

Urban Character, Vitality & Ecology



Urban Character, Vitality & Ecology

The City of St. Louis is home to a diverse collection of urban neighborhoods and districts, enhanced by great parks and streets that support a unique urban character and sense of place. The City has vibrant, mixed-use cultural, institutional, and entertainment nodes extending from Midtown and Grand Center, to Downtown with the Washington Avenue Loft District, the Old Post Office Square, and the Jefferson National Expansion Memorial Grounds. These areas are supported by a wealth of healthy mixed-use surrounding neighborhoods, such as the Central West End, Old North St. Louis, Souldard, and Lafayette Square. Many of these areas have been on the rise for several decades, and continue to see private and public investment by a committed citizenry and City. It is this very unique asset – the high quality urban fabric of the City – which is the economic, environmental, and social competitive advantage of the City of St. Louis.

Notwithstanding these assets, some of the City's neighborhood have not yet seen the dramatic level of investment that the City's most successful neighborhoods have seen in recent years. The City is dedicated to achieving a future in which all citizens have equal opportunities to achieve economic success, and access to the City's unique cultural and historic urban amenities. In order to achieve this goal, it is critical to take steps through policies, programs, and the planning process to develop urban amenities, safe public spaces, natural landscapes, housing, and vibrant neighborhoods in all parts of the City.

EXISTING ASSETS

St. Louis has an existing unique and vibrant urban character. In particular, the City has a rapidly developing mixed-use downtown, a growing and active central core containing world renowned institutions, public parks, commercial and entertainment districts, and other amenities. The City has a nationally significant park system, and successful reforestation and park renovation programs, conducted by the Department of Parks, Recreation, and Forestry. St. Louis has a regional greenway system, developed by Great Rivers Greenway District, growing infrastructure and advocacy for cyclists, thriving native landscapes, and an emerging urban agriculture movement.

St. Louis is a uniquely affordable and livable city, containing great stocks of low-income and affordable market rate homes near a diversity of amenities. The US Department of Commerce Bureau of Economic Analysis (BEA) rated it the 1st Lowest Cost of Living in the United States in 2009, Kiplinger also rated it 1st for affordability in 2011. St. Louis also has numerous historic properties that are available for entrepreneurs seeking to start new enterprises, and the successful Missouri historic tax credit system, the largest state historic tax program in the nation. These assets, combined with the City's world class cultural, health, and educational institutions, have attracted large numbers of young people and exciting new ventures to the City in recent years. In fact, according to a CEO's for Cities report, St. Louis experienced the fastest rate of growth of college-educated young adults living in the urban core over the last decade than in any other major metro area: 87 percent, or 2,700 people, from 2000 to 2009. In addition, St. Louis continues to excel at utilizing available State and Federal resources and building partnerships to achieve dramatic change that enhances the City's urban character and triple bottom line goals, as seen in the Washington Avenue Loft District, the Crown Square Redevelopment, and The Grove. In addition, the City continues to enact and support progressive policies, such as the Complete Streets Ordinance and Open Streets events, which enhance the City's livability and walkability.

GOAL

The City of St. Louis aspires to use its unique, vital, and nationally significant urban space, landmarks, parks, natural resources, districts, and neighborhoods that are interspersed with vibrant mixed-use cultural, institutional, and entertainment nodes, as an economic competitive advantage to build healthy, compact neighborhoods and special use districts that attract and retain the creative class and an economically and socially diverse residential population and work force.

OBJECTIVES

- A** Support Designated Districts that Focus on Job Creation and Economic Prosperity
- B** Develop Healthy, Compact, Transit-Served Smart Neighborhoods
- C** Strengthen Use, Access, and Programming of Civic Amenities, Public Spaces, and Streets
- D** Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy
- E** Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources
- F** Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes
- G** Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities
- H** Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings
- I** Build a Vibrant, Community-Based Urban Agriculture Industry
- J** Facilitate Place-Based, Integrated Sustainability Planning



Objective A: Support Designated Districts that Focus on Job Creation and Economic Prosperity

To accelerate job growth and economic development in the City of St. Louis, there is an opportunity to build upon and expand designated areas with advantageous access to infrastructure and other key resources.

STRATEGY 1

Reinforce appropriate areas in the City such as Downtown and the CWE as the dynamic “heart” of the region

Encourage a diversity of office, convention, hospitality, tourism, shopping, cultural, institutional, arts, entertainment, production, and dense residential uses. Diversify and increase the efficiency, and connectivity of transportation options for Downtown and adjacent areas. Study the development of a streetcar downtown and support the revitalization of the Jefferson National Expansion Memorial and related transportation improvements as a means of spurring economic growth, tourism, and encouraging alternative transit. Intensify the marketing strategy to retain existing, and encourage new businesses to move into Downtown.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Associations, Business Associations

Strategy Type: Policy, Planning, Partnerships

STRATEGY 2

Provide and market a smart grid, Wi-Fi hot spots, and technological infrastructure

Develop “smart” district technology, such as fiber-optic cables and increased power grid capacity in Downtown, the Central Corridor, key neighborhoods, and TOD areas around transit lines, in order to attract and retain high-quality industrial, technology, and creative industry uses and encourage innovation research districts. Develop all government and school buildings as Wi-Fi hot spots to serve the surrounding community, create gathering and educational opportunities.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Associations, Business Associations, Technical Businesses

Strategy Type: Planning, Operations, Partnerships

OBJECTIVE A

Support Designated Districts that Focus on Job Creation and Economic Prosperity

STRATEGY 3

Develop designated areas via incentives for “green” and technical industries

Support the efforts of the SLDC and the PDA to designate incentivized areas, and designated districts for the purpose of driving rapid and sustainable growth. Develop and diversify key districts such as industrial, riverfront, and commercial zones, educational campuses, R & D districts, and arts and cultural districts.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Higher Education/Cultural Institutions, Nonprofits, Neighborhood Associations, Business Associations

Strategy Type: Policy, Planning, Partnerships

STRATEGY 4

Increase riverfront development and provide safe public access and associated recreational activities

Direct commercial, entertainment, industrial, and mixed use development to designated riverfront corridors and districts to support and enhance the Riverfront Trail, adjacent parks, and amenities such as the Iron Horse Trestle. Develop an active and safe “river walk” to connect current and future riverfront features.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Neighborhood Associations, Cycling NGOs, Business Associations, Port Authority

Strategy Type: Legislative, Policy, Planning, Partnerships



OBJECTIVE A

Support Designated Districts that Focus on Job Creation and Economic Prosperity

STRATEGY 5

Provide development incentives to encourage transit-oriented-development

Encourage development around established Metro-link and Metro-bus corridors that is dense and multi-use in character. Use transit extensions to stimulate development in areas ready for redevelopment.

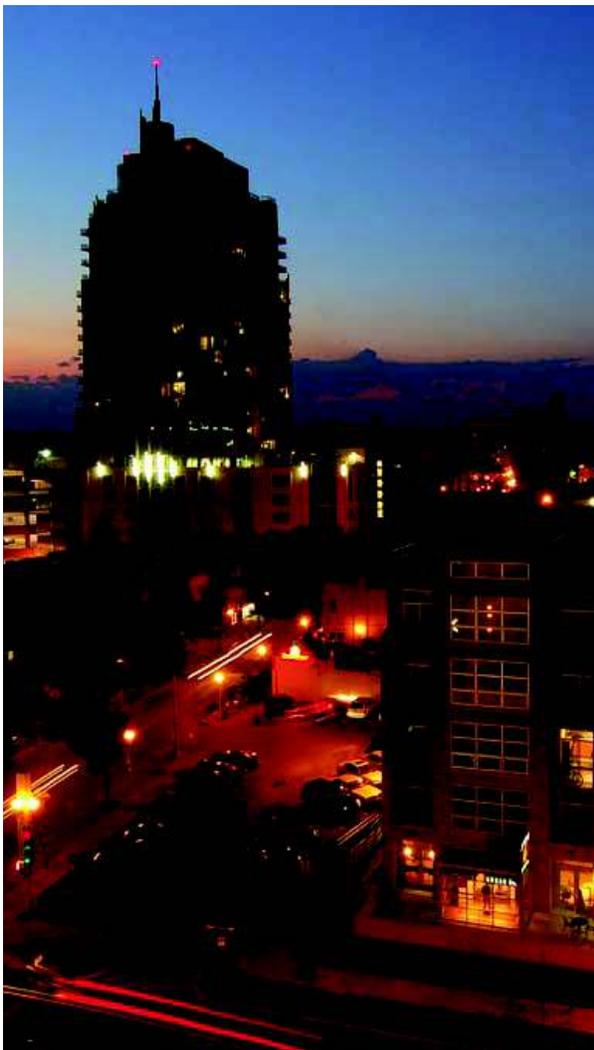
Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Developers, Higher Education/Cultural Institutions, Neighborhood Associations, Business Associations, Metro/Bi-State*

Strategy Type: *Policy, Planning, Partnerships*



*“You can’t rely on bringing people downtown; you have to put them there”
– Jane Jacobs*



Objective B: Develop Healthy, Compact, Transit Served Smart Neighborhoods

One of the City's most valuable assets is its network of diverse and vibrant neighborhoods. The City, together with private businesses, community nonprofits, and citizens, can enhance the qualities of City neighborhoods. Neighborhoods should continue to evolve so that they are well connected by transit, walkable, bikable, universally accessible, have active and safe public spaces, and vibrant commercial uses. In order to remain economically competitive, neighborhoods must be upgraded to smart neighborhoods, with high speed broadband access, fiber-optics, and a community-wide emphasis on digital literacy. Digital technology is transforming commerce, culture, and community; it provides businesses with efficiency, advertising, new markets and new products, and citizens of all ages with real-time communications and information about everything, from social networks to the daily news. Currently, the City's Planning and Urban Design Agency (PDA), Department of Streets, St. Louis development Corporation (SLDC), and its Board of Public Service are undertaking a number of tasks to ensure that the City retains and grows its vibrant neighborhoods, including the implementation and planning of pedestrian and bike-friendly changes to streetscape, building facades, zoning code, infrastructure, and public space. Many opportunities exist to expand upon these activities.

STRATEGY 1

Prioritize infill development to develop thriving compact communities and vibrant mixed-use main streets

Develop dense contextual commercial and mixed use land-uses along neighborhood and district commercial corridors. Study how the distribution of amenities and necessary retail services meet the needs of neighborhood populations. Identify desired services, and encourage new development where goods and services are lacking. Encourage clustering of businesses that are open at different times of day. Encourage programming of outdoor space and neighborhood streets.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Neighborhood Associations, Business Associations, Higher Education/Cultural Institutions, Developers*

Strategy Type: *Policy, Planning, Partnerships*

OBJECTIVE B

Develop Healthy, Compact, Transit Served Smart Neighborhoods

STRATEGY 2

Update local street design standards and implement the Complete Streets Ordinance

Ensure all entities responsible for City infrastructure incorporate complete streets methodologies when conducting improvements. Ensure that all neighborhood streets and bridges are walkable and bikeable. Include stormwater best management practices in all future improvements. Encourage the development of traffic calming measures, such as curb bump-outs, raised intersections, street diets, improved landscaping, and lighting in areas of established high pedestrian and cycle traffic. Create a unified plan for streetscape improvement.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Associations, Business Associations, Neighboring Cities & Counties

Strategy Type: Legislative, Policy, Planning, Operations, Partnerships

STRATEGY 3

Create City-wide, and multiple neighborhood-scale mobility plans

Study traffic flows throughout a City-wide mobility planning process. Where excess capacity exists, convert some one way streets into two way streets, reduce travel lanes, widen sidewalks and tree lawns, and create additional dedicated bike lanes in order to enhance the pedestrian and cyclist experience. Encourage communities and neighborhood associations to evaluate their pedestrian/bike friendliness and traffic flow through available assessment tools, develop mobility plans, and implement improvements.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Associations, Nonprofits

Strategy Type: Legislative, Policy, Planning, Operations, Partnerships



OBJECTIVE B

Develop Healthy, Compact, Transit Served Smart Neighborhoods

STRATEGY 4

Discourage development that reduces transit, bike, and pedestrian activity

Inhibit the development of uses such as automobile services, surface parking lots, and drive-through facilities in neighborhood areas. Eliminate all minimum parking requirements from the City. Develop a public parking ordinance to reduce reliance on front-loaded surface parking and establish a maximum parking level in selected areas. Support shared district parking strategies in neighborhood centers.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Neighborhood Associations, NGOs, Business Associations, Developers*

Strategy Type: *Policy, Planning, Partnerships*



OBJECTIVE B

Develop Healthy, Compact, Transit Served Smart Neighborhoods



STRATEGY 5

Create a City-wide form-based code

Establish new standards to promote place-making, density, historic character, and active living. Ensure that all buildings in neighborhood centers enable multiple uses, are street facing, and scaled appropriately for the neighborhood. Encourage a height of at least two to three stories for new buildings in neighborhood centers in keeping with neighborhood character.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Associations, Neighboring Cities & Counties

Strategy Type: Policy, Planning

STRATEGY 6

Implement a safe routes to school program for neighborhood children

Promote development and expansion of programs that have neighborhood residents guide students to school along neighborhood streets. Enhance the routes travelled by children around schools with streetscape and other improvements.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, NGOs, Schools

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships

OBJECTIVE B

Develop Healthy, Compact, Transit Served Smart Neighborhoods

STRATEGY 7

Encourage communities to improve their own neighborhood

Develop CIDs and other organizations that fund private patrols, street sweeps, and streetscape enhancements in order to improve the safety and vibrancy of neighborhood streets. Conduct community clean-sweeps and greening initiatives. Provide tools, supplies, and collection services to community groups.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Neighborhood Associations, Business Associations, Nonprofits*

Strategy Type: *Education, Partnerships*



*“Forget the damned motor car and build the cities for lovers and friends.”
- Lewis Mumford*



Objective C: Strengthen Use, Access, and Programming of Civic Amenities, Public Spaces, and Streets

The City of St. Louis contains a number of highly successful public spaces, public civic institutions, and successful streets that serve as gathering places, as well as commercial and cultural hubs for the City and region. In many instances, such as in Forest Park, parts of Downtown, and Midtown, these civic amenities overlap and intertwine to form a carefully crafted experience geared towards pedestrians and leisure, appealing to a wide array of interests and age groups.

STRATEGY 1

Design public spaces and neighborhood streets as gathering spaces for people

Design improvements for the City's public spaces to encourage concerts, lunchtime breaks, outdoor theater, play for children, and other uses that ensure they remain active at all times of day and year. Locate any new civic institutions, such as governmental buildings, religious institutions, post offices, libraries, and public spaces in the heart of communities to improve accessibility and create a sense of community. Ensure major public spaces have enhanced public transit service. Add bike corrals with benches nearby for socialization; increase the amount of comfortable sheltered seating at bus stops.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, Business Associations, City Agencies

Strategy Type: Policy, Planning, Partnerships

STRATEGY 2

Increase support and funding to bring programs and activities to public spaces

Create a system for nonprofits and private groups to share information, tools, and other resources to optimize their effectiveness at maintaining and activating public space at minimal cost. Increase resources for youth sports groups, dance classes, theater groups, and art groups that occur in public spaces and public facilities. Develop programs that engage youth in the maintenance and improvement of public spaces through gardening, tree planting, and trash sweeps.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, Business Associations, Cultural Institutions, City Agencies

Strategy Type: Policy, Planning, Partnerships

OBJECTIVE C

Strengthen Use, Access, and Programming of Civic Amenities, Public Spaces, and Streets

STRATEGY 3

Expand neighborhood access to school grounds and other public facilities during off-times

Open public facilities, such as playgrounds, community meeting spaces in local schools, libraries, parks, and community institutions for public use in order to increase local access to recreation amenities, and foster a greater sense of community. Permit schools and childcare centers to use neighboring City-owned park grounds. Increase access to high-quality competition fields available for teams across the City. Provide more multi-purpose fields. Convert asphalt sites into multi-use turf fields. Install new lighting to maximize time on existing turf fields.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Schools, Neighborhood Associations, Cultural Institutions, Nonprofits

Strategy Type: Policy, Education, Partnerships



STRATEGY 4

Improve schoolyards, playgrounds, fields, and gyms for physical activity

Reduce the amount of asphalt play surfaces owned by St. Louis Public Schools, and replace with gardens, sports fields, and exercise equipment. Asphalt lots are an insufficient play surface and are not conducive to stormwater BMP. Create partnerships with volunteer organizations to develop service learning opportunities for school children around tree planting, planting of sod vegetable gardens, and outdoor learning spaces in school yards. Remove the legal barriers that make it difficult for outside groups to green school yards.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Schools, Foundations, Nonprofits, Cultural Institutions

Strategy Type: Partnerships



OBJECTIVE C

Strengthen Use, Access, and Programming of Civic Amenities, Public Spaces, and Streets

STRATEGY 5

Maintain public spaces and neighborhood streets

Partner with Business and Commercial districts to add activities and beautify public spaces, streetscape and parks. Reduce impervious surfaces in public places.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Business Associations, Neighborhood Associations, Developers

Strategy Type: Planning, Operations, Partnerships

“The City is a fact in nature, like a cave, a run of mackerel or an ant-heap. But it is also a conscious work of art, and it holds within its communal framework many simpler and more personal forms of art. Mind takes form in the City; and in turn, urban forms condition mind.”
- Lewis Mumford



Objective D: Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy

The City has a proportionately large amount of green space that continues to offer numerous benefits and amenities to City residents and businesses. The City's park system includes over 3,000 acres of public open space made up of 108 City squares, parks, and greenways spread evenly throughout the City. Several of these public spaces, including Forest Park, Citygarden, and Tower Grove Park, amongst others, are of world class quality: they are beautifully landscaped, densely programmed with cultural and athletic facilities and other amenities that make them lively, safe, and a boon for surrounding real estate. In addition, the City has many neighborhoods that have a bountiful supply of fully mature blossoming and shade trees. The City's Parks, Recreation and Forestry Department has a noteworthy program for the maintenance and preservation of these resources that will ensure that they last for years to come.

STRATEGY 1

Ensure all residents have access to recreation facilities and open spaces

Ensure walking distance access to parks, recreation facilities, and active living amenities. Inventory neighborhoods for distribution, use, maintenance, and operation of recreation facilities and open space. Develop appropriate policies, projects and programs to ensure that all neighborhoods meet national open space standards. Promote development of neighborhood 'pocket parks' and community gardens within new developments, funded by those developments. Prioritize the creation of new public spaces within under-served neighborhoods.

Develop facilities and resources equitably throughout the entire park system, especially in neighborhood parks.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits, Neighborhood Associations

Strategy Type:

Planning, Operations, Partnerships

OBJECTIVE D

Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy

STRATEGY 2

Develop a healthy active living program that utilizes City parks

Engage active living programs, youth and senior programs to utilize public space and park facilities. Design parks with outdoor exercise equipment such as pull-up bars, sit-up stools, and facilities such as swimming pools, basketball courts, and sports fields in safe, highly visible locations in order to encourage active living.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations

Strategy Type: Policy, Planning

STRATEGY 3

Develop a regional greenway and trail system

Support Great Rivers Greenway in developing a regional greenway system linking City parks, neighborhoods, schools, commercial districts, and other destination areas to the regional greenway system so that all residents have access to a greenway within 1/2 mile.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Great Rivers Greenway, City Agencies

Strategy Type: Policy, Planning, Partnerships

STRATEGY 4

Develop funding, operations, and management resources for public parks

Utilize the existing Adopt-a-Park and Adopt-a-Tree programs, encourage private, foundation support, and environmental stewardship groups. Improve access to operations support for the Parks Recreation and Forestry Department.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Federal Agencies, Foundations, Citizens, Nonprofits

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships



OBJECTIVE D

Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy

STRATEGY 5

Update City park and open space plans

Identify under and over utilized recreational spaces and make recommendations for capital improvements, changes in operations and management, funding, and other elements. Implement strategic improvements and update facilities according to the needs identified in the plan. Activate underutilized City parks with new facilities and programs, and develop City, foundation, and private initiatives to support such improvements.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Federal Agencies, Private Contractors

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships



STRATEGY 6

Increase visual identity and branding of City parks

Develop park identity that coordinates and matches the identity of surrounding neighborhoods and contributes to a sense of place-based pride and improved way-finding. Create signage, tours, information pamphlets, and school trips that educate residents and businesses and develop interest in our parks.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations

Strategy Type: Planning, Operations



OBJECTIVE D

Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy

STRATEGY 7

Expand the City's urban tree canopy

Utilize the City's tree inventory and urban forest management program to quantify the health of the public tree canopy and its impact on the City. Develop a Comprehensive Street Tree Policy that coordinates with sewer and water laterals, raised sidewalks, and all other utilities in the public right-of-way.

Cross Benefits:



Timeframe: Long-term

Potential Partners: MSD, Local Utilities

Strategy Type: Policy, Planning, Operations, Partnerships

STRATEGY 8

Develop a City-wide public and private reforestation campaign

Engage nonprofits, corporations, individuals, institutions, and community organizations, to plant trees city-wide. Raise media attention and encourage groups to achieve a set target, such as 10,000 trees per year. Develop a web site that enables residents and businesses to record their own tree planting activities, so that all trees planted are counted towards the goal. Create incentives and awards to encourage individuals and businesses to plant trees on private property.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Local Businesses, Community Organizations, Cultural/Educational Institutions

Strategy Type: Planning, Operations

*“No culture can live if it attempts to be exclusive.”
- Mahatma Gandhi*

OBJECTIVE D

Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy

STRATEGY 9

Utilize existing park and green space improvements to drive economic and community development

Engage community members in improving neighborhood parks as a method of increasing the value of surrounding land, and building community and stewardship. Provide resources to residents to plant trees, gardens, and native landscapes in surrounding parks and streetscapes. Develop new, and beautify exiting spaces for gathering, play, and exercise. Involve citizens in the planning process for all future park and streetscape improvements, and incorporate community stewardship into these plans.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Community Development Association, Neighborhood Association, Business Association

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships

STRATEGY 10

Use volunteers as park stewards for all City parks

Seek to activate City youth, seniors, and other interested parties in the development and preservation of City parks and trees. Develop skills in forestry, landscape, and botany through key partnerships.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Private Developers, K-12 Schools, Cultural Institutions

Strategy Type: Operations, Education, Partnerships



Objective E: Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources

The City has natural areas that contain features of natural heritage and landscape. These areas are rare glimpses into the natural beauty that existed before the City was settled. They contain old growth trees, streams, wetlands, wild grasses, wildflowers, sink holes, ponds, and other areas providing habitat for wildlife. Once identified, these natural resources should be preserved and restored. Native plants and grasses can also be used in streetscapes, industrial land, greenways, bike paths, and under-utilized parks. In addition, St. Louis has a tremendous untapped amenity in its Mississippi riverfront and smaller waterways, all of which remain largely inaccessible. Protection, enhancement, and restoration of natural ecosystems and cultural landscapes also offers the opportunity to enrich people's lives through biophilia, and become more resilient to natural disasters.

STRATEGY 1

Celebrate and increase activity along the Mississippi Riverfront

Develop a public use riverfront, open for tourism and private business on the Mississippi waterfront, in partnership with the Illinois government and downtown business associations to use the Mississippi River as a driver of future downtown and neighborhood economic development. Take advantage of the Lewis and Clark crossing history, the Arch, and other tourist attractions to develop a vibrant and safe pedestrian walkway, improved cycle trails, and other amenities along the river.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Business Associations

Strategy Type: Planning, Partnerships

STRATEGY 2

Remove/change infrastructure to improve riverfront access

Increase the linkage between the riverfront, the Jefferson National Expansion Monument, and the Downtown Business District. Study and increase linkages between St. Louis neighborhoods and the river in multiple locations. Consider improving multi-modal access to the riverfront via bridges and corridors through industrial and infrastructure areas.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Business Districts, Federal Agencies, Neighborhood Associations

Strategy Type: Planning, Partnerships

OBJECTIVE E

Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources

STRATEGY 3

Restore, clean, and activate the City's waterways

Clean, restore, and activate the River Des-Peres and Maline Creek; develop public spaces and improve connections between neighborhoods and waterways; study and implement opportunities to daylight sections that remain buried and restore selected areas to their native appearance.

Cross Benefits:



Timeframe: Long-term

Potential Partners: MSD

Strategy Type: Planning, Operations, Partnerships



STRATEGY 4

Conduct a regional natural resources inventory and implement protections

Partner with neighboring counties to designate natural resources areas where preservation or restoration of habitats benefits the region as a whole. Take an inventory of all forests, prairies, critical habitat areas, conservation corridors, hillsides, buffer zones, wildlife preserves, wetlands, and floodplain areas, and quantify their benefit to the ecology and culture of the region. Establish measures that limit development, regulate building footprints, or implement erosion and stormwater controls for these sensitive areas.

Cross Benefits:



Timeframe: Short-term

Potential Partners: State/Federal Agencies, Nonprofits, Neighboring Counties

Strategy Type: Policy, Planning, Operations, Partnerships



OBJECTIVE E

Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources

STRATEGY 5

Promote inclusion of native plants and habitats on public and private land

Incorporate areas of native plantings and habitats in City parks and streetscapes. Select plants and landscape designs that require less maintenance. Increase use of composted organic matter to build soil health. Identify and protect source water areas from current or potential contamination. Advocate the use of native, non-invasive species use on private property, institutional, and corporate campuses. Develop a species list of water wise and ecologically friendly plants for use in all developments.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Private Developers

Strategy Type: Policy, Planning, Partnerships

STRATEGY 6

Provide public education on the City's natural heritage and resources

Develop a "Nature in the City" program. Encourage educational, environmental and sustainability centers to facilitate and link sustainability initiatives. Increase the educational, research, and experiential opportunities of the Mississippi River. Educate about river cycles, levels, and habitats, and the original cultures at the Cahokia settlement. Create a downtown St. Louis Mounds interpretative exhibit. Promote education about Missouri native plantings and habitats. Use St. Louis' natural amenities and history to drive tourism, City activity, and interest.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Higher Education and Cultural Institutions, Nonprofits

Strategy Type: Policy, Education, Partnerships

OBJECTIVE E

Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources

STRATEGY 7

Create a long range City wildlife plan to expand and connect key wildlife areas

Build upon the importance of the Mississippi River flyway, enhance the City's developing greenway system, connect City parks and natural habitats with linear wildlife corridors, and restore and create additional wildlife habitat areas.

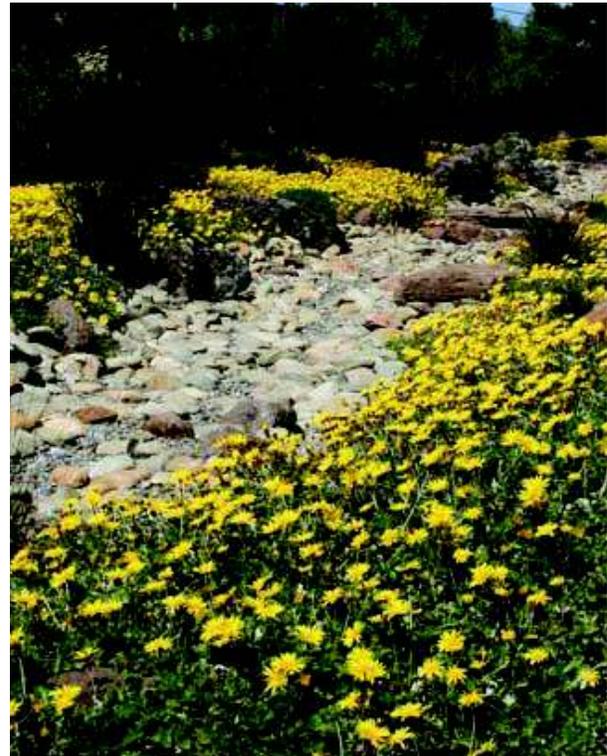
Cross Benefits:



Timeframe: Long-term

Potential Partners: Regional Partners, Non-profits, Foundations

Strategy Type: Policy, Planning, Partnerships



“People should think things out fresh and not just accept conventional terms and the conventional way of doing things.”
- R. Buckminster Fuller

Objective F: Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes

St. Louis has a strong architectural heritage. Situated directly upon large, high quality clay reserves, the City became well known for its brick industry in the early 20th century, as well as for its brick and terracotta architecture and craft. During this period, the City's construction industry used primarily locally sourced bricks to construct buildings that were made to last over a century. The use of bricks and terracotta structure and details throughout the City creates a unified and attractive aesthetic experience that is unique to St. Louis, and worthy of preservation. In addition, the City of St. Louis has a rich history of boulevard, park planning, and landscape design.

STRATEGY 1

Preserve and reuse buildings as a means of achieving sustainability

Preserve, maintain, and find new innovative uses for historic buildings and other cultural assets that are of high merit. This strategy reduces demolition waste, preserves embodied energy, and reduces the need for additional raw building materials. Provide resources and encourage historic rehabilitation through tax credits and incentives.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Private Developers, Preservation NGO's, Planning Organizations, Neighborhood Organizations*

Strategy Type: *Policy, Planning, Partnerships*

STRATEGY 2

Continue to integrate preservation into the planning and building approval process

Incorporate preservation at the earliest stage into comprehensive planning, small area plans, and neighborhood revitalization strategies. Seek to designate neighborhoods and buildings as historic districts, in order to increase their access to tax credits. Encourage property owners and developers to consider historic resources early in the development process. Promote preliminary review and early consultation with City preservation staff, assist in the development of alternative uses, preliminary design and feasibility studies for historic properties. Close loop-holes that allow developers to avoid preservation review of projects.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Private Developers, Preservation NGO's, Planning Organizations*

Strategy Type: *Policy, Planning, Partnerships*

OBJECTIVE F

Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes

STRATEGY 3

Create additional events, resources, and publications that document and celebrate St. Louis' heritage

Conduct cultural resources asset mapping to identify historic resources, both public and private. Document and celebrate the City's 20th century and post-war resources into the City's heritage. Conduct events such as the Mary Meachum Freedom Crossing and Preservation Week to raise awareness and build civic pride.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits, Cultural Institutions

Strategy Type: Policy, Education, Partnerships



STRATEGY 4

Protect historic residential and commercial properties vulnerable to foreclosure, tax forfeiture, or demolition

Assist owners of historic properties in locating low interest loans, grants targeted to historic properties, and property tax relief for historic building owners. Establish a local funding stream for preservation work which directly contributes to the City's economic growth. Develop a financially sustainable mothballing program for buildings that need to be preserved to keep the building appearance and integrity until suitable tenants can be found. Provide resources to preserve and prevent demolition of key historic structures that do not have parties immediately interested in investing in the building.

Cross Benefits:



Timeframe: Short-term

Potential Partners: State/Federal Agencies, Private Developers, Nonprofits

Strategy Type: Policy, Partnerships



OBJECTIVE F

Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes

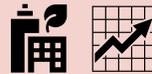
STRATEGY 5

Promote the redevelopment of historic homes and commercial properties

Increase neighborhood branding, signage, and real-estate marketing initiatives around historic buildings, neighborhood landmarks, and park landscapes. Make historic structures available to those starting new ventures. Encourage the development of low income housing and entrepreneurial ventures in historic structures. Develop heritage tourism strategies to show available properties and existing successful developments in historic buildings. Encourage adaptive/multi-functional new uses for existing historic buildings. Advertise to the public the advantages of

the Missouri and Federal Historic tax credit systems. Duplicate Lafayette Square and Soulard's 1980's redevelopment success in other neighborhoods across the City.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Cultural Institutions

Strategy Type: Policy, Partnerships

“Cities need old buildings so badly it is probably impossible for vigorous streets and districts to grow without them.... for really new ideas of any kind—no matter how ultimately profitable or otherwise successful some of them might prove to be—there is no leeway for such chancy trial, error and experimentation in the high-overhead economy of new construction. Old ideas can sometimes use new buildings. New ideas must use old buildings.”

– Jane Jacobs

OBJECTIVE F

Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes

STRATEGY 6

Prevent scavenging of bricks, metals, and other building materials from vacant buildings

Preserve building elements from historic neighborhoods. Increase patrols and develop a public hotline and awareness campaign that encourages citizens to report scavenging activities. Increase prosecution and penalties for those caught scavenging building materials.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Neighborhood Associations*

Strategy Type: *Legislative, Policy*



STRATEGY 7

Encourage the re-use of historic building materials

Adopt a policy or program that salvages, reuses, or resells materials from demolished historic buildings. Require recycling containers to be present on-site with guidance on their use. Preserve artifacts from structures and sites that are historically, architecturally, and/or culturally significant, and seek to reintroduce these artifacts into the City's streetscape and building interiors. Develop a policy for using "hand-wrecking" and other sensitive forms of demolition for historic buildings. Maximize materials salvaged from all necessary demolitions. These policies and actions will help reduce building waste in landfills, preserve significant artifacts, and create additional skilled construction jobs in the City.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Nonprofit, Private Developers*

Strategy Type: *Policy, Partnerships*



OBJECTIVE F

Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes

STRATEGY 8

Promote public engagement in the historic preservation movement

Involve residents and neighborhood organizations in review of heritage preservation applications. Include more neighborhood members on preservation boards. Increase the information available to the public on preservation and demolition proposals in order to increase public feedback. Recognize outstanding projects, programs, and organizations that have preserved the heritage of the City's built environment. Foster a dialogue with the development community on how to encourage the reuse of historic assets.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Developers, Citizens, Activists

Strategy Type: Policy, Partnerships



“Public sentiment is everything. With public sentiment, nothing can fail. Without it, nothing can succeed.”
- Abraham Lincoln



Objective G: Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities

St. Louis has many resources and organizations in place to provide quality housing. The St. Louis Affordable Housing Commission (AHC) provides over \$5 million a year to nonprofit groups developing new housing and housing related programs, the State of Missouri provides tax credits to developers of low income housing, and HUD has provided the City with significant funds from the Community Development Block Grant and other programs that are administered locally by the Community Development Agency (CDA) to facilitate private development of affordable housing. There are several examples of successful developments that follow these principles for locating and treating affordable housing. The Regional Housing and Community Development Association's (RHCD) developments of Old North St. Louis's Crown Square, development in The Ville and in Forest Park South East, and new units under development by the CDA in the Hyde Park neighborhood, each mix affordable units with market rate ones in rehabilitated historic buildings close to mixed-use commercial districts, and many community amenities. In addition, the City and numerous nonprofits have programs that increase home ownership and aid in the maintenance of privately-owned affordable housing. Despite these significant achievements, improvements in the accessibility of housing resources can be made. According to a 2008 study by the National Housing Trust, only 35% of the City's Federally assisted affordable housing is located within a half-mile of a light rail station or a frequent service bus line (running every 15 minutes or less).

STRATEGY 1

Develop affordable housing in concert with long-range transit and economic development planning

Ensure that affordable housing developments and long-term plans for affordable housing corresponding with existing transit lines and community amenities, and long-range plans for future TODs, expansions of transit service, TIF districts, and other future development areas to ensure that affordable housing is located near transit, areas of existing and future job growth, and community amenities. Create a Local Workforce Preference Program for new affordable housing projects to involve low-income residents in the development of new housing.

Increase the number of construction and maintenance jobs available to residents of low and mixed-income developments.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits, Private Developers, Major Institutions, Foundations

Strategy Type: Policy, Planning, Operations, Partnerships

OBJECTIVE G

Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities

STRATEGY 2

Encourage mixed income/use affordable housing in high amenity neighborhoods

Increase mixed-income, family-friendly, owner occupied, and rental affordable housing in dense communities close to parks, businesses, schools, public transit, and other amenities that meet residents' daily needs. Develop and maintain low and mixed-income housing in historic buildings. Design affordable housing in ways that encourage neighborhood interaction and promote public safety. Ensure all new homes are designed to have front porches, balconies, garage entry from alleys, proper street lighting, active public space that can be watched from housing, and numerous windows over-looking the street.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Private Developers, Non-profits, Major Institutions

Strategy Type: Policy, Planning, Partnerships

STRATEGY 3

Expand inclusionary policies in order to create economically-integrated communities.

Encourage new developments that include a certain percentage of affordable housing in TOD areas. Ensure a certain percentage of affordable housing as a prerequisite for receipt of TIF and other incentive funding. Develop a base-line percentage of affordable housing for all developments City-wide. Expand upon SLHA's Housing Choice Voucher/Section 8 Program which provides rental assistance to low-income families in the private rental market. Leverage City developments and incentives to encourage the private development of additional affordable housing.

Ensure that all housing developments maintain an established percentage of affordable and market-rate units that implement universal design guidelines for accessibility.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits

Strategy Type: Legislative, Policy, Planning, Partnerships

OBJECTIVE G

Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities

STRATEGY 4

Integrate low income housing into market-rate and mixed use developments

Make improvements to existing, affordable housing to reduce identifiable barriers, and integrate with market-rate housing to reduce the isolation and stigmatization of the City's low-income residents. Encourage the reduction of identifiable barriers such as fences and gated entrances. Promote the overall safety and quality of the neighborhood as a whole.

Cross Benefits:



Timeframe: *Long-term*

Potential Partners: *Foundations, Nonprofits*

Strategy Type: *Partnerships*



STRATEGY 5

Promote neighborhood stabilization efforts

Stabilize areas of concentrated disadvantage through initiatives that foster local home ownership and support local businesses. Connect residents with home improvement and business loans. Create measures and facilitate programs that mediate and reduce the instance of foreclosures, tax forfeitures, and evictions in the City. Pursue funding to provide forgivable home repair loans to homeowners and provide incentives for implementing environmentally sustainable upgrades of housing. Ensure quality and safety of St. Louis' new and existing housing stock by permitting, inspection, conservation, and hazard control efforts.

Cross Benefits:



Timeframe: *Long-term*

Potential Partners: *Local Businesses, Neighborhood Associations, Alderman*

Strategy Type: *Policy, Partnerships*

OBJECTIVE G

Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities

STRATEGY 6

Experiment with new ways to raise funds and create partnerships to build sustainable and affordable housing

Provide funding for not-for-profit organizations with a source of funds for costs incurred during the early stages of real estate development projects in their neighborhoods. Create forums for business leaders to meet and develop investments in housing initiatives. Develop and encourage alternative models of home ownership such as cooperatives and co-housing.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits, Foundations, Neighborhood Associations

Strategy Type: Policy, Partnerships



STRATEGY 7

Support the development of housing with embedded supportive services

Help households gain stability in areas such as employment, housing retention, parenting, and substance abuse challenges. Coordinate with chronic homeless programs.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Nonprofits, Medical Institutions

Strategy Type: Policy, Partnerships



OBJECTIVE G

Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities

STRATEGY 8

Offer housing that is energy efficient and environmentally sustainable

Retrofit energy efficiency measures to public housing. Implement a weatherization program. Retrofit lighting fixtures and/or replace bulbs with CFLs. Install energy efficient appliances, building occupancy sensors, green or reflective roofing, and upgrade energy and HVAC systems. Offer energy audits and implementation guidelines for sustainable upgrades. Reduce exposure to environmental health hazards such as lead-based paint and asthma triggers.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Local Businesses, Neighborhood Associations, Utility Providers*

Strategy Type: *Policy, Partnerships*



Objective H: Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings

St. Louis faces many challenges in maintaining the appearance of its urban landscape and managing vacant parcels. The City has over 10,000 parcels that have come into public ownership involuntarily through tax foreclosure. Many of these are brownfield sites that are challenged by fears of costly environmental contamination. However, the City has a functional land banking system in the Land Reutilization Authority (LRA), support from state and federal agencies, several community land trusts, and an increasingly active set of private and nonprofit community development entities dedicated to the improvement and redevelopment of the City's property. With this extensive network already in place, the City has the potential to affect sweeping improvements to its urban landscape, that turn the City's many vacant parcels from a liability into one of its greatest assets. The City has an opportunity to study and enact bold policies that return underutilized parcels into active use, develop innovative and sustainable new uses, and provide communities with opportunities to provide input on the City's vacant land resources.

STRATEGY 1

Develop a City-wide strategic plan for maintaining and developing vacant land and property

Designate ideal and acceptable uses for the City's vacant land resources. Determine areas to concentrate development of business, housing, and natural resources. Designate areas for long and short-term urban agriculture uses, and community development. Facilitate land assembly and consolidation that encourages development.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Local Urban Ag Advocacy Groups, Private Developers

Strategy Type: Legislative, Policy, Planning

STRATEGY 2

Actively market and publicize the available properties and buildings that LRA owns

Expedite the return of City owned vacant land to productive use by publicizing both ideal and all potential land uses for each LRA property according to the strategic plan for vacant land resources. Develop a database available to the public of all vacant land, status of environmental remediation, and desired ultimate use. Actively market properties as viable and profitable investments, some of which may be bolstered by future public investments and infrastructure improvements.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Land Banks/Land Trusts, Private Developers

Strategy Type: Policy, Planning

OBJECTIVE H

Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings

STRATEGY 3

Provide special lot-purchasing programs and encourage creative temporary or permanent land uses

Utilize the “Lot Next Door” program to encourage landowners in blighted areas to improve the lots directly adjacent to theirs. Encourage community groups to lease or purchase property for community gardens and other uses. Utilize vacant storefronts and buildings for temporary use. Encourage art installation, events, and beatification of vacant buildings that are physically sound.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Land Banks/Land Trusts, Neighborhood Associations, Business Associations, Arts Institutions

Strategy Type: Policy, Planning, Partnerships



STRATEGY 4

Continue to remove site contamination and promote brownfield redevelopment

Conduct environmental assessment and remediation to provide clean and competitive sites. Establish priorities for remediation of contaminated sites that correlate with the City’s business and strategic plans. Identify state and federal cleaning and funding resources. Administer gap financing to facilitate key projects.

Cross Benefits:



Timeframe: Long-term

Potential Partners: State/Federal Agencies, Neighborhood Associations

Strategy Type: Policy, Planning, Partnerships



OBJECTIVE H

Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings

*“Buy land, they’re not making it anymore.”
- Mark Twain*

STRATEGY 5

Assess the viability of employing natural systems for remediation of contaminated land

Develop a pilot program to conduct bio-remediation on select contaminated sites. Implement stormwater best management practices such as bioswales and native grasses to enhance the water quality in the City’s runoff. Consider implementing alternate uses such as solar farms, district heating, and cooling systems.

Cross Benefits:



Timeframe: *Long-term*

Potential Partners: *Nonprofits*

Strategy Type: *Policy, Operations, Partnerships*

STRATEGY 6

Maintain appearance of vacant land and abandoned properties

Enforce building, land, and housing codes and assess penalties to land owners that do not properly maintain their unoccupied properties. Levy a fee on absentee property owners to cover the costs of maintaining their vacant lots, similar to the aggressive fee schedules established by other cities to incentivize the prompt resale and redevelopment of vacant properties. Engage in aggressive housing code enforcement to remove blighting, deteriorated structures from neighborhoods. Coordinate with community associations and developers, to report and maintain vacant properties.

Cross Benefits:



Timeframe: *Long-term*

Potential Partners: *Private Developers*

Strategy Type: *Policy, Operations*

OBJECTIVE H

Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings

STRATEGY 7

Take action to eliminate illegal dumping and other environmental crimes

Offer a free hot-line for citizens to report illegal dumping and littering. Raise public awareness and offer rewards for reporting occurrences of illegal dumping. Ensure strong penalties to individuals and businesses engaged in environmental crimes.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Business Districts, Neighborhood Associations, Environmental Organizations

Strategy Type: Legislative, Policy, Operations, Partnerships

STRATEGY 8

Enhance community cleaning and beautification efforts

Engage neighborhoods and community organizations in cleaning, greening, and reforestation initiatives. Improve annual cleaning and greening events, and recruit additional volunteers for regular maintenance. Improve the appearance of moth-balled buildings by encouraging murals, public art, gardens, and native plantings.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Nonprofits, Federal Agencies

Strategy Type: Operations



Objective I: Build a Vibrant, Community-Based Urban Agriculture Industry

Urban agriculture is a rapidly growing land use in American cities, and one that is widely supported because of its ability to deliver sustainable solutions to multiple urban challenges. Successful urban gardens, orchards, and farms reutilize tracts of vacant land, provide fresh, locally grown produce to underserved areas, provide jobs and skills training to local residents, and provide gathering places around which to build community. The City has an opportunity to be a leader in the growing urban agriculture movement because of its vacant land resources, strong existing land bank structure, skilled labor force, a wealth of local farmers markets, and rapidly growing community interest in urban agriculture. Several exceptional urban farms and organizations exist in the City, many of which provide community programs and services in addition to growing healthy local produce for distribution at local markets. The City is also home to a great number of community gardens, tended largely by residents and volunteers of all ages. Urban agriculture, at both large and small scales, provides opportunities for the City's diverse population to engage in a healthy, active lifestyle and build an economy and sense of community around locally-grown food.

STRATEGY 1

Facilitate urban agriculture practices with zoning code updates

Update codes to support urban agriculture uses. Allow opportunities for land assembly for the purpose of agriculture and urban forests.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Associations, Regional Farms, Restaurants, K-12 Schools

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships

STRATEGY 2

Broaden the definition of acceptable forms of urban farming

Evaluate appropriate areas for vineyards, orchards, bee hives, duck, geese, rabbit, and chicken coops, sheep, pig, and livestock pastures in designated locations where there are large numbers of under-utilized parcels. Develop policies and programs for residential use, as appropriate.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, Regional Farms

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships

OBJECTIVE I

Build a Vibrant, Community-Based Urban Agriculture Industry

STRATEGY 3

Develop policies and programs that permit leasing of vacant lots for community gardens

Allow individuals and groups to lease parcels from the LRA for a small fee if the tenant agrees to create and maintain a community garden. Develop a framework for granting gardens long-term leases of multiple contiguous LRA lots in exchange for community development requirements. Encourage the LRA to permit additional community gardens as temporary and long-term land uses for underutilized land.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Land Banks/Land Trusts, Neighborhood Associations, Nonprofits, Regional Farms

Strategy Type: Legislative, Policy, Planning, Education, Partnerships



OBJECTIVE I

Build a Vibrant, Community-Based Urban Agriculture Industry

STRATEGY 4

Ensure urban agriculture is a profitable, viable enterprise

Develop opportunities for urban and community farmers to aggregate produce to effectively sell to distributors throughout the region. Partner with grocery stores, sorting centers, and farmers markets to increase urban farmers' ability to process, distribute, and sell their produce locally. Create regional resource centers that provide tools, supplies, education, and support for community gardens and urban agriculture. Create an urban homesteading program that provides affordable housing affiliated with existing and new urban farms.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Local Grocery Stores, Urban Farmers, Farmers Markets, Gateway Greening, Nonprofits*

Strategy Type: *Partnerships*

STRATEGY 5

Partner with neighborhoods and developers to provide a community development aspect to urban agriculture

Develop urban farms as community gathering spaces that provide cooking classes, demo-gardens, nutritional education, and skills-training to neighborhood residents. Promote community gardening as a means of living a healthy, active lifestyle. Use urban agriculture as a teaching tool about ecosystems, relationships, and eating what's in season. Develop public art, encourage the painting of murals, and hosting of entertainment and musical community events to enliven urban agricultural venues.

Cross Benefits:



Timeframe: *Long-term*

Potential Partners: *Local Grocery Stores, Urban Farmers, Farmers Markets, Nonprofits, Neighborhood Associations, Private Developers*

Strategy Type: *Planning, Education, Partnerships*



OBJECTIVE I

Build a Vibrant, Community-Based Urban Agriculture Industry

STRATEGY 6

Incubate innovative new urban agriculture ventures

Support entrepreneurship and innovation in urban farming. Develop techniques such as hydroponics, vertical farming, rooftop farming, and other experimental types of farms. Promote economic and social components of new ventures, including job training, youth development, and education.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, Private Developers, Urban Farmers, Nonprofits, Education Institutions

Strategy Type: Education, Partnerships



Objective J: Facilitate Place-Based, Integrated Sustainability Planning

In order to achieve the many other goals that the City has developed for its urban character, vitality, and amenities, it is essential that the City continue to update and develop progressive new codes and ordinances that solidify the City's sustainability priorities. City ordinances, codes, and plans can make it easier for progressive citizens to develop and improve their properties and communities. The City has the ability to facilitate sustainability through its planning and zoning powers.

In addition, the City can continue to encourage the proliferation of planning on a smaller scale. Already many neighborhoods, business districts, individual streets, and parks have completed detailed master plans, form-based-code designations, ordinances, streetscape designs, and overlay districts that encourage sustainable growth to a great deal of specificity. The City can encourage this proliferation of sustainable planning activity, and help implement their prescriptions through policies, resources, and support.

STRATEGY 1

Engage in place-based planning and improvements around community anchors

Engage institutions, universities, schools, neighborhood associations, and corporations to develop long-term visions and short-term strategies that coincide with the equitable improvement of adjacent neighborhoods. Encourage investments by these institutions to establish safe, walkable public spaces, affordable housing, and inclusive business districts, as a means of improving their image, perception of safety, and land values. Partner with schools, libraries, and other institutions to develop increased community programming, and make existing facilities widely available to bring surrounding residents of diverse ages and demographics together.

Cross Benefits:



Timeframe: *Short-term*

Potential Partners: *Institutions, Community Development Agencies, Neighborhood Associations, Nonprofits*

Strategy Type: *Policy, Planning, Education, Partnerships*

OBJECTIVE J

Facilitate Place-Based, Integrated Sustainability Planning

STRATEGY 2

Use zoning and land-use planning to foster sustainable development

Update zoning and land-use plans to facilitate sustainable, compact, urban, multi-use, and multiple income uses. Facilitate the development of innovative and sustainable land uses, such as urban agriculture and live-work spaces.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Planning Organizations, Neighborhood Organizations

Strategy Type: Legislative, Policy, Planning



STRATEGY 3

Employ form-based zoning to promote healthy, compact and active communities

Use form-based zoning practices to preserve urban street form, high density, and multiple uses. Support a mix of uses within districts and corridors, giving attention to surrounding uses, community needs and preferences, and availability of public facilities. Include built-to lines, maximum setbacks, mixed-use zoning, minimum/maximum building heights, such as a 1:1 building height to street width ratio, and locating parking and garages at the rear of buildings.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Private Developers, Neighborhood Associations

Strategy Type: Legislative, Policy, Planning, Operations, Partnerships

*“... city areas with flourishing diversity sprout strange and unpredictable uses and peculiar scenes. But this is not a drawback of diversity. This is the point ... of it. “
– Jane Jacobs*



OBJECTIVE J

Facilitate Place-Based, Integrated Sustainability Planning

STRATEGY 4

Preserve neighborhood residential areas, and commercial and mixed uses on corners and major urban corridors

Promote quality design in new development, as well as building orientation, scale, massing, buffering, and setbacks that are area appropriate with the context, climate, and other environmental factors. Lessen the negative impacts of non-residential uses on residential areas through controls on noise, odors, and hours open to the public. Direct uses that serve as neighborhood focal points, such as libraries, schools, and cultural institutions, to designated land use features. Support the continued presence of small-scale, neighborhood serving retail and commercial services in Neighborhood commercial corridors.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Business Associations, Neighborhood Associations

Strategy Type: Legislative, Policy, Planning

STRATEGY 5

Increase the effectiveness of major commercial corridors

Enhance the appearance of commercial façades. Promote standards that help make commercial districts and corridors viable for their intended purposes and markets, including: diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements to add interest at the pedestrian level. Utilize land-use controls in order to assure a positive pedestrian experience for all uses and structures located in commercial districts and corridors. Develop standards for maximum occupancy, operating hours, truck parking, orientation to the street, provisions for increasing the maximum height of structures, lot dimension requirements, density bonuses, yard requirements, and enclosed building requirements.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Business Associations, Neighborhood Associations

Strategy Type: Legislative, Policy, Planning

OBJECTIVE J

Facilitate Place-Based, Integrated Sustainability Planning

STRATEGY 6

Develop codes for transit-oriented-development districts

Designate City areas as transit oriented development districts. Develop land-use codes and progressive parking ordinances to ensure a dense, multi-use character. Use existing transit lines to attract new development, and use dense development in designated areas to justify location new transit lines and increases in service.

Cross Benefits:



Timeframe: Long-term

Potential Partners: Neighborhood Associations, Business Districts, Public Transit

Strategy Type: Legislative, Policy, Planning



STRATEGY 7

Integrate sustainable parking practices into neighborhood and district plans

Establish maximum parking thresholds. Encourage above-ground structured parking facilities to incorporate development that provides active uses on the ground floor. Adopt parking standards in neighborhood business districts to seek more shared use of parking, and use of alternative transportation. Encourage shared commercial parking. Change requirements for surface parking to increase stormwater infiltration, include bike parking, reduce heat island effects, and other strategies to reduce environmental impacts.

Cross Benefits:



Timeframe: Short-term

Potential Partners: Neighborhood Organizations, Planning Organizations

Strategy Type: Legislative, Policy, Planning,

OBJECTIVE J

Facilitate Place-Based, Integrated Sustainability Planning



STRATEGY 8

Incorporate sustainability in economic development programs

Require new development to satisfy the City's triple bottom line sustainability goals. Provide development incentives for sustainable neighborhood development in existing nodes and areas near public transit.

Add triple bottom line components to awards for implementation of Tax Increment Financing Projects. Coordinate with City partners to determine the policies and incentives to use in order to achieve "growth in the center."

Cross Benefits:



Timeframe: Long-term

Potential Partners: Federal Agencies, Sustainability Industry Nonprofits

Strategy Type: Policy, Planning, Partnerships