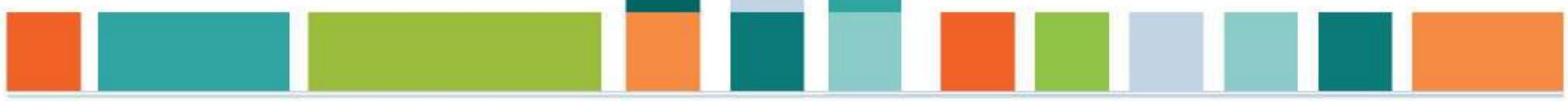
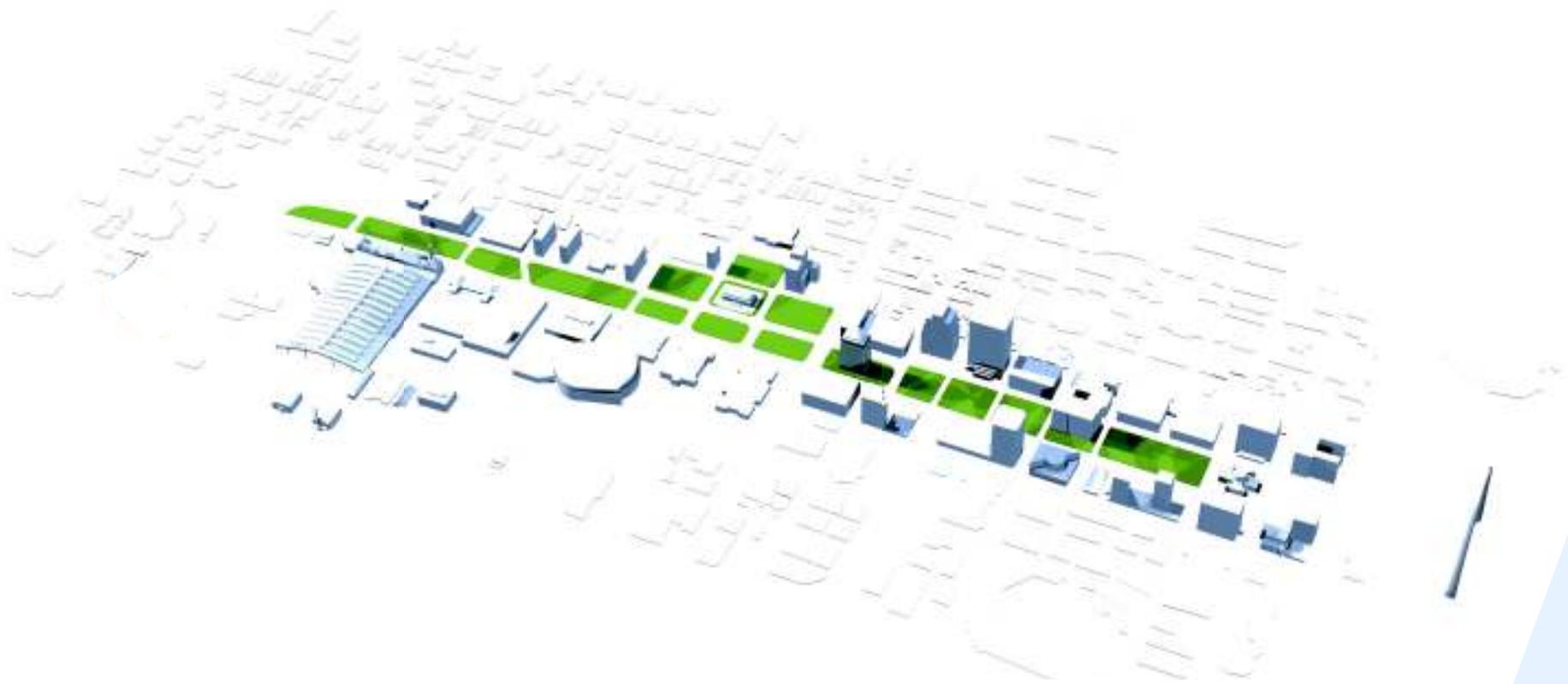


# St. Louis Gateway Mall Master Plan

July 2009





City of St. Louis  
Planning and Urban Design Agency

Funded by Gateway Foundation

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### Acknowledgements

#### Funding & Support of Gateway Foundation

Gateway Mall Master Plan  
Adopted by the City of St. Louis  
Planning Commission on July 1, 2009  
Susan Stauder, Chairman

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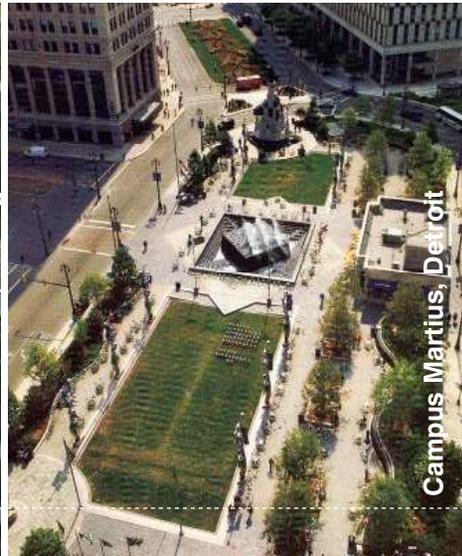


The Gateway Mall Master Plan provides the City of St. Louis with a comprehensive vision for transforming downtown's central park into a remarkable open space that defines the heart and soul of St. Louis. Building on this long range vision, the plan creates an overall design framework which will guide future individual proposals within the Mall, and establishes a roadmap for implementation and long term management.





Millennium Park, Chicago



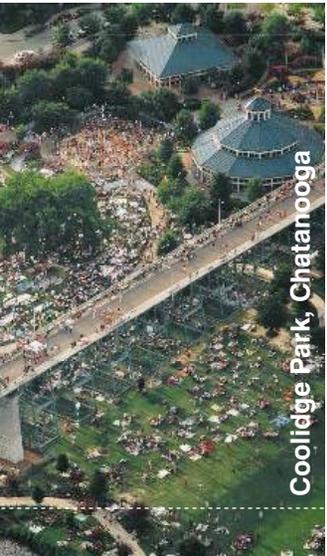
Campus Martius, Detroit



# 1.0 Introduction

Cities across the United States and around the world are increasingly investing in their public realm. These substantial efforts focus on beautifying and improving the functionality of streets and open spaces. When successfully realized, these projects can become more than the sum of their parts and result in an improved public realm, a cornerstone for true city building, attracting increased amounts of people and investment.

Downtown St. Louis' reinvestment in its public realm is underway. The 1999 Downtown Plan identified the Gateway Mall, the Riverfront, and the Gateway Arch Connector as three crucial open space elements vital to the revitalization of downtown, and a key piece of this puzzle – the Gateway Mall – is now being addressed in this Master Plan.



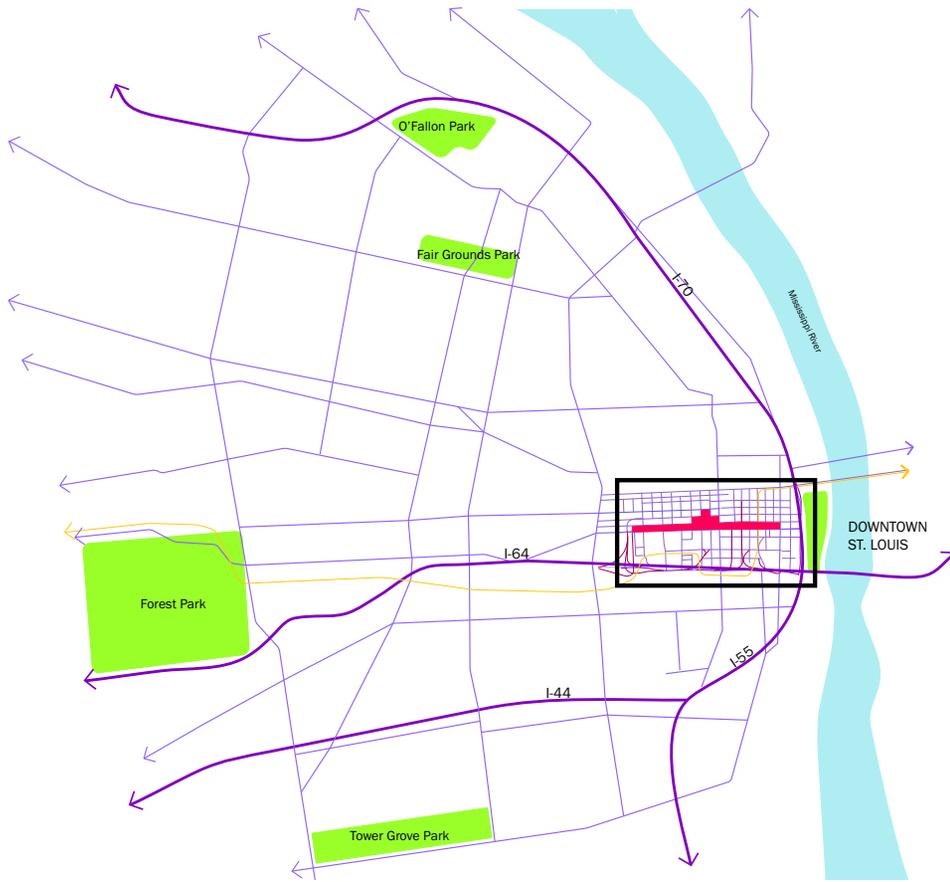
Coolidge Park, Chetanooga



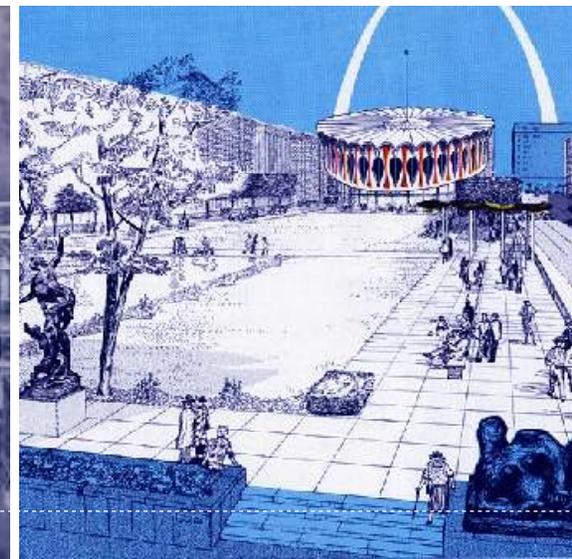
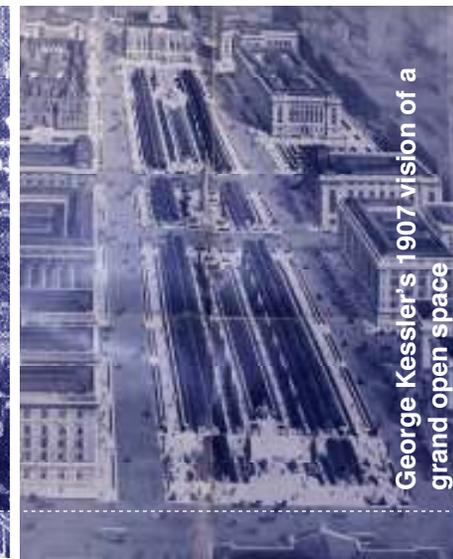
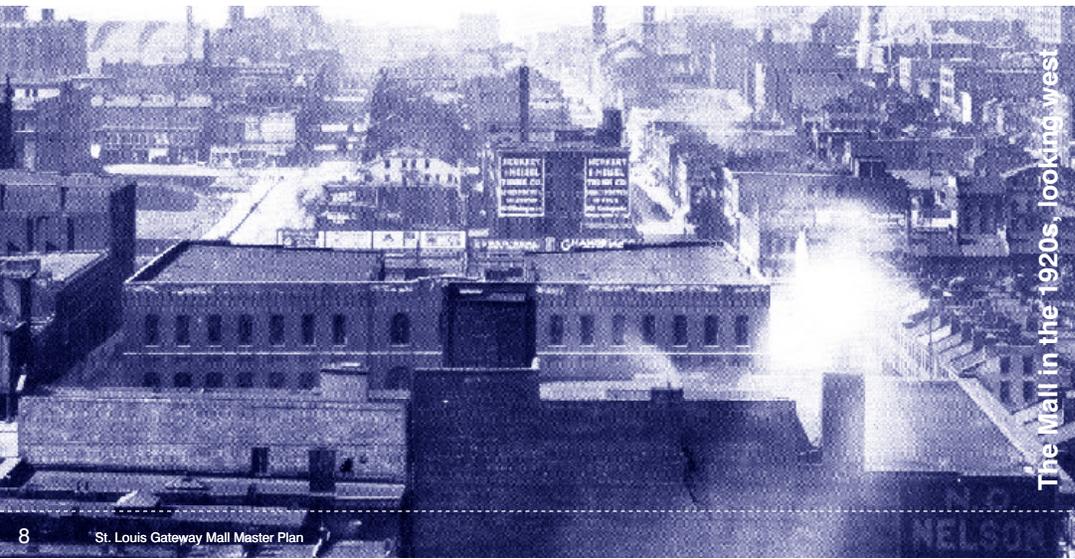
Olympic Sculpture Park, Seattle



Melbourne, Australia



The history and fortunes of St. Louis' Gateway Mall have run in parallel with those of the City itself. The initial concept for the Mall emerged at the turn of the last century, when St. Louis was an international city and among the five most populous cities in America. The Gateway Mall was envisioned as a grand, Beaux-Arts inspired design by landscape architect and planner George Kessler in the city's 1907 Plan. That plan envisioned Market and Chestnut Streets as large boulevards extending to Grand Avenue with a generous green space separating them.



## 2.0 The Evolution of the Gateway Mall

Beginning in the 1950s, St. Louis entered a decades-long period of decline, losing much of its economic base and population. During this period, several plans for the Mall were proposed but not realized. The blocks west of Tucker were cleared decades before the buildings east of Tucker came down in the early 1980s. From its inception to the present, the evolution of the Mall has been piecemeal, characterized by the incremental assemblage of land and disconnected design moves.

In the past decade, the downtown has undergone a tremendous rebirth due to the confluence of separate yet interconnected efforts: thousands of residents are moving downtown; retailing is coming back to the streets; the new baseball stadium is open and plans for a vibrant mixed use neighborhood adjacent to it are progressing. The cumulative opportunities created by these events will help unlock the exceptional potential of the Gateway Mall.

Anticipating these changes, in 1999 the City created the Planning and Urban Design Agency and the Downtown Development Action Plan which identified a series of strategies for the revitalization of downtown St. Louis. These complex strategies, ranging from downtown loft conversions to increased levels of street retailing, are beginning to be realized, with only one portion remaining: the completion of the “Public City”. This has begun, and is now strengthened with the rebirth of the Gateway Mall.



1960 Plan for Downtown St. Louis proposed a large pavilion.



1980s proposal to build on the Mall

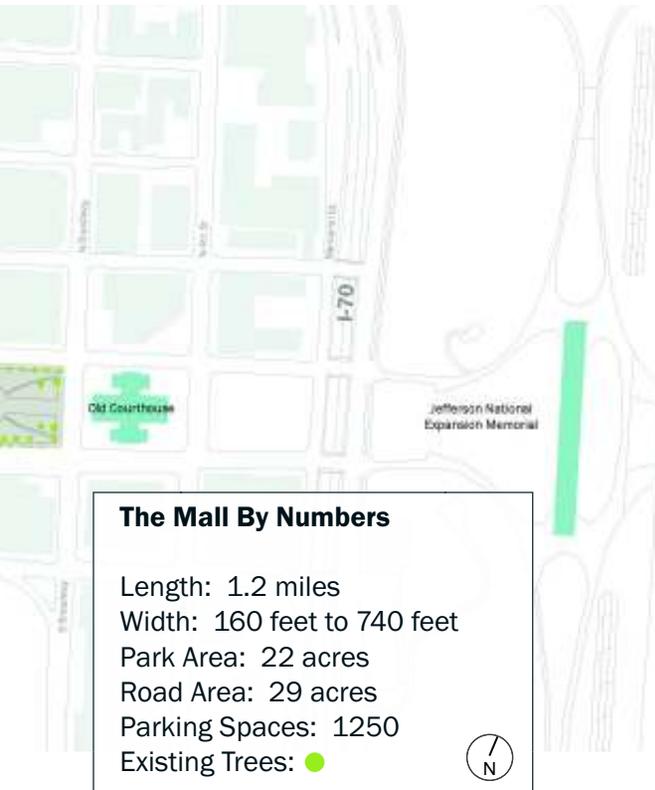


Old Post Office Square Rendering



Ballpark Village Model, St. Louis





**The Mall By Numbers**

- Length: 1.2 miles
- Width: 160 feet to 740 feet
- Park Area: 22 acres
- Road Area: 29 acres
- Parking Spaces: 1250
- Existing Trees: ●

### 3.0 Challenges, Opportunities and Key Themes

#### The Mall's Existing Conditions

The Mall runs between Market and Chestnut Streets from the Old Court House (at Broadway) to St. Louis Union Station at 21st Street. Roughly at its center, it widens to the north, encompassing a triangle of four additional city blocks. Key civic buildings within the Mall are the Civil Courts and the War Memorial. Several smaller memorials and public art of varying size are also housed within the Mall. The Gateway One building and its associated plaza occupy one of the blocks within the Mall axis, though it is not part of the public open space. The Mall is bordered by some significant civic buildings, including City Hall, the Municipal Courts, Kiel Opera House, as well as key private buildings including AT&T and Bank of America Plaza.

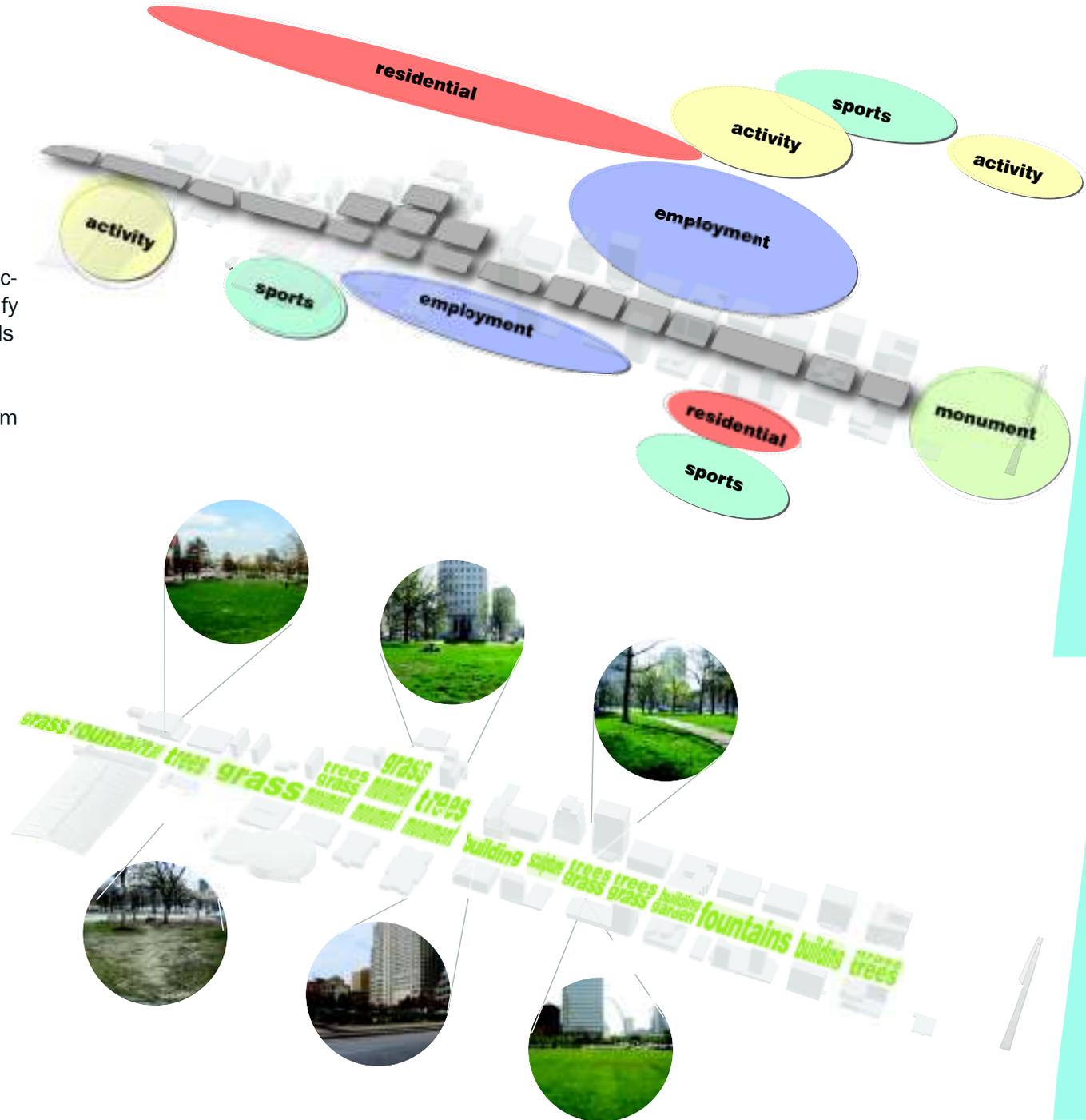
A physical analysis and interviews held with numerous stakeholders have revealed a number of challenges and opportunities which the Master Plan addresses.

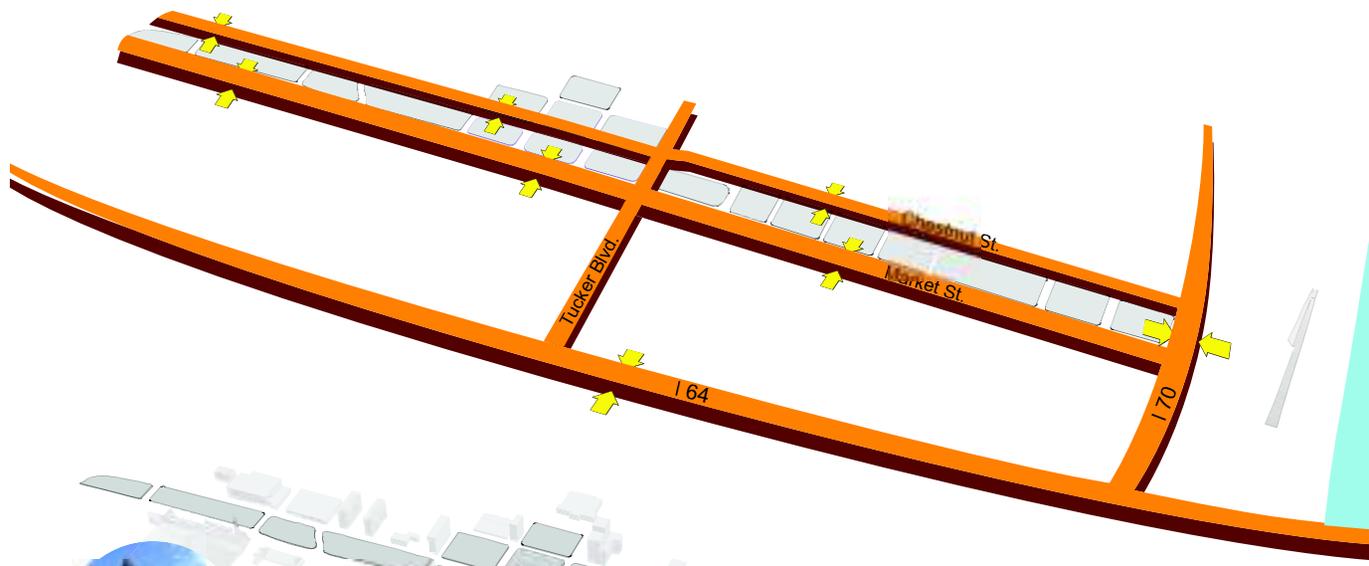
# Challenges

Stakeholder discussions about the Mall and its immediate context have highlighted a number of issues which need to be addressed in the Master Plan:

- Division:** As architect Philip Johnson said, “spaces like the Mall cut cities in two, rather than unify them.” Despite its central location, the Mall fails to provide a focus to downtown. It separates adjacent areas such as Washington Avenue’s residential district, Union Station, Busch Stadium and the central business district rather than providing a unifying glue for downtown.

- Blandness:** The Mall’s image and identity no longer reflect the energy and growing diversity of the downtown. There is generally an unappealing sameness to the Mall’s character along its 1.2 mile length.





- **Disconnection:** The roads adjacent to the Mall are wide, inhibiting safe and convenient pedestrian access. Pedestrian circulation along and through the Mall is fragmented. Nearby highways create physical and visual barriers to adjacent neighborhoods and to the Arch Grounds and the Mississippi River.

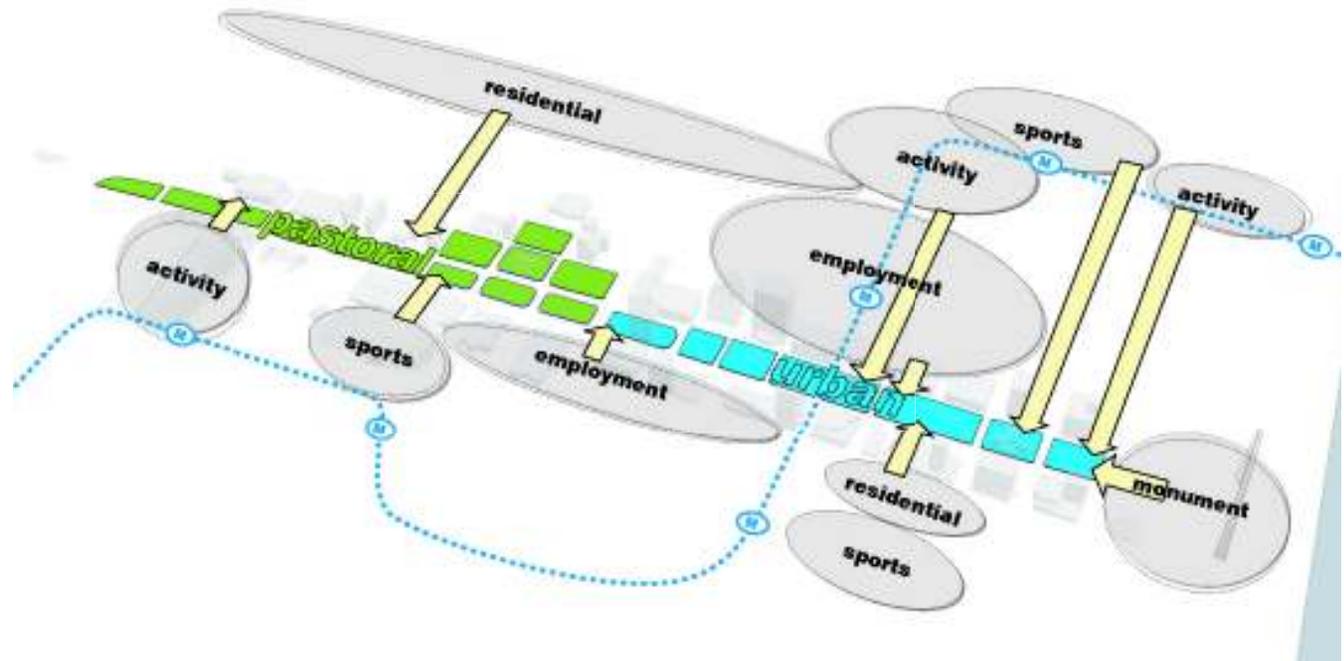
- **Non-Destination:** There are only limited uses and activities to attract people to the Mall throughout the day, week and year. Sporadic events are well attended, however, indicating that if you build it, they will come. There is no consistent schedule of activities.

- **Discontinuity:** The Mall lacks unifying elements to bring it together as a coherent and recognizable whole. Street tree plantings are fragmented and do not define spaces or edges, and landscape elements, furniture and lighting are a conglomeration of varying types and styles. The Mall's undulating topography is also a challenge to realizing a unified space.

# Opportunities

In spite of the illustrated challenges, the Mall offers incredible opportunities:

- **Centrality:** The Mall is a central element of downtown. Having such a significant open space in the heart of a city is a valuable and enviable resource.
- **Proximity and Context:** The Mall is in close proximity to a variety of active areas and can be a vital connector between them. The new residential development on Washington Avenue and vicinity, downtown's employment buildings, sports venues, MetroLink stations, and other activity centers are all within a five minute walk of the Mall. There is, as such, tremendous potential to build upon the existing context and create places within the Mall which uniquely respond to the character of bordering areas.





Market St. is the region's principal parade route, where thousands gather and celebrate

- Celebration:** Though the Mall is often more empty than full, it does maintain an important role in the region: it is where sports rallies are staged at Kiener Plaza, parades are run, and festivals are held. Many people use the Mall, even if it is on an irregular basis. This provides a good basis to build upon for increased visitation through large events and less structured daily usage. The Mall often functions as the region's playground, justifying regional investment in enhancing and maintaining this role.



An ambitious mixed-use development is planned for Ballpark Village



People are moving downtown into loft conversions

- Confluence of Events:** For the past several years, downtown St. Louis has experienced exceptional growth. This trend is partly due to the confluence of separate yet interconnected efforts, previously described. Additionally, the reinvention of major open spaces is underway. All of these occurrences place the Mall in a favorable position for its reemergence.

# Key Themes

A series of insightful interviews with a wide range of stakeholders further outlines a number of key themes:

## **The Mall is an Underused Resource**

Despite its location in the heart of downtown, people don't generally use the Mall on a day to day basis unless the space is programmed. When programmed for annual events like Race for the Cure, huge crowds turn out. However, there is the sense that the Mall does not have sufficient ongoing levels of activity, and that there isn't a compelling reason to go into it otherwise. It is necessary to make the Mall a destination in itself in order for it to achieve good levels of activity.

## **There is Widespread Support for Mall Rejuvenation**

The Mall needs to be improved. Besides aesthetic improvements, increased animation within the Mall will be essential to its success. A rejuvenated Mall would have positive impacts on the whole of downtown and the city's image. A more focused effort at programming, and pavilions for shelter and refreshment in the Mall, would be welcome.

## **Kiener Plaza Needs Improvements**

Kiener Plaza is one of the Mall's more active spaces. It functions as a gathering spot for many festivals and rallies. The sunken design of the May Amphitheater, however, disconnects it from its surroundings. Because it is difficult to see into the Plaza, it is difficult to observe and police. Kiener Plaza can be the catalyst for the entire Mall, also drawing Arch visitors into the downtown area. An exciting, high-energy design is needed to reform the space.

## **The Perception of Security Issues is a Concern**

Street people congregate in and around the Mall, especially in warmer months, partly because many services for this population are located nearby. Some people feel uncomfortable using the space because of the lack of activity and adequate lighting needed to create a safe atmosphere. No park design can solve the social issues surrounding street people; a broader solution is necessary. However, as has been proven in cities across the country, activities that attract a more diverse cross-section of users will contribute to the perception of safety and, in turn, attract more use.

## **There is a Wide Range of Ideas for the Future**

Many people have expressed concrete ideas about what they see the Mall being in the future, and many of these ideas have been incorporated into this plan. This is encouraging, and suggests there will be a high level of public involvement as designs to implement the various components of Master Plan are developed and realized.

## **The Mall has Many Potential Constituents and Users**

Despite the fact that the Mall is underused, there is real potential to increase its constituency. Over 90,000 employees work in close proximity to the Mall; the downtown residential population is growing; and other civic uses (City Hall, the Civic Courts) result in many daily visitors. Sporting and other special events result in large influxes of visitors, and conventioners and tourists number five to six million annually.

## **There are Active Stakeholders in the Mall**

Although the Mall lacks a concentrated constituency, various groups do have strong interests in its existing and future character, particularly those organizations with structures presently constructed in and facing the Mall, and large annual event organizers who use the space. The Public Library also has a great interest in what is happening at their front door, and neighboring businesses and civic uses can become strong champions for the Mall.

## **A Sustainable Funding Base**

There are presently limited funding sources and few revenue streams in place for the Mall. As such, funding for capital projects and ongoing operations requires new thinking and new mechanisms. Designating the Mall as a regional asset is also a step in the right direction. Ambitious fundraising campaigns, strong relationships with the private sector, and other revenue streams will need to be established: there are opportunities to implement revenue-generating uses to fund ongoing maintenance.

## **Flexibility**

Creating the "flavor of the month" should not be the objective for design and programming of the space. The Master Plan needs to promote flexibility; activity for all ages; and both passive and active uses that can adapt as needs change. This should be a "people first place", including the edges leading people into and around the Mall.

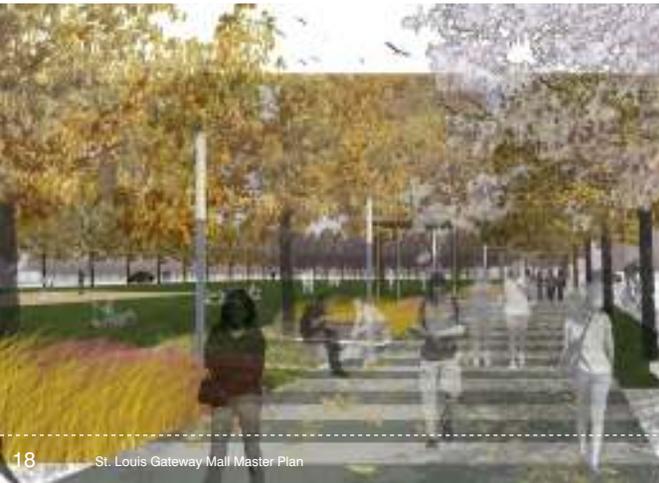


The Mall must play an active role in the daily life of the City and the Region, comprising varied landscapes, programming and permanent venues to attract and amaze. It must provide space for major events that bring the Region together to celebrate and remember.

# UNIFY

# ACTIVATE

# CONNECT



## 4.0 A New Vision for the Gateway Mall

With a comprehensive approach to management and programming, and centralized planning to achieve the vision, the new Gateway Mall will be a focus for downtown St. Louis. Designed for universal access and meeting ADA requirements, it will be characterized by a common linking element that runs its entire length: a strong, treed “Hallway” punctuated with art, seating areas, signage and attractive street furniture, providing a visual and physical cohesiveness to the entire urban park. The east-west Hallway will also serve as a connector to north-south corridors and paths through the

Mall. Numerous north-south walks will help to transform the Mall from a barrier into a connected and shared ground for downtown. Within the Mall, a series of distinct spaces, generally structured around the existing block pattern, will play different roles, ranging from places of civic gathering and celebration to more intimate neighborhood-focused areas. This proposed range of uses and improved access will attract people from adjacent buildings and constituencies. As well, the greater St. Louis community and national and international tourists will enjoy an enhanced experience. The new Mall

should reflect its varying character throughout its length. As such, it is important and necessary that these uses best reflect what is uniquely and authentically St. Louis. The Gateway’s linear potential, terminating at the Arch, is remarkable. The proposed uses and activities located within it need to be remarkable within their own context. When viewed as a whole, the emerging spaces complete the urban park and provide a central focus to downtown St. Louis.

# INSPIRE

# PROGRAM

# SUSTAIN







## 5.0 Master Plan

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The Gateway Mall Master Plan establishes a conceptual framework that will guide the implementation of the vision. Future detailed designs for individual components of the Plan will have the freedom to be creative, reflecting the designer's sensibility as well as the needs of the users of the spaces.

The urban-scale changes envisioned in the Plan are based on a set of structuring elements, described in the following pages.

# Structuring Elements

The Master Plan is rooted in a number of key structuring elements:

- **Unifying the Mall:** The Urban Hallway running along the entire south edge of the Gateway will use trees, benches, signage, lighting, and textures to establish a common identity throughout the Mall. This element will be visible from bordering streets, from within the Mall and perhaps just as important, from the hundreds of offices in flanking buildings, drawing office workers out into the space. This unity will be strengthened by considering a limited number of street closures, namely the portion of 17th Street that traverses the Mall, and the event-based closing of a portion of Chestnut Street between 15th Street and Tucker Boulevard.
- **A Sustainable Park:** All reasonable efforts will be made to ensure that changes to the Mall respect the principles of sustainability. Existing trees, particularly specimen trees, will be retained wherever feasible, and a broader set

of sustainable strategies relating to storm water runoff, renewable energy, and so forth, will be followed.

- **Art and Culture in the Mall:** Art and culture, in the form of sculpture and annexes to existing galleries and museums, will have a large presence throughout the Mall. The Hallway will offer a linear venue where a progression of temporary or permanent art pieces or exhibits could be installed. Urban tree houses, multimedia follies and architectural remnants are some smaller repeating elements that could be introduced.
- **Structures in the Mall:** A series of structures, relatively small in scale, can be located throughout the Mall to provide culture, seating areas, food, drink, and goods. These structures, often in the form of pavilions or kiosks, will be of architectural excellence and will provide necessary services

and shade/shelter, becoming attractions in themselves.

- **Gardens in the Mall:** Ornamental gardens, with a prevalence of native species, will be located throughout the Mall. The Hallway's amenity zone will contain gardens that form an edge in more passive rooms of the Mall. Showcase gardens will be located in highly visible and active rooms such as Kiener Plaza, the Terminus, the Citygarden, and the block south of the Library. Additionally, gardens will contribute to the sustainability of the Mall by improving water infiltration and detention.
- **Water in the Mall:** Water in various forms, ranging from channels to fountains to splash pads and play areas, will be a common theme throughout the Mall.



Unifying



Sustainable



Art



Structures

- **A Focus on Programming:** To achieve high levels of activity in the Mall, a concerted emphasis on the programming of its spaces is vital. Providing effectively planned and implemented programming for a range of people is key to the Plan. With a booming downtown residential population, programming will help to activate the space beyond work hours. The ultimate success of the Mall will be achieved through its own internalized attractions and will look to programming as a compliment. All areas that are intended to host events should be constructed with the necessary electrical and water hook-ups, discreetly yet conveniently located.
- **Activate Bordering Buildings:** A strength and weakness of the Gateway is the presence and relationship of adjacent buildings. While City Hall, for example, generates considerable foot traffic, it – like so many other buildings on the Mall – is

so far set back that an active frontage is difficult to create. Other buildings generate little foot traffic or offer blank and uninteresting facades to the Gateway. Land uses fronting the space, especially at street level, should be very active and the principal building entrances should face the Mall, particularly in the case of City Hall, the Municipal Courts Building and the Kiel Opera House. In the meantime, selected blank building faces should be illuminated through a variety of lighting strategies to provide enhanced identities.

- **Connections to the Larger City and the Region:** Expanding the scope of the Plan larger than the actual Gateway itself is critical to enhancing its local and regional engagement. These connections include: the broader linkages to the rest of the City - including the Interstate Highway System, the growing regional bicycle network, MetroLink, the Regional River Ring Plan, and

adjacent districts including the Arch Grounds. Streetscape improvements will extend north and south of the Gateway, and should include: repaving, pedestrian crossings, tree planting, bike routes, and signage to help people access and move through the Mall. Special attention should be paid to block edges bordering streets that traverse the Mall, especially on those streets of exceptional width and traffic volumes.



Gardens



Water



Programming

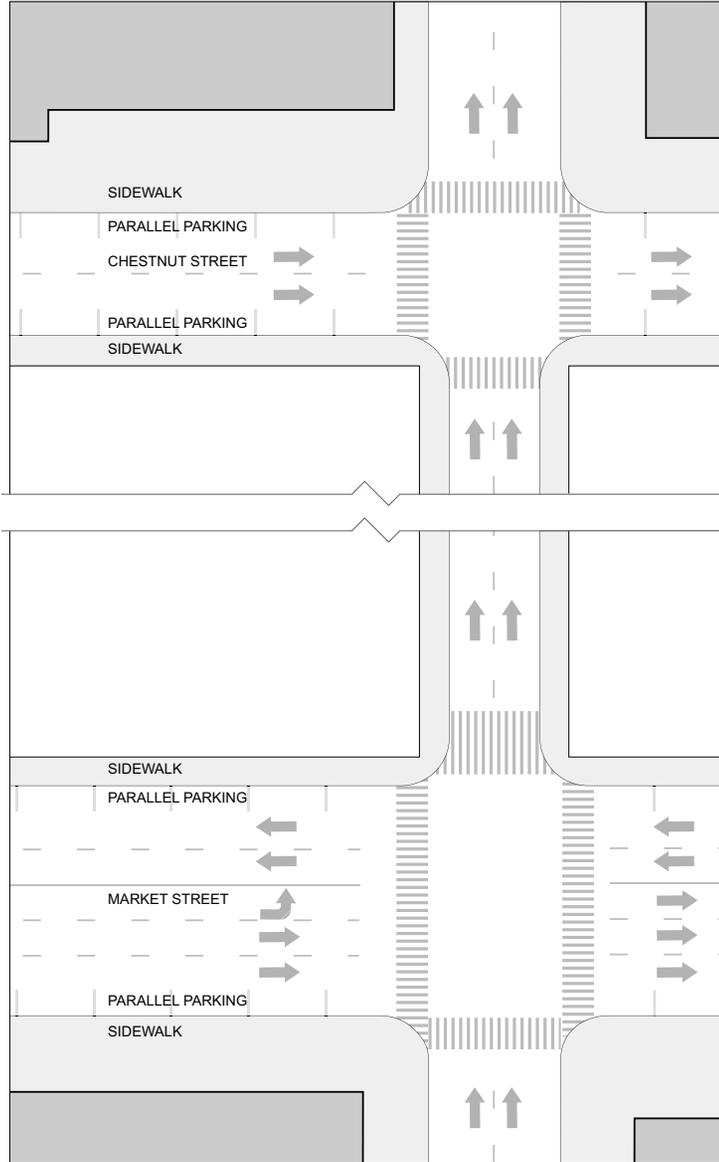


Activated Frontages

## Existing Conditions

- MARKET STREET**  
 - 5 DRIVE LANES (TWO WAY, ONE TURN LANE)  
 - PARALLEL PARKING  
 - SIDEWALK, VARIES

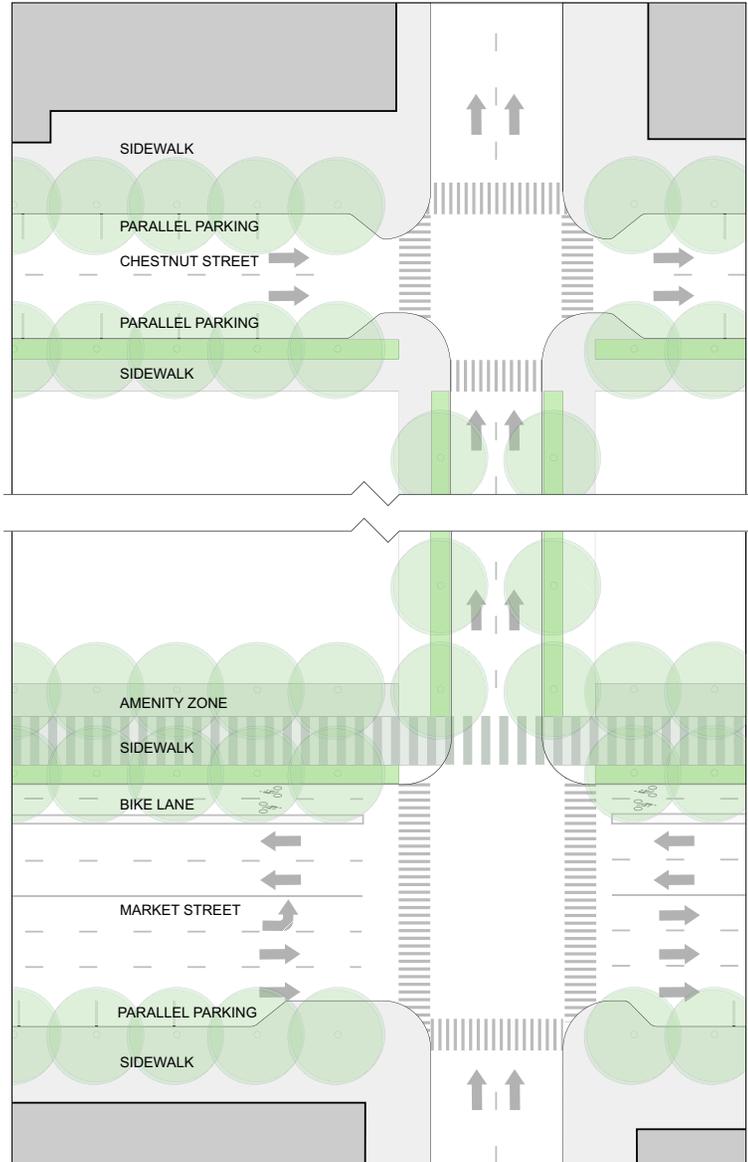
- CHESTNUT STREET**  
 - 2 DRIVE LANES (ONE WAY, EAST-BOUND)  
 - PARALLEL/DIAGONAL PARKING



## Proposed Circulation

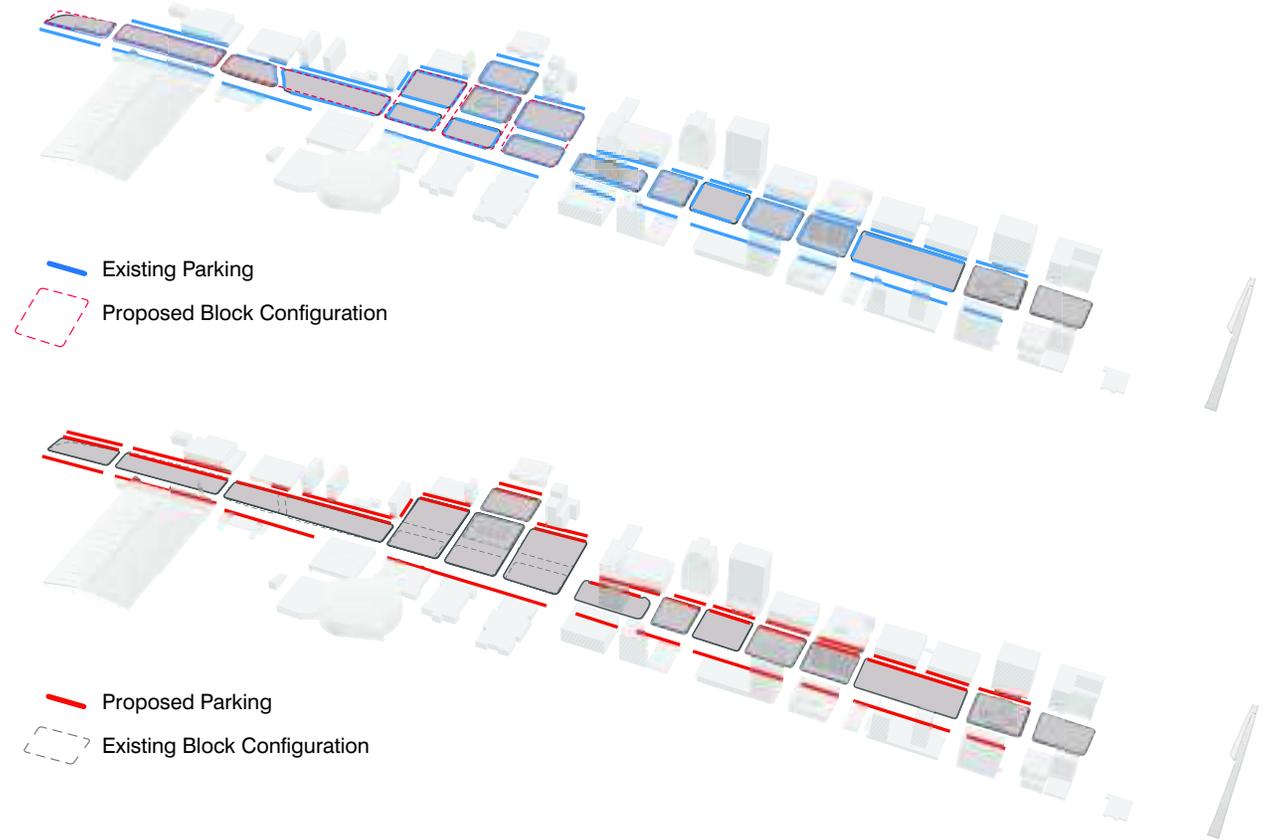
- MARKET STREET**  
 - 5 DRIVE LANES (TWO WAY, ONE TURN LANE)  
 - PARALLEL PARKING ALONG SOUTHERN EDGE  
 - 2 BIKE LANES WITH CURBED MEDIAN  
 - CORNER BUMP-OUTS

- CHESTNUT STREET**  
 - 2 DRIVE LANES (ONE WAY, EAST-BOUND)  
 - PARALLEL PARKING, BOTH SIDES

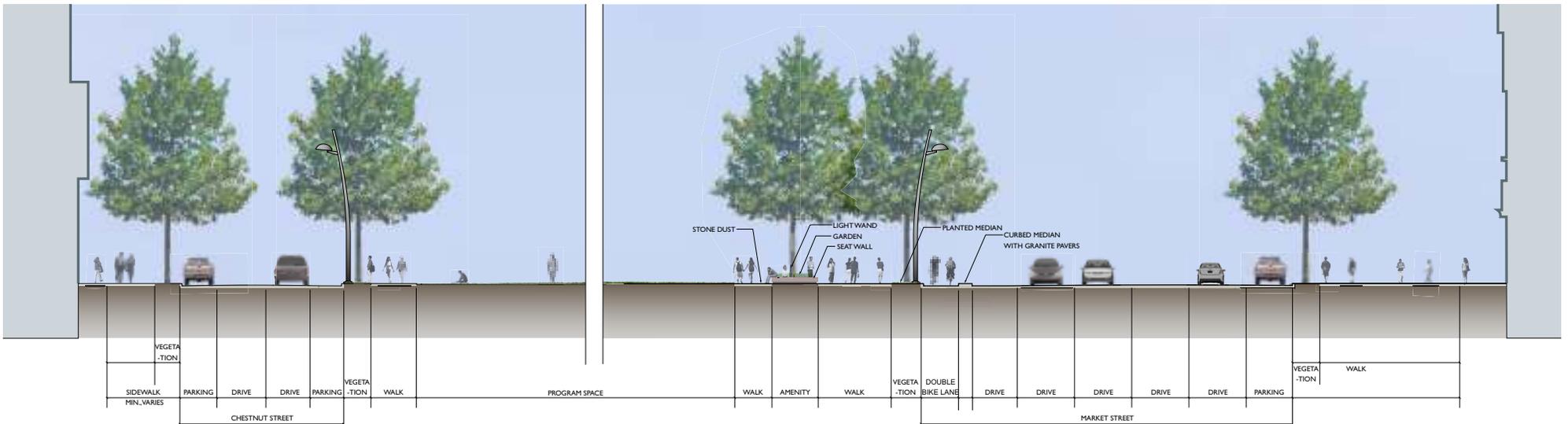


- Revise Vehicular Circulation Around the Mall:**

Changes to bordering vehicular circulation and street parking will make the Mall more useable and accessible. Proposed interventions include: the realignment of Chestnut and Market Streets to create more linear Mall edges. Parking should be permitted on both sides of Chestnut, but ultimately only on the south side of Market to remove the visual barrier between the Mall and the city: visibility into the Mall and perceived connections will be increased. Removing parallel parking on streets between Mall blocks to provide linear continuity and connection through the length of the Mall should be considered. The north lane of Market will be replaced with a two-direction bicycle path, separated from vehicular traffic by a low, narrow median.

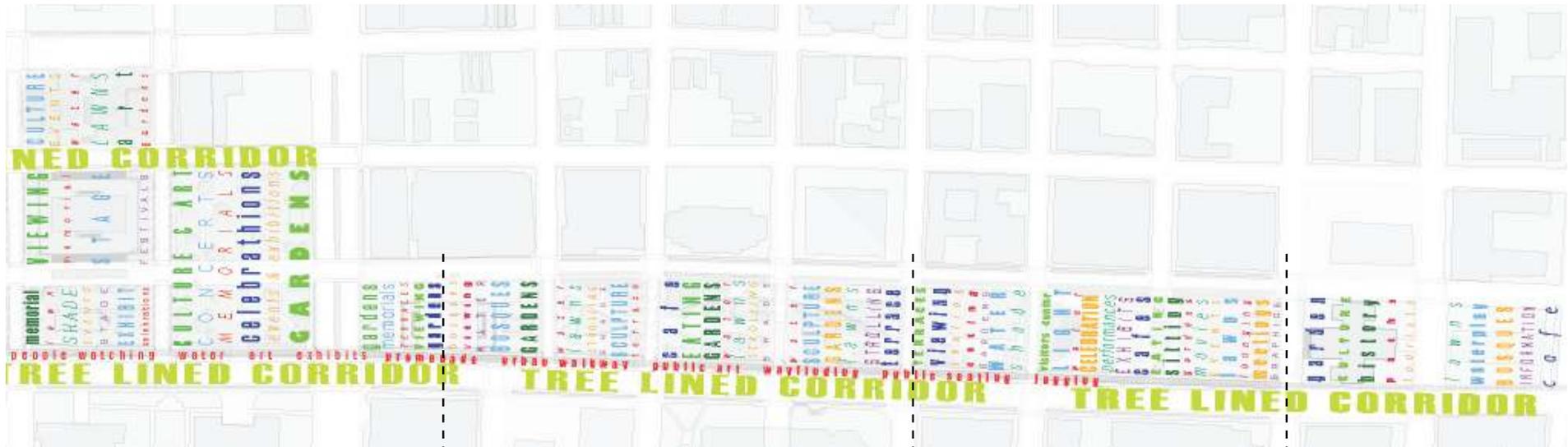


**Parking and Block Configuration**



**Proposed Typical Block Section**



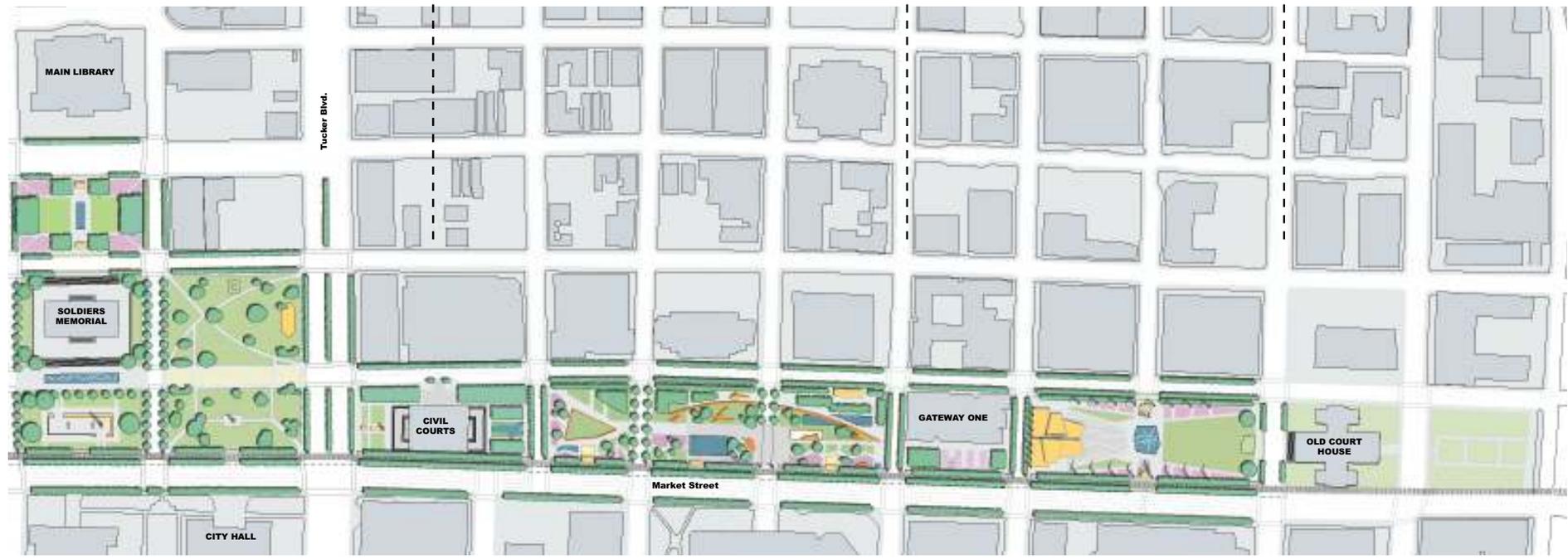


**civic room**

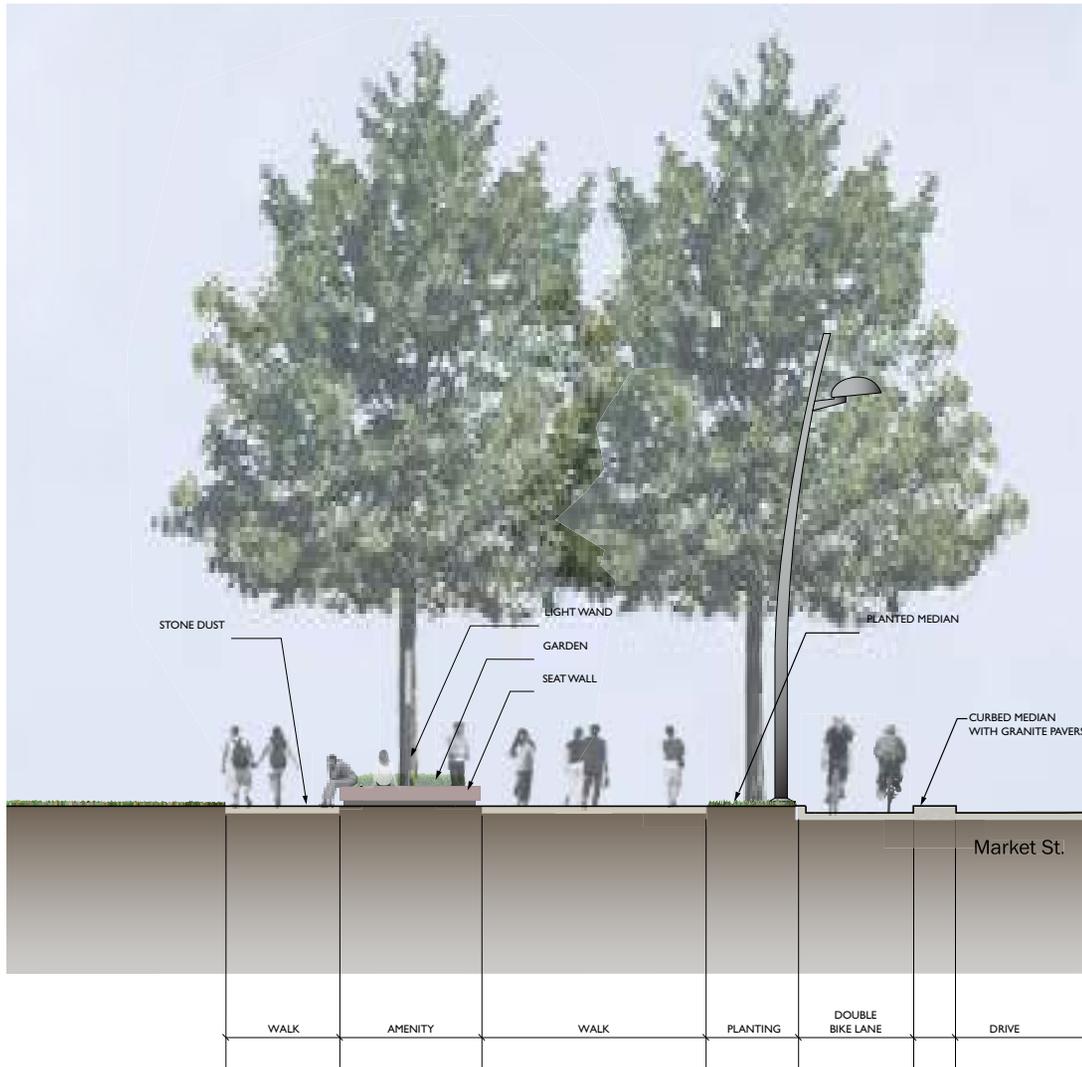
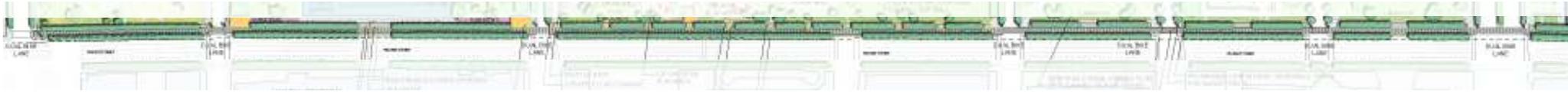
**citygarden**

**kiener plaza**

to arch  
→



to arch  
→



Hallway Section



Seating areas



Amenities



## Hallway Details

During parades and events, the entire length of the Hallway could serve as a viewing area and circulation corridor. The sidewalk also will allow ample room for strollers and joggers by providing a consistent route for the length of the Mall. The paving pattern of the Hallway should be replicated in some fashion across the streets that bisect the Mall to further tie together the individual rooms. Although there will be consistency in elements and materials, the layout of the amenity zone will vary slightly from room to room to reflect the individual character and program elements.

A two-direction bicycle path is proposed to run immediately south of the Hallway for the length of the Mall, a move to strengthen the regional bicycle system by providing a safe, dedicated space through the heart of the city. This will provide the park and its pedestrians with additional separation from the vehicular traffic on Market Street.

The curb lane of Market Street would be converted to accommodate the bike lane, and should have a some means to physically separate bicycle and vehicular traffic.

In most rooms, the amenity zone will contain additional hardscape areas with a cadence of seat walls to allow for seating areas and flexible space in which concession stands can be located during events. In the more passive spaces such as the Neighborhood Room, the amenity zone will be characterized by garden edges with striated plantings, seat walls, and shade structures.

In addition to a consistent sidewalk which provides a horizontal unifying element, a vertically placed unifying element such as graphic pylons could extend along the Hallway to serve as sculptural markers at street intersections, and provide the necessary wayfinding and interpretive information.

The pylons would identify the park during the day as well as in the evening with illuminated text and glowing beacons.

The Hallway is the key element that will bind the Gateway into a cohesive space and will help transform the Mall into a recognizable regional destination. Its success will depend upon each block in the Gateway forming a part of the Hallway. The first stage of the Hallway is nearing completion with the opening of the Citygarden in July 2009.



Two direction bicycle path



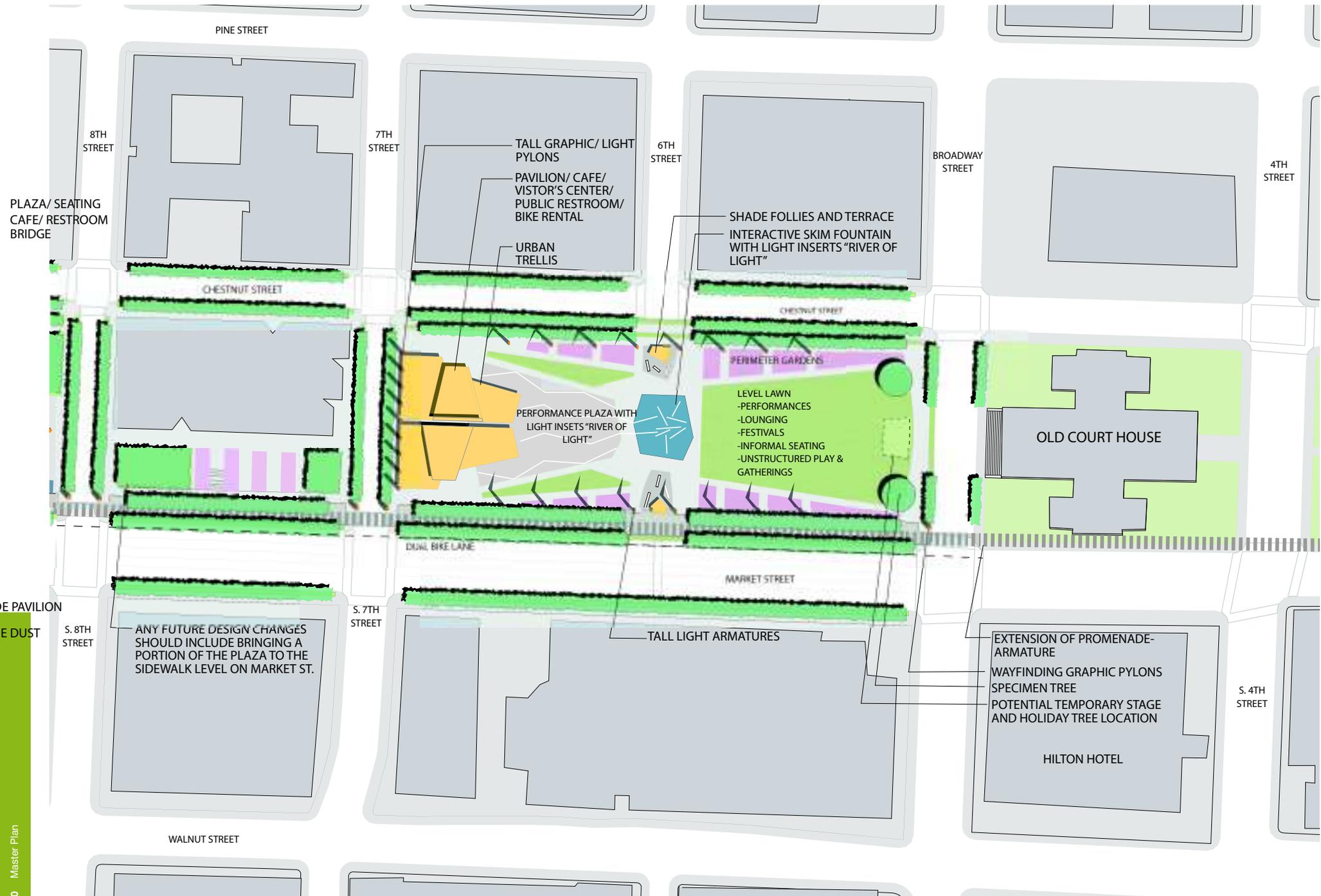
Seat walls and plantings



Shade structure and light wands



The Hallway is the key element that will transform the Mall into a recognizable regional destination.



Conceptual Deisgn



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, in turn, helps make the case for creating an improved connection to the Arch Grounds.

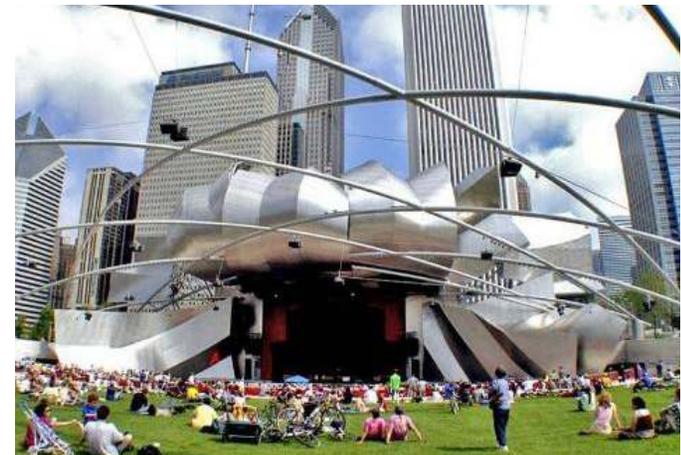
It is important that the redesigned Kiener Plaza consider a new performance pavilion that rises above grade, providing a unique architectural statement that is significant both during the day and evening. This will help connect the space more intimately to the city.

## Kiener Plaza Details

The new architecturally significant pavilion on the western edge could combine a performance stage, visitor's center, restrooms and café. A large performance plaza with seating and a hard-surfaced edge could expand the pavilion's capacity by extending eastward to the block's midpoint. Conceptually, it could be enhanced with playful and artful paving that incorporates in-ground lights for nighttime interest, the northern and southern edges of the Plaza will be defined by rows of trees and sculptural light masts that provide performance lighting and light displays. Throughout the Plaza, there should be areas for informal seating, unstructured play and gathering. Adjacent to the light armatures, a series of perimeter gardens could enhance the garden edge along Chestnut and Market Streets. The center of the Plaza provides an excellent location for a skim fountain or other water feature that can be turned off during large events to provide additional space. Textures play a major role in the redesign, with a combination of hard and soft surfaces. The Old Courthouse and the Gateway Arch 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. However, any future design changes to this block should consider bringing the portion of the existing raised plaza to the sidewalk level on Market Street, thereby continuing the band of the Hallway.







Visualizations and general plan of the Citygarden



Updated - Photo July 6, 2009



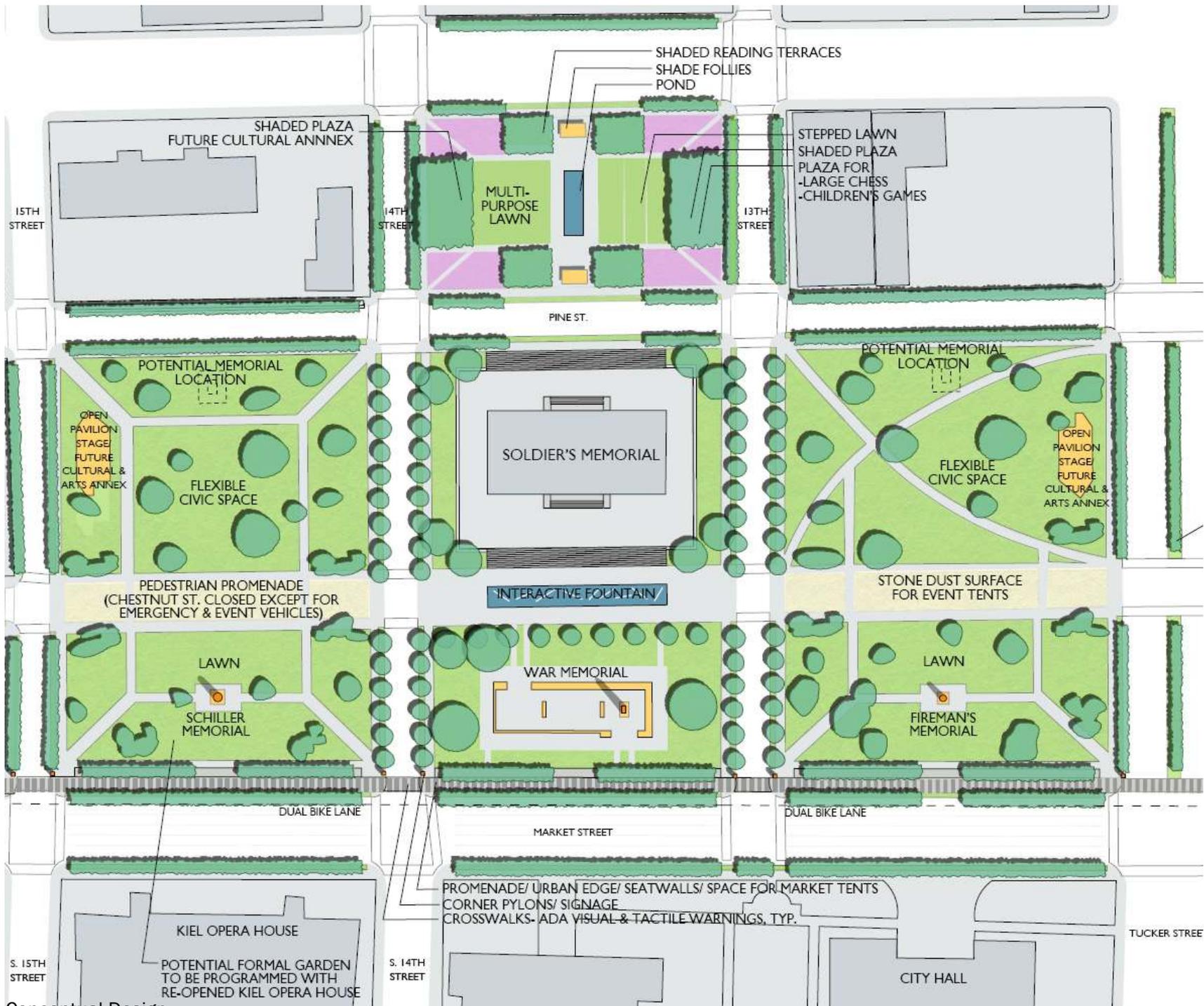
The Citygarden, located on two blocks to the west of Kiener Plaza, will be a welcome urban oasis, a reprieve from the City's hustle and bustle, providing much needed amenities for residents, downtown workers and tourists. Trees to the north and south of the garden, as well as generous plantings within it, help frame a number of shaded and sunny spaces for lunchtime activities and afternoon and evening escapes.

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

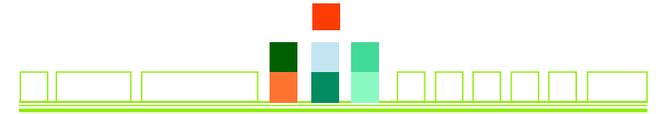
An important part of the design is to provide a visual experience from all angles, including from the office buildings surrounding the two blocks. Historical landscapes from the region can be referenced in the design.

To the West of 11th Street, the raised podium and stairs of the Civil Courts Building provides an overlook into the Citygarden that might one day contain a water garden of native grasses and forbs. The water garden would serve a dual function as an aesthetic foreground and functional, sustainable bio-filtration garden. The Hallway continues through this block and provides 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. Once the improvements to the two eastern blocks of the garden have been made, the space surrounding Twain should be revisited to see how it could better integrate into the redesigned blocks to the east and west.



Conceptual Design



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 considered for permanent or seasonal closure, though still allowing emergency and service vehicle access. Chestnut Street should still be hard surfaced with a paving different than surrounding areas, to accommodate tents and other services necessary for festivals. Locations for performance stages and cultural or art annexes should 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 is intended to take on a more urban character with seat walls and hardscape paving forming the edge. Portions of the allée of trees should be opened up for greater permeability into these central blocks. This will also allow space for vendors to set up market stands and kiosks during events and festivals.

## Civic Room Details

The Mall's water theme should be repeated with the presence of an interactive fountain proposed to be 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, providing a pleasant oasis in hot weather, or turned off and emptied to provide additional space for events and vendors, or to allow traffic to use the street. During non-rush hour periods, pneumatic bollards similar to those in the vehicle paths at the Arch could be lifted to close Chestnut St. to all but emergency vehicles, and the fountain turned back on.

The block north of the Soldier's Memorial and south of the Library should serve as a forecourt connecting these important buildings. A centrally-located pond with gardens along the streets and intimate shade structures and groves of trees is one way to provide outdoor reading rooms for library patrons. To the east and west, shaded plazas should respond to adjacent developments as they further materialize.

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 should provide large, flexible open spaces. On the east edge of these blocks, sites could be allocated for open pavilions / stages or cultural and arts annexes of the city's established institutions. These open lawns and stages could provide venues for single or multiple concerts and performances.

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

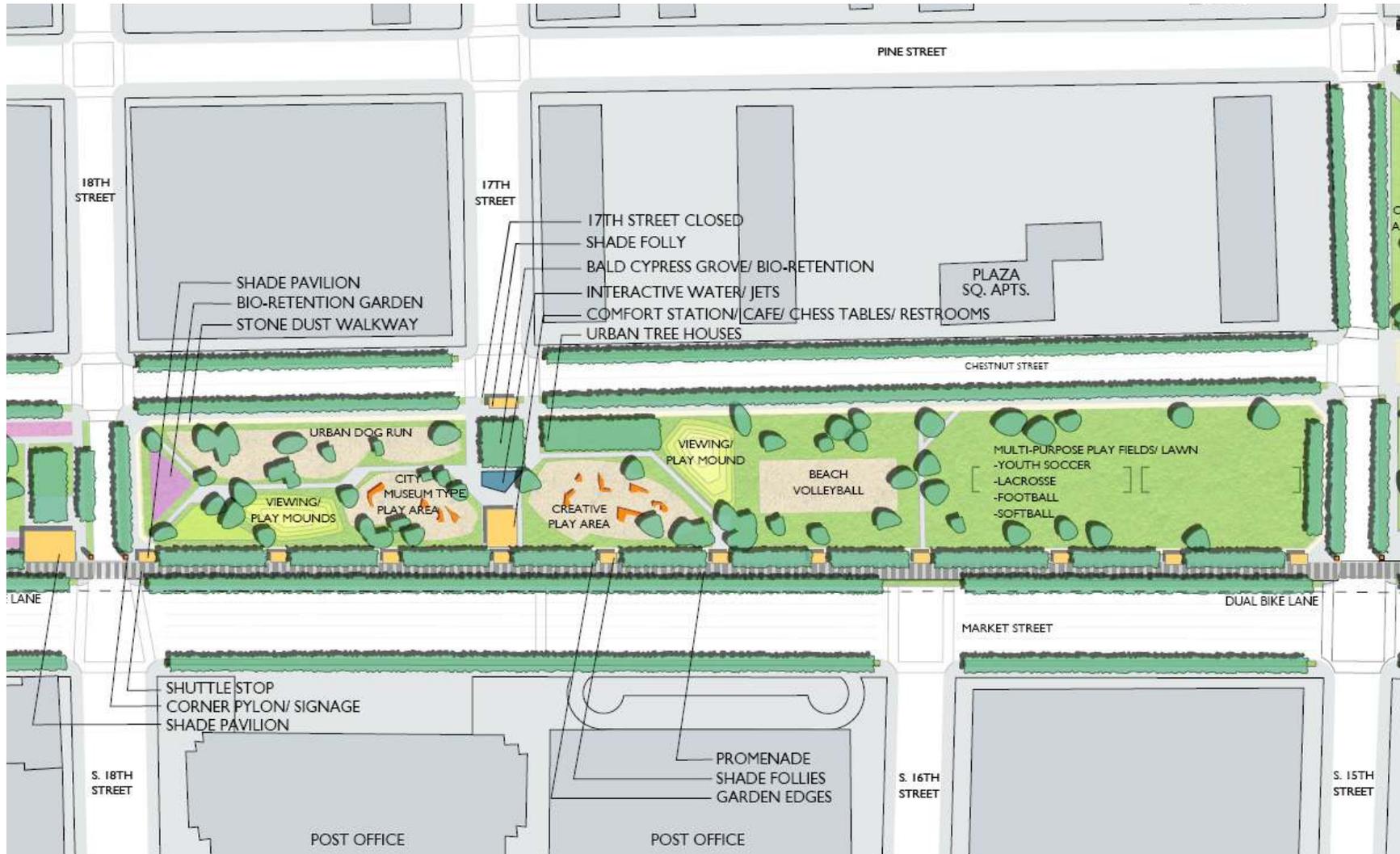


Stage and open lawn for large and small performances



Chestnut Street closure with market stalls





Conceptual Design

# Neighborhood Room



Sports fields



Creative playground



Urban dog run



Amenity stands

The Neighborhood Room should provide numerous active and passive recreation amenities for downtown St. Louis residents. Its landscape character should 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 usable area of this room and emphasize its linearity, it is recommended that 17th Street between Chestnut and Market Streets should be permanently closed.

To emphasize this room's less formal nature, the Hallway's design should have a garden edge that incorporates 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 a much needed amenity for the growing residential community of downtown St. Louis. Urban dog runs provide a low maintenance space for dogs and their owners to socialize. For dogs, its durable surface could contain challenging obstacles and play features for dogs with built in elements of varying heights. Benches, shade structures, double lock gates, plastic bag dispensers, and dual use drinking fountains help to create a space that will provide a gathering space and social setting for dogs and their owners alike. More importantly, this space should ensure 16 hours of daily activity in this portion of 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 could be the stimulus of activity for the Neighborhood Room. An interactive fountain with synchronized jets would be a nice complement to the adjacent playgrounds where children can

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

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

A variety of children's playgrounds that cater to toddlers as well as older children should incorporate not only the more traditional playground equipment, but also might include a highly creative play area with artistic and wonderful structures similar to those at the City Museum.

The proposed beach volleyball courts and a multi-purpose playfield lawn would 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



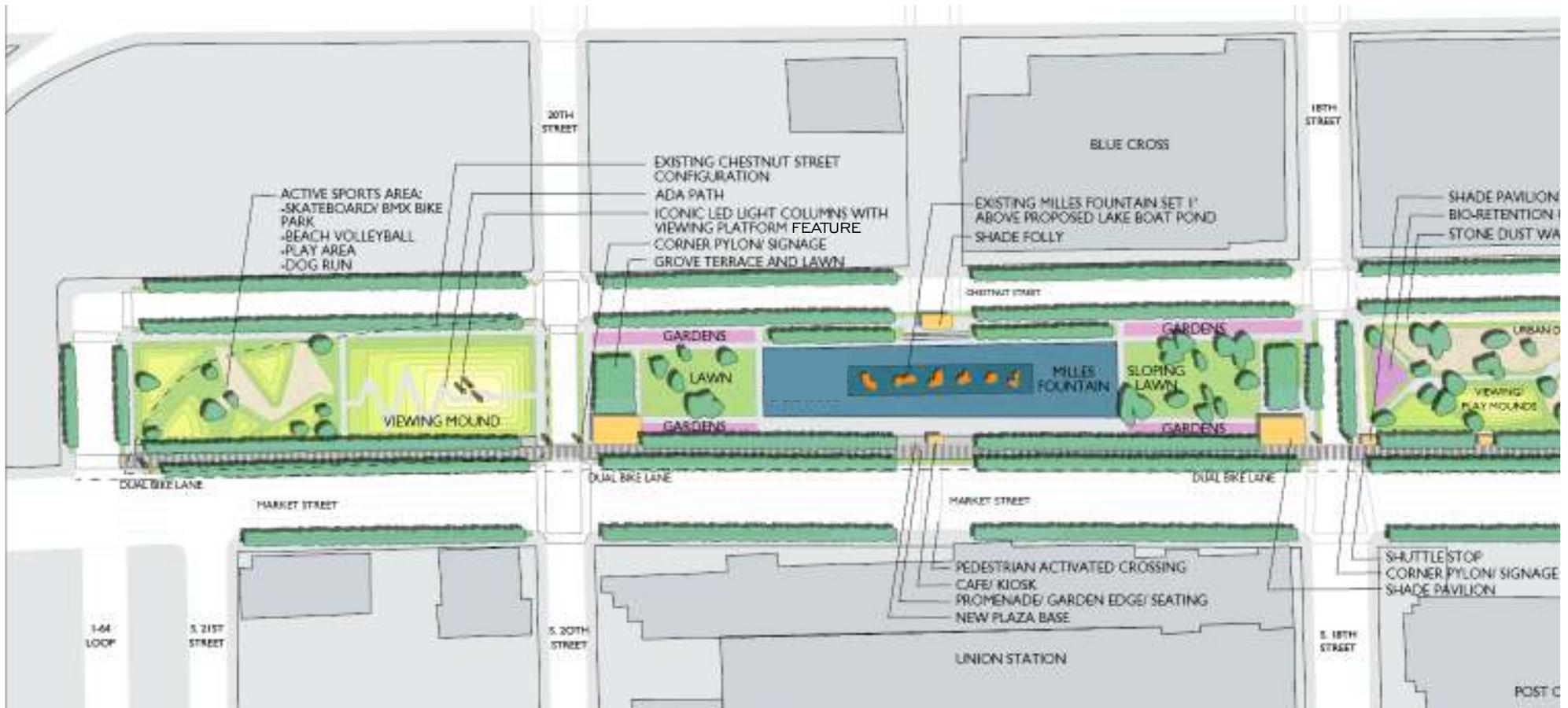
Shade pavilion



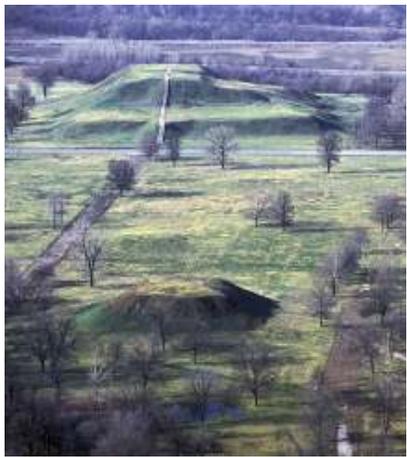
Creative play areas



West view



Conceptual Design



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



Seasonality



Reflection Pool

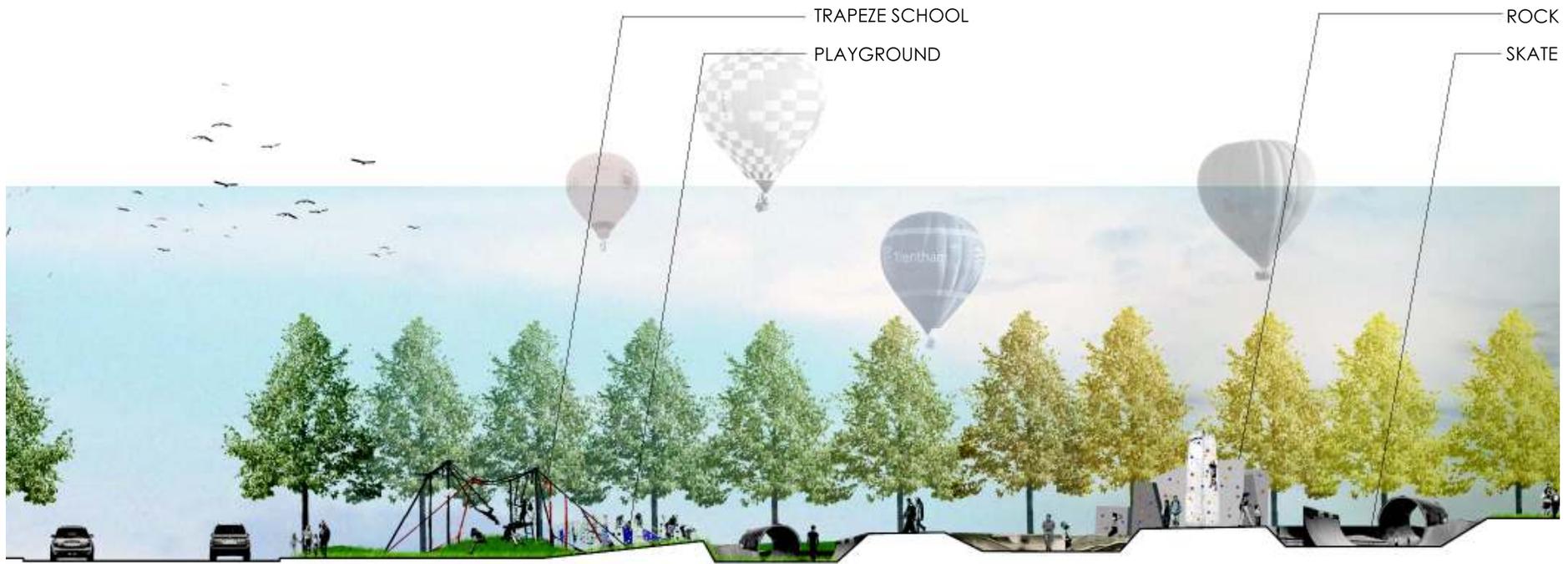


Structures to provide food, drink, and rentals

The Terminus and Aloe Plaza will serve both as the western conclusion of the Gateway Mall and as an entry into downtown St. Louis. The western block should be redeveloped to create a strong “book end” to the Arch.

A dramatic sculptural viewing mound inspired by the nearby Cahokia Mounds, highlighted at night with iconic light installations, is one possibility for the Terminus. This lawn-covered mound could 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

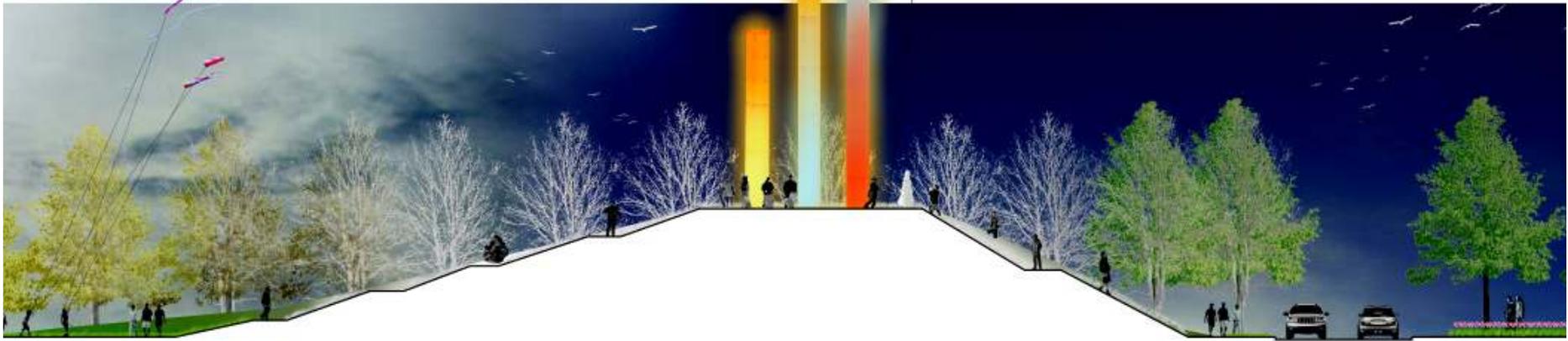
Currently, Aloe Plaza is underutilized due to limited amenities and separation from Union Station by busy Market Street. To take advantage of the site's features, additional amenities and better access should be provided. A mid-block signalized crossing opposite Union Station would offer direct access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

The Milles Fountain should be preserved and enhanced. A potential enhancement is 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.



ICONIC LED LIGHT COLUMNS

VIEWING PLATFORM / EARTH MOUND



20TH ST.



Flanking the fountain, lawns and gardens should 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 could provide refreshments and shelter throughout the year. This business could be an annex to an establishment in Union Station.



## 6.0 Detail Design Elements

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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 Mall 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 Citygarden adjacent to the office district will draw pedestrians from the large office worker population during lunch hours.

The following of 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.

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 possible examples 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.

## **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 should 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 should 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*

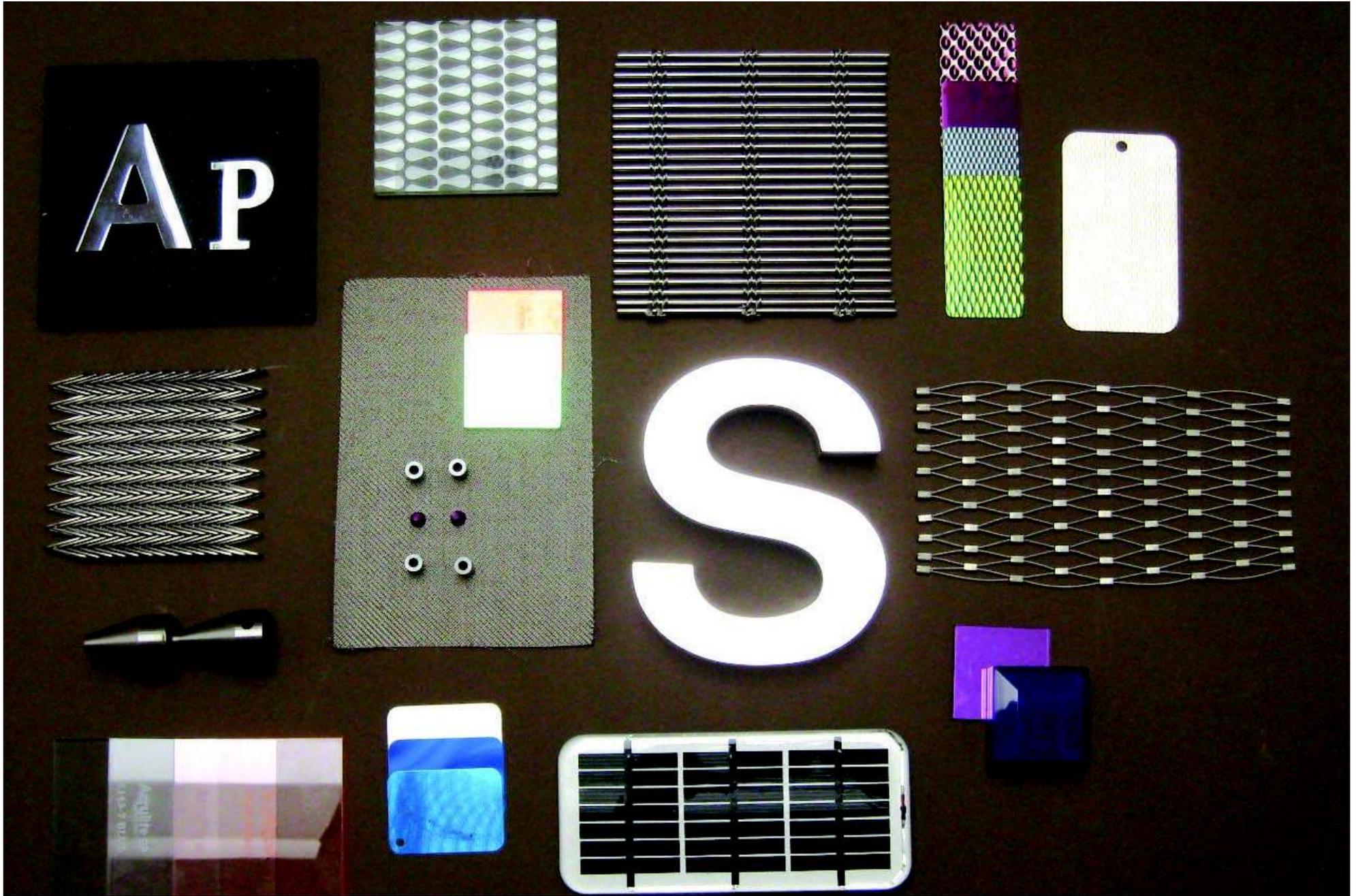
Positive, clean uplifting, even coolly whimsical in nature. Clear, simple, graphic and lively.

### *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 aluminum, color anodized aluminum, wire screens, dichroic glass, photovoltaic panels, black honed marble and patterned frosted glass.



Sleek materials



## 7.0 Implementation

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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.

## 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 to coordinate design, construction and management efforts for the Mall between the various public and private entities involved. A newly formed Gateway Mall Conservancy (GWMC) should become the primary organization responsible for fundraising and specific management tasks in the Mall. A written agreement between the City and the Conservancy should be developed that details those responsibilities.

The GWMMC should form the Gateway Mall Advisory Board (GWMAB) to include leadership/stakeholders from the public and private sectors. The GWMAB would meet regularly to monitor the implementation of the Master Plan, oversee and review compliance with the Plan, review any significant modifications to the Plan, and constitute a public review process for major Mall projects.

### 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 may be available.

Transforming the Mall will incur significant costs, and correctly phasing capital improvements is vital to achieve the desired effect of the plan. Citygarden is being completed in 2009 with a \$35 million dollar investment.



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

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 a special fund to be used to pay for improvements, maintenance and operations within the Mall. The GWMC should focus on a balance of revenue-generating events/programs that might generate annual income, with 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, concerts, and so forth.

### **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.

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.

Park security will continue to primarily be the responsibility of the St. Louis Police Department. The Downtown Community Improvement District does have a supplemental hospitality/security crew and expanding them to include the Mall should be investigated.

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 the park’s “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 a short training program in conflict resolution.

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



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

### Programming Activities and Events

The Master Plan provides for a range of spaces offering informal and formal activities. This ensures a wider client base with activity spread throughout a longer portion of the day. Programmed activities are important to the long-term success of the 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 area

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.



Park Rangers/Ambassadors act as eyes and ears



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

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