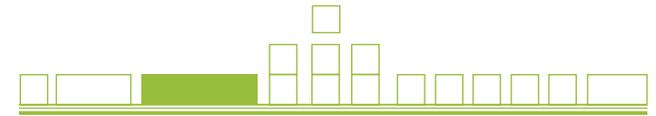


Chestnut Street closure with market stalls





Neighborhood Room



Sports fields



Creative playground



Urban dog run



Amenity stands

The Neighborhood Room will provide numerous active and passive recreation amenities for downtown St. Louis residents. Its landscape character will be more pastoral and informal than the rest of the Mall, characterized by groupings of large trees, meandering paths, open lawns, and a garden edge to the Hallway along Market Street. To increase the useable area of this room and emphasize its linearity, 17th Street between Chestnut and Market Streets should be permanently closed.

The Hallway condition in this room will have a garden edge, incorporating seating areas and multiple shade shelters that will act as respites, gathering areas, and provide opportunities for people to view the activities occurring along the street and the interior spaces.



Creative playground

Neighborhood Details

Located at the northwest corner of this room, an urban dog run could activate the Chestnut Street frontage and provide an amenity for the growing residential community of downtown St. Louis. Urban dog runs can provide a low maintenance space for dogs and their owners to socialize. It is envisioned as being paved with colored concrete, containing challenging obstacles and play features for dogs with built in elements of varying heights. For dog owners, benches, shade structures, double lock gates, plastic bag dispensers, and dual use drinking fountains will form a creatively designed space that will provide a gathering space and social setting for dogs and their owners. More importantly, this space should ensure 16 hours of daily activity in the Mall throughout the year. Urban dog owners often rally for the creation of these spaces and provide sustained support for their maintenance, creating a proven ingredient in an urban park's success.

An interactive fountain, shade tree grove and a shade pavilion with restrooms and a seasonal food and beverage kiosk will be the core of activity for the Neighborhood Room. The interactive fountain with synchronized jets will provide an active space adjacent to the playgrounds where children can

frolic and visitors can view the water displays. The shade pavilion to the south, which may contain chess and checkers tables for visitors of all ages to gather and socialize, will provide a respite to view the fountain.

A series of lawn mounds scattered among the recreation areas will create distinct spaces, topographic relief, play areas for children, and opportunities for viewing.

A variety of children's playgrounds will cater to toddlers and older children. In addition to the more traditional playground equipment, a highly creative play area is proposed with artistic and wonderful structures similar to those at the City Museum.

Beach volleyball courts and a multi-purpose playfield lawn will provide active recreation opportunities for residents on weekends and evenings, as well as lunch time and after work activities for downtown workers. Beach volleyball facilities have proven to be successful in encouraging workers to linger downtown longer and extend the park activity well into the warm season months.



Dog run



Interactive fountain



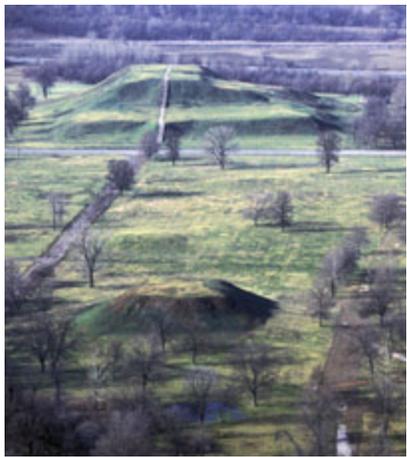
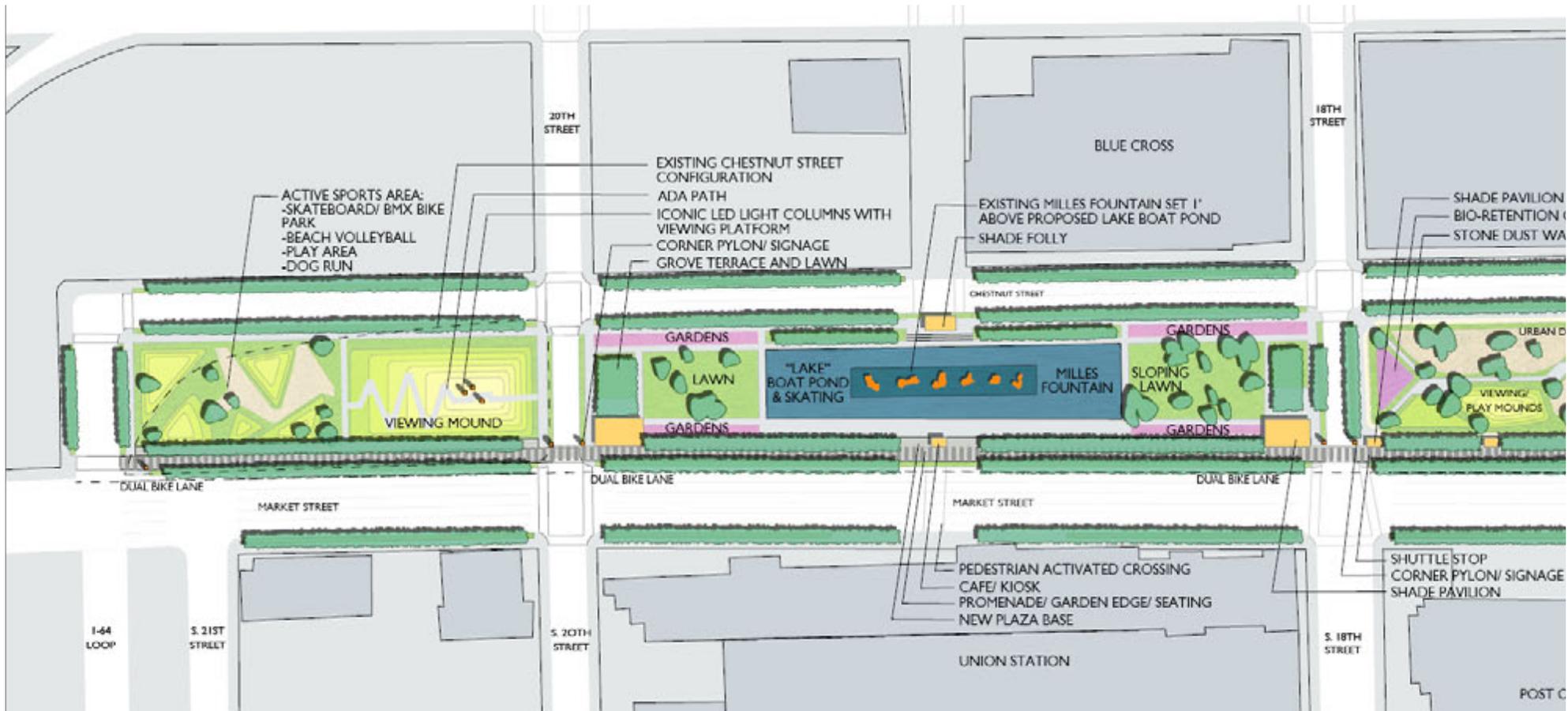
Shade pavilion



Creative play areas



West view



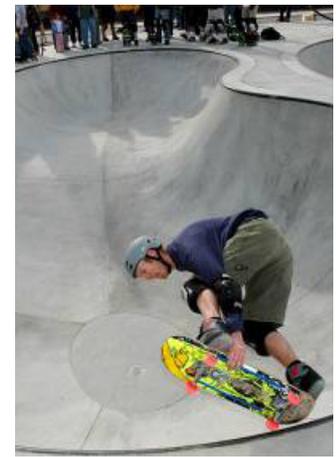
Cahokia Mounds, Illinois



Lawn covered earthwork as a terminus feature



Iconic lighting installations



Urban adventure sports park to the west of the icon



Enhanced seating areas



Wintertime ice skating



Reflection Pool

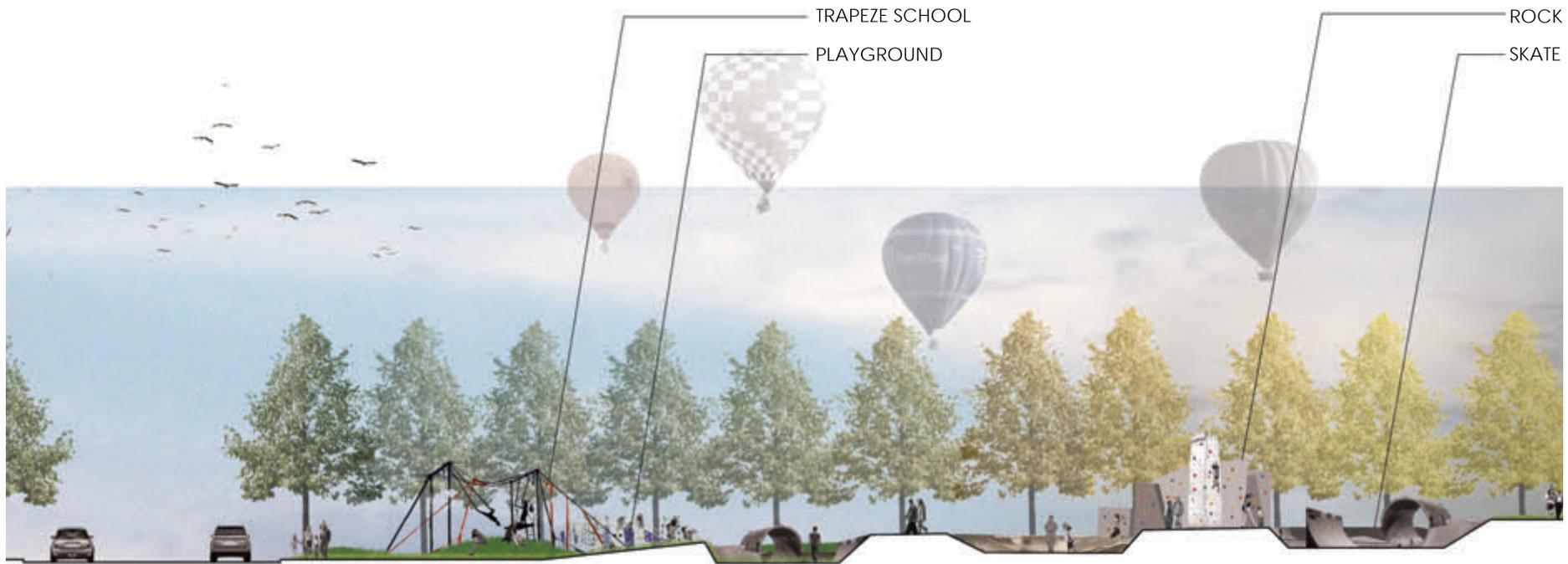


Structures to provide food, drink, and rentals

The Terminus and Aloe Plaza will serve both as the western conclusion of the Gateway and as an entry into downtown St. Louis. At some point in the future, the western block should be redeveloped with an iconic building that would create a strong “book end” to the Arch. Until such a building becomes feasible, a temporary installation for the Terminus block is proposed, to provide highly attractive amenities as described below.

A dramatic sculptural viewing mound inspired by the nearby Cahokia Mounds, highlighted at night with iconic light installations, is proposed for the Terminus. This lawn covered mound will rise above the street allowing visitors a 360 degree panorama with a view to the Arch. To the west of the icon, an urban adventure sports park is suggested for activities such as skateboarding, rock climbing or a BMX bike park.

Aloe Plaza, opposite Union Station, contains the dramatic Milles Fountain which provides a beautiful focal point from Union Station and contributes to the creation of a terminus for the Mall.



Terminus Details

Currently, Aloe Plaza is underutilized due to limited amenities and separation from Union Station by busy Market Street. To take advantage of the site's features, additional amenities and better access will be provided. A mid-block signalized crossing opposite Union Station would offer direct access to the fountain.

The Milles Fountain will be preserved and enhanced with a reflection pool, or "basin" set slightly below the grade of the existing fountain. This basin would be in keeping with the Milles Fountain vision and goals, in that the reflecting pool would contribute to a sense of peace and escape and when combined with the fountain's magnificence and white noise. The basin could result in the space finally realizing its full potential.

In the summer, the reflection pool will serve as a space for play sailboats and cooling off by soaking one's feet in the water. In the winter, the reflection



ICONIC LED LIGHT COLUMNS

VIEWING PLATFORM / EARTH MOUND



20TH ST.



pool will transform into a beautiful skating rink with ice skaters circling the bronze statues of the Milles Fountain. Flanking the fountain, lawns and gardens will extend to the east and west to provide both sunny gathering areas and shaded seating for the summer months. A small food and beverage kiosk and a pavilion with restrooms are proposed to provide refreshments and shelter throughout the year. This business could be an annex to an establishment in Union Station.



6.0 Detail Design Elements

In addition to the guiding framework established by the Master Plan, direction is provided on more detailed elements of design.

Sustainable Strategies

A goal of the master plan is to foster an environment that is “sustainable,” both within the Gateway as well as the surrounding environment. Experience elsewhere shows that well designed, secure and programmed open spaces do attract higher densities of both residents and office workers. Higher densities increase the efficiencies of the urban environment.

By definition, “sustainability” is divided into three categories:

- fiscal
- social
- environmental

This large urban open space can become a model for creating amenities that either minimize energy consumption / impact on the environment, or in fact improve the existing conditions in terms of impacts such as on storm water runoff.

From the materials used in building the park, to operations practices, the emphasis will be on minimizing environmental impacts. Any item made of steel, for example, requires more units of energy to create versus the same item made out of plastic or wood, the most energy efficient.

Sustainable strategies for the Mall include:

- green roofs on structures;
- solar panels to operate lights;
- storm water retention & filtering;
- reusing existing materials;
- permeable surfaces;
- minimizing maintenance needs; and
- planting native species.



Storm water retention garden



Use of native plants



Facilitate alternative transportation



Green roof technology in Forest Park



Use of solar energy

Creating amenities along the Mall geared to adjacent property users will help reduce automobile use to reach these new destinations. Locating the dog run near the growing residential area means more people can walk to the space, while the Urban Garden adjacent to the office district will draw pedestrians from the large office worker population during lunch hours.

A “scorecard” has been developed for the master plan: it outlines goals and the objectives to achieve them, in each of the above categories (see Appendices). Many of these objectives will be reflected in the operations and maintenance plan that will establish operational procedures as the space develops. For example, smaller maintenance vehicles including electric vehicles have less of an impact than full size pickup trucks that are often oversized for the tasks.

The following summary recommendations should be adopted in order to realize a truly sustainable Gateway:

1. A sustainable urban park, fiscally, socially and economically, is a priority for the Master Plan. This park should set the standard for other city parks to follow.
2. A comprehensive “sustainability scorecard” that will govern construction, operations and maintenance practices should be developed and be adopted by the park management structure.

Lighting the Mall

Illumination of the Gateway Mall will bring cheer in the cold winter months, and extend the day's activities into night during the warm season. With the proper levels of brightness and contrast, lighting contributes to the visitor's sense of a safe and welcoming nighttime environment. Lighting also enhances identity and facilitates wayfinding at night. Exemplifying this approach, pools of light are proposed to mark thresholds and areas of visual importance such as sculptures and fountains. This strategy, both utilitarian and aesthetic, will orient visitors by defining pedestrian pathways with rhythmic lines of light in paving and as a columnar series of lights.

The lighting of the Mall should also respond to the park plan's theme of an urban hallway linking individual rooms. Additionally, façade-lighting guidelines for buildings within and adjacent to the Mall are provided in the Appendices to acknowledge the context of the Mall as an integral part of the larger city.

A luminous and "sleek" approach is the proposed sensibility for graphics and identity. Along with a palette of materials and programming, luminous elements are intended to transform the Mall into an inspired, cohesive, experientially pleasurable environment for visitors, residents and workers both day and night. A comprehensive seasonal lighting strategy might also be considered.

Sidewalk, Street, Hallway, Area Lighting

The Hallway will create a continuous spatial through-line and edge for the Mall. Street and sidewalk lighting can provide an outline or illuminated frame for the newly envisioned Gateway Mall. For this purpose, the fixture-forms as well as the lighting effects are important.

During daylight hours, the physical form of lighting poles will continue to serve the purpose of identification.

It is suggested that a limited group of lighting fixture types be selected for appropriate lighting characteristics and that their forms echo thematic concepts with relatively easy maintenance and energy efficiency. These would have a simple profile, rugged durability, and intended quality of light and key features that simplify and streamline routine maintenance practices.

Lighting in the Mall should recognize the connection to the Mississippi River by creating a "river of light". Two elements in particular lend themselves to an illuminated exposition of this idea: blue-green torches marching along the Hallway (and/or in-ground colored pavers) and a "river confluence" of in-ground luminous pavers in Kiener Plaza.

It is recommended that broad areas are softly illuminated for comfort and safety. Please refer to the following Area Specific Lighting Strategies table for general lighting levels and suggested effects.

The opportunity to create interactive light features could enhance the pedestrian experience in places like Kiener Plaza, the Terminus, or when Chestnut St. is closed.

Features: including Trees, Sculptures and Memorials, Gardens and Water Elements

Featured forms provide visual destinations and illuminated "punctuation" during the nighttime hours. These forms are unique and require a considered approach to lighting design. Tree canopies and trunk dimensions should be taken into account when locating fixtures. To

reduce competition of forms and clutter, careful consideration of lighting-fixture form-factors should be considered for Sculptures and Memorials. Gardens can be luminously defined by means of color-accurate lamp sources. There are several types of proposed water elements in the master plan including jet fountains, skim fountains, ponds, and interactives. Each type calls for a unique approach.

Structures: including Shade Follies and Pavilions, Graphic Pylons and Cafes

The strategic placement of illuminated structures will provide orientation. Follies, Pavilions and Cafes will act as glowing beacons – inspiring visitors to gather during the evening hours.

Graphic Pylons and Shade Pavilions are shown as repetitive elements to mark corners (pylons) and the Hallway edge (pavilions) in the master plan. Illuminated, they will continue their role of orientation after dark. Lighting design for these structure-types will be specific to their form and materials.

An in-depth lighting study might be commissioned to explore the feasibility of the Master Plan's broad-brush recommendations – turning these ideas into a strategic lighting plan with an eye toward design and implementation.

Area-Specific Lighting Strategies		
	Identifying light elements	Lighting values and contrast
The Hallway	Regularly spaced amenity-height light wands or in-ground markers. River of light theme.	Smooth lighting at medium brightness
Kiener Plaza	Tall poles line the edge, river-of-light paver-pattern. Lighting of the new pavilion is a critical design element. Interactive light fixtures.	Medium-high contrast with bold gestures of illumination
Urban Garden	Sculpture lighting – discreet and low-profile	Low contrast and soft, with glowing punctuations of illuminated sculpture
Civic Room	Lighting and electrical infrastructure for festival/performance areas, building-façade lighting program suggested	Overall level bright, strong lighting emphasis on buildings
Neighborhood Room	Imaginative reflective materials and markers at museum and creative play areas	General low light level with bright recreational areas
Terminus	Dramatic lighting for after-dark water and ice activity areas, outlook iconic structure integrated with light-media, temporary light playgrounds	Medium to high contrast, dynamic applications

Additional Recommendations	
Street and sidewalk lighting	Consider a unique, innovative street and pedestrian light pole family for Market, Chestnut and cross-streets in the Mall district
Building facades	Initiate a program for historic and “blank façade” buildings (see Appendices)



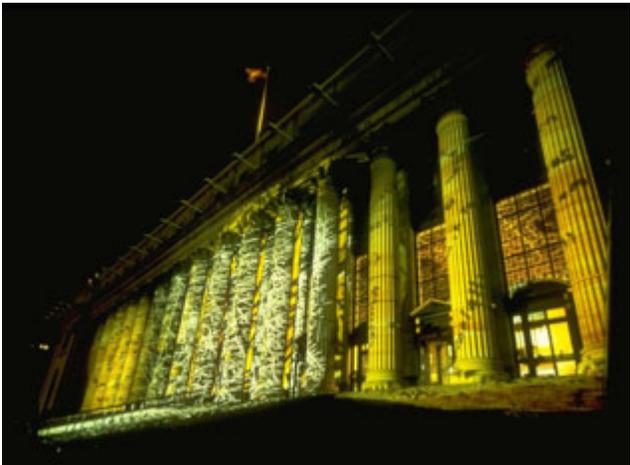
Hallway light wands



Features such as trees can be punctuated with illumination



Lighting of sculptures can add drama to the night



Building facades can be activated with creative lighting

Materials, Style and Signage: Environmental Graphic Design

The graphic, architectural, landscape, and industrial design elements of the plan will be defined by a palette of materials that shape the Gateway's idea of place and identity. Defined as "Sleek", this design vocabulary sets a framework for making decisions regarding the form, color, texture, image, typography, lighting and materials of the architectural, hardscape, landscape and other environmental graphic design (EGD) elements in the Gateway.

Sleek

The purpose of Gateway's design vocabulary is to communicate that this is an urban space on different scales, that the City is a modern environment looking to the future, and to create consistency. "Sleek" is defined as urbane, positive and inviting. The goal is to make the Gateway's elements polished and urban in character. A good model to follow is the new signage for the North Riverfront Trail which presents a progressive, modern image of the City through design, color and fonts.

Sleek Criteria

In selecting all of the wayfinding and street infrastructure including lights, planters, tree grates, benches, etc. the following criteria should be considered in order to maintain the level of consistency needed for the full length of the Gateway.

Form

Contemporary shapes and relationships that avoid sharp intersections of line and plane.

Color

Light and bright, varied in intensity, analogous cool colors.

Texture

Smooth, polished and mirrored finishes, contrasted with smooth, matte, possibly sandblasted textures.

Image

Positive, clean uplifting, even coolly whimsical in nature. Clear, simple, graphic and lively.

Typography

Classic, approachable, balanced, well-placed and integrated into the design. Type to be read as image, and image to be read as type.

Materials Palette

The materials palette solidifies the concept in a tactile and realistic manner. The materials include but are not limited to the following: edge-light acrylic, mirrored acrylic, polished stainless steel, color saflex glass, lathed hardware, embossed aluminium, color anodized aluminium, wire screens, dichroic glass, photovoltaic panels, black honed marble and patterned frosted glass.

Specific recommendations for how environmental graphics are realized in the context of the Master Plan are illustrated in the St. Louis Gateway Mall Master Plan Appendix. Corner pylons, for instance, at the intersection of Market and each cross street will identify Gateway Mall and orient the visitor as they initially enter. Directories, directional or interpretive signs can also be incorporated into these corner pylons.



Sleek materials



7.0 Implementation

Funding and constructing the Master Plan recommendations – implementing the ideas – will be the true measure of this Plan’s success. A delivery strategy is outlined here: specifically, this section highlights options and recommendations for the financing, management, operations and programming strategies for implementing the Gateway Mall Master Plan. Additional detail on these items is found in the Plan’s Appendices.

7.0 Implementation

The implementation of the Master Plan should be guided by a set of principles:

- Increase the enjoyment of park visitors;
- Initiate and sustain high standards of maintenance;
- Ensure that the park is a safe environment for all users; and
- Increase the range of visitors through publicity, events, programs, and public involvement.

Implementation of Gateway Mall Master Plan should proceed on multiple fronts to maximize the potential for success. Relying solely on capital improvements to “fix” the park and “get people to use it” will not be enough. Programmatic and maintenance initiatives must be addressed as well, by developing new programs, managing existing and new special events, increasing security, and developing a constituency within the City of St. Louis for the long-term care and support of the Mall.

Managing the Gateway

The day-to-day delivery of services will ultimately determine how well or how poorly the project fares. The Gateway Mall should be managed by a public/private partnership. Many public/private partnerships now exist and have proven to be invaluable in helping to improve, manage, maintain, and program public space, particularly public parks. They have been very successful in raising private funds and resources for park capital improvements and ongoing maintenance and operations.

A Gateway Mall Management Committee (GWMMC) should be formed to act as the focal point for coordinating design, construction and management efforts for the Mall between the various public and private entities involved. Dedicated staff would handle day-to-day leadership and administration. A newly formed Gateway Mall Conservancy (GWMC) should become the primary organization responsible for management of the Park. A written agreement between the City and the Conservancy would give management responsibility to the GWMC.

The GWMMC should include leadership from the Parks Department, City government, Foundations, Gateway Mall Conservancy, and Community Improvement District (CID). Other city agencies such as the Police and DPW may be included as needed. The GWMMC would meet regularly to review the status of ongoing design and capital improvements, management issues, fund-raising efforts, city budgets, and eventually park maintenance and operations. It would serve as a design review panel and organize design competitions for portions of the Mall. The most important function of the GWMMC will be the setting of annual management and spending priorities from which the capital, maintenance and operating budgets would be developed.

Funding and Building the Gateway

Private monies, via philanthropic organizations, for capital improvements will be needed to construct the Mall. Additional funding sources for capital improvement and operating costs will be needed to meet the projected expenses. Taxation options



An event such as Race for the Cure increases the range of visitors



The presence of people attracts people



Events can generate a reliable income stream for the Mall

may be available. Order of magnitude cost estimates for the different portions of the Mall are as follows (these do not include streetscaping outside the Mall and omit road and curb realignment costs):

Hallway	\$16 million
Kiener Plaza	\$30 million (includes pavilion)
Urban Garden	\$11.5 million (omits sculpture cost)
Civil Courts Block	\$2 million
Civic Room	\$16 million (includes one stage pavilion)
Neighborhood	\$6 million
Terminus	\$8 million
Total:	\$89.5 million

These are significant costs, and correctly phasing capital improvements is vital in achieving the desired effect of the plan. Plans to improve the Urban Garden are already underway. Kiener Plaza is the immediate priority, followed by the Hallway, the Civic Room, the Neighborhood, and the Terminus.

The Master Plan proposes a number of kiosks and concessions to serve park visitors. Earned revenue from those concessions, though expected to be limited in the short term, should be directed to the GWMC to help fund annual operating expenses. The GWMC should focus on a balance of revenue-generating events/programs that might generate annual income, as well as revenue-neutral events that extend the benefits of the park to a broader group of citizens. These could include annual plant and product sales, holiday markets, a seasonal ice rink, concerts, and so forth.

Examples of successful fundraising efforts underway in other parks are provided in the Appendices. The GWMC will need to determine which of those will work for Gateway Mall and develop those initiatives. The first year operating budget of the fully built-out Mall is estimated to be approximately \$1.5 million. Creative fundraising strategies to secure funds to meet annual operating expenses will be the greatest, and most important, challenge for the GWMC.

Maintenance, Staffing, and Security

The goal for the maintenance of Gateway Mall is to ensure that the Mall is clean, attractive and usable for visitors. Management strategies must recognize the need for constant, vigilant cleaning and horticultural care to protect the Mall while encouraging people to enjoy the park to its fullest. Maintenance of the fully-constructed Mall will take an estimated 32,000 hours annually.

Direct accountability and “ownership” are critical elements for park staff in order to ensure the sense of commitment required to properly maintain such a prominent urban space. Park maintenance should be led by a Park Manager and carried out by dedicated, uniformed and multi-skilled park-based staff whose responsibilities would include cleaning, horticultural work, park maintenance, and simple repair tasks. In-house maintenance staff would be supplemented with contracted services, such as fountain maintenance, Community Improvement District crews and part-time seasonal staff.



Revenue from kiosks helps fund operating costs



Consistent maintenance and horticultural care will keep the Mall enjoyable for all users





Managing, funding, building, maintaining, staffing and programming are key to the implementation and success of the Gateway Mall



Park security will continue to be the primary responsibility of the St. Louis Police Department. The CID does have a supplemental hospitality/security and expanding them to include the Mall should be investigated. The St. Louis Parks Department should consider implementing a Park Ranger or Park Ambassador program for the Mall and possibly other parks.

A Park Ranger/Ambassador program can be particularly effective in:

- Providing a “public face” to park visitors;
- Functioning as park greeters and educators, in addition to being park “eyes and ears” along with the park maintenance staff;
- Primarily concerned with the quality of the visitor’s experience;
- Trained to be proactive rather than reactive with regards to park enforcement issues, intervene before there is a problem; and
- Receive short training program in conflict resolution.

Ultimately, people actively using the Park is the best way to ensure that the park is safe.



Park Rangers/Ambassadors act as eyes and ears

Programming Activities and Events

The Master Plan provides for a range of spaces offering informal & formal activities. This ensures a wider client base with activity throughout a longer period of the day. Programmed activities are important to the long-term success of Gateway Mall. Trees, paths, lawns, and plantings are the backbone of the park, but people are its life-blood. The people who regularly visit the park and enjoy its facilities come for many reasons. Their presence in itself is often an attraction for other people who might stay away if the park was perceived to be unused, and therefore unwelcoming; or too empty and therefore, unsafe.

The new plan identifies areas for special events while consolidating existing paved areas into the new park design. New or redesigned special event areas include:

- Kiener Plaza
- Civic Room’s flexible lawn areas and adjacent streets
- Milles Fountain and the proposed pond

To ensure that these new landscape areas do not deteriorate because of overuse by special events, special event guidelines should be developed for the Mall to protect its landscape areas. The Gateway Mall is already the venue for many large special events. A regular schedule of public programs should be developed, perhaps including a concert or film series to attract a new constituency to the park and better serve the city as a whole. These programs would be scheduled for weekdays and weekday evenings. A “jump start” program could involve engaging adjacent businesses to sponsor programs during lunch and before or after work, targeting employees who are present during weekdays and weekday evenings.



The Gateway can become a source of pride for St. Louis. It can become a genuine destination for residents and tourists, the site of stimulating activities and contemplative spaces. It can add a pulse to the city's rebirth, and become the heart of a revitalized downtown St. Louis.



City of St. Louis
Planning and Urban Design Agency

Funded by **Gateway Foundation**