

## Section VIII: Focus Area- Washington Avenue Loft District

### **Overview**

Washington Avenue forms a link between the Mississippi River and the Downtown West District. Located along the entire length of Washington Avenue are key Downtown destinations including Laclede's Landing, America's Center, the Convention Headquarters Hotel, the Trans World Dome and the City Museum.

Washington Avenue from Ninth to 18th Street, historically the garment district for St. Louis, is currently transforming into a dynamic urban loft district. This unique area, defined by Delmar Boulevard on the north, Locust Street on the south, Ninth Street on the east, and 18th Street on the west, is a focus for immediate strategic actions.



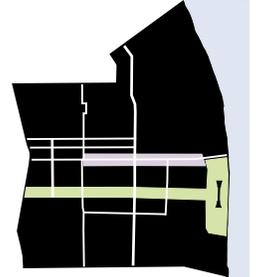
*Existing buildings on Washington Avenue add significant historic value and sense of place to the district. Ground floor storefronts should be renovated to include appropriate style, signage and awnings.*

### **Existing Conditions**

Uses within the Washington Avenue Loft District consist of a handful of long-time, stable businesses, a few new restaurant and entertainment venues, and the City Museum. Gold's Gym and the YMCA provide recreational facilities that are centrally located in the District. Institutional and educational facilities located near the Washington Avenue Loft District include District, with the main Public Library, Webster University's Downtown branch, a daycare facility at 14th and Lucas adjacent to Lucas Park, and St. Nicholas Catholic School.

The building stock along Washington Avenue includes a great concentration of late 1800 to early 1900 buildings, predominantly six to eight stories in height. These buildings are typically in fair condition. In addition, there are a few surface parking and otherwise vacant lots along the Avenue, creating breaks in the street wall formed by the buildings. Unfortunately many of these buildings are underutilized, particularly their ground floor spaces.

The most vibrant street life occurs late at night in spots along the Avenue where night-clubs are located. Deliveries currently occur during the daytime hours on Washington Avenue, resulting in traffic and pedestrian conflicts. The existing 80 foot right-of-way on Washington Avenue is 20 feet wider than most other Downtown Streets, providing a distinct character for this District.



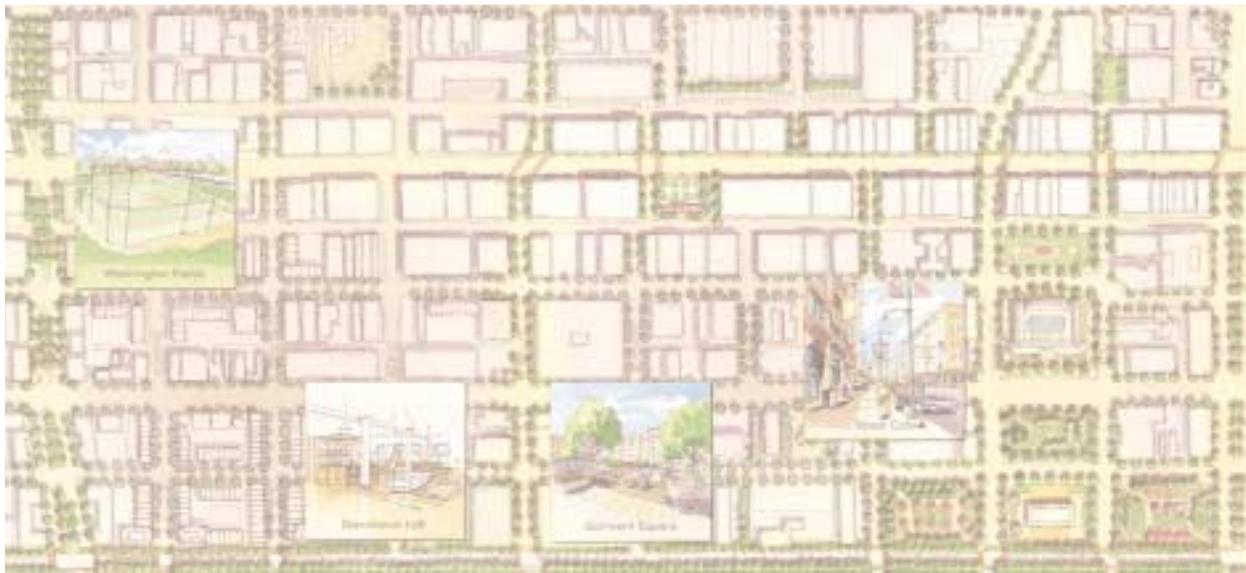
**Revitalization Goals**

The key principles set forth for the Washington Avenue Loft District build upon existing redevelopment activity and the historic nature of the District, allowing for a mix of residential and business uses that are linked and complementary.

- Increase the number of residential units on Washington Avenue, to include a variety of unit types including for sale, for rent and live-work spaces.
- Promote Washington Avenue as one of Downtown's destination retail streets, providing appropriate clusters of uses.
- Provide services for the residents of the District.
- Provide dedicated and secure parking for residents.
- Provide open space amenities for residents.
- Improve on the public image of the District through comprehensive streetscape improvements and special programs.
- Provide a unique mix of retail and cultural uses that will make Washington Avenue a regional destination.

**Development Program**

- 700 loft rehabilitated for-rent units.
- 300 loft rehabilitated for-sale units.
- 200 new infill rental units.
- 100 new infill for-sale units.
- 435,500 sq. ft. of live/work, incubator business, retail, and office space.



- 2,551 structured parking spaces within structures.

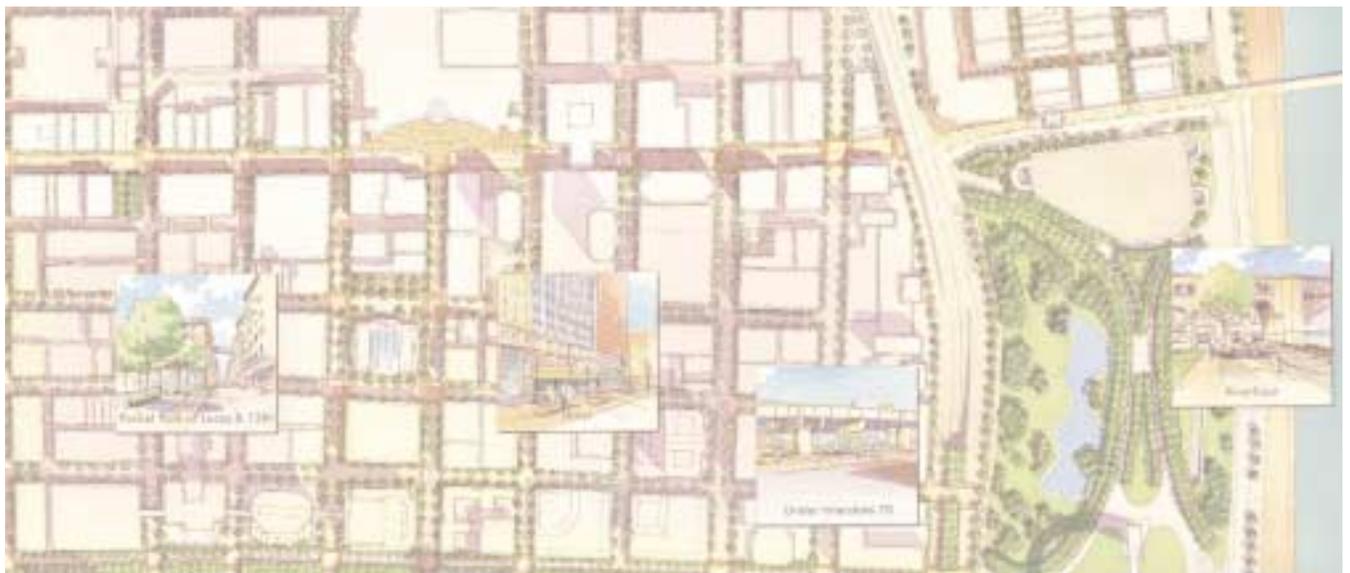
*Note: Of the 1,300 units the market supports, only 1,253 are estimated to be accommodated within the District boundaries. Additional development could then flow further west along Washington Avenue within the first six years.*

### **Land Use/Building Use**

Washington Avenue is identified as one of Downtown's destination retail streets. Therefore, the majority of ground-level uses of both rehabilitated buildings and new infill construction should be reserved for retail, restaurant, and entertainment uses. Nightclubs, micro-breweries, specialty restaurants and shops, art galleries, and music and art stores are targeted to contribute to the ambiance of the street life.

Necessary neighborhood services, such as a small grocery, dry cleaning, photo finishing, and bicycle repair shops should be provided based on demonstrated market demand. This ground floor mix must be of the right combination to assure that both day and nighttime activity is promoted along the street. Ground floor uses along Washington Avenue should include a drug store, drycleaner, small-scaled market, hardware store and other related uses that will support the residents of the neighborhood.

These uses will become more stable as the residential base increases. Uses such as galleries, restaurants, nightclubs, may have a higher turnover rate, but a variety of these venues should always be in place along Washington Avenue. The gallery and destination shopping uses should cluster within three blocks of each other to provide an easy ten minute walk to any one of these venues. These clusters of uses should occur



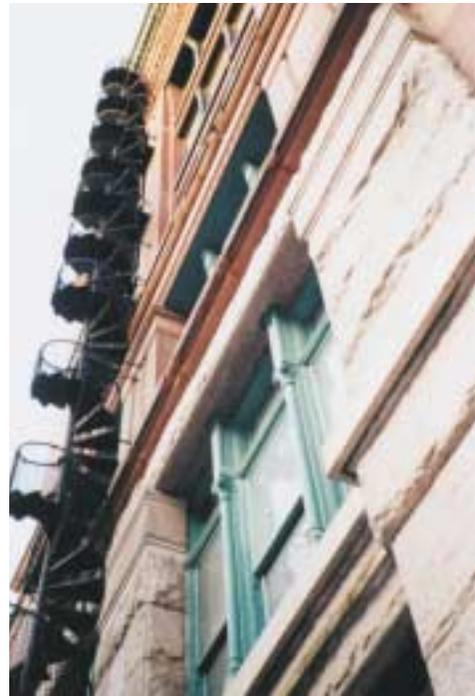
within each of the sub-districts described in the Urban Design Section following.

Ground floor businesses should have day-time, night time and weekend hours to accommodate neighborhood residents as well as local and non-local visitors to the District.

Upper floor uses of existing historic buildings should be primarily residential, with an allowance for entrepreneurs, small businesses, and live/work environments. Existing businesses are to remain and new infill construction would have residential for-sale and for-rent units on upper floors.

Specialty uses, such as theaters and museums, exist and add to the diversity of the District. The current Merchandise Mart building at 1000 Washington Avenue should become a venue for both loft living and larger scale specialty retail, office space, and possibly as a merchandise mart or design center location such as those in Chicago or Denver.

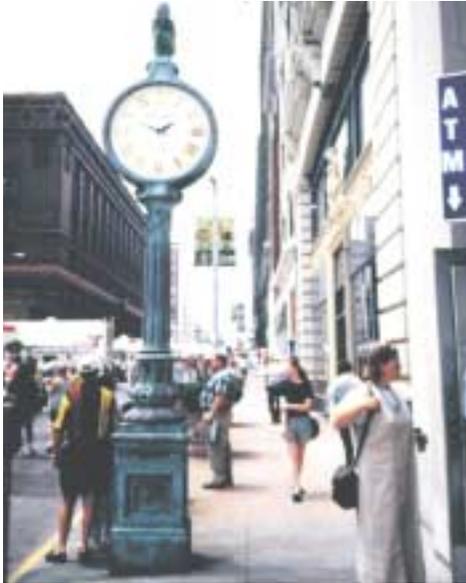
Parking structures should not be permitted along Washington Avenue. These support uses should be located off of Washington Avenue on Lucas and St. Charles Streets. If any structure is constructed along Washington Avenue that includes parking, this parking is not permitted on the ground floor or to show on the exterior street facade, and the design of the structure should follow the rhythm and character of existing buildings. Similarly, no new surface parking lots are permitted along



*The Merchandise Mart Building on Washington Avenue is one of many historic buildings in the Washington Avenue Loft District.*

Washington Avenue, and existing lots are ideal for infill development that will support the density of the street environment.

Market programs are purposely concentrated between Ninth and 18th streets in order to provide a critical mass of activity within six years. Because structures within the Loft District boundaries are not expected to accommodate the full market program projected for Phase I, this activity could continue west of 18th Street along Washington Avenue as early as Year Six. This area of Washington Avenue provides substantial infill opportunities. Continuation of this revitalization will ultimately connect a vibrant Washington Avenue to the Downtown West District.



*Art and Soul Festival on Washington Avenue.*

### **Urban Design**

Within the boundaries of the Loft District, a series of smaller, quarter-mile long, pedestrian-oriented sub-districts have been identified. Each of these sub-districts includes a mix of ground floor retail, upper floor housing and office opportunities, with related parking and open space.

#### ***Sub-District 1: Between Ninth Street and Tucker Boulevard***

This sub-district is closest to the core of Downtown and America's Center activities. A new pocket park next to the merchandise mart building provides open space for this sub-district. Due to capacity requirements east of Tucker Boulevard, four lanes of traffic are needed on Washington Avenue, thereby restricting the use of on-street parking. This area includes the planned Convention Headquarters Hotel and the proposed renovation of the Merchandise Mart

building. Ground Floor retail here should include restaurants, specialty shops and galleries to entice visitors.

#### ***Sub-District 2: Between Tucker Boulevard and 14th Street***

This sub-district is defined by Lucas Park to the south of Washington Avenue and a new pocket park north of Washington Avenue. This area includes a mix of six to eight and one to two story buildings. The two block sub-district will include loft, live/work environments and children's facilities. This sub-district is nestled between two primary north-south connectors in Downtown, Tucker Boulevard and 14th Street.

#### ***Sub-District 3: Between 14th and 18th Streets***

This is the largest sub-district. It has a new public square to create neighborhood identity. This square provides an open space amenity for residents and provides a venue for artist and market events within the larger district. The City Museum is located here. This sub-district clearly provides a focal point for Washington Avenue as topographic changes create a vista to and from this area.

Although the numerous large footprint buildings of six to eight stories create a problem for providing efficient living units, their mass and detail create an outdoor room on the street, and their large footprints provide opportunities to incorporate in-building parking. This sub-district is clearly the heart of Washington Avenue by providing a mix of

neighborhood services, restaurants, galleries, and specialty stores at the street level. Washington Avenue from 18th to 22nd Streets is not a focus for initial investment, but as the Avenue is revitalized the same types of uses and infill building character should be included. This area should become a fourth sub-district in the future.

### ***Buildings***

The essence of Washington Avenue is foremost reflected by the historic buildings in the District. These buildings, typically eight stories in height, would remain, providing the most substantial mass of late nineteenth and early twentieth century architecture in Downtown St. Louis. The street wall created by these buildings must be maintained along the length of the District. Some of the one-to-two story buildings that are non-contributing to the architectural and historic quality of the District may be replaced with new infill development that reflects the higher density prevalent in the District. All new infill construction should respect the materials and architectural style evident in the existing buildings.



*Farmers markets provide opportunities for residents to gather and purchase fresh produce, flowers, and bakery.*



*Proposed location of Garment Square.*

Since the buildings are the focus of the District, they should be enhanced through sensitive facade cleaning, the addition of awnings, banners, and facade lighting.

### ***Open Space***

New open spaces are strategically located to provide relief from the urban environment. These spaces will connect to the Gateway Mall via pedestrian streets, fully integrating the pedestrian and open space network of Downtown.

One of these spaces, Garment Square, would provide a gathering venue at the heart of the loft District. This square would provide a gathering place for open-air markets, artists sketching caricatures of patrons, musicians, and other street entertainers. Washington Fields, to be located west of 19th Street between Lucas and Delmar, would provide a much needed active play area for the adjacent St. Nicholas School, as well as a setting for neighborhood baseball, basketball, and tennis matches. Residents of both Washington Avenue and of Downtown West will share this centrally located park.



*The existing Lucas Park provides opportunities for children at a nearby day care center to play outdoors.*

Lastly, two pocket parks, one located west of 11th Street to create relief from the intensive development along this stretch of Washington Avenue, and the other, at the terminus of 13th Street, could connect to the Gateway Mall via a pedestrian street.

Lucas Park just south of St. Charles between 13th and 14th streets will continue to be a green gem in the neighborhood. The parks will serve current and new residents and will provide weekday open space and interaction opportunities for Downtown workers, the elderly who live nearby, and children in Downtown day care centers.

Public art should become an integral part of the streetscape and identity of the Washington Avenue Loft District. This art should be incorporated in the form of:

- Building awnings.
- Building signage.
- Building illumination.

- Art located in the parks within the District.
- Art incorporated along the length of Washington Avenue.
- Art occurring within galleries that occupy ground floor retail fronts.

### ***Pedestrians and the Street***

Washington Avenue will remain a two-way street, but should be reconfigured to accommodate a greater sidewalk width (a typical street section is provided on page VIII.9 as an example). It would operate primarily as a low speed destination and re-circulation street, critical for a pedestrian and retail environment to work. This configuration allows for adequate travel and unimpeded left turn movements, as well as on-street parallel parking, a signed bicycle route, and improved sidewalks.

Dr. Martin Luther King Drive and Delmar Boulevard reverting to one-way operation, motorists travelling across town should opt for this 25-30 mph couplet in lieu of Washington Avenue.



*Buskers should be allowed to perform informally and through scheduled festivals held along Washington Avenue.*



*Existing art, in the form of fencing at City Museum, adds to the identity of the Washington Avenue Loft District.*

Washington Avenue is a Downtown retail street. It should have 16-foot-wide sidewalks along a majority of its length. This dimension is an adequate size for an amenity strip along the curbline, a clear zone for pedestrian movement, and a café zone for outdoor eating opportunities. The amenity zone along the street should include special district high-level and pedestrian lights, banners, hanging baskets, ground planters, benches, and trash receptacles. Parking meters, newspaper racks, bus shelters, signage, and benches should also be located in this zone.

Special programs, including building cleaning and facade lighting, could enhance the livelihood of individual storefronts as well as the entire streetscape. Banners reflecting the garment, shoe making, hat making, and other apparel businesses that once thrived in the District could flank the street. Vacant storefronts should become temporary art

galleries to provide a constant level of activity for the pedestrian. Existing businesses should be encouraged to frequently rotate their window displays to constantly provide visual stimulation for pedestrians.

Buskers, or street performers, should be allowed to perform in an impromptu manner on Washington Avenue between Ninth and 18th Streets. Scheduled buskers and musical performances, and the farmer's and artist's markets could occur in Garment Square.

Business signage and awnings should accentuate the building edge while unifying ground planters, benches, trash receptacles, appropriate pedestrian scaled and high level lights, and special paving should clearly indicate the importance of the pedestrian on this street. The base and pole of the high level light used here may be consistent



*Urban parks and plazas provide constant interaction and activity that supports a 24-hour, 7-day a week environment.*

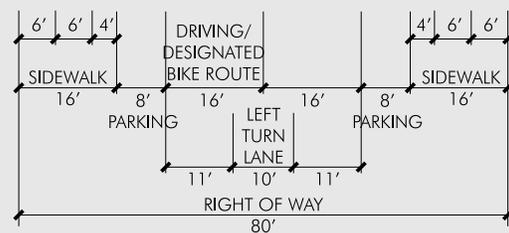
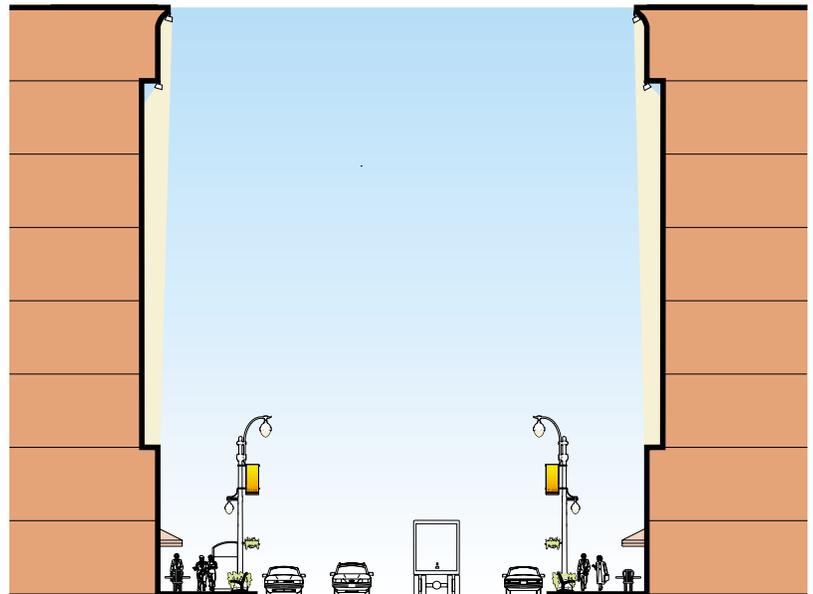
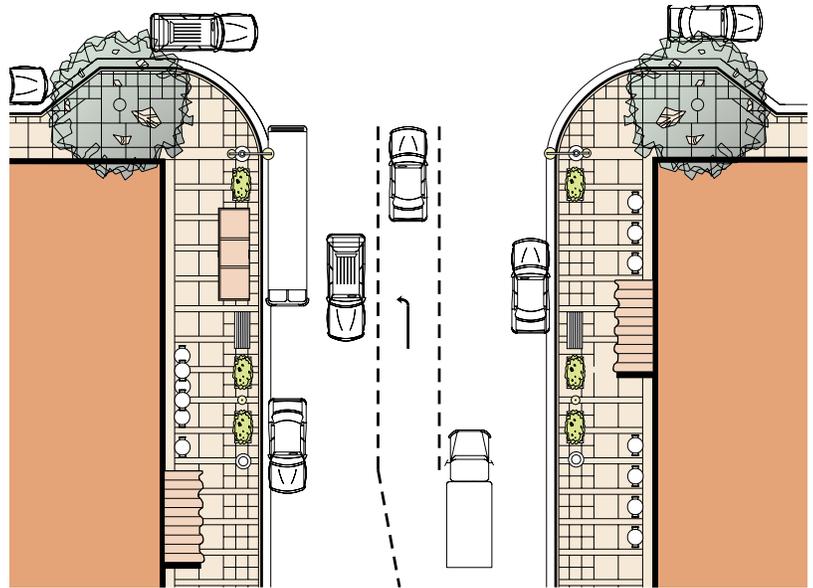
with that proposed for the entire Downtown Core. However, it should have a luminaire that is special to the District. Street trees might not be needed to provide shade or animate the street, as the existing buildings provide both of these elements.

A comprehensive streetscape program would contribute to Washington Avenue's unique identity, while improvements along Lucas, St. Charles, and connecting north/south cross streets would enhance pedestrian connectivity, resident security, and district character.

Some of the north-south streets in the District may be reconfigured to accommodate angled parking, as well as adequate pedestrian access connections from Washington Avenue to parking off of Lucas and St. Charles.

A pedestrian on Washington Avenue should find it easy to move within the District on improved streets, as well as find it convenient to walk from Washington Avenue to other Downtown Districts and events. Ninth, 15th, and 17th Streets are pedestrian streets that provide a five-minute walk to the Mall, with civic, entertainment, and sporting venues all in close proximity to either Washington Avenue or the Gateway Mall.

Lucas and St. Charles will act as service access streets. They should both remain one way, although their direction should change so that St. Charles is one-way eastbound and Lucas is one-way westbound. This



Washington Avenue typical street section West of Tucker

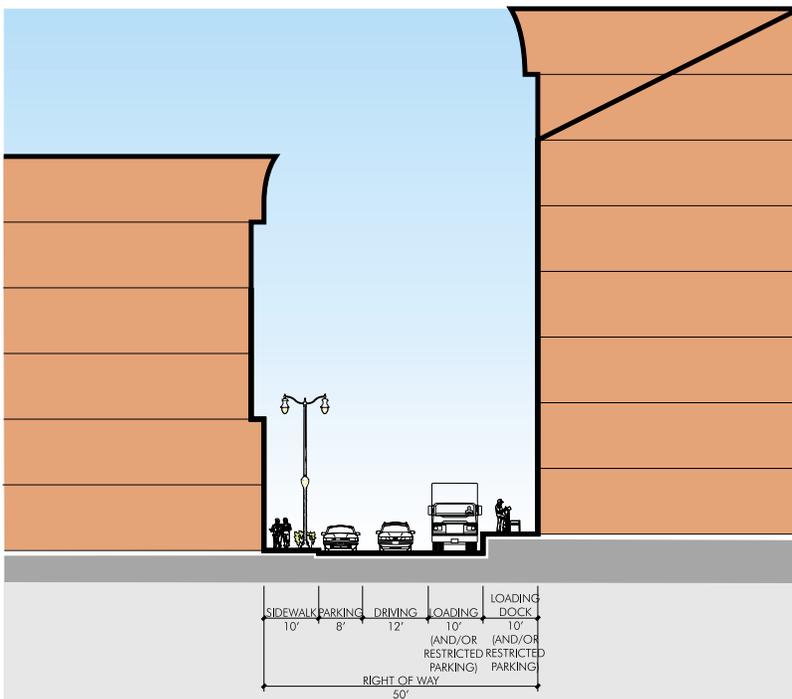
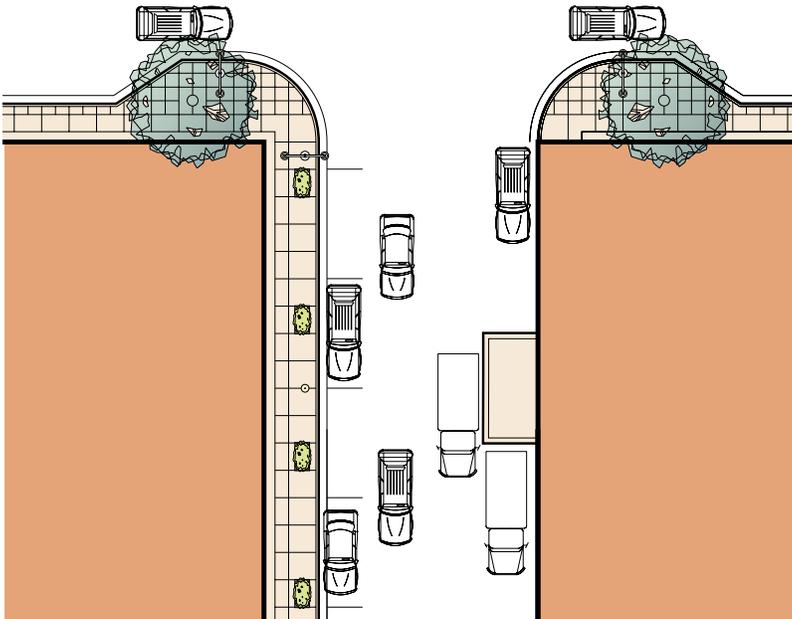
would eliminate the adjacent one-way movements that would occur with the current configuration of Locust Street and the proposed one-way eastbound designation of Delmar.

Lucas and St. Charles are to be improved incrementally to allow for additional on-street parking within easy walking distance of retail establishments and residential units (to occur when those adjacent businesses are ready for such improvements). These alleys should remain service access points for businesses facing Washington Avenue. However, better loading configurations, regulations, and an overall improved image of these streets through re-laid cobblestone and pedestrian lighting will make them part of the streets network in Downtown St. Louis. Tucker Boulevard, 14th Street and 22nd Street provide north-south regional vehicular connections to the District.

Also refer to *Section XII: Streets for People* for additional information on streetscaping for the Washington Avenue Loft District.

**Parking**

The parking strategy for Washington Avenue is to support creation of residential units, while also addressing the needs of expanded office, retail, and restaurant development. There are three components to meeting parking needs for the Washington Avenue Loft District redevelopment program: maximize on-street parking, maintain existing in-building parking, and construct new parking garages.



Lucas/ St. Charles typical street section.

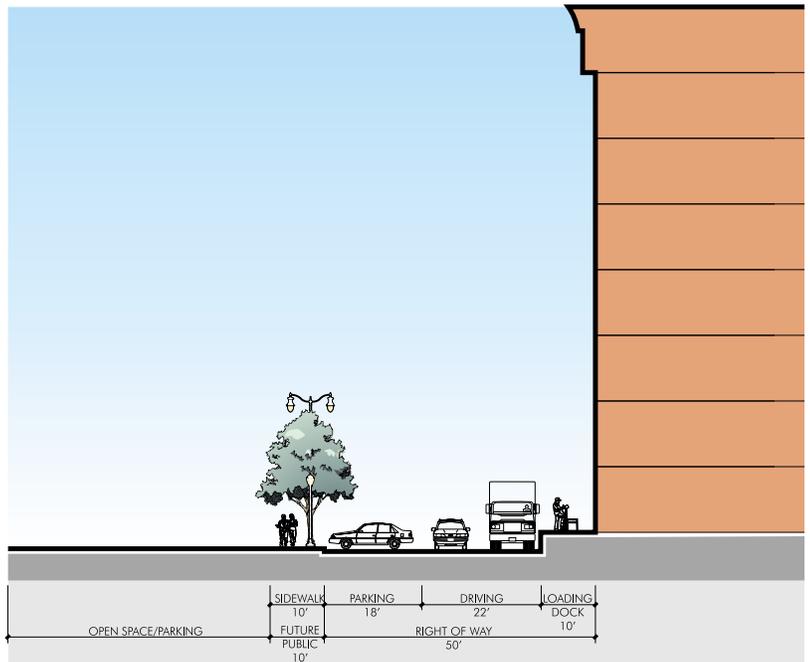
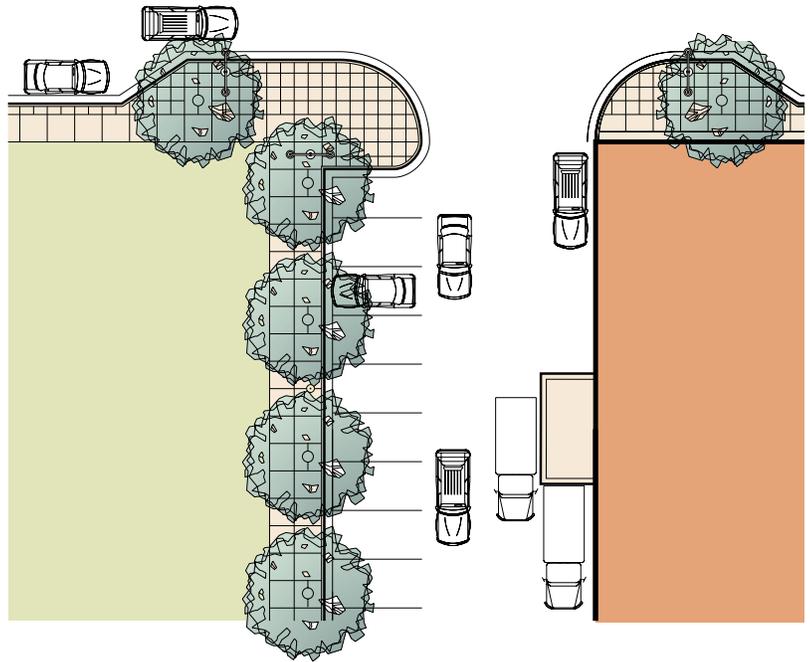
***On-Street Parking***

Additional retail and restaurant development benefits from convenient on-street parking. There are opportunities along Washington Avenue to increase the number of on-street, parallel parking spaces by eliminating some redundant curb cuts and reconfiguring the locations of transit stops.

Greater gains may be able to be made on side streets by adding diagonal parking where adequate width exists or would become available due to abutting redevelopment. These gains might occur on:

- 16th and 17th Streets south of Washington Avenue.
- 13th and 15th Streets north and south of Washington Avenue.
- 16th Street north of Washington Avenue.
- St. Charles between 16th and 17th Streets

Additional on-street spaces, in a 90 degree configuration, should be considered on Lucas and St. Charles along blocks being redeveloped for open space or structured parking. These actions might increase the on-street supply. Longer-term increases may be possible on Lucas and St. Charles as building uses change and the streets are reconfigured to provide loading, access, and parking zones.



*Lucas/ St. Charles typical street section.*



*The Washington Avenue streetscapes should include outdoor cafes and imaginative awnings and signage.*

### ***In-Building Parking***

Overall, in-building parking could account for 16% of all new off-street spaces within the District.

Parking can be provided in most new infill buildings with reasonably wide floor plates. Interior parking will be a key market advantage for landlords and tenants in terms of convenience and security. The aim should be to incorporate as many spaces as reasonable in these buildings, even though that number may not meet all demand generated by that building. Access to in-building parking should be from Lucas, St. Charles, and side streets as appropriate, and not from Washington Avenue.

Additional in-building parking may be possible in existing buildings rehabilitated for residential use. Those buildings will need to be evaluated on an individual basis to determine their suitability for interior parking. The success of this has already been demonstrated in rehab developments in the District and is highly encouraged. Parking

requirements calculated for the district at this time do not assume rehabilitated in-building parking due to its case-by-case nature.

No in-building parking should be allowed on the ground or street level, reserving those spaces for retail and other uses. No ground floor storefronts, whether in new construction or in retrofit of existing buildings, should be utilized for in-building parking.

### ***Parking Garages***

Successful residential development will require dedicated parking within a maximum 400-foot walking distance of the unit. Given the density of development possible with multi-story buildings and the limited amount of parking that can be built into the buildings, sufficient parking can be provided only through construction of parking garages. Garages would be located on



*Lucas and St. Charles currently provide delivery access to adjacent buildings. This function is appropriate here, but should be regulated so that trucks do not block travel lanes.*

# Washington Avenue Loft District

the blocks behind residential buildings and, where possible, should provide elevated walkways to connect directly into residential buildings. Access to these garages would be from side streets and from Lucas and St. Charles. In no case should a garage be located on Washington Avenue.

peak demand of the land use program with a small surplus over the assumed 90% practical capacity for non-residential uses.

Three areas of the Loft District are expected to experience a deficit of parking with the completion of Phase One implementation:

In total, the Washington Avenue parking needs result in the need for construction of five parking structures. One of these structures is strictly for consolidation and adequate supply of parking for CPI, a major employer in the District. The recommended parking supply provides a net increase in parking for the District, sufficient to meet

- The blocks south of Washington Avenue between Tucker and 14th.
- The blocks south of Washington Avenue between 14th and 18th.
- The blocks north of Washington Avenue between 16th and 18th.

## Washington Avenue Loft District: Parking Plan

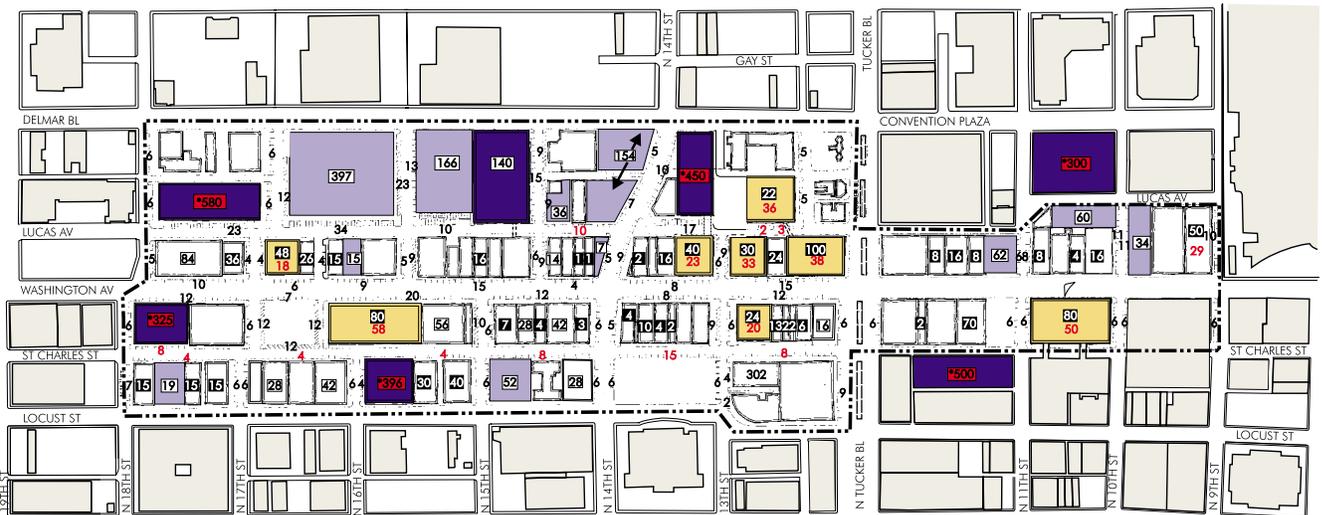
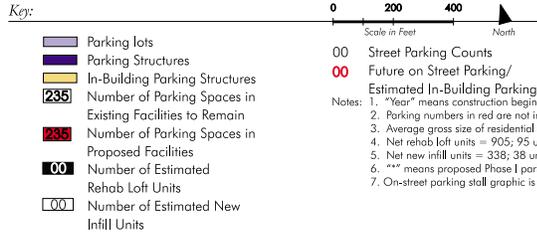


Table VIII.1

Recommended New Parking Structures for the Washington Avenue Loft District

Location	Number of Levels	Number of Spaces	Phasing (Year)
Lucas, north side between 17th and 18th	5	580	1
Lucas, north side between 10th & 11th	3	300	5
St. Charles, south side between 11th & Tucker	4	500	4
Lucas, north side between 13th and 14th	5	450	3
St. Charles, south side between 15th and 16th	6	396	2
Washington, between 17th and 18th	6	325	4
<b>TOTAL</b>		<b>2,551</b>	

Immediately west of Tucker, this calculated deficit (about 17% of demand in those two blocks) may be eliminated if additional on-street parking can be developed on St. Charles, and if parking can be provided in some rehabilitated buildings. On the blocks between 14th and 18th, the deficit is 25% of demand, most of which is for residential needs. Here too, additional gains in off-street parking will help reduce the deficit. More important, in-building parking for rehabilitated buildings, where possible, will be essential to reducing the deficit.

It appears unreasonable to increase the size of the proposed parking structure located at 16th/Locust in terms of height as well as cost due to the site's current size. More reasonable is the potential for non-residential demand to shift north of Washington where additional parking can be found or could more easily be provided.

Table VIII.2

Net Increase in Parking Supply in Washington Avenue Loft District

Type	Off-Street Spaces	On-Street Spaces	Total Spaces
Existing	5,048	335	5,383
Displaced	-1,404	0	-1,404
New (In-Building)	612	0	612
New	2,425	319	2,744
<b>Total</b>	<b>6,681</b>	<b>654</b>	<b>7,335</b>
<b>NET INCREASE</b>	<b>1,633</b>	<b>319</b>	<b>1,952</b>

**Implementation Actions**

There are numerous projects to be implemented in the Washington Avenue Loft District. Streetscape improvements and phasing for residential development, both rehabilitation and new construction, are illustrated on the adjacent Phasing Plan. The overriding phasing strategy is for development and improvements to occur block by block. This will focus activity in key clustered areas, providing the critical mass of residents, street activity, physical improvements and new commercial uses to provide a synergistic effect.

**Year One**

- Complete schematic design, design development, and construction drawings of the Phase One Streetscape for construction to begin in 2000. This includes Washington Avenue west of

Tucker Boulevard and some of the connection north-south streets between Lucas and St. Charles.

- Prove the viability of the loft market by concentrating energy on three to five significant conversions of warehouses to loft apartments, with accompanying parking in an area of close proximity to one another.
- Issue RFP and induce development of Merchandise Mart building.

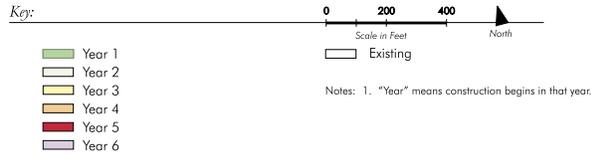
- Amend city ordinances to enable building owners and tenants to expand the use of banners, awnings, and signage through an efficient permitting process.

***Years Two through Six***

*Physical Elements*

- Complete detailed design and construction documents for Washington Avenue east of Tucker, St. Charles, Lucas, and the remaining north-south connector streets.
- Provide 3.5 acres of new public park and plaza space within four sites.

**Washington Avenue Loft District: Phasing Plan**



- Encourage District and sub-district banners, awnings, signage, facade lighting and other building embellishments that enliven the Avenue.

**Program Elements**

- Establish and fund a District Manager within the new CID that will coordinate monetary support, marketing, programming, management, project implementation and maintenance of the District.
- Establish an Events Committee to schedule a bi-weekly or weekly farmers’ market, artist days, street festivals, and other activities within the District .
- Establish a Banner Program.
- Establish a Street Maintenance Program.
- Establish a 'Living Window' Program to assure that all ground level windows on Washington Avenue are active through existing businesses or temporary installations.

**Policy Elements**

- Update the existing zoning ordinance language that applies to Washington Avenue to assure that buildings are not needlessly lost, new infill is appropriately scaled and designed, a mix of uses is allowed and parking is accommodated appropriately.

- A commercial district manager should be dedicated on a full-time basis after the Six Year program (per the City’s Commercial District Management Program).

**Summary of Costs**

The following table summarizes costs by type of investment and project type for the Washington Avenue Loft District.

Table VIII.3

Projected Annual Development Costs in Millions of 1998 Dollars	
Washington Avenue Loft District	Total
Private Residential	\$196.70
Private Non-Residential	37
Civic Non-Residential	-
Private Parking Facilities	8.7
Civic Parking Facilities	46.2
Civic Landscaping and Street Improvements	23.8
Civic Environmental Abatement	-
Civic Site Preparation	-
<b>TOTAL</b>	<b>\$312.40</b>

## Section IX: Focus Area - Old Post Office District

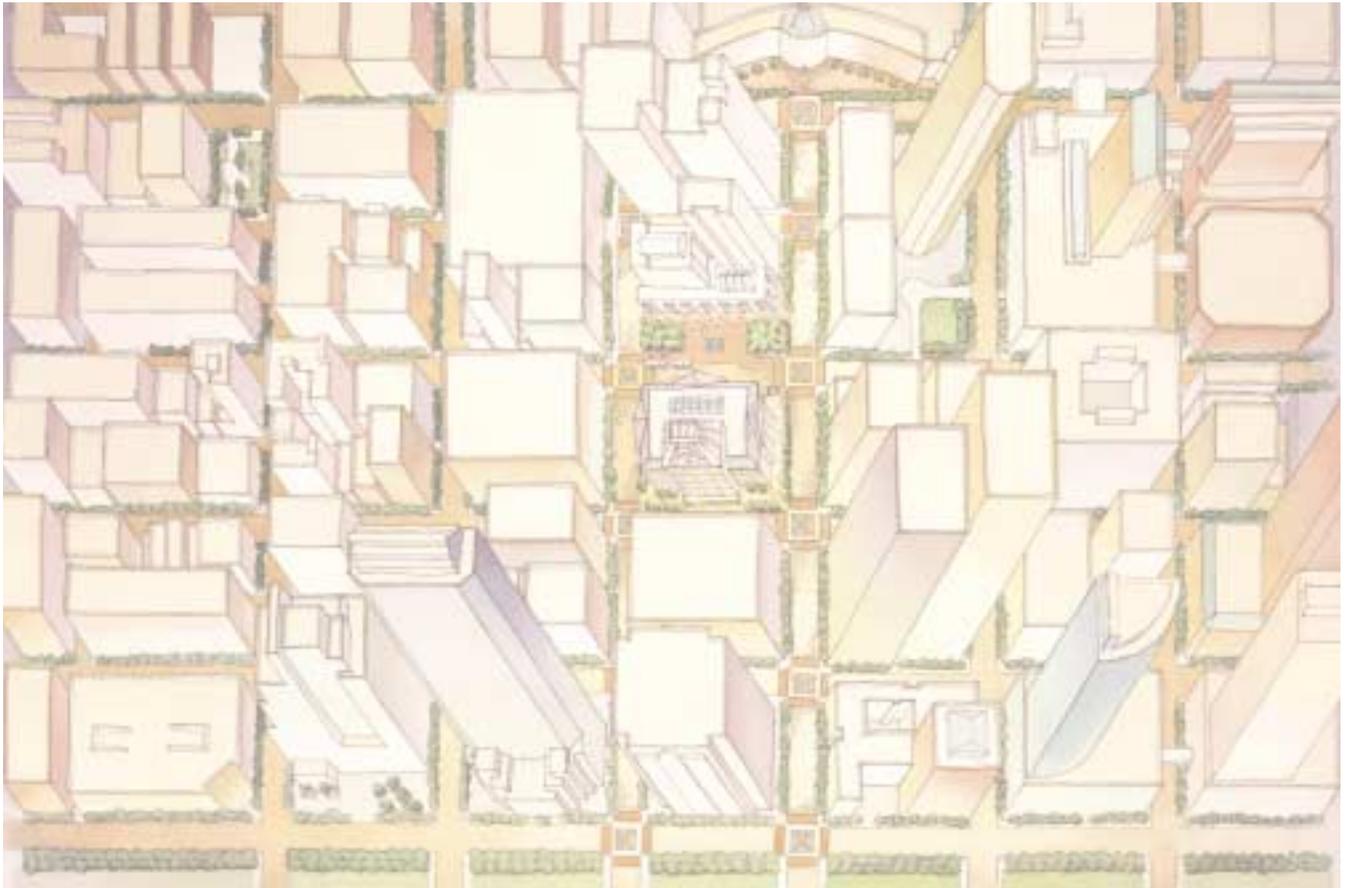
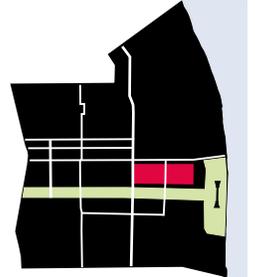
### *Overview*

The Old Post Office District is at the geographical center of Downtown St. Louis. The District is bounded by Washington Avenue on the north, Pine on the south, Broadway on the east, and Tucker Boulevard on the west.

Located in the heart of the District is the Old Post Office building. This historic building is the landmark around which revitalization of this area will occur, turning it into a mixed use, vibrant District that supports students, office workers and residents.

Key components for the revitalization of the District include:

- Re-use of the Old Post Office building as an educational facility.
- A new pedestrian friendly and inviting public plaza.
- Revitalization of adjacent blocks for educational, office, boutique hotel, retail and residential uses.



*Promote the District as the 'heart of Downtown' from which all of Downtown is an easy 10 minute walk.*



*Old Post Office building at the heart of Downtown.*

- Adequate parking to ensure market success.
- An extensive streetscape program that identifies and creates key retail and pedestrian oriented streets.

Available MetroLink and Bi-State bus service provides easy access without vehicular traffic congesting streets. Pedestrian and retail streets identified in the plan will be filled with people moving from transit stops to work and home, creating a vibrant street environment within Downtown St. Louis.

### **Existing Conditions**

- Existing buildings adjacent to the Old Post Office Building are vacant or severely underutilized, primarily the Century, Syndicate, Paul Brown, Arcade, and Wright buildings.
- Vacant buildings have construction barricades surrounding them, impeding traffic movements within the core of

Downtown and creating an unstable, uninviting, and unacceptable eyesore.

- Bi-State does not provide bus and light rail passengers with adequate amenities, such as shelters, benches, and signage, at and around the Old Post Office.
- The collection of existing vacant historic buildings is an unprecedented opportunity for a major city.
- The street Right of Way (ROW) widths throughout the District are unusually narrow, at 60 feet wide in most situations. This clearly establishes the positive urban design element of an outdoor room on many of the blocks.
- St. Louis Centre, a four story urban mall located within the District, has struggled to attract customers and retain existing businesses.



*Rush hour buses lining Locust Street adjacent to the proposed square.*

### Revitalization Goals

The overriding revitalization goal for this District is to bring 24 hour a day, 7 day a week street level activity back to the heart of Downtown. Other goals include:

- Provide ground level and upper level uses on the blocks immediately adjacent to the Old Post Office building within six years.
- Retain an educational use for the Old Post Office building.
- Improve the 'walkability' of streets in the District by design, business recruitment and promotion of designated pedestrian and retail streets.
- Provide adequate parking for redevelopment activities within the District.



- Promote the District as the 'heart of Downtown' from which all of Downtown is an easy 10 minute walk.

### ***Development Program***

The optimal market development program for the Old Post Office District is not clearly identifiable given the area's current condition. Extensive market analysis was undertaken for the Plan and its conclusions are presented below. Since the initial market work was completed, developer response suggests a more positive outlook for residential space and a more cautious attitude towards class A space in this District. The development program includes:

- 110,000 square feet of institutional use for the Old Post Office building.
- 250,000 square feet of new class A office space possibly within the Old Post Office District or Gateway Mall District.
- 250-390 residential units.
- 75,000 square feet of destination and neighborhood retail and service uses.
- Approximately 2,800 structured parking spaces.
- An undetermined amount of 'smart' class B office space.
- A 100-150 room boutique hotel.



*Old Post Office Square in Washington D.C. is an example of a new urban plaza created around a historic post office.*

### ***Land Use/Building Use***

At the center of the District is the Old Post Office building, which is proposed to become the Downtown Campus for Webster University. Immediately surrounding the District are key sites including America's Center, St. Louis Centre, Southwestern Bell's headquarters and the new Convention Headquarters Hotel. Existing office and service uses in the Frisco, Chemical, Met Life and Mercantile Bank buildings provide a significant base of daytime activity and users.



*A new outdoor cafe facing the Old Post Office will provide gathering opportunities for the District.*

Additional office uses immediately west and south of the Old Post Office will provide a critical mass of activity fronting this grand civic space. Buildings will become 'smart buildings' for businesses of the future, utilizing the existing technology framework of local exchange lines located below the streets. Potential locations for future class A office buildings are also identified.

Ground floor retail uses in the Old Post Office District should be geared towards a university student/staff and office worker market. This includes uses such as coffee shops, reprographic services, drycleaners and bookstores. Active commercial uses should be encouraged for all ground floor space, with university uses concentrated in the retail storefronts facing the Old Post Office. In addition, '100% corners' of retail should occur along Olive Street at its intersections with Eighth and 10th Streets.



*Existing buildings on Eighth Street adjacent to the Old Post Office provide great opportunities for ground level retail and upper level office and loft uses.*



*The American Theater provides entertainment and opportunities for the District.*

Residential uses are encouraged within the district to provide nighttime and weekend activity for the District. Webster University locating at the Old Post Office provides institutional activity for the District, and entertainment opportunities are available at the American Theater and St. Louis Centre.

### **Urban Design**

Urban design within the Old Post Office District is developed through the character of existing buildings within the area and through the creation of pedestrian and retail streets that provide connections between surrounding districts and within the Old Post Office District. Street vitality will be created through pedestrian movement between transit, office and residential locations.

The Old Post Office District in particular will include a bustling office center during the day. At night it will be supported through residential activities. The District will be supported day and night by the educational uses in the Old Post Office building.



*America's Center and the Mayfair Hotel provide pedestrian activity that could be better captured in a redeveloped Old Post Office District.*

The District's location as a center for transit opportunities bringing people to and from the Core of Downtown is a huge advantage.

Employees utilizing regional transit opportunities will walk to their offices from buses and Metrolink, stopping off at retail venues along the street. At lunch time, office workers and students will be able to enjoy an outdoor lunch on the new plaza in the District.



*Street vendors in the Old Post Office District should remain an active component of the streetscape.*

Historic high level and pedestrian level street lights, along with other consistent street furnishing amenities, will provide a cohesive and inviting environment in this central Downtown location.

### ***Pedestrians and the Street***

Retail and pedestrian streets identified within the Old Post Office District will have maximized on-street parking and the widest sidewalk dimension possible. Service and access streets will provide for pedestrian circulation and accommodate on-street parking where possible, but mostly will allow for vehicular movement in and out of the District. District streets are categorized as follows:

- Pedestrian Streets: Locust, Eighth and Ninth Streets
- Retail Streets: Olive, Sixth and Seventh Streets
- Access/Circulation Streets: Pine, St. Charles and 10th Streets

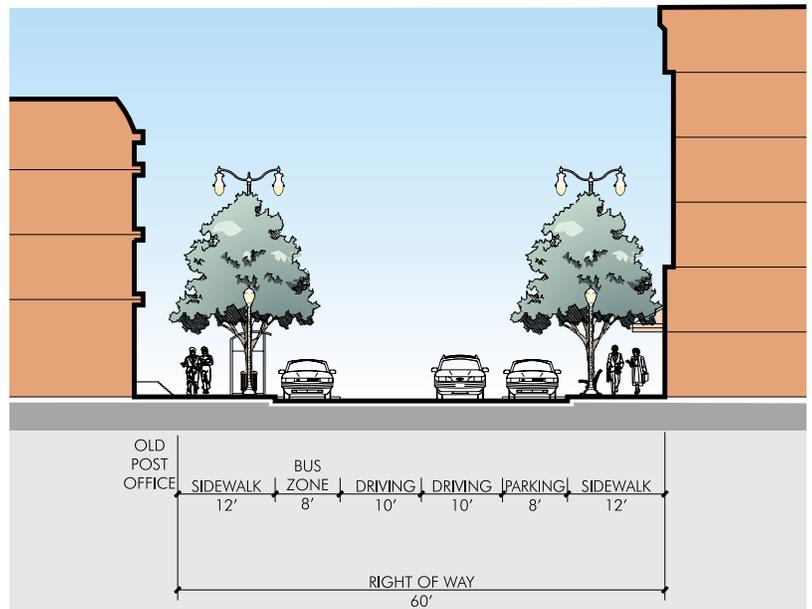
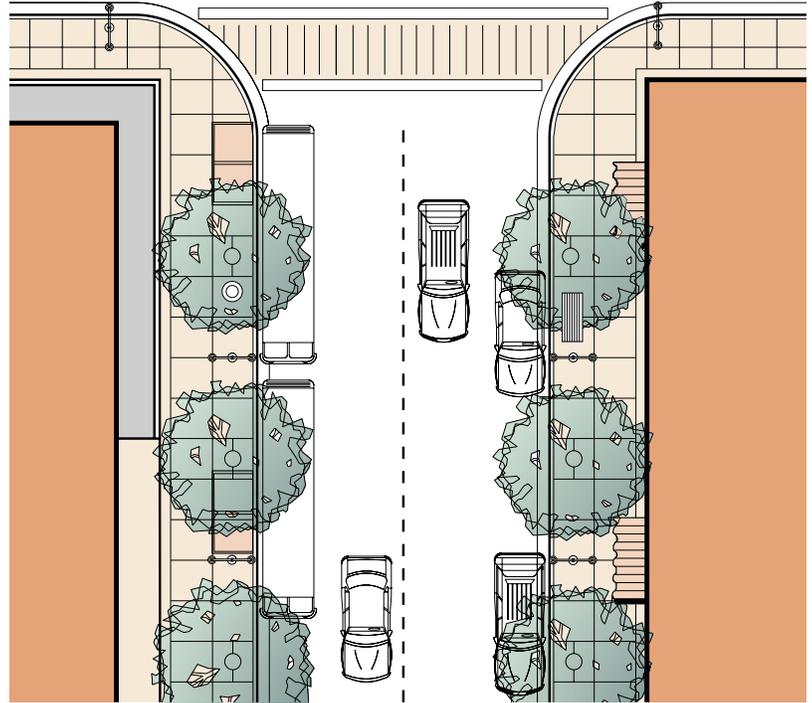
Retail and pedestrian streets will be the focus of strategic marketing efforts to retain and add ground level retail with a repositioned St. Louis Centre offering a continuous line of retail and restaurant storefronts at the base of this building to entice conventioners, residents and employees. This will help support the existing ground floor "restaurant row" uses along Sixth Street. Pedestrian streets will allow for additional focused pedestrian travel within the

core of Downtown. Eighth and Ninth will connect America's Center to the north and the Gateway Mall and Cupples Station area to the south.

These key pedestrian streets will be improved with numerous pedestrian amenities, including pedestrian-scaled street lights, clear zones for walking, amenity zones at the curb, street trees and clear pedestrian crosswalks, with those blocks immediately adjacent to the Old Post Office having special paving treatment. All walks will be handicap accessible, with traffic lights clearly allowing for safe pedestrian movement.

The Old Post Office District redevelopment will include transit passenger amenities including benches, shelters, transit information kiosks, pay phones and plaza illumination.

Numerous bus routes, and the MetroLink line all are located near or under streets within the Old Post Office District, providing ease of transit movement into and out of this central Downtown location. Given the structure of bus routing, the blockfaces around the Old Post Office will primarily be curbside boarding areas for outbound bus routes. The Ninth and Olive blockfaces will mainly serve passengers getting off buses coming into Downtown. The new, well-defined pedestrian crossing areas on Olive and Locust Streets will facilitate passenger transfers between Eighth and Ninth Street bus routes. Any pedestrian movement within



*Proposed 8th Street Section*

Table IX.1

Recommended New Parking Structures for the Old Post Office District

Location	Number of Levels	Number of Spaces	Phasing (Year)
10th & Pine, northeast corner	7	358	2
7th & Pine, northwest corner	5	434	2
Subtotal (Location Determined)		792	
Location Undetermined (Still Required)		769	4
<b>TOTAL</b>		<b>1561</b>	

Downtown St. Louis that originates at the Old Post Office through bus or MetroLink provides for an easy 10 minute walk to most of the Expanded Downtown Core.

The typical cross section for pedestrian and retail streets is illustrated on page IX.7. The section shows how Eighth Street, looking north, can accommodate both southbound one-way traffic and the Bi-State bus movements, while providing amenities for transit users and pedestrians.

**Parking**

On-street parking within the Old Post Office District should be maximized for short-term parking supporting ground floor retail uses. Dedicated parking for new residential and office opportunities is to be located on service/access streets that include Pine and 10th Streets. Structured parking constructed

within the District should not be accessed from the streets facing onto the Old Post Office building, and should be restricted from pedestrian and retail streets surrounding the District.

Dedicated parking for redevelopment in the Old Post Office District must be provided. This includes residential parking, parking for Webster University's use of the Old Post Office, and parking for additional office and retail development. The parking strategy for this area is guided by these considerations:

- Existing parking supplies are already at a high level of occupancy in this densely built section of downtown. As a consequence, new development will need new parking.

Table IX.2

Net Increase in Parking Supply for Old Post Office District

Type	Off-Street	On-Street	Total
Existing	5654	228	5882
Displaced	-175	0	-175
New (location determined & still required)	1561	44	1605
<b>Total</b>	<b>7040</b>	<b>272</b>	<b>7312</b>
<b>NET INCREASE</b>	<b>1386</b>	<b>44</b>	<b>1430</b>

- The historic character of the area, the continuity of building faces on the street, and the need to enhance street level activity argues for careful siting of parking resources on other blocks not fronting the Old Post Office unless the parking is located below grade.

The parking demands from the land use program are substantial. They include:

- 375 spaces to serve an estimated 250 residential units in rehabilitated buildings.
- 450 spaces committed to the State by the City for the Wainwright complex.

**Old Post Office District Parking Plan**



- Parking lots
- Parking Structures
- In-Building Parking Structures
- Underground Parking Structures
- Number of Parking Spaces in Existing Facilities to Remain
- Number of Parking Spaces in Proposed Facilities
- Street Parking Counts
- No On-Street Parking
- Restricted On-Street Parking

Note: A keyed parking location with no number indicates a future proposed location. Proposed facility sizes are based on an existing unmet need and the six year market program.



- 500 spaces to serve Webster University's use of the Old Post Office (this is based on the University's request and may warrant more analysis once the educational program is refined).
- 560 new spaces to serve new office and retail demands.
- 800 new spaces for the new employees being brought into Southwestern Bell's downtown location.
- 250 new spaces to meet existing parking deficiencies in current buildings such as Frisco and Chemical.

Additional gains can be made with on-street parking and by reclaiming spaces lost to construction barriers on blocks immediately south and west of the Old Post Office. In addition, maximizing on-street parking throughout the core area will add at least 40 on-street spaces, an important resource for retail locations. Table IX.1 shows the net increase in on- and off-street parking for this area.

Garages would be located one to two blocks from the Old Post Office on streets providing ready accessibility from arterial and highways. Pine, 10th and 11th are the service streets that already meet this function. In the immediate area, Olive, Locust, Eighth and Ninth should serve as retail access, transit and parking streets. They are the primary pedestrian streets where priority should be given to walking.

Additional vehicular traffic should be discouraged on these streets - this is why new garages should be located outside of this pedestrian precinct. That will in itself increase pedestrian traffic as people walk between garages and their work and shopping destinations around the Old Post Office. In addition, the proposed underground garage located on the Mall between Ninth and 10th Streets (as identified in the Gateway Mall Focus Area discussion) would provide parking for the District, primarily for the Southwestern Bell and the Wainwright complexes.

The proposed garage to serve the planned Convention Headquarters Hotel may present an opportunity for shared parking depending on the programming of the hotel and its banquet facilities. Given the high levels of parking utilization in the area, expanding that garage beyond the needs of the hotel to cater to other area users would be a benefit. However, projections for the Old Post Office District redevelopment do not assume additional spaces in that garage. In fact, parking for the Old Post Office District is better located south and west of the Old Post Office where regional access is easier and where already seeking additional parking.

### ***Special Study: Old Post Office District***

Numerous possibilities for redevelopment of the blocks immediately adjacent to the Old Post Office building were studied in great detail. Each possibility was studied for market and financial feasibility, urban design appropriateness and overall contribution to the revitalization of Downtown. Each has similar basic program components, but with different levels of intervention to existing structures in the District.

Because the market is so untested in the area, eliminating any option for redevelopment prior to seeking realistic developer interest is inappropriate. The reasons for pursuing this approach include:

- Downtown Now! could retain maximum control of this critical area while adding realistic market interest and response to the next step actions.
- Downtown Now! can assemble a marketing package, develop a list of local and national respondents to pursue and evaluate the responses received from this list.

Following are the key components recommended for an RFQ/RFP process.

- The RFQ/RFP process is premised on both the Convention Headquarters Hotel project, and an educational institution locating in the Old Post Office being secured.

- The City commits to 50,000 square feet of office space in the project.
- The process includes two steps: step one is the release of an RFQ requesting information from interested developers that identifies their financial strength, experience and basic development concept; step two is an RFP structured around managed negotiation with a short list of developers.
- A 60 days response time should be allowed. The RFPs should include detailed information regarding redevelopment within the Old Post Office District including the many redevelopment possibilities completed by the Action Plan consulting team.
- In the event that Downtown Now! obtains control of the above mentioned blocks: Simultaneous with the RFQ/RFP process, stabilize the exteriors of the buildings on the Paul Brown/Arcade/Wright and Syndicate/Century blocks in order to remove the barricade fencing currently blocking the street and head lease ground floor space for retail areas.
- Both blocks, the Arcade/Paul Brown/Wright and the Century/Syndicate, should be included, but no presumption should be made that a single or multiple developers will be selected.

- A brief document description of the development opportunities should be prepared summarizing information on the buildings and context. The numerous possibilities for redevelopment explored during this planning process should be included in brief, with an indication that developer responses are not constrained to the possibilities described.
- Clearly outline evaluation criteria and selection process methodology in the RFQ/RFP.
- Indicate that Downtown has a preference for proposals that respond most effectively to the following factors:

***Physical Feasibility***

- Structural condition and adaptability
- Environmental implications
- Building suitability
- Systems, utilities
- Constructability

***Financial Analysis***

- Cost implications
- Market
- Institutional attractiveness
- Private and least public
- Financing requirements
- Rent subsidies

***Development Risk***

- Land assembly
- Logistics
- Reliance on third parties

- Phasing/timing
- Site Control

***Urban Design of the District***

- Compatibility & scale with District character
- Urban design of development
- Urban design of open space
- Design excellence
- Historic & architectural significance

***Contribution to Overall Revitalization of the Downtown***

- Elimination of urban vacancy
- Catalyst for adjacent development
- Improved visitor experience
- Improved business environment
- Increased jobs and tax base
- Supports overall goals of City of St. Louis Downtown Development Action Plan
- Increased property values

- A final determination of the appropriate strategy for preservation, demolition, gap funding, contextual improvements, and other matters will be left until after responses to the RFP are received.
- A three to six year time frame to complete the development proposal will be required.

## ***Implementation Actions***

### ***Year One***

- Downtown Now! may seek to obtain control of the Paul Brown/Arcade/Wright block and the Century/Syndicate block.
- Downtown Now! may seek to obtain control of the half block immediately north of the Old Post Office for a new plaza.
- Ensure that the Convention Headquarters Hotel deal is secured.
- Ensure that an educational institution is committed to locating in the Old Post Office building, given that known conditions are met.
- In the event that Downtown Now! obtains control of the above mentioned blocks, formulate a short-list of developers and issue an RFP.
- Simultaneous with the RFQ/RFP process, stabilize the exteriors of the buildings on the Paul Brown/Arcade/Wright and Syndicate/Century blocks in order to remove the barricade fencing currently blocking the street and head lease ground floor space for retail uses.
- Identify funding and initiate an RFP for the streetscape design of Eighth and Olive Streets.

- Encourage local, state and federal office uses within the District.
- Form a retail management entity for the Old Post Office District that will promote business retention and expansion, recruit retailers, market the District, and regulate storefront renovation that fits with the character of the pedestrian and retail streets within the District.

### ***Years Two Through Six***

- Identify funding and initiate RFPs for streetscaping of the remaining streets in the Old Post Office District.
- Establish a retail initiative, retention and expansion program for those retail streets in the District.
- Improve the passenger amenities for Bi-State and MetroLink users.
- Install new vehicular and pedestrian lighting within the District that is consistent with the new fixtures identified for the Downtown Core area.
- Work with the owners of St. Louis Centre to reposition the facility through redesign, ground floor retail venues and a marketing/leasing strategy.

**Summary of Costs**

The following table summarizes costs by type of investment and project type for the Old Post Office District.

Table IX.3

Projected Annual Development Costs in Millions of 1998 Dollars

Old Post Office District/CBD Core	Total
Private Residential	\$80.30
Private Non-Residential	122.8
Civic Non-Residential	38.8
Private Parking Facilities	17.6
Civic Parking Facilities	12
Civic Landscaping and Street Improvements	16.5
Civic Environmental Abatement	5.9
Civic Site Preparation	10.4
<b>TOTAL</b>	<b>\$304.30</b>

## Section X: Focus Area - Laclede's Landing/Riverside District

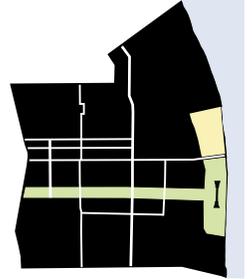
### *Overview*

The Laclede's Landing/Riverside District is located on the northern edge of the Downtown Core alongside the Mississippi River. The District is bounded by O'Fallon Street on the north, Washington Avenue/Martin Luther King Boulevard on the south, the Mississippi River on the east and I-70 on the west.

The Laclede's Landing Historic District is located south of Dr. Martin Luther King Drive.

A number of existing restaurants, clubs, small retail, office, and a hotel in the area, along with tourist attractions such as Planet Hollywood, already create a strong level of activity and energy within this District.

This District offers a significant opportunity for residential development adjacent to the riverfront in Downtown St. Louis.



### ***Existing Conditions***

- Laclede's Landing is currently functioning well as an historic niche neighborhood within Downtown St. Louis.
- Riverside and Riverside North include the largest expanse of existing open, developable land along the riverfront in Downtown St. Louis.
- The elevated portion of I-70 visually separates the Laclede's Landing/ Riverside Neighborhood from the Downtown Core area to the west.
- An active, elevated train trestle traverses the District, paralleling the Mississippi River.
- Renovation of the Historic Eads Bridge, currently under construction, will improve regional access to the area.
- The MetroLink stop provides easy access to the Arch Grounds and Laclede's Landing Riverside area.



*Laclede's Landing is currently a nighttime activity zone for residents and visitors.*

- The existing Admiral Casino Riverboat is to be moved to a site between Carr Street and Dr. Martin Luther King Drive.

### ***Revitalization Goals***

- To build upon and support the existing efforts of the Laclede's Landing Redevelopment Corporation.
- To establish Laclede's Landing/Riverside District as the premier downtown, riverside neighborhood living opportunity in St. Louis.
- To establish additional entertainment, residential, and mixed uses that build upon the existing uses and activities in the District.

### ***Development Program***

- 1,064 units of new and rehabilitated residential units.
- A 200,000 sq. ft. urban entertainment center.
- 50,000 sq. ft. of neighborhood retail.
- 42,500 sq. ft. of entertainment retail.
- 954 parking spaces within two new structures to accommodate development within the District.
- A child care facility to support the new residential environment.
- 3.6 acres of park and open space.



*Planet Hollywood is a current restaurant/entertainment venue along Third Street.*

### **Land Use/Building Use**

There will be continued renovation of existing buildings into office and loft residential space, while taking advantage of vacant land for new infill residential apartments, townhomes, and condominiums. This new development will include a mix of four story, walk-up units, and mid-rise construction. Existing underutilized warehouse buildings adjacent to the power plant will be renovated into lofts.

A new hotel is planned between Second and Third Streets, Dr. Martin Luther King Drive, and Carr Street, and a new entertainment venue with theaters and shops will welcome pedestrians entering the Landing.

The plan provides for additional green space in flood zones to complement the new private developments. It also provides an extension of the Riverfront Trail to the

Arch Grounds. An interpretive experience that tells the history and importance of the river as a primary means of transporting goods, as well as the history of the geography and development of St. Louis as the 'gateway to the west,' will accentuate this regional trail system.

Additional proposals affecting this district include the relocation of the President Casino on the Admiral from its present location below the Arch Grounds to a point midway between Carr Street and Dr. Martin Luther King Drive. In conjunction with this relocation, a garage could be located along Leonor K. Sullivan Boulevard and should not be taller than three parking decks to fit in with the large amount of residential use proposed for this area.

### **Urban Design**

The plan will preserve the historic character of the buildings and streets in Laclede's Landing, while integrating new development that is sensitive to the existing grid system,



*Example of infill housing appropriate to Riverside North.*

*The plan will integrate new development that is sensitive to the existing grid system, scale, architecture of buildings, and geography of the area.*

*Reconnecting pedestrian movements and visual access to the river is a key principle of the overall plan.*



*Typical street in Laclede's Landing.*

scale, architecture of buildings, and geography of the area. New development will be buffered from the elevated section of I-70 and will strategically surround the train line that moves north and south through the District.

The new residential development will provide enough units to create a new riverfront neighborhood. The density and configuration of these units will enhance this sense of place. Pedestrian access will be facilitated by a fine-grained road system that ties into the existing grid and will be enhanced by the strategic location of public greens and parks. Additionally, the continued use of bricks and other pavers throughout streets, alleys, and sidewalks of strategic 'residential streets' will enhance the historic character of the District.

A few infill opportunities within Laclede's Landing will be built to support the density of the three story (on average) buildings in Laclede's Landing. Pedestrians will find it easy to travel between Laclede's Landing, Riverside, Riverside North, and Downtown.

### ***Pedestrians and the Street***

Current plans for pedestrian improvements under I-70 connecting to the Riverfront Districts will be finalized after reconstruction of I-70 is complete. These improvements will greatly enhance the pedestrian experience of visitors, employees, and residents moving among these Downtown districts. Future plans for Eads Bridge should include an adequate bike and pedestrian lane on the bridge. This would provide easy access for bicyclists and pedestrians to cross Eads Bridge and access the riverfront districts and the riverfront trail system.

Pedestrian improvements within the Landing should include reasonable handicap accessibility to all retail and office uses in the District through adequate crosswalks and sidewalks, while recognizing the District's historic character and physical site condition. Lucas, Morgan, First, and Second Streets within Laclede's Landing are all pedestrian streets. First and Second Streets moving north through Riverside and Riverside North are also to be pedestrian streets, with Cole and other minor pedestrian passageways provided for east-west movement between housing and the



*View looking east to Laclede's Landing under I-70.*



*The existing MetroLink connections at Eads Bridge provide transit access to the District. This structure provides a historic backdrop to Laclede's Landing.*

Mississippi River. Reconnecting pedestrian movements and visual access to the river is a key principle of the overall Plan.

The convenient MetroLink stop at Washington Avenue provides good transit accessibility to Laclede's Landing and is a ten minute walk from the entire Riverside and Riverside North District.

Streets in Riverside and Riverside North should be constructed of pavers or bricks to follow the character already established in Laclede's Landing. This type of street bed should be used on each pedestrian street previously mentioned. Biddle, Carr, Dr. Martin Luther King Drive, Third Street and Leonor K. Sullivan Drive should remain as concrete streets, as these are the circulation/access streets to and within the District. This differentiation in paving will clearly indicate major circulation/access points for the District, and likewise indicate clearly which streets are pedestrian-oriented to support existing businesses and new residential development in the District.

New streets in Riverside and Riverside North should also maintain the unique street lights, signage, kiosks, trash receptacles, benches, and other pedestrian amenities already established in Laclede's Landing.

Also refer to *Section XII Streets for People* for additional information on Streetscaping for the Laclede's Landing/Riverside District.

### **Parking**

All parking for new residential development in Riverside and Riverside North will be accommodated within the development. New parking structures to support additional entertainment and retail venues are indicated at Dr. Martin Luther King Drive between First and Second streets, as well as a new structure just outside the district boundaries. This structure will accommodate new uses within the District as well as provide shared use with activities in Downtown such as events at the Trans World Dome.

Parking in Laclede's Landing must balance the demands of new residential units with expanded retail, hotel and entertainment activities. The redevelopment program anticipates new residential construction in the Riverside North area, north of the Martin Luther King Bridge. These new developments will provide on-site parking for the exclusive use of their residents. Residential development and commercial uses will share parking facilities located in and around the existing core commercial blocks in Laclede's Landing. The new hotel will provide its own dedicated parking.

Table X.1

Recommended Parking Actions for Laclede's Landing/Riverside District

Location	Action	Number of Spaces	Phasing (Year)
Morgan Street, between 1st & 2nd	Build 4 level garage with ground floor retail	429	2
	Dedicate 150 spaces to residential loft users		
Cinema	Build 1 level parking into building	100	5
Convention Plaza between 4th & Broadway	Build 3 level garage		
	Would also serve daytime America's Center activities	425	5
Missouri Athletic Club	Lease night-time parking in lot or garage	175	5
TOTAL		1129	

\*An option would be to develop surface parking on parcels north and south of the existing garage on Leonor K. Sullivan Blvd. This location, however, does not increase pedestrian traffic within the area and increases vehicular congestion in the Laclede's Landing area.

There is the potential for up to 240 on-street parking spaces between Dr. Martin Luther King Drive and Biddle Street. These on-street spaces, if incorporated, would help both residential and commercial uses in the District.

Of the commercial uses, the urban entertainment portion with an 8-10 screen cinema will generate the greatest parking demand. It will also create the greatest variations in demand over different days of the week. Peak demands will occur on weekends, especially Friday and Saturday evenings,

with much lower demands on other days and at other times of the day. For this reason, a shared-parking strategy should be implemented to handle the peak demands without having to over-build parking for such limited use. Table X.1 shows specific recommendations for providing adequate parking.

Parking should be located on the periphery of Laclede's Landing, due to its strong pedestrian character in the center and to the cobblestone streets which should not be overburdened by vehicular traffic. Parking

Table X.2

Net Increase in Parking Supply for Laclede's Landing (Non-Casino Uses)

Type	Off-Street	On-Street	Total
Existing	2660	N/A	2660
Displaced	-526	0	-526
New In-Building	100	0	100
New Structure	854	0	854
Lease	175	0	175
New On-street	0	240	240
NET INCREASE	3263	240	3503

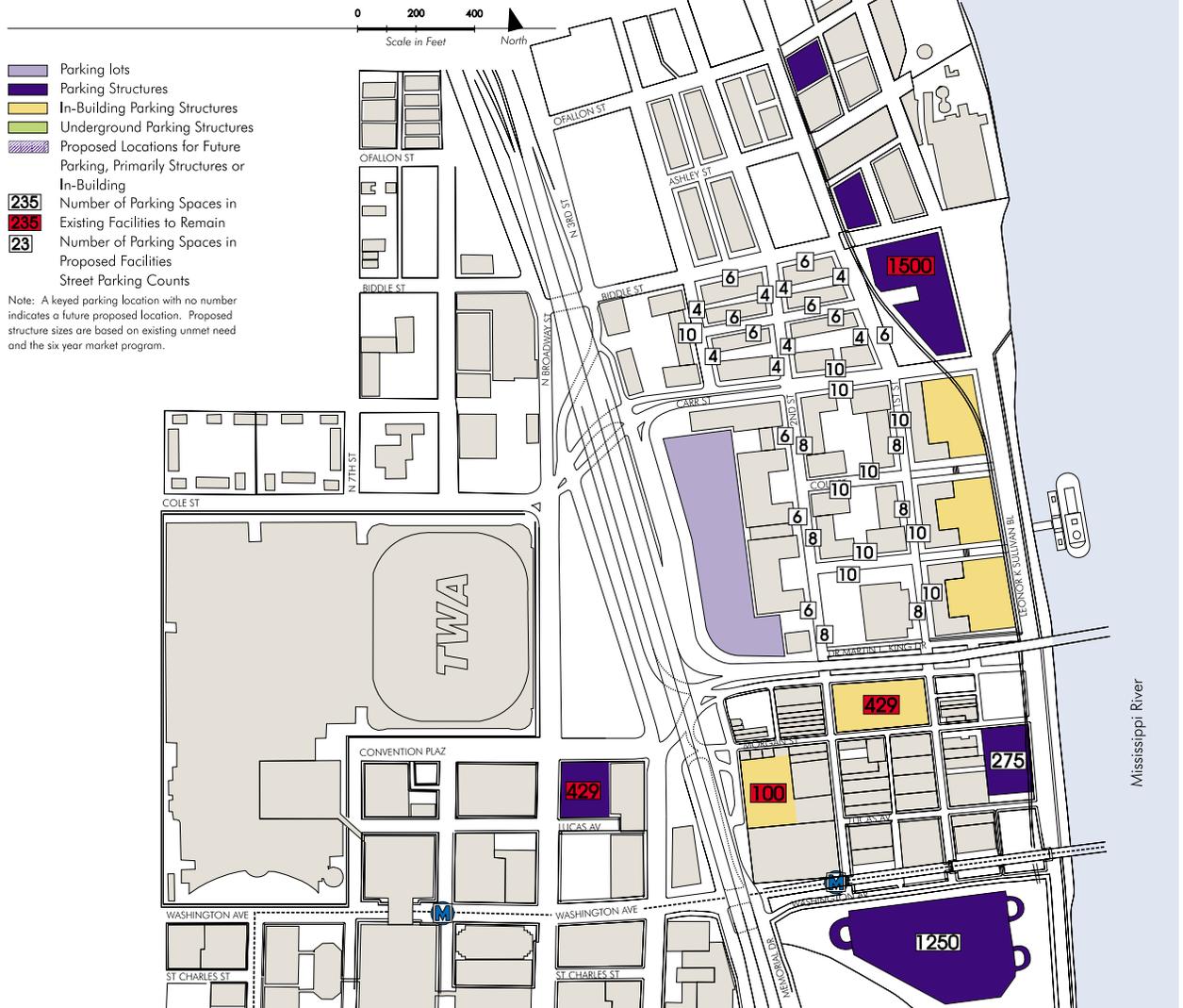
## Laclede's Landing/Riverside District

should be located on the limited number of streets with direct access to Laclede's Landing, including Washington and Morgan. Locating some parking west of the Memorial Drive/I-70 corridor will encourage additional walking between the Downtown Core and Laclede's Landing, while also providing additional parking for America's Center and other adjacent core uses during the day.

Relocation of the President Casino north to a site between Carr Street and Dr. Martin Luther King Drive will shift casino parking demand away from the Landing, especially from the Arch garage. This will benefit the urban entertainment center.

Also Refer to *Section XII: Streets for People*, for additional information on streetscaping for the Laclede's Landing/Riverside District.

### Laclede's Landing/Riverside District Parking Plan



**Implementation Actions**

Downtown Now! needs to work closely with the Laclede's Landing Redevelopment Corporation on all potential development projects. Regularly scheduled coordination and review meetings should be established between the two entities.

**Year One**

- Work with residential developers to develop the first group of housing units between Dr. Martin Luther King Drive and Carr. It must be responsive to the density and design inherent in the District and allow for east-west pedestrian and visual connections through the development to the River.
- Complete pedestrian improvements under I-70.
- Acquire land and buildings between Carr and O'Fallon for residential development.
- Work closely with the President Casino to ensure adequate design review of entry points to a newly relocated Admiral Casino boat, as well as on the proposed parking structure.
- Work with the new hotel developer to achieve a site plan that is responsive to the density and design inherent in the District.

**Years Two Through Six**

- Issue RFP for continued residential development between Carr and O'Fallon, to include both new infill development and loft rehab development.
- Work with the President Casino to provide adequate directional signage for patrons to the Casino at Washington, Dr. Martin Luther King Drive, Carr, and Biddle Streets.
- Provide foot and bicycle patrol of the area, including the MetroLink station, to assure a high level of comfort for residents and patrons.
- Provide improved lighting, public art, signage, and trail improvements along the riverfront.

**Summary of Costs**

The following table summarizes costs by type of investment and project type for the Laclede's Landing/Riverside District.

Table X.3

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Projected Annual Development Costs in Millions of 1998 Dollars

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Laclede's Landing/Riverside	Total
Private Residential	\$140.90
Private Non-Residential	89.2
Civic Non-Residential	-
Private Parking Facilities	39.4
Civic Parking Facilities	-
Civic Landscaping and Street Improvements	6.8
Civic Environmental Abatement	0.6
Civic Site Preparation	7.4
<b>TOTAL</b>	<b>\$284.30</b>

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## Section XI: Focus Area - The Gateway Mall and Arch Grounds District

### *Overview*

The Plan for the Gateway Mall and Arch Grounds builds upon the grand scale of this public space, providing Downtown St. Louis and the entire St. Louis region with a first class landmark that will be recognized throughout the world.

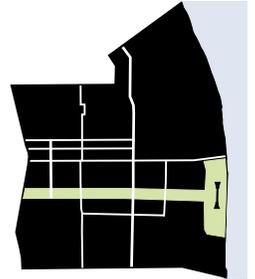
The Gateway Mall, stretching the full east-west length of Downtown, is an integral part of the image and experience Downtown St. Louis offers residents, workers and visitors. This urban park is the site of local and visitor events, linking Downtown's two most visited sites, the Arch Grounds and Union Station.

The Gateway Mall, in concert with the Arch Grounds, is the open space around which all of Downtown is built. Each major entry boulevard and highway to Downtown connects with the Gateway Mall, providing ease of circulation among government, business, recreation, cultural, and residential venues. The District's open space character allows for a varied and distinctive personality as one travels from the river west to Jefferson.

### *Existing Conditions*

- The Mississippi River and Arch Grounds are currently disconnected from the Gateway Mall and greater Downtown by the depressed section of I-70.
- The full potential of the Gateway Mall is not realized due to too many block-by-block differences that inhibit comprehension of this grand, linear space.

- Excessive pavement width on Market and Chestnut proves a daunting experience for pedestrians, and further contributes to the disconnect of the outdoor space.
- Some uses abutting the Gateway Mall are not the highest and best use for such a prominent location in Downtown.
- The varied physical conditions including landscaping, sidewalk dimensions and locations along each block edge also weaken comprehension of the Gateway Mall in its entirety.
- There is a lack of pedestrian attractions to entice people to move between the Arch Grounds and Union Station.
- There is a lack of daily public uses within the Arch Grounds.



*The Kiener plaza amphitheater provides a gathering place on the Gateway Mall for concerts and other summertime activities.*

### ***Revitalization Goals***

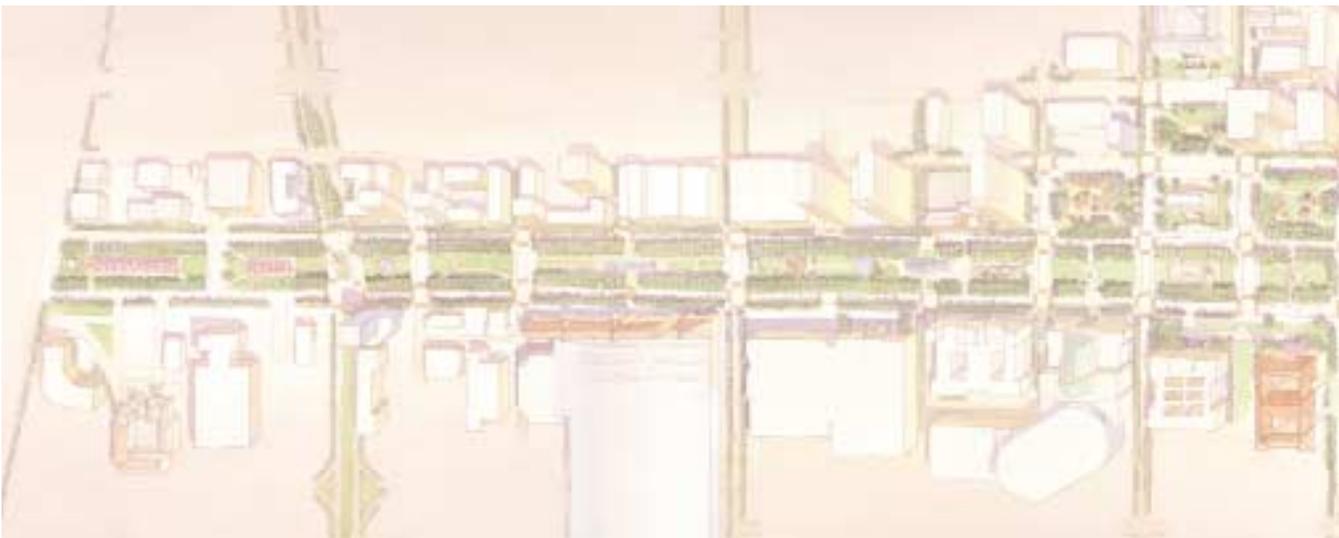
The key revitalization goals established for the Gateway Mall and Arch Grounds District build upon the prominence of this grand open space as the spine of Downtown St. Louis from which the major streets, districts, and events are connected:

- Physically reconnect the Downtown and Gateway Mall to the Arch Grounds and Riverfront.
- Physically improve the Gateway Mall to become the primary axis of Downtown.
- Provide an opportunity for private spin-off investment related to the significant civic investments made along the Gateway Mall itself, resulting in increased value of 'a Mall address' for corporate and residential uses.
- Continue to provide the central venue for St. Louis parades and festivals.

- Provide a pedestrian and bicycle system originating from the Gateway Mall, easing movement between the Gateway Mall and Arch Grounds to all Districts within Downtown St. Louis.

### ***Development Program***

- Physical improvements to the Gateway Mall are to include public art, comprehensive landscaping, regulating of the block edges on the entire length of the Gateway Mall, and increasing pedestrian amenities.
- 72 high-end residential units.
- A new cultural institution within the District.
- Daily programmed special events.



***Land Use/Building Use***

The Gateway Mall itself will continue to be designated for public use, with individual blocks becoming identifiable with the uses that abut them. Land bordering the Gateway Mall will be fully utilized for substantial office space, civic uses, and higher density residential developments. Ideal locations for future class A office development include the second tower at the Bank of America Building (10th and Market) and the two Kiener parking structure blocks (between Broadway and Sixth on Chestnut and between Sixth and Seventh on Chestnut).

High rise residential development should abut the Gateway Mall at Seventh and Market, an infill location, and beginning at 19th Street at the western edge of the Mall. One or more cultural institutions should be located within the District. The special study undertaken to determine appropriate cultural institutions suggested a theme and two pos-

sible locations along the Gateway Mall. These are discussed in Section VI of this document.

***Urban Design***

The experience of the mighty Mississippi River is pacified as one ascends the steps from the riverfront leading to the Arch. The sheer monumental presence of the Arch and the serenity of the grounds allow a visitor to forget for a moment that he or she is between a forceful natural feature and the hustle and bustle of a vibrant Downtown.

Moving west across the Arch Grounds, a person is captured by the grand space unfolding to the west. Crossing Memorial Drive via safe and inviting, at-grade pedestrian crossings, the visitor experiences the history of the classical design of the Old Courthouse and the formal gardens and fountains on either side.





*Plans for the Gateway Mall include additional water features and pavilions that provide informal gathering places.*

Continuing west, clusters of similar activities create sub-districts along the Gateway Mall that continue to Union Station.

***Sub-District 1: Corporate Front Door***

The Gateway Mall from *Broadway to 11th Street* becomes an activity zone for summer concerts, winter skating, and a day-to-day lunch time retreat for those who work near the Gateway Mall. Sites abutting the Gateway Mall between Broadway and Seventh to the north of Chestnut and between Ninth and 10th south of Market are identified for future class A office space. The Gateway Mall here acts as a ‘corporate front door’ to those existing and proposed office sites. An opportunity for infill high-rise housing exists just east of Seventh Street between Market and Walnut, providing urban living with views of the Arch, the Gateway Mall, and activities at Busch Stadium.

Between Eighth and 11th Streets the Gateway Mall will become a world class sculpture garden and location for a restaurant pavilion. This sculpture garden will continue to the south along 10th Street,

providing an open space connection between the Gateway Mall and the Cupples Station redevelopment area.

***Sub-District 2: The Civic Center***

From *11th Street to 15th Street*, the Gateway Mall provides a civic identity in Downtown, with the Civil and Municipal Court Buildings, City Hall, and the Public Library flanking memorials on the Gateway Mall grounds. This location is also the focus of public events and festivals, as street closures on Chestnut, 13th and 14th Streets create a 3.5 acre urban festival center for events such as the annual Strassenfest. The grandstand for Downtown parades on Market Street will be located with City Hall as its backdrop.

The two proposed Smithsonian-affiliate museum sites that have been identified include the Municipal Courts building or the old Federal office building. This project, when implemented, will add to the importance of the Gateway Mall as a place for educational, cultural and recreational venues in venues in Downtown St. Louis.



*Allowing food vendors to occur on the Gateway Mall will encourage Downtown employees to utilize this space during lunch time.*

The proposed locations provide easy walking distance to either the Arch Grounds and Union Station along this corridor as well as to the Old Post Office and Washington Avenue Loft Districts.

***Sub-District 3: Milles Gardens***

A series of gardens, pavilions, and children's play activities surrounding the existing Milles fountain will support a growing Downtown West population between 15th and 22nd Streets. Finally, the Gateway Mall will culminate with a public monument that symbolizes a gateway to Downtown from a reconfigured I-64/STH 40 parkway entrance at 22nd Street. Beyond 22nd Street, the long term possible expansion of the Gateway Mall to Jefferson Avenue will help connect AG Edwards to the rest of Downtown.

Plans for the Gateway Mall also include additional water features to be included in each block along the length of the Mall. These water features should either be individually themed, or themed within the sub-districts discussed.



*A series of gardens and fountains proposed in Milles Gardens will provide outdoor space for nearby residents to enjoy.*



*Interactive fountains geared to children are encouraged in Milles Gardens.*

***Pedestrians and the Street  
Gateway Mall and Arch Grounds  
Connection***

The Plan first and foremost calls for better pedestrian access between the Gateway Mall and the Arch Grounds. The four million annual visitors to the Arch must be encouraged, invited and attracted to walk the Gateway Mall, to enjoy Downtown restaurants, to feel a sense of comfort and excitement as they walk among destinations, their hotels, transit stops, and parking. At the same time, local residents, Downtown workers, weekend shoppers, and others using the Downtown must have easy access to the Arch Grounds.

A three block boulevard at Memorial Drive will span over I-70, providing for eight pedestrian-friendly, at-grade crosswalks between the Arch Grounds and Downtown from Walnut Street to Pine. This new crossing will visually, perceptually, and physically connect the Riverfront and Arch Grounds with the Gateway Mall and greater Downtown.

An integral component of the connection between the Arch Grounds and the City is maintaining the existing views and enhancing them wherever possible. The plan proposes to re-introduce the street grid here as this grid provides the basis of the scale and pattern for the rest of Downtown. This will occur at Memorial Drive, minimizing the visual and symbolic barrier of crossing I-70.

The proposed boulevarding of Memorial Drive:

- Maintains existing I-70 and Memorial Drive movements.
- Creates a boulevard entry to Downtown (especially for visitors) consistent with Tucker Boulevard and 22nd Street.
- Provides a dramatic terminus to the Gateway Mall.
- Reconnects three block lengths to the city grid by removing the real and perceptual 'void' of the depressed I-70.
- Provides eight handicap accessible, safe, and inviting pedestrian crossings between the Arch Grounds and Downtown.

### ***The Arch Grounds***

A new staircase at the northeastern edge of the existing Arch Grounds parking structure will provide easy movement for visitors to access Laclede's Landing. A river edge

interpretive trail will occur along the length of the Arch Grounds, continuing north through Laclede's Landing and connecting to Chouteau Valley on the south as part of the proposed larger 'emerald necklace' system around the Downtown area. The Confluence Greenway trailhead should occur at the intersection of the Arch stairs leading to the Mississippi River and the Riverfront Trail.

### ***The Gateway Mall***

One specific transportation strategy under consideration for this District includes a one-way couplet moving traffic west along the mall on Chestnut Street and east along Market Street. Capitalizing on the operational efficiency offered by a one-way couplet, the full demand for traffic movements can be met with a significant reduction in pavement. Traffic movements and traffic demand in the full system of streets surrounding the Gateway Mall and from free-way entrances to Downtown are maintained, and links to the key uses in Downtown are reinforced.



*Existing I-70/Memorial Drive environment.*

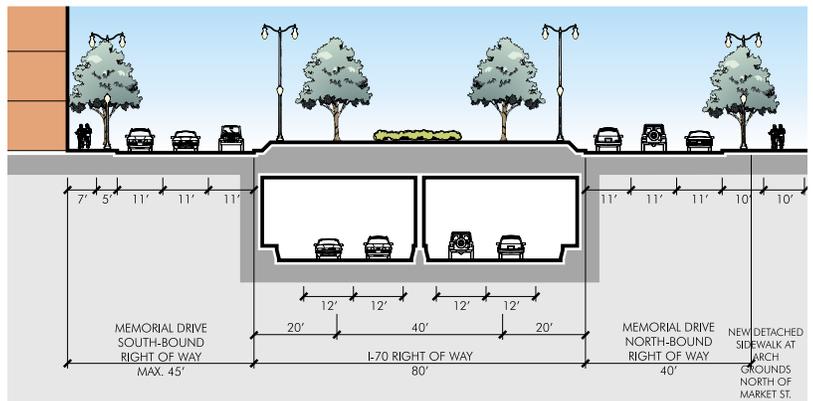
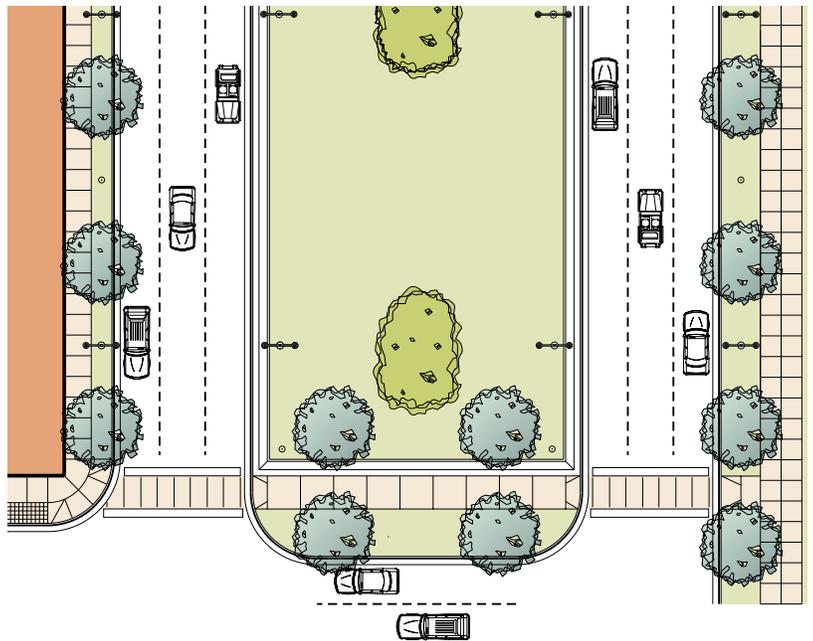
The proposed configuration allows for a logical orientation to both local and non-local users as they traverse from Memorial Drive, Tucker Boulevard, 18th Street (Grattan Street Parkway), and 22nd Street. This strategy would significantly minimize the pedestrian crossing distances across Market Street. Market Street would continue to serve as the primary parade route in Downtown with a typical curb-to-curb cross section of 54 feet. This cross-section allows for three lanes of traffic, a dedicated bike lane, and parallel parking on each side of the street.

Chestnut Street would be regulated at three driving lanes, with the addition of on-street parallel parking wherever feasible. A grade separated bike path could be built on the north side of the Gateway Mall along Chestnut. The Plan recommends that this proposal undergo immediate detailed study to resolve any existing parking garage conflicts and to assure smooth implementation of the new system. This cross section will also add green space to the Gateway Mall.

Comprehensive streetscape improvements along the edges of the Gateway Mall will provide the unique character and holistic vision for this grand, linear park.

- A double row of canopy trees will be located on the Gateway Mall proper, (the area between the north side of Market and the south side of Chestnut), framing the pedestrian promenade.

- Street trees will provide a modulating element along the edges of Market and Chestnut placed in line with the alley of promenade trees on the Gateway Mall.
- High level and pedestrian lights will be unique to the Gateway Mall. The lighting fixtures used should continue the entire length of the Gateway Mall, with



Memorial Drive between Walnut and Pine.

the pedestrian fixture matching the historic fixture currently found outside of Union Station.

- Traffic lights should match the color and style of the street and pedestrian lights.
- The streetscape design elements should be consistent along the entire length of the Gateway Mall. In addition to the trees and lights, benches, trash receptacles, bus shelters, and bollards identifying the bike lane on the north edge of the Gateway Mall, paving within the promenade, and other urban amenities should establish a unified image.
- Benches should be placed on the inside edge of the promenade between the canopy trees to allow views up and down the Gateway Mall and conversation niches.
- Special pavement and coloring of crosswalks should occur along the entire length of the Gateway Mall, beginning north-south and east-west crosswalks.



*The Alle' of trees on the Arch Grounds provides a relaxing pedestrian experience. The design strategy should be repeated along both sides of the Gateway Mall.*



*View of the Gateway Mall looking east. The Plan proposes to decrease the pavement width here by approximately 20 feet.*

- Special street signage that contributes to the overall character of the place and clearly identifies each north-south street that connects to the Gateway Mall should be used.
- Kiosks should be strategically located along the Gateway Mall to orient pedestrians and identify hotels, parking, transit and MetroLink locations, as well as locations of major Downtown venues.
- North-south pedestrian and retail streets joining the Gateway Mall will be enhanced to allow for a pleasant and inviting five minute walk between the Gateway Mall and other activity centers, such as the Washington Avenue Loft District, the Old Post Office District, the Convention Center, and Busch Stadium.

The Gateway Mall and its surrounding streets can achieve ceremonial, economic, and urban design benefits if it is appropriately designed, maintained, and coordinated with investments throughout the Downtown.

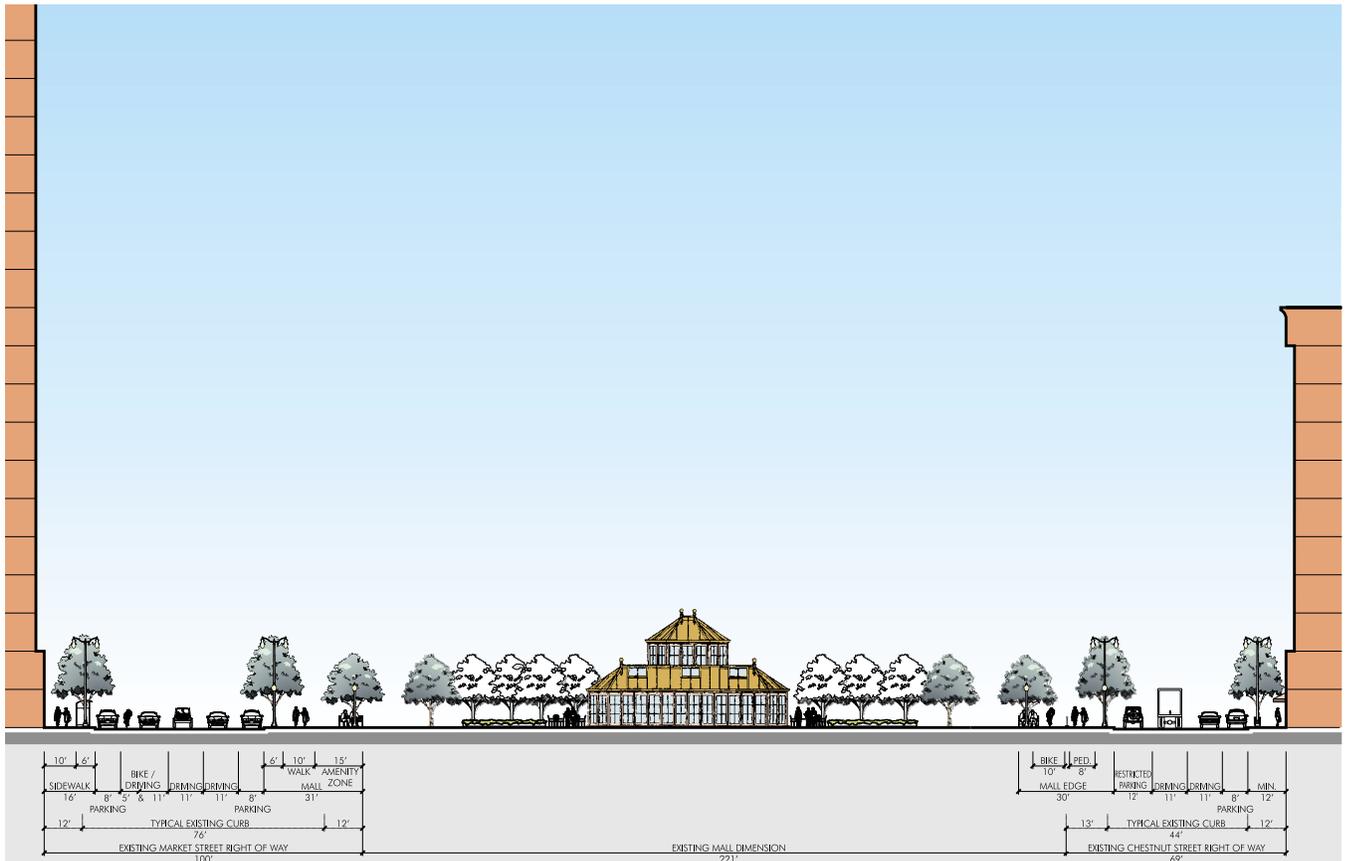
Also Refer to *Section XII: Streets for People* for additional information on Streetscaping for the Gateway Mall and Arch Grounds District.

**Parking**

The conversion of Market and Chestnut Streets to a one-way pair reduces the on-street parking supply with the largest portion of that reduction occurring west of Tucker Boulevard. Although present occupancy conditions do not warrant replacement of all lost spaces, this loss can be offset by providing 45 degree diagonal parking on streets that abut open space blocks, including

select block faces along Pine and Olive between Tucker and 15th; and select block faces along 13th between Olive and Chestnut. Angled parking should not be located on Market nor on Chestnut.

A government district parking program must be developed to provide adequate parking for City and other government employees. This is desperately needed as government employees are parking on-street, which decreases the number of spaces available for the general public and for short-term visitors to government centers. The potential garage at the northeast corner of Clark and



**Proposed Mall Section**

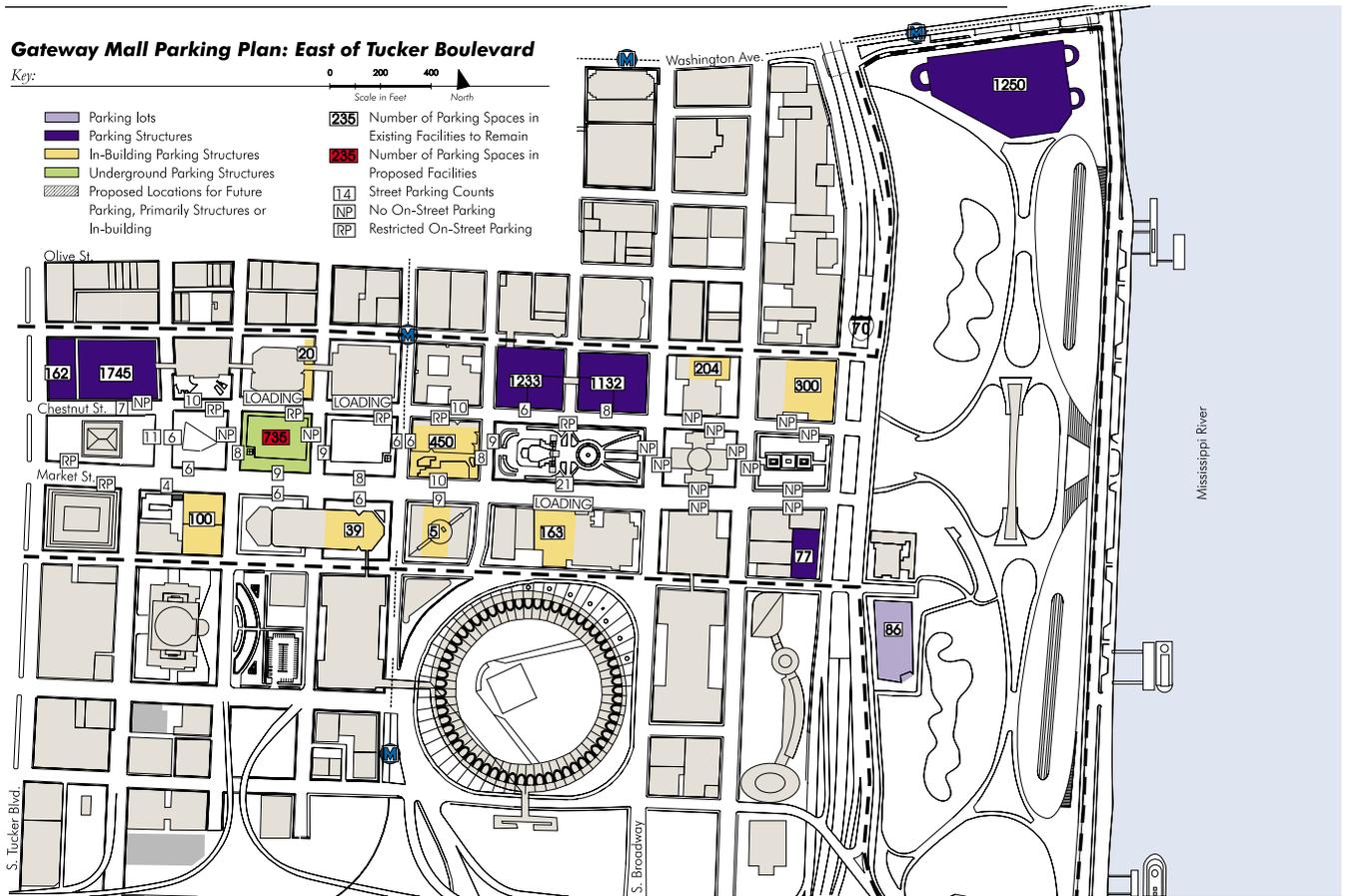


- Launch detailed design of Gateway Mall improvements, focused on creation of specific improvement opportunities in 2000. This study should identify where additional green space can be used for treelawns and/or additional Gateway Mall space, and ultimately 'straightening' this grand boulevard wherever feasible.
- Following completion of the feasibility analysis of the downtown Smithsonian-affiliate museum in Spring 2000, move forward with implementation, including establishment of a board, funding, etc.

**Years Two through Six**

**Physical Elements**

- Provide consistent streetscaping along the entire length of the Gateway Mall between Market and Chestnut.
- Provide block-by-block improvements to the Gateway Mall consistent with their individual design theme.
- Provide improved connections of the Confluence Greenway and Laclede's Landing to the Arch Grounds.



- Design and begin implementation of the Riverfront Interpretive Trail. This item coincides with Laclede's Landing Action Item as the trail would continue from Poplar Street to the power plant along the River.
- Provide additional diagonal, on-street parking, where feasible, on select north-south side streets, and along key blocks of Pine and Olive west of Tucker.

**Program Elements**

- Establish a District Manager within the recently formed CID to market, schedule, and manage festivals and events for the Gateway Mall, particularly the festival area, throughout the year.
- Establish a program for a rotating and/or permanent art installation on the Gateway Mall blocks between Eighth and 11th Streets' accentuating the existing Serra sculpture.
- Establish a building facade lighting program for all civic buildings abutting the Gateway Mall blocks, to include City Hall, the Civil Courts building, the St. Louis Library, the War Memorial, the Post Office, and the new Eagleton Federal Courthouse.
- Consider building additional class A office space bordering the Gateway Mall as demand for this space Downtown dictates.

**Policy Elements**

- Allow for varied events to occur on the designated 'festival grounds,' Kiener Plaza and other Gateway Mall Blocks.
- Ensure strict enforcement of on-street parking meters.

**Summary of Costs**

The following table summarizes costs by type of investment and project type for the Gateway Mall and Arch Grounds District.

Table IX.3  
 Projected Annual Development Costs in Millions of 1998 Dollars

Old Post Office District/CBD Core	Total
Private Residential	\$80.30
Private Non-Residential	122.8
Civic Non-Residential	38.8
Private Parking Facilities	17.6
Civic Parking Facilities	12
Civic Landscaping and Street Improvements	16.5
Civic Environmental Abatement	5.9
Civic Site Preparation	10.4
<b>TOTAL</b>	<b>\$304.30</b>

## Section XII: Focus Program - Streets for People

### *Overview*

A comprehensive Street and Streetscape Program is a primary program focus for the City of St. Louis Downtown Development Action Plan. This program will help create a vibrant urban streetscape where pedestrians are encouraged to gather and interact, providing street level activity.

Throughout history, the pedestrian space of the street has been one of the most important places in any city. The street is a truly public space. Sidewalks are the paths that everyone travels, the spaces in which everyone comes together, where people see each other and talk to each other. Whether they arrive by bus, MetroLink, or car, at some point almost everyone will be a pedestrian during their journey through the city.

As a result, the underlying assumption of the Downtown Development Action Plan is that walking is essential in the Downtown, and all streets should be pedestrian oriented.

Streets in an urban environment allow for movement, communication and creation of local identity. Streets provide for a variety of types of movement — pedestrian, bicycle, vehicular, and transit. Streets are often characterized by the uses that abut them, the size of the street, the size of the surrounding buildings, and the design of the individual street environment itself. Street lights, traffic lights, pedestrian fixtures, benches, and other pedestrian amenities

need to be designed with the pedestrian in mind and be coordinated in order to portray a unique sense of place.

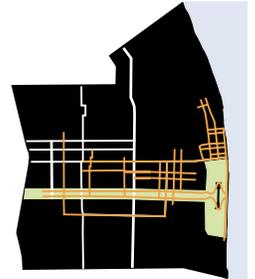
Numerous other downtowns have implemented specific programs for improvement of the public face that include the above mentioned items, as well as maintenance programs and installation of public art. Downtown St. Louis must take a close look at its public face and provide adequate pedestrian and retail streets for the primary user in Downtown — the pedestrian.

All of the specific street improvements mentioned in other focus area discussions are related to the overall effort to make Downtown St. Louis a great place.

### *Existing Conditions*

Addressing the poor existing condition of many of the streets in Downtown St. Louis, while benefiting from the compact layout of streets is key to the success of the Streets for People Program. Current conditions include:

- The existing Downtown Street grid and block size is a tight, compact layout, providing a very walkable Downtown environment where most uses are within a 10-15 minute walk from one another.
- Existing sidewalk conditions are unacceptable, with broken, uneven walking surfaces, very few street trees and site amenities and no consistent street furnishings or lighting.



- Existing pavement on streets and sidewalks does not meet American's with Disabilities Act (ADA) Standards nor general conditions for ease of pedestrian movement.
- Existing street lights often are not in working order.
- Existing traffic and pedestrian signals are not always working, or they do not provide efficient timing nor pedestrian safe crossing times.
- Maintenance of streets and sidewalks is low level, portraying a poor public image to employees, residents and visitors.
- Pedestrian amenities are lacking. Bus shelters, clear signage and wayfinding, benches and trash receptacles are non-existent in many areas.
- An overall image for Downtown is missing.

### **Revitalization Goals**

Make Downtown St. Louis a great walkable city.

- Make Downtown St. Louis a great 'walkable city' by creating specific designs for pedestrian and retail streets.
- Provide adequate maintenance for all street and pedestrian environments.



*Existing Downtown St. Louis street conditions.*

- Identify typical Downtown St. Louis design standards for site furnishings and improvements such as benches, light fixtures, trash receptacles, etc., organized by street typology, that can be used to help portray a unified image.
- Implement specific street reconfiguration and/or traffic configuration changes to improve the pedestrian experience and environment.
- Encourage street level activities such as outdoor cafes, newspaper stands and street entertainers.

### **Development Program**

- Streetscaping of all Pedestrian and Retail Streets in the Expanded Downtown Core.
- Establish a contingency for infrastructure improvements.
- Provide a funding allocation for events programming.
- Establish an overall marketing and promotion program for Downtown.

### **Streetscape**

While beautification efforts are often directed at open spaces, sidewalks are often ignored or sacrificed for other purposes, most notably automobile traffic and a jumbled assortment of randomly placed obstacles. Sidewalk conditions are often of low priority, and pedestrian needs are rarely considered unless there is an imminent liability. Often, efforts to improve the streetscape are seen as unnecessary beautification.

The quality of sidewalk conditions, however, is not just a question of aesthetics. The deterioration of the pedestrian environment is also an important safety issue.

Inadequate sidewalk space is an increasing hazard in a developing Downtown, and numerous proliferating sidewalk obstructions create ever-worsening accessibility problems.

Streets in Downtown provide an important form of public open space. Building in or over street space reduces light and air. As such, the City should maintain a strong presumption against sacrificing street areas for private ownership, or for closing streets for development. New pedestrian skybridges over public right-of-ways should not be permitted.

- Give equal, if not greater, consideration to pedestrian needs relative to other needs in all future decisions about street space, both in this planning process and beyond.

- A strong presumption against reducing pedestrian space or eliminating crosswalks to accommodate automobile traffic at the expense of pedestrians should be maintained.
- Install street furniture in a minimum five foot curbside furniture amenity zone.
- Require a minimum of 6 ft. of clear space for pedestrian through movement regardless of sidewalk width.
- Sidewalks should be widened at corners where possible to provide more pedestrian queuing space and shorter crosswalk distances.

The following two components of this section identify the different street types as defined in the Urban Design Plan and Focus Areas, followed by general streetscape guidelines for all streets.



*Activity on sidewalks provides a sense of place, a feeling of security and an overall level of vitality in a Downtown.*

### ***Street Types***

Different street types have been identified in Downtown St. Louis. Each of these street types has different typical cross sections and amenity treatments to support the individual character of the street. The following typical street types and standards are of the quality and scale necessary to support the Streets for People Program but the exact standard might change upon further detailed design of the streetscape.

### ***Typical Street***

The typical street cross sections applies to all other streets not identified within these typologies.

### ***Typical Street Typology***

*Right-of-Way (R.O.W.) Width:* 60-80 ft. two to three travel lanes.

*On-Street Parking:* Parallel both sides eight ft. width.

*Sidewalk Width:* 12 ft. minimum, 20 ft. maximum.

*Pedestrian Lighting:* None.

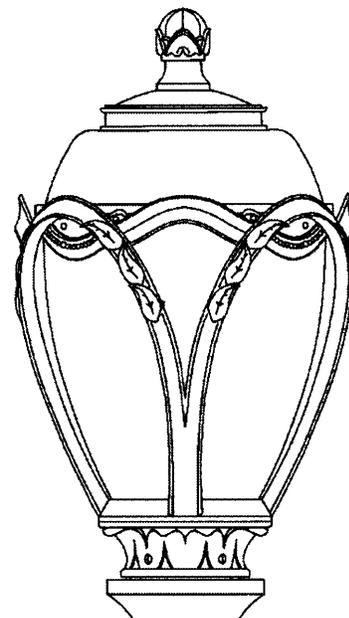
*Street Lighting:* Holophane Tear Drop, "Esplanade" single arm fixture; 27 ft. pole, black; Metal Halide Light source, spaced 90 ft. on center at intersections.

*Sidewalk Paving:* Gray concrete; medium broom finish, five ft. square panels with two ft. building edge band.

*Bench:* Victor Stanley RB-28; black.



*Holophane Tear Drop "Esplanade" street lighting.*



*Sentry "St. Louis" fixture pedestrian lighting.*

*Trash Receptacle:* Victor Stanley- S -35; black.

*Tree Grate:* Urban Accessories - OT Title 24 five ft. square, black finish.

*Special Amenities:* None.

*Recommended Street Trees:* American Linden, Common Hackberry, Patmore Ash, Autumn Purple Ash, Zelkova; minimum size three inch caliper; spaced 30 ft. on center.

***Pedestrian Street***

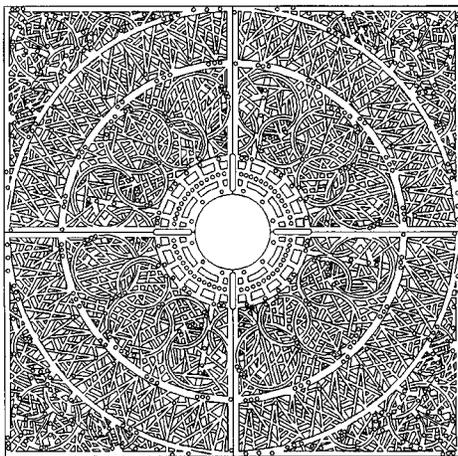
The pedestrian street section in Downtown is a 60 foot right-of-way (ROW). This includes two eight ft. parallel parking lanes on both sides of the street and two 10 ft. travel lanes, leaving 12 ft. for a sidewalk on each side of the street. This 12 ft. pedestrian way allows for a five ft. amenity zone at the curb and a seven ft. pedestrian clear zone. If additional space is available, it can be used for outdoor cafes and other street art.



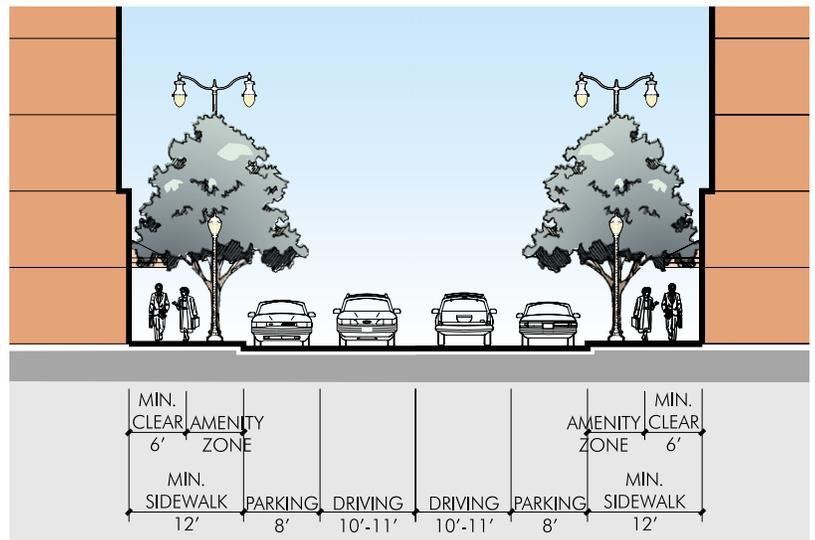
*Victor Stanley bench.*



*Victor Stanley trash receptacle.*



*Urban Accessories tree grate.*



*Typical street section.*

Pedestrian Streets should have appropriate paving and pedestrian amenities, providing a pleasant overall environment for walking within and between districts in Downtown St. Louis.

***Pedestrian Street Typology***

*Right-of-Way (R.O.W.) Width:* 60 ft.

*On-Street Parking:* Parallel, both sides eight ft. width.

*Sidewalk Width:* 12 ft. total; with five ft. amenity zone behind curb.

*Pedestrian Lighting:* Sentry “St. Louis” Fixture; 12 ft. pole, black; Metal Halide Light source; spaced 30 ft. on center.

*Street Lighting:* Holophane Tear Drop, “Esplanade” single arm fixture; 27 ft. pole, black; Metal Halide Lite source, spaced at intersections.

*Sidewalk Paving:* Gray concrete; medium broom finish, five ft. square panels with two ft. building edge band.

*Bench:* Victor Stanley RB-28; black.

*Trash Receptacle:* Victor Stanley S-35; black.

*Tree Grate:* Urban Accessories - OT Title 24 five ft. square, black finish.

*Special Amenities:* Movable cafe tables, kiosks and vendor facilities should be located along sidewalks. Requests for Private amenity space along the sidewalk should not exceed six ft. in width.



***American Linden***



***Common Hackberry***



***Autumn Purple Ash***

*Recommended Street Trees:* American Linden, Common Hackberry, Patmore Ash, Autumn Purple Ash, Zelkova; minimum size three inch caliper; spaced 30 ft.

***Retail Street***

Retail streets will have the same cross section as pedestrian streets. The adequate clear widths for pedestrians, opportunities for outdoor cafes, enlivened ground floor windows, and maximized short-term on-street parking are elements of a retail street.

A key element to retail streets are active engaging storefronts. Awnings, signage and colorful window displays are highly encouraged on retail street storefronts. The Downtown Saint Louis Partnership should actively engage with local retailers to promote Downtown retail.

Retail Streets have been identified as Olive, Washington, Sixth, and Seventh Streets.

***Retail Street Typology***

*Right-of-Way- (R.O.W.) Width:* 60 ft.

*On-Street Parking:* Parallel both sides eight ft. width.

*Sidewalk Width:* 12 ft. total; with five ft. amenity zone behind curb.

*Pedestrian Lighting:* Sentry “St. Louis” Fixture; 12 ft. pole, black; Metal Halide Light source; spaced 30 ft. on center.

*Street Lighting:* Holophane Tear Drop, “Esplanade” single arm fixture; 27 ft. pole, black; Metal Halide Light source, spaced at intersections.



*Zelkova*



*Patmore Ash*

**Sidewalk Paving:** Special paving for the entire sidewalk width; which could including decorative colored concrete, concrete unit pavers, brick pavers or stone pavers.

**Bench:** Victor Stanley RB-28; black.

**Trash Receptacle:** Victor Stanley-S-35; black.

**Tree Grate:** Urban Accessories-OT Title 24 five ft. square, black finish.

**Special Amenities:** Movable cafe tables, kiosks and vendor facilities should be located along sidewalks. Requests for Private amenity space along the sidewalk should not exceed six ft. in width in front of the building facade.

**Recommended Street Trees:** American Linden, Common Hackberry, Patmore Ash, Autumn Purple Ash, Zelkova; minimum size three inch caliper; spaced 30 ft. on center.

***Service/Access Street***

Service/Access streets are local streets that may have additional vehicular carrying capacity due to their location adjacent to collectors and along the ingress and egress routes of parking structures. These streets may also have a higher level of service and loading areas than other streets. Design of these streets must provide safe pedestrian movement among the large amount of vehicular activity and curb cuts that are found here.

These streets include Lucas, St. Charles, Pine and 10th Street in the Expanded Downtown Core.

***Service/Access Street Typology***

***Right-of-Way (R.O.W.) Width:*** 50 ft.

***On-Street Parking:*** Parallel parking eight ft. wide on each side of the street. Loading zone 10 ft. wide one side of street only.

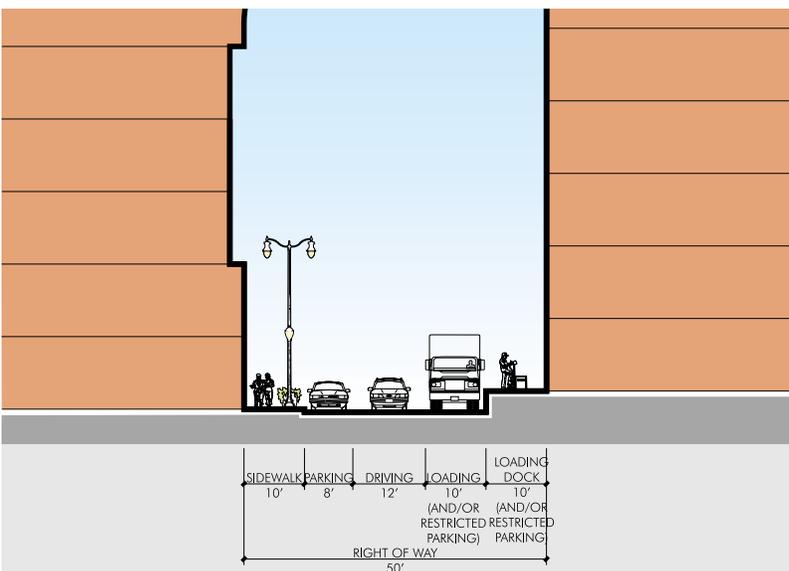
***Sidewalk Width:*** 10 ft. wide one side of street only. Loading Dock 10 ft. wide one side of street only.

***Pedestrian Lighting:*** None

***Street Lighting:*** Holophane Tear Drop, "Esplanade" single arm fixture; 35 ft. pole, black; Metal Halide Light source, spaced 90 ft. on center and at intersections.

***Sidewalk Paving:*** Gray concrete; medium broom finish five ft. square panels.

***Bench:*** Victor Stanley RB-28; black.



**Typical service/access street.**

*Trash Receptacle:* Victor Stanley - S-35; black.

*Tree Grate:* Urban Accessories - OT Title 24 five ft. square, black finish.

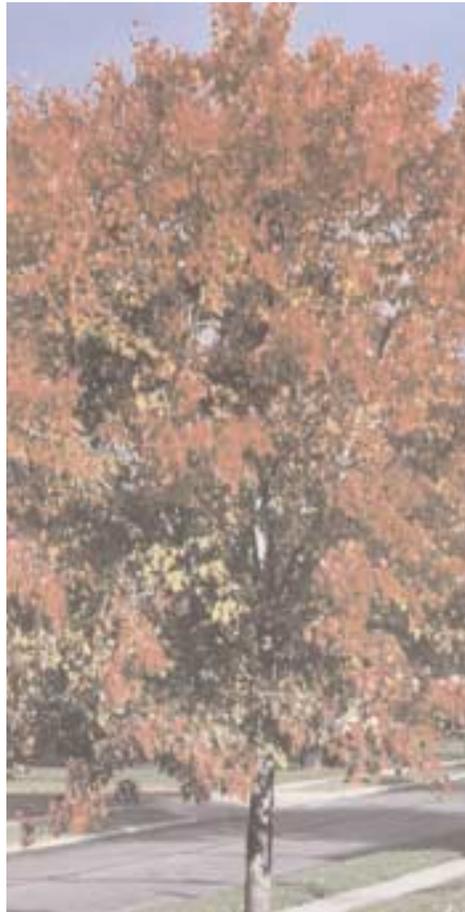
*Special Amenities:* None.

*Recommended Street Trees:* Where trees can be located given existing building and street configurations, the following species are recommended: American Linden, Zelkova, Common Hackberry; minimum size three inch caliper; spaced 30 ft. on center.

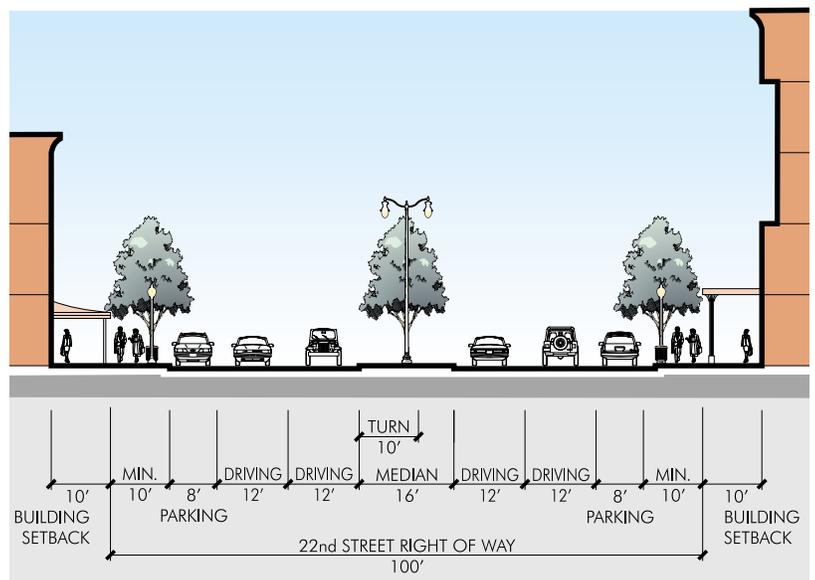
***Gateway Boulevard***

The gateway boulevards include 22nd Street, Tucker Boulevard, and Memorial Drive. These streets should have consistent tree plantings along the length of each of these streets and within the medians. Signature plantings, signage and sculpture and unique pavement should be included in the design of the boulevard. These gateway boulevards are to occur at the following locations:

- Along the length of 22nd Street from I-64/STH40 to Chestnut.
- Along Tucker Boulevard between Cass and Spruce Streets.
- Along Memorial Drive between Walnut and Pine with a new landscaped park deck on top of I-70.
- Along the Gateway Mall, its edges and pedestrian crosswalks.



*Red Sunset Maple*



*Typical boulevard.*

**Gateway/ Boulevard Street Typology**

**Locations:** 22nd Street, Tucker Boulevard and Memorial Drive.

**Right-of-Way (R.O.W.) Width:** 100-165 ft. varies per street, with center landscape median to be a minimum size of 16 ft.

**On-Street Parking:** Both sides of street, eight ft. width.

**Sidewalk Width:** 10 ft. minimum with 10 ft. wide building setback zone allowed for 22nd street only.

**Pedestrian Lighting:** Sentry - "St. Louis" Fixture; 12 ft. pole, black; Metal Halide Light source; spaced 30 ft. on center.

**Street Lighting:** Holophane Tear Drop, "Esplanade" single arm fixture; 27 ft. pole, black; Metal Halide Light source, spaced at intersections.

**Sidewalk Paving:** Gray concrete; medium broom finish five ft. square panels special paving material like concrete pavers or brick pavers at intersections along Gateways/Boulevards is highly encouraged.

**Bench:** Victor Stanley RB-28; black.

**Trash Receptacle:** Victor Stanley - S-35; black.

**Tree Grate:** Urban Accessories-OT Title 24 five ft square, black finish.

**Special Amenities:** Kiosks, signage and gateway markers.



**Sterner - Spectra SPI 5**  
Used for both pedestrian lighting and street lighting on Washington Avenue.



**Landscape Forms "Scarborough" trash receptacle.**

*Recommended Street Trees:* Shade trees- Northern Red Oak, Red Sunset Maple, Honeylocust; Ornamental trees- Bradford Pear, Crabapples, Serviceberry, Redbud; spaced 30 ft. on center for shade trees 25 ft. on center for ornamental trees in medians only; all trees three inch caliper minimum size.

**Washington Avenue**

The overall plan for the Washington Avenue Loft District is described in detail in Section VIII of this report. This section is meant to convey the typology dimensional cross section of the street and the streetscape design element standards.

**Washington Avenue Street Typology**

*Right-of-Way (R.O.W.) Width:* 80 ft.

*On-Street Parking:* Parallel parking both sides; eight ft. wide. Perpendicular parking on side streets only per district plan.

*Sidewalk Width:* 16 ft. to 20 ft. wide.

*Street/Pedestrian Lighting:* Architectural Area Lighting - Spectra SPI- IND5 18 ft. high, black and chrome finish spaced 30 ft. on center.

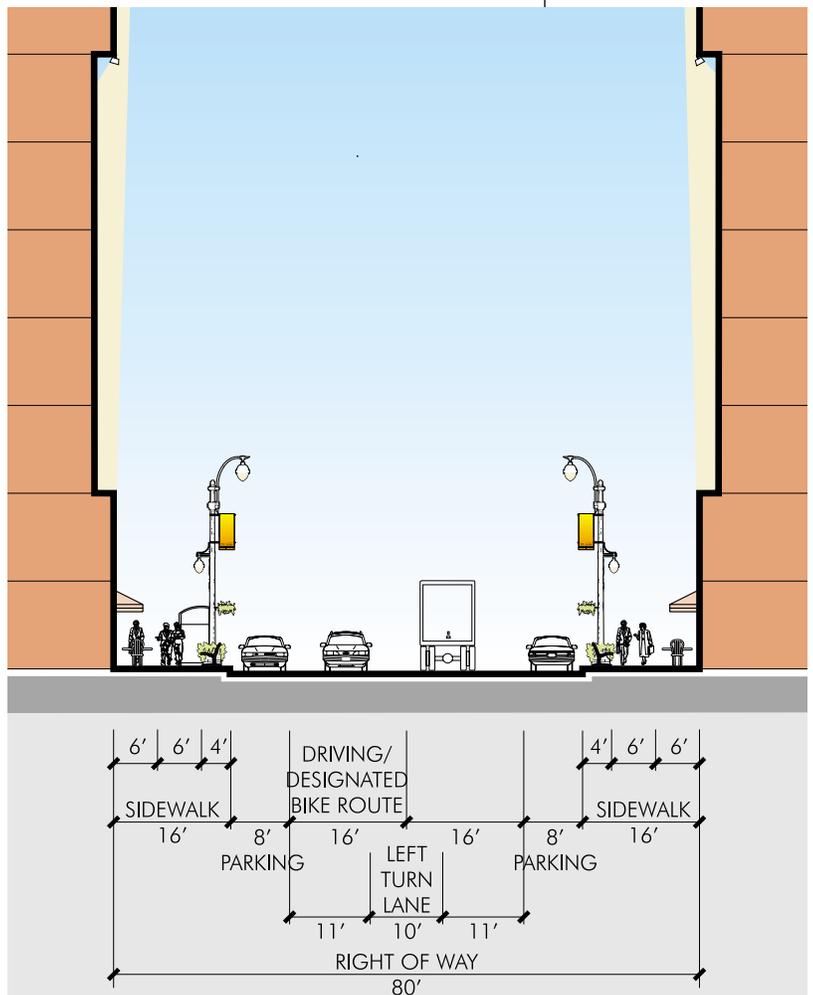
*Sidewalk Paving:* Special paving which would include concrete unit pavers, colored concrete or brick pavers.

*Bench:* Landscape Forms -"Scarborough", black finish.

*Trash Receptacle:* Landscape Forms-"Scarborough" 24-33, black finish.



*Landscape Forms "Scarborough" bench.*



*Washington Avenue cross section.*

*Tree Grate:* Urban Accessories-OT Title 24 five ft square, black finish.

*Special Amenities:* Movable cafe tables, kiosks and vendor facilities should be located along sidewalks. Requests for private amenity space along the sidewalk should not exceed six ft. in width from facade of building.

*Recommended Street Trees:* (On side streets only) American Linden, Ash. Minimum size 3" caliper.

### ***The Gateway Mall***

The overall plan for the Gateway Mall and Arch Grounds District is described in detail in Section XI of this report. This section is meant to convey the typology dimensional cross section of the street and the streetscape design element standards.

### ***The Gateway Mall Street Typology***

*Right-of-Way (R.O.W.) Width:* Overall width 390 ft., Chestnut Street average of 69 ft., Market Street average of 100 ft., Mall interior dimension 221 ft.

*On-Street Parking:* Parallel parking on both sides of Market and Chestnut streets except for a few blocks on Chestnut where the R.O.W. is too narrow. Eight ft. width.

*Sidewalk Width:* 30-31 ft. on mall side, 12-16 ft. on building side.

*Pedestrian Lighting:* Historic St. Louis Union Station fixture to be replicated; single concrete post 12 ft. height single fixture.



*Historic Union Station Light used for both pedestrian lighting and street lighting.*



*Landscape Forms "Hyde Park" bench.*

*Street Lighting:* Historic St Louis Union Station fixture to be replicated; double arm with concrete pole spaced 60 ft. on center.

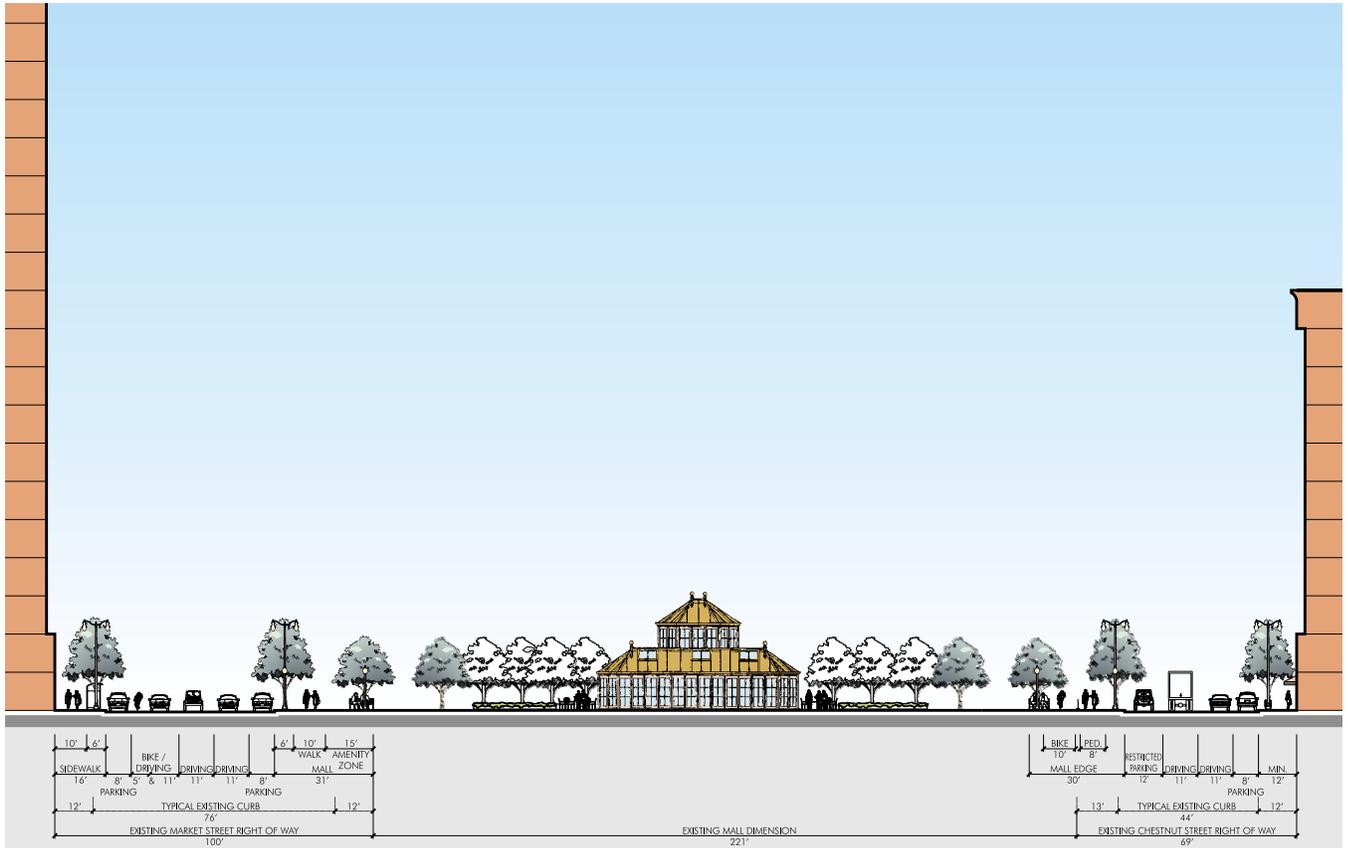
*Sidewalk Paving:* Special paving that includes stone and brick pavers and sand-stone crusher fines.



**Landscape Forms "Hyde Park" trash receptacle.**



**Northern Red Oak**



**Gateway Mall cross section.**

### ***The Laclede's Landing/ Riverside***

The overall plan for the Laclede's Landing/Riverside Focus Area is described in detail in Section X of this report. This section is meant to convey the typology dimensional cross section of the streets and the streetscape design elements standards.

#### ***The Laclede's Landing/Riverside Street Typology***

*Right-of-Way (R.O.W.) Width:* Match existing.

*On-Street Parking:* Parallel both sides  
8 ft. wide.

*Sidewalk Width:* 6 ft. minimum clear.

*Pedestrian Lighting:* Existing Laclede's fixture and spacing.

*Street Lighting:* Existing Laclede's fixture and spacing.

*Sidewalk Paving:* Historic brick paving throughout.

*Bench:* Match existing.

*Trash Receptacle:* Match existing.

*Tree Grate:* Match existing.

*Special Amenities:* Movable sidewalk cafe furniture, kiosks, and street vendors.

*Recommended Street Trees:* American Linden, Patmore Ash, Autumn Purple Ash, Honeylocust, Zelkova; Minimum three inch caliper size spacing 30 ft. on center.



*Existing Laclede's Landing light fixture.*

### ***Furnishings***

Street furnishings such as seating, newspaper racks, bicycle racks, bollards, and trash receptacles are important functional elements and amenities, especially in the commercial streetscape. They should be designed to be attractive and unified within any given district.

Maintenance, safety, and comfort are primary considerations in the design and placement of street furnishings. All furnishings placed in the right-of-way should be of high quality, designed for outdoor use and require minimum maintenance.

### ***Overall***

Development of a coordinated street furnishings program that compliments the historic character of Downtown should follow the guidelines below.

- In general, street furnishings should be located at least 2-1/2 ft. from the curb face where on-street parking occurs, and 3-1/2 ft. where travel lanes adjoin the curb except for parking meters and street lights.
- Develop specific thematic street furniture programs for the Gateway Mall, the Old Post Office District, and the Washington Avenue Loft District.
- Allow sidewalk vendors and sidewalk artists, concentrating them on Olive, Eighth, Washington Streets, and in Downtown parks.
- Encourage art of all types in the public realm.
- Install new streetlights with pedestrian-oriented lighting attachments.
- Install benches and other seating opportunities along key streets including the Gateway Mall, Eighth Street, and Washington Avenue.

### ***Street Trees***

Street trees add color, shade texture and shadow to the urban environment and are highly encouraged to be planted on all Downtown streets.

- Develop a planting hierarchy that reflects the importance of individual streets.
- Use a consistent spacing, generally 30 ft., to create a continuous green canopy.

- Plant trees with a minimum 3" caliper to ensure long term viability.

### ***Seating***

Seating may be provided when space allows for both a clear pedestrian walking zone and separate seating areas. Seating expands opportunities for people to use the street, especially in commercial streetscapes. Seating may be provided on benches, planter walls, edges, steps, or moveable chairs.

- Seating surfaces should be 16 to 18 inches high and have a minimum depth of 16 inches for seats without backs and 14 inches for seats with backs.
- Walls, ledges and steps that are available for seating should be between 12 and 20 inches high and 16 inches wide wherever possible. Walls used for seating on both sides should be a minimum of 30 inches wide.
- Seating should be durable and comfortable. Avoid sharp edges and poorly designed or fabricated furniture. Metal is the preferred material.
- Seating design should complement the style of the surrounding architecture and other furnishings.
- Seating should be secured permanently into paved surfaces for safety and to avoid vandalism, except for moveable chairs.

- Seating should not interfere with plant materials or pedestrian circulation and should be placed for psychological comfort, providing a sense of having protection from behind and something interesting to look at such as shop fronts or other pedestrians.
- Seating adjacent to where bicycling is permitted on sidewalks or other bike paths must have a 3-foot clearance minimum from the pavement.

### ***Tree Grates***

Tree grates are an attractive way to protect trees planted in paved areas. Other options such as modular blocks, brick pavers, flagstone (in historic areas), and ground covers may also be used. Tree grates are the recommended method for tree planting in paved areas.

- Open tree grates should be at least 5 ft. by 5 ft. with openings no more than 7/8 inch in width. The size and shape of tree grates should relate to the paving pattern. They should be designed to allow for tree trunk growth, constructed of ductile iron, and painted black with a durable, factory applied finish.
- Irrigation systems within grates are required with written maintenance agreements from the property owners who abut these R.O.W's. The irrigation system should be on a zone separate from all other private landscape zones.

- If string lights are anticipated in the trees, electrical outlets should be provided in the tree grate area. If uplighting is desired, select a tree grate manufactured to support the light.

### ***Fencing and Railings***

Fencing within a commercial streetscape can be provided to enhance a neighborhood characteristic. In residential districts, for example, it helps create a definition of the front yard.

Railings may be necessary as a safety feature or as a functional support rail (leaning rail) for people to lean against. Railings and fences can help define the street space.

- Fences and railings should have an ornamental character as well as utilitarian function. Where railings or fences in a particular neighborhood or district contribute to the overall image of the area, try to use the same or similar design details to reinforce that character.
- Fences and railings must not interfere with pedestrian safety by blocking access from the street to the sidewalk.
- In certain situations a railing is required to protect the public against potentially hazardous grade changes. Pedestrian safety railings at grade changes shall be 42 inches high, minimum. They must have intermediate rails, balusters, ornamental or patterned infill.

- Fences and railings should be between 32 inches and 48 inches tall except railings on bike ramps, which must be 54 inches tall to meet AASHTO standards.
- Place leaning rails if desired at or near bus stops, places where shoppers are picked up or dropped off and places where people are likely to stop or wait without necessarily wanting to sit. Leaning rails should be between 27 and 42 inches in height.
- A 2 to 3 inch high curb placed 4 inches in front of a railing will prevent the footrest of a wheelchair or other wheeled vehicle from striking the railing's vertical supports.
- Railings must be designed to support loads in both the horizontal and vertical directions of 50 pounds per linear foot. Fasten railings securely.

### ***Trash Receptacles***

Trash receptacles should be easily accessible for pedestrians and trash collection. Their design should relate to other site furnishings as well as building architecture. They must be carefully placed to be unobtrusive yet effective. On paths where bicycling is permitted, maintain a 3-foot setback from the edge of the bike path.

- Trash receptacles should be designed in two pieces. The inner container should ensure easy trash pickup and removal and an outer shell should blend aesthetically with the other streetscape elements.

- They should be conveniently placed near benches, bus stops, and other activity nodes, and arranged with other streetscape elements into functional compositions.
- They should not be placed directly adjacent to benches.

### ***Bollards***

Bollards are generally used to create a low barrier that separates auto and pedestrian traffic, highlights and protects a special feature, emphasizes the historical character of the area, or directs circulation patterns.

- Select a bollard design that is architecturally and aesthetically appropriate to the area and other streetscape elements. Bollards can be used to provide low-level lighting to pedestrian paths.
- Bollards should be between 28 and 42 inches high.
- Bollards should be set 2ft. minimum from curb face.
- Clearance between bollards or between bollard and any other structure or pole must be at least 36 inches. Clearance must be at least 60 inches where there is clearly one primary path.
- Bollards may be chained or cabled together if provided with attachments as an integral part of the design.



*Trash receptacles should be placed as to not interfere with the pedestrian free zone and to optimize their use.*

- Standard pipe filled with concrete is not acceptable in pedestrian locations.
- Consider utilizing removable bollards where service or emergency vehicles need periodic access.

### ***Planting Pots and Planters***

Planting pots provide added dimension and color to streetscape planting. They also direct pedestrian traffic, create focal points, and provide pedestrian resting areas.

- Large pots are preferred instead of fixed planter boxes because of conflicts with vehicles and maintenance.
- Planting pots should be planted with annual flowers or with ground covers.
- Pots should occupy a surface area of at least four square ft. and should not block other elements such as streets, signs, meters or streetlights.
- If planter boxes are used, trees or any woody shrubs should not be planted in them. Their survival rate is generally

very low because the roots often freeze in the winter. Only annual flowers or ground covers should be planted in boxes.

- Planters that are to be used for seating should be between 12 and 20 inches in height with a rim of at least eight inches in width. Plant materials should not interfere with the seating.
- Provisions must be made for ensuring adequate watering and drainage.
- Staining of paving from planter drains should be considered in planter location.

### ***Newspaper Racks and Enclosures***

Appropriately designed newspaper racks and enclosures should serve the public without compromising pedestrian circulation and the appearance of the street.

- Cluster newspaper racks together whenever possible. Screening should also be considered to minimize views of the racks from the street. Provide a standard



*Planters add color and another layer of detail to the streetscape.*



*Newspaper racks should be incorporated to congregate and screen the visual clutter often created by these racks.*

rack screening enclosure that organizes racks in a single location when more than two racks are placed on each block face. The design of these enclosures should be consistent with the decorative railing used to control pedestrian movements. Arrange racks with other elements within the amenity zone.

- Racks should be painted a neutral background color so that they do not stand out.
- Racks should be placed 2ft. from the edge of the curb making sure that there is adequate width on the sidewalk between racks and adjacent buildings. If possible, place racks against the building wall and leave the rest of the sidewalk clear for pedestrians.
- Racks should be placed as close as possible to pedestrian activity nodes. They should not be located where they will obstruct the view of drivers at intersections or block views of business displays or signs.

- Racks should not be placed at street corners beyond the property lines extended.
- Local newspaper companies should work together to select a standard Downtown newspaper rack dispenser. Gang type dispensers are highly encouraged.

### ***Bicycle Racks***

Bicycle racks should be provided within commercial streetscapes to encourage bicycle use.

- Avoid placing bicycle racks in areas where they may endanger the safety of pedestrians or cyclists.
- Select racks that are permanently mounted structures, designed in a simple style, and easy to use. The rack must allow both the frame and at least one wheel to be locked. Racks that allow for the locking of only one wheel are not acceptable.

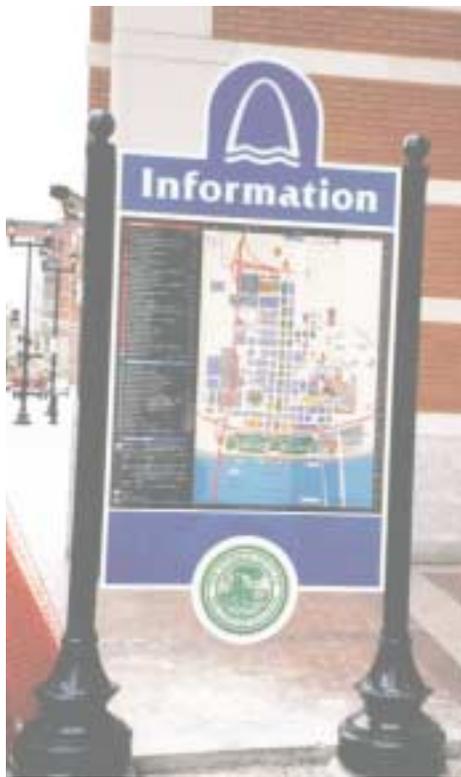


*Adequate bicycle facilities should be provided along streets.*

- Place bicycle racks where they are near entrances or gathering places. Avoid placement that creates a tripping hazard. If possible, place the racks where the parked bicycles will be visible from inside the adjacent building. Ideally, bicycle parking should be more convenient than automobile parking.

### ***Kiosks***

Kiosks are intended to serve as informational points, to direct pedestrian traffic and to organize the function of outdoor spaces. They should be used sparingly and only when needed to impart community information.



*Kiosks provide needed information for both visitors and residents of a community.*

- Kiosks should be carefully positioned in conjunction with other elements of street furniture such as benches, lighting, and landscaping. They should be focal points in open areas, and may be combined with other elements like business directories, telephones, mailboxes and newspaper racks. The design should be compatible with and complementary to the surrounding architecture and other furnishings.
- Kiosk design and type should facilitate the posting of notices and their removal and cleaning.
- Kiosks should be easily accessible from all sides and adequately illuminated.
- Typically kiosks should be designed so they are not a maintenance liability. New manufacturer's programs that employ controlled advertising space in compensation for maintenance of these structures should be considered.

### ***Mailboxes***

Mailboxes are placed by the U.S. Postal Service. Their location should be coordinated with the Postal Service during design to minimize clutter.

### ***Parking Meters***

The location of parking stalls and meters should be coordinated to minimize clutter. Meters should be aligned with other furnishings where possible. Alternative paint colors and base covers for meter poles can improve the appearance of standard meters. They should be located 18 inches behind



*New bus shelters are currently being installed by Bi-State.*

the curb, 22 ft. on center, one per double stall. Contact the Parking Division for more information.

### ***Bus Shelters***

Standard bus shelters are placed by Bi-State at stops where there is a clear need. If a different type of shelter is desired, it must be approved by Bi-State. Any additional costs and maintenance become the responsibility of the adjacent property owner, maintenance district, or commercial improvement district.

### ***Signage and Wayfinding***

A coordinated, clear, and exciting graphics/ signage system for pedestrians in the Downtown area is essential for creating the pedestrian-friendly, distinctive environment that this Plan seeks. A comprehensive signage and wayfinding system should be developed that builds upon the character of the existing information signs. Signs should include maps that identify destinations, food, shopping, transit and MetroLink routes, public parking locations, and one-way streets.

- Maps should be prominently displayed at the Arch, the Courthouse, Kiener Plaza, Laclede's Landing, Busch Stadium, America's Center, TWA Dome, Washington Avenue, Union Station, the Old Post Office, along the Gateway Mall, and along key pedestrian-oriented streets.
- St. Louis should construct a walking tour of important Downtown sites (e.g. the Freedom Trail in Boston) that can be promoted at Downtown information kiosks.

### ***Entry Monuments***

Distinct, identifiable districts or neighborhoods may desire to have monuments placed at key points of entry or at the center of the district. Entry monuments can be a source of pride for residents and give identity to the neighborhood or district. Locations for entry monumentation identified as part of this Urban Design Plan include: the Washington Avenue retail street, the Olive Street retail street, and the Clark Avenue Sports walk.



*Signage should be clear and exciting.*

Gateway monumentation should also occur at Cass and Tucker, 22nd Street and Market, Memorial Drive, and Spruce and Tucker.

Entry monuments should only occur where a distinguishable entry along a street already occurs. In some neighborhoods clear points of entry may be difficult to find. Yet identity monuments at key locations may be appropriate to help create a sense of place and to reinforce the neighborhood identity. Monuments should reinforce the character of the neighborhood.

- Entry monuments should be integrated into a total design of typical streetscape elements such as trees, ornamental lighting, paving patterns, median planting, walks and buildings.
- The scale, character, shape, materials and location of entry monuments must be planned and consistent for an entire neighborhood. This does not mean that all entries should have monuments. If too many are placed or if they occur in inappropriate locations, the strength of the entry will be diminished. Ad-hoc placement and design of entry monuments is not acceptable.
- Provisions must be made for monument maintenance. The most effective way to address monument maintenance is to have a neighborhood association committed to their upkeep. If this is not feasible, it may be possible to have them added to a list of similar miscellaneous improvements that are the responsibility

of the City. Their design should be as durable and maintenance-free as possible.

- Appropriate scale and proportions are critical to the sense of arrival and entry. Monuments must be effective at the pedestrian and vehicular scale. A range of scales will also create a sense of movement at the point of entry.
- Monument design should embody elements of form and detail that represent and identify the neighborhood. The monument should make reference to the character of the shared vision of the district it serves.
- All entry monuments should fit comfortably into the group of existing gateway monuments within the City of St. Louis.

### ***Commercial District Gateway Markers***

Gateway markers may be used to define a commercial district. They are recommended only where a coordinated district plan includes markers as an important element to be unified with the overall district design.

The site and surrounding elements of markers are important. Lighting, planting and signs related to the markers should be carefully designed to reinforce the gateway. The design of the markers should be coordinated with the materials and details of other elements in the district and should embody the characteristics that identify the area.



*Appropriate screening should be implemented for parking lots and service areas.*

- Scale and proportion are critical to the design of the gateway. The scale of the markers should relate to street width and the size of buildings nearby and must be effective at the pedestrian and vehicular scale, meaning they must be attractive and interesting from the street and sidewalk.
- Entry markers must not interfere with driver sight lines at corners.
- Some districts may have a primary gateway and secondary points of entry. A hierarchy of gateways should be developed if secondary entries are to receive markers.

***Walls and Screens***

Walls and screens may be included in a streetscape to direct or screen a view or to provide changes of grade. The height and material selected should relate to building architecture and the character of the district. Walls and screens can be important in creating a continuous sidewalk edge that unifies the street space or screens an undesirable view like a parking lot.

***Fountains***

A fountain provides moving water that masks noise, cools and humidifies, increasing comfort and beauty in a space. Fountains can also be used to define space or provide an interesting focal point.

- The rim around the fountain or pool should be between 12 and 20 inches in height and 16 inches in width if used for seating.



*Fountains provide comfort and beauty to an urban environment.*

- Fountain design should respond to wind direction, building location, pedestrian circulation, potential ice build-up in winter and the appearance of the fountain and its basin when not operating.
- Fountains should include a recirculating pump for conservation purposes.
- Maintenance is crucial to the success of all fountains. The owner or improvement District should be committed to maintenance prior to beginning design.

#### ***Utility Boxes, Meters and Manholes***

Coordinate the location of all proposed utility boxes and meters, including irrigation controls, with the proposed locations of site furnishings, trees, signs, and lighting. Boxes and meters should be located 2-1/2 ft. from the curb face and should not interfere with pedestrian movement.

There are several kinds of utility cabinets that may need to be accommodated, including cabinets for electric meters, water meters, water/irrigation controllers, traffic signal switching equipment, and local utility company switching gear and transformers.

- Utilities should not be located under walkways where they might interfere with or preclude street trees.
- Traffic signal switching gear cabinets are of a standard design. They must be located near the signals they control with care not to block pedestrian access at the street corner.

- Electric meters, water meters and irrigation controllers can be handled individually or consolidated into one cabinet. Utility transformer vaults and switch cabinets are larger and should be located as inconspicuously as possible.
- Any cabinet design must provide access to the cabinet, room to swing the doors open and space to get the necessary equipment on position for service. Check with the appropriate utility company for specific access requirements.
- Before finalizing the design of any streetscape improvements, existing overhead and underground utilities should be located and sized with the assistance of the various city departments. Contact at least the following for more information: Local utility company, Southwestern Bell, cable television companies, Water Department and Board of Public Service.

#### ***Implementation Actions***

##### ***Year One***

- Commence detailed design of the boulevarding of Memorial Drive.
- Commence detailed design of Washington Avenue streetscaping.
- Commence detailed design of Lucas, St. Charles and related north/south side streets connecting to Washington as part of Washington Avenue effort.
- Commence detailed design of street and streetscape improvements to Eighth, Ninth, Olive and Locust Streets immediate to the Old Post Office.

- Establish a Downtown Streets Management Entity that immediately addresses maintenance of sidewalks, striping and workability of traffic control devices.
- Complete pedestrian improvements under I-70 to Laclede's Landing (currently underway).

### ***Years Two through Six***

- Commence detailed design of the Gateway Mall, to include reconfigured Market and Chestnut Streets. Design and implement Tucker Boulevard improvements.
- Establish a Downtown Maintenance Division to maintain all streets in the Downtown, with a focus on the retail and pedestrian streets.
- Implement Dr. Martin Luther King Drive/Delmar one-way couplet. This should be completed by the time of occupancy of significant Washington Avenue loft development (within three to four years or with approximately 500 loft units). This could also be implemented prior to construction on Washington Avenue to alleviate traffic issues associated with construction.
- Convert Ninth and 10th Streets to two-way operation north of Washington Street. This should be completed no later than completion of the new Mississippi River Bridge entry ways into Downtown.
- Commence detailed design of 22nd Street south of Olive and north of Olive. Construction of this should be complete prior to the beginning of major construction on the new Mississippi River Bridge entryways into Downtown.
- The Market/Chestnut couplet should not be initiated until the I-70 landscape deck is complete and the reconfiguration of a new at-grade 22nd Street system is complete.
- The Gateway Mall Mover shuttle should be commenced in Year 2, with adjustments in direction accompanying the Market/Chestnut couplet conversion.
- Boulevard over Memorial Drive. This could be done anytime after completion of design and funding has been obtained. Included in the design should be consideration of the details of the couplet termination at the Memorial Drive end. It may be necessary, for example, to provide a one- or two-block section of two-way operation in front of the Adams Mark Hotel.
- Sidewalk changes should be completed as part of adjacent development.
- Market/Chestnut bike lanes should be completed as part of couplet implementation.
- Stripe and sign designated bike routes and lanes as soon as feasible.

- The planning and design of the proposed 22nd Street Parkway should provide for a clear pedestrian environment both along 22nd as well as for crosswalks across 22nd Street.
- Continue efforts with MoDOT/IDOT regarding design of the new Mississippi River Bridge and the specific design of the entryways into Downtown St. Louis. The planning and design of the proposed bridge should meet criteria adopted by the City of St. Louis.
- Rework necessary zoning categories to specify Downtown Parking requirements that are on the 'lean side'.
- Establish a 'how to get to work' promotion. Include clear mapping indicating the stop locations of the MetroLink route, bus routes, and the Shuttle Route, so that users can easily determine their routes and transfers.

**Summary of Costs**

The following table summarizes investment by type of investment and project type for the Streets for People Program.

Table XII.1

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Projected Annual Development Costs in  
Millions of 1998 Dollars

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Streets, Streetscapes, & Other

Support Programs	Total
Civic Landscaping & Street Improvements	\$22.5
Civic Plan Implementation and Event Programming	\$20.0
<b>TOTAL</b>	<b>\$42.5</b>

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*Bench:* Landscape Forms -"Hyde Park",  
black.

*Trash Receptacle:* Landscape Forms - "Hyde  
Park" PD5001-26-30, black.

*Tree Grate:* Urban Accessories-OT Title 24

*Special Amenities:* Movable cafe tables,  
kiosks and vendor carts.

*Recommended Street Trees:* Shade trees-  
Honeylocust, Northern Red Oak, Red Sunset  
Maple. Three inch caliper 30 ft. on center.

## Section XIII: Typology Guidelines

### *Introduction*

The following typology guidelines present a general framework for adaptive reuse and redevelopment of buildings, streets, open spaces, and parking in Downtown St. Louis. The guidelines are directed at preserving and enhancing the essential urban design qualities that contribute to the distinctive and memorable character of Downtown.

All of the typology design guidelines contained herein are based on the overall concepts for the City of St. Louis Downtown Development Action Plan but are specific to the Downtown Core Study Area.

These typology guidelines are not meant to be an all-inclusive compendium of detailed design guidelines. Rather, they provide a first direction for future individual implementation projects. By identifying key building, street, open space and parking types and principles to guide immediate and long term development, this document translates the design concepts of the overall Framework Plan and Urban Design Plan into specific implementation actions.

These typology design guidelines are laid out in four sections that correspond to the essential urban characteristics in the Downtown Core Study Area:

- *Buildings:* These guidelines address the characteristics that make Downtown buildings unique and memorable and that set the stage for growth. The building section is broken into the following sub-categories:
  - Overall Building Guidelines
  - Historic
  - Architectural Details
  - Infill Construction
  - Massing
  - Materials
  - Civic
  
- *Parking:* These guidelines focus on integrating parking facilities into the fabric of a pedestrian-oriented Downtown. There are two types of parking conditions:
  - Surface
  - Structured
  
- *Open Space:* Open space plays a vital role in the identity and character of all great cities. Cities are many times identified not by their buildings but by their open spaces, for example, Central Park in New York, the Common in Boston and the Mall in Washington D.C.. Two open space types are explained:
  - Parks
  - Plazas
  
- *Streets:* Street typologies have been specifically discussed in *Section XII Streets for People*.

## ***Buildings***

There are several overall guidelines that apply to all the sub-categories of building types. They are as follows:

### ***Overall Building Guidelines***

- Elements of the social and cultural history of St. Louis should be preserved whenever possible.
- New development projects should be designed to preserve and enhance historic and cultural resources within the context of new uses and buildings.
- All projects should explore opportunities to integrate local historical and cultural identities through architectural elements, public art, and/or uses.



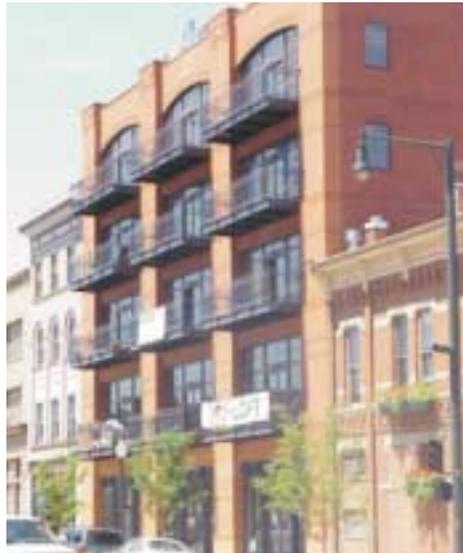
*Window boxes provide visual interest along streets and allude to a sense of place.*

- Views to the River, the Arch, and the Arch Grounds should be preserved and enhanced from all east-west and north-south streets.
- Downtown St. Louis is defined by its moderately scaled street grid and relatively narrow street rights-of-way. This historic street grid pattern reflects the smaller grid and blocks typically found in older cities and makes the Downtown quite walkable and accessible. New buildings and developments should respect and reinforce this historic street grid and block system.
- Multiple block developments that require the closing of streets should be highly discouraged.
- Where buildings meet the street the design should clearly reflect high quality materials and detail. First and second story features such as awnings, canopies, window boxes, arcades or trellis features that add pedestrian scale and unusual interest are highly encouraged.
- To enhance the quality of the street, all new developments and renovated buildings should include active frontages at the ground level that interact with the street. Active frontages include retail, lobbies, entries, and maximized windows at the street level. Blank, opaque barrier-like facades must be avoided.



*Union Station's Hard Rock Cafe provides an animated and inviting entry.*

- Important gateways should be preserved and enhanced, including the Arch and Arch Grounds, the Old Courthouse, the Civil Courts, City Hall, Union Station, the Old Post Office, the Wainwright Building, the Eads Bridge, the Gateway Mall, and the Convention Center/TWA Dome.
  - New development should preserve and enhance these landmarks.
  - New development and renovation of existing buildings should be true to their architectural style. Re-clad modern facades on older buildings should be removed. New buildings must complement the surrounding context through appropriate proportions and attention to scale and detail using modern construction techniques.
  - Buildings or other structures should not obstruct the major visual gateways into the city or prominent views into or out of the Downtown.
- To encourage building variety and a wide mix of uses, there should be no restriction on land uses either vertically or horizontally in the Downtown area. The exceptions are heavy industry or adult oriented businesses, which should be prohibited in the Core.
  - Focus Downtown retail buildings on existing strengths and concentrations: jewelry stores, tourist services, corporate image stores, and sports-themed stores.
  - Buildings and blocks of buildings should be massed and arranged to reduce bulk near the top and create a varied, visually interesting skyline. Building tops or hats can help strengthen the character and identity of the individual building and the city skyline.



*New infill development should retain the historic massing and materials whenever possible.*

### ***Historic Buildings***

Downtown St. Louis is noteworthy for the quality of its historic buildings and districts. The scale and character of these historic buildings evoke an era when Downtown was clearly the bustling, vibrant hub of the region, one in which thousands of people converged daily. This connection to the history of the region is an important touchstone for the revitalization of Downtown, and every care should be taken to preserve historical elements within the context of the overall revitalization effort.

However, a downtown dominated by empty, albeit historic, buildings lends a perception that Downtown is not inviting and creates a difficult roadblock for the overall revitalization of Downtown. Special care must be given to appropriate reuse and renovation, as well as to making the difficult demolition decisions that are necessary for both the short term and long term success of Downtown.



*Downtown St. Louis' historic building vernacular should be respected as new development occurs.*

Key historic buildings should be evaluated for adaptive renovation based on design quality, location, district character, and reuse potential. The consultant team recommends that Downtown Now! should finalize and adopt a 'Buildings to Retain' map. The approval of this map would be subject to future public and Planning Commission review. Once approved, the map will provide clear direction on which buildings have historical value.

When complete, this map should include the following:

- Buildings identified as 'retain:': These buildings are important historical landmarks and are deemed essential to the overall character of Downtown. These buildings should be preserved with appropriate renovations.
- Buildings not identified: The market would determine the future of buildings not identified as 'retain.' These buildings may have historical value, but are not essential to the character of Downtown. These buildings should be preserved, if feasible, or removed if viable new uses can be developed.

Guidelines recommended for historic buildings as part of this Plan are as follows:

- Preservation and renovation uses include residential, loft, hotel, and office, with ground floor retail and active street frontages.

- Smaller historic buildings (two to three story buildings west of Ninth) should be renovated as commercial space, lofts, and residential uses.
- Allow the renovation of historic buildings for parking structures only if no other viable use can be identified. All parking garage conversions must be designed with ground floor retail uses.
- Promote art installations in all empty windows/storefronts.
- No building should be removed for surface parking.

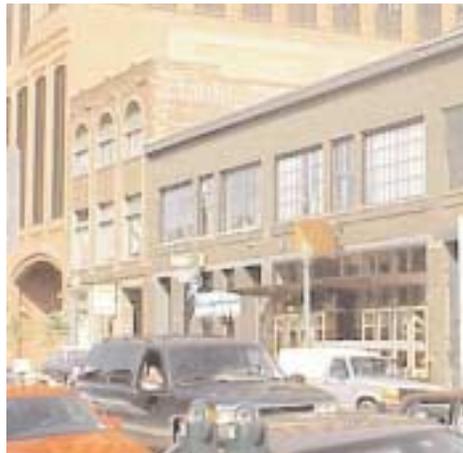
### ***Architectural Details***

Changes and improvements in the Downtown area should be designed so as to maintain and enhance the unique character and architectural quality of the existing buildings.

Downtown St. Louis is blessed with an abundance of historic, architecturally significant buildings. Indeed, this architectural significance is one of Downtown's main attributes, one which is the envy of other cities across the country. Every effort, therefore, must be made to ensure that both new and rehabbed buildings maintain the character and feel of the surrounding district or neighborhood.

- Where feasible, retain and repair original building elements. Use high quality detailing for new and replacement elements.

- When original elements have been removed and are unknown, replacements should be visually compatible with the rest of the facade, and/or with the rhythm, proportion, and scale of nearby historic buildings.



*A good example of reuse of small historic buildings for office and commercial use.*

- Remove alterations whose design and/or materials are not consistent with the overall character of the building.
- Uncover original openings where feasible, and do not block up existing openings.
- Retain original storefront elements, or elements which have gained significance in their own right, such as entries, doors, windows, frames, and hardware. Repair rather than replace these features wherever feasible.



*Entryways should be identified clearly. Their character should reflect the use it represents.*

- New storefronts and alterations should be compatible with the historic character of the facade in terms of colors, materials, and details. Locate entrances and doors to reflect original locations if known; otherwise, reflect the entry patterns of nearby buildings. Highlight architectural features with building lighting.
- Include architectural features such as awnings, canopies, and recessed entries that can protect pedestrians from inclement weather.
- New openings should be in proportion to existing openings and facade elements on the building.
- Loft buildings: All renovated loft buildings should have active or transparent uses on the ground floor.

- Renovated loft buildings should accommodate parking within the building wherever feasible.
- Encourage a wide variety of visually interesting signage including projecting banners, neon, and lighted signage.

### ***Infill Construction***

New buildings within the fabric of Downtown are necessary to meet contemporary space needs, introduce new uses, and create an environment in which Downtown can move forward and thrive. It is important, though, that new buildings be designed with care, with respect for the existing fabric, and with an eye towards the creation of a wonderful public environment for pedestrians.

The most attractive older districts in Downtown St. Louis are characterized by strong streetwalls with buildings at the property line and little or no space between buildings. These streetwalls provide interest and a variety of facade design. They clearly define the public space of the street and sidewalk as well as concentrate and reinforce pedestrian activity. This historical pattern creates a memorable urban quality and should be a model for new development.

New buildings should maintain a continuous zero setback at the ground floor, except for occasional breaks in the streetwall for public features, or where the Expanded Downtown Core Urban Design Plan indicates new open space locations.

- Subject to design review, buildings may be setback from the property line for suitably defined, usable open space.
- Arcades may be utilized as long as the continuity of the streetwall is maintained.
- Limited exceptions, not to exceed 10 feet in depth, should be permitted for recessed storefronts, particularly to create corner entries.
- Retail spaces should be accessed directly from the sidewalk, rather than through lobbies or other internal spaces.
- A minimum of 75% of the ground floor frontage facing a public street of buildings should be transparent retail and entryways.
- Infill construction should reflect existing historic patterns and corner entries are encouraged where appropriate.
- At the ground level, the design and scale of building facades and sidewalks should enhance the pedestrian experience by being visually interesting, active, and comfortable.
- At the street level buildings should create pedestrian scale and interest by minimizing the use of blank walls and incorporating architectural and landscape features of interest and utility.

- For residential buildings, variety at the street level to enhance pedestrian scale can be achieved through the use of design features, such as frequent entries, stairs, stoops, porches, bay windows, rusticated materials, and landscaping.

***Massing***

Controls are needed to create vertical setbacks and ensure sunlight access to public open spaces and visual interest in the building “street-wall”.

- Buildings with full block floor plates and/or a total square footage in excess of 500,000 square feet are discouraged.
- Buildings over 96 feet in height should be integrated into the context of surrounding adjacent lower scale buildings



*Massing should be respectful of surrounding buildings.*

through variation in building form and mass, bulk reduction, detailing or other features that correspond to the heights and proportions of the lower buildings.

- Acknowledge the scale of adjacent historic structures. New buildings should reflect the St. Louis building pattern of tripartite facades that modulate the mass of the building with an identifiable base, middle, and top, separated by cornices, string courses, stepbacks, and other articulating features.
- To avoid “slab” buildings that block views and sunlight, building floor plates above 10 floors or 120 feet vertical height, the length compared to width of the floor plate should be generally symmetrical (within 20%).
- Building footprints should be mutually perpendicular (orthogonal) and correspond to the orientation of the predominant street grid.



*Building facades should stepback as the height of the building increases to maintain light at the street level.*

- Ground floor up to eight floors (96 feet vertical height) may be 100% of the building footprint size.
- The floor area of buildings that continue above eight floors (96 feet vertical height) shall be reduced in proximity to the surrounding street frontage. The floor area reduction shall occur within a zone that extends a distance of 20 feet back from the street front property line(s) on all street frontages of said building. Bulk reduction along the building facade that faces the rear of the property line that does not abut a public right-of-way needs to meet this requirement. The required reduction will be calculated as a percentage of the total zone area and will equal (at a minimum) 50% of the area described by said zone.

Tall buildings adjacent to lower structures should establish scale relationships with the neighboring buildings through methods such as horizontal alignment of architectural features and fenestration, similar proportions, similar use of materials, and step backs that reflect the height of the lower structures.

- Buildings over 96 feet in height shall be located or stepped back to avoid the creation of a canyon effect. Buildings should be designed to minimize their shadow impact on public rights-of-way and public and private open space.

- The floor area of buildings that continue above 14 floors (or the closest floor to 160 feet vertical height) shall be additionally reduced to achieve the intended bulk reduction above that height. Floor area shall be reduced within a zone that extends an additional 20 feet from the lower level bulk reduction zone (a distance of 40 feet back from the property line(s)). The reduction shall be calculated as a percentage of the total zone area and will equal (at a minimum) 50% of the area described by said zone. In addition, the total building floor area above the noted height shall not exceed 80% of the average floor area if those building floors between the eight floor and that height. The maximum floor-plate size above the noted height shall not exceed 25,000 square feet.
- To avoid long expanses of high and unbroken street walls, and to help reduce the impact of wind on adjacent pedestrian spaces, the dimensions of walls along streets shall be regulated. Any portion of the building wall that is located both above the first bulk reduction zone and less than 20 feet from the street-side property line(s) shall be limited to 30 feet in length. Any portion of the building wall that is located both above the second bulk reduction zone and less than 20 feet from the previous zone shall be limited to 40 feet in length.

***Materials***

Use high quality, durable materials which enhance the building and convey a sense of permanence.

- A selection of architectural details, such as vertical and horizontal recesses and projections, changes in height, floor levels, roof forms, parapets, cornice treatments, window reveals and forms, color, and location of garage and building entries, as appropriate to each site and building use, can create shadows and add to the character of the building.



*Horizontal and vertical rhythms established along the street on historic buildings should be incorporated into new development.*

- Materials should be compatible with those used elsewhere in the district. Terra cotta and brick are common in the Downtown Core and create a defining quality of building tone and color that should be respected.
- Building details and ornamentation with human-scale proportions contribute to the architectural character of Downtown and should be integral to the design of the facade.



*Ground floor facades, particularly along Retail and Pedestrian Streets, should be transparent.*

- Architectural scaling elements should be used to break down the appearance of large building facades into architectural patterns and component building forms. Building facades should provide variation of building massing corresponding to architectural or structural bay dimensions. Variation in building massing may include changes in wall plane or height and may relate to primary building entries, important corners or other significant architectural features.
- Required scaling elements should be integral with the building form and construction, not a thinly applied facade.
- Architectural detail may relate to but not necessarily mimic traditional building details, such as pilasters and belt courses, to establish a human-scale vocabulary. Detail patterns may also relate to the inherent formal qualities of architectural structural systems.

- Variation in building massing and detail should relate to the scale and function of pedestrian oriented uses along the street.
- A minimum of 75% of the ground floor facade shall be constructed of transparent materials, or otherwise designed to allow pedestrians to view activities inside the building or displays related to those activities.
- Between 25% and 60% of the second floor facade and above shall be transparent glazing.
- Areas of the building that are functionally restricted from providing vision glass may be exempted provided other architectural scaling techniques are employed.



*Renovation of existing buildings should retain as much of the historic architectural detail as possible in balance with new design elements.*

- Transparent glass shall possess a minimum 60% light transmittance factor.
- No highly reflective glazing shall be permitted within the lower 80% of the building facade (maximum reflectance factor of .20). No first surface reflective coating is permitted.
- Upper floors may utilize opaque glass to meet maximum glazing requirements. Where transparent glazing is not feasible, opaque glazing shall not exceed 15% of the facade area of any building facade adjoining a public street or open space.

### ***Civic Buildings***

Civic buildings are unique buildings within the urban fabric and shall portray an identity of civicness and stature that represents our country's political heritage and values.

Downtown St. Louis possesses a unique collection of turn-of-the-century civic buildings including City Hall, the Civic Courts Building, the Library and the War Museum to name a few. These buildings should be preserved and maintained, and any additions, expansions or modifications to them should be sensitively done.

New civic buildings such as the Eagleton Federal Building should be designed with a prominence and identity unique to each building. Design review and application of these Design Guidelines should be done on a case by case basis by the newly established Planning Commission.

### ***Parking***

These guidelines address two types of parking conditions within the Downtown area: surface parking and structured parking.

### ***Surface Parking***

Surface parking lots shall conform to the following design guidelines:

- All surface parking lots shall be screened by a combination of a decorative railing/wall and landscaping around the entire perimeter that abuts a public right-of-way. The height of the decorative railing or wall shall not be less than 3 feet or more than 6 feet. Landscaping should consist primarily of evergreen hedge material along 75% of the perimeter augmented with ornamental or deciduous trees at 30 to 35 feet on center along the perimeter. The Paving surface shall be set back a minimum of 5 feet from the property line to allow for this screening buffer.
- Entry and exit points to surface lots shall be laid out in a logical pattern relative to the existing street network, traffic flows and volumes. These entrance and exit points should occur at a mid-block/parcel location. The quantity of entrance and exit points should typically be limited to two given the existing Downtown block pattern.
- Surface lots shall conform to all traffic safety standards established by the City of St. Louis.

- The demolition of existing buildings for the creation of surface parking lots is prohibited.

### ***Structured Parking***

The intent of these guidelines is to minimize the visual impact of parking structures on the adjacent developments and the pedestrian environments, and to minimize the impact of vehicle noise and headlights from within parking structures on adjacent streets.

- Parking structures shall be designed to conceal the view of all parked cars and internal light sources from adjacent public rights-of-way or public open space for the full height of the structure.



*A parking structures design shall conceal the view of the parked cars within.*



*Parking structures shall provide ground floor retail space.*

- Parking structures shall conform to infill building standards and guidelines pertaining to architectural scaling elements and building materials.
- Facade openings which face any public right-of-way or open space shall be vertically and horizontally aligned and the floors fronting on such facades shall be level.
- Ground floor commercial or retail use of parking structures is required on Retail and Pedestrian Streets.
- Below grade parking structures should have entry and exit points at mid block and entry or exit ramps should not disrupt continuous vehicular or pedestrian travel paths.
- Below grade parking structures are highly encouraged. However, the impact of entrance and exit ramps on adjacent pedestrian sidewalks needs to be minimized or buffered by landscaping or decorative railings or walls.

- Parking structures shall provide adequate ground floor dimensions to allow use by or conversion to pedestrian-active uses. Adequate dimension shall include floor to floor heights, structural, driving aisle and utility layouts within 30 feet of the public right-of-way designed to accommodate occupancy by pedestrian active uses.
- Parking structures should utilize materials and architectural detail found in the primary development being served.
- Parking structures with exposed street frontage in otherwise primarily residential blocks should set back the parking structure facade at least 8 feet to accommodate greater landscape screening and to allow greater exposure of residential building corners.

### **Open Space**

Open space typologies are classified into two types as follows.

#### ***Parks***

Parks are open space areas that are predominately soft surfaced. This typically includes a minimum ratio of 30% hard surface to 70% soft surface. Parks can be of an active or passive nature. The following guidelines apply to parks:

- Each residential district shall have a minimum of one active park totalling at least two to three acres in size. This park should be centrally located to the residential use.



*Parks and plazas should have various seating options.*

- Park open spaces should be visually accessible from the streets for safety reasons.

#### ***Plazas***

Plazas are typically defined by a greater percentage of hard scape. This typically includes a minimum ratio of 70% hard surface to 30% soft surface. The following guidelines apply to plazas:

- Plazas developed in conjunction with new developments should be publicly accessible and inviting.
- Plazas should have direct access from public streets. They should be open to the street and have multiple access points.
- Plazas should not be raised or lowered more than 4' from the grade of the sidewalk.



*The entry to the Firststar building at Fifth and Washington is an example of a plaza.*

- A variety of seating options should be included in the design with a minimum of 25 linear feet of seating for every 1000 square feet of open space.
- Food kiosks, cafes, and moveable chairs should be included in the design of the plaza.
- Plazas should be designed to maximize sunlight exposure. Plazas on the north side of buildings are discouraged.

## Section XIV: Implementation

### Overview

This Plan contains specific physical, market driven and program actions that are critical to the success of Downtown St. Louis. These actions are to occur within a six year intense implementation period with Year One being 1999. Implementation will require the coordinated leadership of public, semi-public, corporate and philanthropic sources to assure long term visual, physical and economic success of Downtown St. Louis.

This section of the Plan discusses development costs, the associated finance and management plan, organizational approaches to implementation, and the phasing of individual actions in the Plan.

### Summary of Development Costs

Total development costs for the Phase One development program (in constant 1998 dollars) are estimated at \$1.129 billion

during the six years of 1999 through 2004. These costs include both private and civic investments. The private component (principally including residential, commercial, and some parking structures) totals \$751 million while the civic component (including street and streetscape improvements, preparation of a number of sites for private development, and major enhancements to the Gateway Mall) total an estimated \$378 million.

In addition to the Phase One program, the economic and fiscal impacts analyzed in this report include the anticipated development program of the St. Louis Convention Headquarters Hotel and the redevelopment of a major portion of Cupples Station. Table XIV.1 includes their 1999 to 2004 development costs which, when combined with the Phase One program, indicate a total six-year investment in Downtown St. Louis of more than \$1.5 billion.

**Table XIV.1**  
**Projected Annual Development Costs in Millions of 1998 Dollars**

Phase I Program	1999	2000	2001	2002	2003	2004	Total
Private Residential	\$12.4	\$46.1	\$58.0	\$67.8	\$135.3	\$116.8	\$436.4
Private Non-Residential	3.8	6.8	14.1	31.2	101.9	91.1	249.0
Civic Non-Residential	2.2	7.2	16.7	10.0	49.7	45.0	130.8
Private Parking Facilities	27.6	15.3	6.5	15.1	0.7	0.5	65.6
Civic Parking Facilities	7.7	7.7	16.7	31.6	7.7	-	71.3
Civic Landscaping and Street Improvements	19.1	26.6	38.7	34.0	7.2	6.2	131.7
Civic Environmental Abatement	0.6	3.2	2.7	-	-	-	6.5
Civic Site Preparation	4.1	9.2	4.4	-	-	-	17.7
Civic Plan Implementation and Event Programming	3.3	3.3	3.3	3.3	3.3	3.3	20.0
<b>Subtotal, Phase 1</b>	<b>\$80.8</b>	<b>\$125.4</b>	<b>\$161.1</b>	<b>\$193.0</b>	<b>\$305.8</b>	<b>\$262.9</b>	<b>\$1,129.0</b>
Convention HQ Hotel		5.0	74.0	86.0	77.0	-	242.0
Cupples Station		20.0	105.0	40.0	-	-	165.0
<b>GRAND TOTAL</b>	<b>\$105.8</b>	<b>\$304.4</b>	<b>\$287.1</b>	<b>\$270.0</b>	<b>\$305.8</b>	<b>\$262.9</b>	<b>\$1,536.0</b>

**Finance Plan**

A total financing gap for the private sector during Phase One only is estimated to be \$333.3 million during the six years of the Phase One development program. This gap is determined before any subsidy or incentives programs are considered. Assuming this gap is filled entirely from public, philanthropic, and civic initiatives (e.g., tax incentives, historic building tax credits, reduced financing terms, donations of property, etc.), the up-front private sector costs would be reduced by that amount and civic costs would be increased by that amount. This would change initial private investment to \$417.6 million (37% of total Phase One investments) and the civic investment would increase to \$711.4 million (63% of Phase One investments).

**Focus Area Costs**

**Washington Avenue Loft District**

The Phase One development program for the Washington Avenue Loft District includes 1,300 residential units, 435,500 square feet of various forms of commercial and non-residential floor area, parking structures with 2,850 spaces, public open spaces, and a variety of streetscape improvements.

These improvements are projected to have development costs of \$312.3 million over six years. Private investment is projected to total \$242.3 million (78%) while civic investments would total \$70 million (22%). These costs are projected to be incurred over a six year period as identified below in Table XIV.2.

Differences between private development costs and rents/prices lead to the need to provide support for private sector projects during the six years of Phase One. In the Washington Avenue program, the financing gap for private development projects is estimated at a net present value of \$57.5 million, or about 24 percent of projected development costs. This gap is determined before any subsidy or incentives programs are considered. If this gap is moved from the private sector to the civic, initial investment requirements of the private sector would be reduced that much and the civic commitment would rise that much. Thus, the private components would initially fall to \$184.8 million (59% of total private and civic investment) and the civic components would rise to \$127.5 million (41%).

**Table XIV.2**  
**Projected Annual Development Costs in Millions of 1998 Dollars**

Washington Avenue Loft District	1999	2000	2001	2002	2003	2004	Total
Private Residential	\$5.0	\$27.9	\$40.3	\$43.5	\$46.6	\$33.4	\$196.7
Private Non-Residential	1.3	2.1	8.3	8.5	8.7	8.2	37.0
Civic Non-Residential	-	-	-	-	-	-	-
Private Parking Facilities	-	3.5	3.0	1.0	0.7	0.5	8.7
Civic Parking Facilities	7.7	7.7	7.7	15.4	7.7	-	46.2
Civic Landscaping and Street Improvements	6.0	6.0	6.0	4.6	0.6	0.6	23.8
Civic Environmental Abatement	-	-	-	-	-	-	-
Civic Site Preparation	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>\$20.0</b>	<b>\$47.1</b>	<b>\$65.2</b>	<b>\$73.0</b>	<b>\$64.3</b>	<b>\$42.7</b>	<b>\$312.3</b>

***Old Post Office District and the CBD Core***

The Phase One development program for the Old Post Office District and the core of the central business district includes:

- 110,000 square feet of institutional use for the Old Post Office building.
- 250,000 square feet of new class A office space possibly within the Old Post Office District or Gateway Mall and Arch Grounds District.
- 250-390 residential units.
- 75,000 square feet of destination and neighborhood retail and service uses.
- Approximately 2,800 structured parking spaces.
- An undetermined amount of specialized class B office space, to be implemented in response to demand.
- The possibility of a boutique hotel.

These improvements, including property acquisition and site preparation, are projected to have development costs of \$304.3 million over six years. Private investment is projected to total \$220.7 million (73%) while civic investments would total \$83.6 million (27%). These costs are projected to be incurred over a six year period as identified below in Table XIV.3.

Differences between private development costs and rents/prices lead to the need to provide support for private sector projects during the six years of Phase One. In the Old Post Office District program, the financing gap for private development projects is estimated at a net present value of \$134.9 million, or about 61 percent of projected development costs. This gap is determined before any subsidy or incentives programs are considered.

If this gap is moved from the private sector to the civic, overall initial investment requirements of the private sector would be reduced that much and the civic commitment would rise that much. Thus, the private components would fall to \$85.8 million

**Table XIV.3  
Projected Annual Development Costs in Millions of 1998 Dollars**

<b>Old Post Office District/ CBD Core</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>Total</b>
Private Residential	\$ -	\$ -	\$ -	\$ -	\$41.0	\$39.4	\$80.3
Private Non-Residential	1.9	3.7	3.7	20.9	46.1	46.4	122.8
Civic Non-Residential	2.2	5.2	8.9	6.0	7.5	9.0	38.8
Private Parking Facilities	-	-	3.5	14.1	-	-	17.6
Civic Parking Facilities	-	-	2.4	9.6	-	-	12.0
Civil Landscaping and Street Improvements	1.8	1.2	1.0	3.7	4.6	4.4	16.5
Civic Environmental Abatement	0.0	3.2	2.7	-	-	-	5.9
Civic Site Preparation	1.9	4.0	4.4	-	-	-	10.4
<b>TOTAL</b>	<b>\$7.8</b>	<b>\$17.3</b>	<b>\$26.6</b>	<b>\$54.3</b>	<b>\$99.2</b>	<b>\$99.2</b>	<b>\$304.3</b>

(28% of total private and civic investment) and the civic components would rise to \$218.5 million (72%).

\$14.7 million (5%). These costs are projected to be incurred over a six year period as identified below in Table XIV.4.

***Laclede's Landing/Riverside District***

The Phase One development program for the Laclede's Landing/Riverside District includes:

- 1,064 residential units.
- 487,500 square feet of various forms of commercial and non-residential floor area including a 8-10 screen cinema and entertainment venue.
- A parking structure with 1,500 spaces.
- Public open spaces, a variety of streetscape improvements, and site improvements to encourage development.

Differences between private development costs and rents/prices lead to the need to provide support for private sector projects during the six years of Phase One. In the Laclede's Landing/Riverside program, the financing gap for private development projects is estimated at a net present value of \$127.8 million (excluding the proposed 400-room hotel for which market data could not be obtained or estimated), or about 45 percent of projected development costs. This gap is determined before any subsidy or incentives programs are considered. If this gap is moved from the private sector to the civic, overall initial investment requirements of the private sector would be reduced that much and the civic commitment would rise that much. Thus, the private components would initially fall to \$141.6 million (50% of total private and civic investment) and the civic components would rise to \$142.5 million (50%).

These improvements are projected to have total development costs of \$284.2 million over six years. Private investment is projected to total \$269.5 million (95%) while civic investments would total

**Table XIV.4  
Projected Annual Development Costs in Millions of 1998 Dollars**

<b>Laclede's Landing/ Riverside District</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>Total</b>
Private Residential	\$7.3	\$18.2	\$19.0	\$26.8	\$41.7	\$27.9	\$140.9
Private Non-Residential	0.7	1.0	2.1	1.8	47.0	36.6	89.2
Civic Non-Residential	-	-	-	-	-	-	-
Private Parking Facilities	27.6	11.8	-	-	-	-	39.4
Civic Parking Facilities	-	-	-	-	-	-	-
Civic Landscaping and Street Improvements	1.8	3.1	0.7	-	-	1.2	6.8
Civic Environmental Abatement	0.6	-	-	-	-	-	0.6
Civic Site Preparation	2.2	5.1	-	-	-	-	7.4
<b>TOTAL</b>	<b>\$40.1</b>	<b>\$39.3</b>	<b>\$21.8</b>	<b>\$28.6</b>	<b>\$88.7</b>	<b>\$65.6</b>	<b>\$284.2</b>

***Gateway Mall and Arch Grounds District***

The Phase One development program for the Gateway Mall and Arch Grounds includes:

- 72 luxury residential units as the only private-sector project.
- Parking structures with over 500 spaces.
- The remaining projects would be civic investments in the quality of life in Downtown St. Louis. These include a major cultural institution such as a museum, an amphitheater on the Arch Grounds, many improvements to the Gateway Mall to encourage more public use, and a wide range of streetscape improvements.

These improvements are projected to have total development costs of \$185.7 million over six years. Private investment is projected to total \$18.4 million (10%) while civic investments would total \$167.4 million (90%). The primary reason for this wide

disparity between private and civic costs is a \$60 million projection for development of at least one major civic institution such as a museum included in the civic, non-residential category. These costs are projected to be incurred over a six year period as identified below in Table XIV.5.

Differences between private development costs and rents/prices lead to the need to provide support for private sector projects during the six years of Phase One. In the Gateway Mall and Arch Grounds District program, the financing gap for private development projects is estimated at a net present value of \$13.1 million, or about 71 percent of projected development costs. This gap is determined before any subsidy or incentives programs are considered. If this gap is moved from the private sector to the civic, overall initial investment requirements of the private sector would be reduced that much and the civic commitment would rise that much. Thus, the private components would fall to \$5.3 million (3% of total private and civic investment) and the civic components would rise to \$180.4 million (97%).

**Table XIV.5  
Projected Annual Development Costs in Millions of 1998 Dollars**

<b>Gateway Mall and Arch Grounds District</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>Total</b>
Private Residential	\$ -	\$ -	\$ -	\$ -	\$9.2	\$9.2	\$18.4
Private Non-Residential	-	-	-	-	-	-	-
Civic Non-Residential	-	2.0	7.8	4.0	42.2	36.0	92.0
Private Parking Facilities	-	-	-	-	-	-	-
Civic Parking Facilities	-	-	6.6	6.6	-	-	13.1
Civic Landscaping and Street Improvements	6.3	10.9	24.0	21.0	-	-	62.2
Civic Environmental Abatement	-	-	-	-	-	-	-
Civic Site Preparation	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>\$6.3</b>	<b>\$12.9</b>	<b>\$38.4</b>	<b>\$31.5</b>	<b>\$51.4</b>	<b>\$45.2</b>	<b>\$185.7</b>

***Streets for People Program and Other Public Improvement and Management Programs***

In addition to the development programs in the four geographic areas identified above, the Phase One Action Plan includes a number of street and streetscape improvements. These improvements will enhance key linkages into and between distinctive parts of the downtown area and, thus, encourage greater usage and private investment. Also included is a contingency of \$10 million to cover necessary expenses for utility upgrade in the Phase One areas.

In addition, this component includes funds for implementation and promotion efforts to attract investors, identify and secure gap financing, and encourage business retention and attraction; all to promote greater activity in Downtown St. Louis. These costs are projected to be incurred over a six year period as identified in Table XIV.6 below.

Together, these added improvements and programs have a total cost of \$42.5 million during the six years of Phase One. All of these costs are anticipated to be civic.

***Organizational Strategies  
General Structure***

The leadership implementation of the St. Louis Downtown Development Action Plan should stand with Downtown Now!. The overall implementation of the entire Downtown Now! Plan will occur through:

- Marketing and performing public relations and community outreach for the Plan.
- Raising funds (from government and private sources).
- Directing implementation of the Plan or doing so through other entities or both.
- Managing and marketing Downtown or assuming that these tasks are executed by others.

***Overall Strategic and Budgetary Coordination***

Fundamental responsibility for the implementation of the Downtown Plan should rest with the Downtown Now! co-chairs. The present co-chairs group would continue, as it stands today, with an implementation committee made up of two co-chairs representing the

**Table XIV.6  
Projected Annual Development Costs in Millions of 1998 Dollars**

<b>Streets, Streetscapes, and Other Support Programs</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>Total</b>
Civic Landscaping and Street Im-provements	\$3.3	\$5.4	\$7.0	\$4.8	\$2.0	\$ –	\$22.5
Civic Plan Implementation and Event Programming	3.3	3.3	3.3	3.3	3.3	3.3	20.0
<b>TOTAL</b>	<b>\$6.6</b>	<b>\$8.7</b>	<b>\$10.3</b>	<b>\$8.2</b>	<b>\$5.3</b>	<b>\$3.3</b>	<b>\$42.5</b>

City of St. Louis and the Downtown Saint Louis Partnership. In consultation with the full co-chair group, these two co-chairs would retain an Executive Director for Downtown Now! The Executive Director would have a small staff.

This co-chair group would coordinate plan project funding from governments, institutions, and philanthropists, set project budgets, schedules and priorities and would monitor Plan implementation. The co-chairs would lead public relations and community outreach. The executive director hired by the co-chairs would provide Downtown Now! with leadership of the entire effort. The executive director would report to the two managing co-chairs. The executive director would be the day-to-day public champion of the Downtown renewal effort. The executive director would hire and manage the individual focus area project managers, building them into an integrated implementation team.

The responsibilities and relationships of all involved, or potentially involved, public or private entities must be mutually agreed upon if a development and improvement program of this magnitude is to succeed. All affected parties should enter into a formal partnering agreement. The partnering agreement would set out the roles and responsibilities of all entities, reporting and approval relationships, best practice design standards, implementation of the Plan and effective dispute resolution mechanism. Most of all it would be designed to

foster a climate of mutual cooperation and support. Such partnering agreements are typical now on major construction projects and have proven very successful.

The new City Planning Commission would be responsible for design review to ensure quality control and that individual projects meet the objectives of the Plan. A non-adversarial design review process would be defined for public and private projects, with a staged review and recommendation process and an effective dispute resolution mechanism.

#### ***Focus Area Project Management***

Responsibility for the planning, design, project management, construction, and quality control for the development within the Washington Avenue Loft District, the Old Post Office District and the Gateway Mall and Arch Grounds District should be the responsibility of special project teams led by Downtown Now! project managers reporting to the Executive Director. The Laclede's Landing/Riverside District focus area would be managed by the Laclede's Landing Redevelopment Corporation, with frequent contact and coordinated efforts with Downtown Now!. Downtown Now! should work with various entities involved and with its new structure to design and manage streetscape improvements.

The focus area project managers should have proven experience in comparable development and improvement projects.

The primary responsibilities of these managers will be to implement the six year market driven program established in this Plan, along with all public realm physical improvement elements.

These Project Managers should have responsibility for:

- Management of the economic and physical analysis of development opportunities.
- Acquisition of land and buildings.
- Determination of the specific redevelopment process.
- Marketing, for leasing and/or sale of development sites.
- Management of design and construction of the public improvements.
- Acting as a liaison with existing and potential interested parties in the area.
- Identification and promotion of art, landscape and development projects.
- Assistance to co-chairs and the Executive Directing in securing funding for plan projects.
- Business retention and development.

### ***Transportation Implementation Considerations***

No new organizational structure is needed to implement the transportation improvements. However, existing organizations need to add emphasis on maintenance and on the information systems that make the systems understandable to users. The City of St. Louis needs to improve its decision making process on transportation by coordinating plans among its departments and to improve communication of its desires and decisions to other agencies. Criteria developed for acceptable design and redevelopment enhancement with the new I-70 Bridge interchange is an example of this pro-active posture.

### ***Downtown CID***

A Downtown Community Improvement District (CID) was recently adopted for the Downtown area. This CID, to be managed through the Downtown Saint Louis Partnership, will allow special assessments and fees to be imposed to pay for community improvements and services within the established district boundaries. The annual levy of assessments is set by an established District Board.

The CID allows for ongoing funding of specified projects such as promotional activities, economic and housing development assistance, maintenance, security and image enhancements in the District. The CID's powers (as stated by the State of Missouri Department of Economic Development,

Office of Business Expansion and Attraction) include the ability to:

- Enter into contracts with public and provide entities.
- Enter into agreements with the City of St. Louis to eliminate any public nuisance within the CID.
- Acquire and sell real and personal property.
- Borrow money, issue bonds and other publications and loan money.
- Employ or contract for services, including managerial, engineering, legal, technical, clerical, accounting, security, cleaning, waste removal, repair, maintenance and equipment improvements, including such items as shopping malls, landscape, streetscape, convention centers, sidewalks, streets, water and sewer systems, parking lots and garages, waterways, bus stops and other shelters, sculptures and fountains.
- Contract for economic, planning, and marketing studies.
- Correct blighted conditions on private property within the CID.
- Advertise and market the CID.

This newly created CID will be able to address many of the specific management, strategic planning, maintenance, funding, and implementation action items listed in the Action Plan.

Those specific action items that the Downtown Saint Louis Partnership should lead, in collaboration with Downtown Now!, do not only include those identified through the powers of the CID, but may also include:

- Creating a specific business retention and expansion plan.
- Working closely with the City of St. Louis to establish a stream-lined development and approval process for all projects in the Downtown, from obtaining an occupancy permit in an existing storefront to developing new infill buildings.

***Redevelopment in the Greater Downtown***

Although there are specific, focused projects for the Downtown Core that are to be implemented in Phase One, there are areas of the Downtown that are not within these focus areas. Development in these areas should not be discouraged. If a business, developer or neighborhood has a project, they are encouraged to move forward with their effort. The City of St. Louis SLDC offices should help coordinate and assure compliance with the Action Plan for redevelopment/development within the Greater Downtown area.

### ***Action Plan Phasing***

The following charts show the actions discussed in Sections VI through XII of this report, along with the geographic scope of each action and when it should commence within the six year time frame. Those actions that apply to the Greater Downtown and Urban Design Plan are listed by topic heading. In addition, separate charts are then shown for each of the focus area districts. This organization is as follows:

- Greater Downtown and Expanded Downtown Core
- Focus Area: Washington Avenue Loft District
- Focus Area: Old Post Office District
- Focus Area: Laclede's Landing/Riverside District
- Focus Area: Gateway Mall and Arch Grounds District

Greater Downtown and Expanded Downtown Core

**Streets**

Action	Geographic Scope	Year to Start
<ul style="list-style-type: none"> <li>Commence detailed design to provide similar signage, landscaping and overall theming to clearly identify 'gateways' to Downtown.</li> </ul>	Expanded Downtown Core	
<ul style="list-style-type: none"> <li>Memorial Drive</li> </ul>		1
<ul style="list-style-type: none"> <li>Tucker Boulevard</li> </ul>		3
<ul style="list-style-type: none"> <li>22nd Street</li> </ul>		2
<ul style="list-style-type: none"> <li>Begin a detailed study of the redirection of traffic on specified streets.</li> </ul>	Greater Downtown	1
<ul style="list-style-type: none"> <li>Commence detailed design of street and streetscape improvements to Eighth, Ninth, Olive and Locust Streets immediately adjacent to the Old Post Office.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Establish a Downtown Streets Management Entity that immediately addresses the maintenance of sidewalks, striping and workability traffic control devices.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Commence detailed design of 22nd Street south of Olive. Construction of this should be complete prior to the beginning of major construction on the new Mississippi River Bridge entryways into Downtown.</li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Identify the specific streetscape treatments to be used along the edges of the Gateway Mall, building on the established base section.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Develop a detailed streetscape plan to include specific attention to retail and pedestrian streets.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Begin detailed study of the redirection of traffic on specified streets:                             <ul style="list-style-type: none"> <li>Martin Luther King Drive</li> <li>Delmar</li> <li>Chestnut</li> <li>Market</li> </ul> </li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Create specific designs for pedestrian and retail streets.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Identify standard streetscape design elements for Downtown St. Louis that can be used to help portray a unified image.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Provide necessary signalization adjustments throughout Downtown to maintain adequate traffic movement while providing safe pedestrian crossings.</li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Commence detailed design of Ninth and 10th Streets to two-way operation north of Washington Street. This should be completed no later than completion of the new Mississippi River Bridge entryways into Downtown.</li> </ul>	Greater Downtown	3 – 6
<ul style="list-style-type: none"> <li>Provide adequate maintenance for all street and pedestrian environments.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Continue efforts with MoDOT/IDOT regarding design of the new Mississippi River Bridge and the specific design of the entryways into Downtown St. Louis consistent with criteria adopted by the City of St. Louis.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Promote pedestrian continuity between neighborhoods and districts.</li> </ul>	Greater Downtown	Ongoing

**Transit**

Action	Geographic Scope	Year to Start
<ul style="list-style-type: none"> <li>Design and install a comprehensive bus and MetroLink signage, wayfinding and marketing program. This program should include easily identifiable stop locations and entrances to MetroLink stations.</li> </ul>	Greater Downtown	1
<ul style="list-style-type: none"> <li>Downtown Now! should partner with the St. Louis Police Department to prepare an events operation plan that addresses large crowd events at the TWA Dome, America's Center, Kiel Center, Busch Stadium and the Gateway Mall. This operations plan should result in clear directions for visitors and attendees of events.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Adopt strict air and noise quality standards for all buses that travel in Downtown.</li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Implement Phase One shuttle system to enhance visitor and worker mobility.</li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Redesign selective streets with a reserve capacity to improve the pedestrian environment.</li> </ul>	Greater Downtown	3
<ul style="list-style-type: none"> <li>Implement a new fleet of environmentally approved buses within the Downtown</li> </ul>	Greater Downtown	3 – 6
<ul style="list-style-type: none"> <li>Provide transit amenities.</li> </ul>	Greater Downtown	Ongoing

**Parking**

Action	Geographic Scope	Year to Start
• Implement market rates for on-street, daily and monthly parking. Develop a parking management strategy.	Greater Downtown	1
• Develop a parking management strategy. Focus short-term parking at parking meters, with long-term employee and resident parking in structures and all-day park-and-ride facilities (utilizing shuttles) provided at strategic locations just outside of Downtown.	Greater Downtown	1
• Enforce parking meters.	Greater Downtown	1
• Make parking provided for employees available after hours and on weekends for special event use.	Expanded Downtown Core	1
• Provide additional on and off street parking that is strategically located to support development, but does not overload the Downtown with traffic.	Greater Downtown	1 – 6
• Develop a standard parking identification system that is attractive and easily identifiable by users. This standard signage should be used for all structures and lots and should clearly identify public parking and parking reserved for residences.	Greater Downtown	2
• Promote parking shuttle systems. Encourage individual companies and/or building managers to assess needs and provide employee shuttles from remote lots to places of work.	Greater Downtown	2
• Encourage short-term (less than 4 hours) parking with appropriate hourly rates (or even meters with rates comparable to curbside parking) in garages with ground level parking and good street-level visibility to aid shoppers and other visitors.	Expanded Downtown Core	2
• Establish a policy for Downtown business deliveries. Deliveries should be restricted to certain streets or access points where feasible. Likewise, hours of delivery must be restricted so that they do not conflict with parking or traffic movement within the Downtown during peak hours.	Greater Downtown	2
• Rework necessary zoning categories to specify Downtown parking requirements that are on the 'lean side'	Expanded Downtown Core	2
• Concentrate civic employee parking in dedicated lots and structures; employee parking should not utilize on-street spaces.	Greater Downtown (particularly around civic buildings)	2 – 6
• Encourage existing surface lots that do remain in the core area to provide appropriate lighting and screening for enhanced security and appearance and permit them only as a conditional use.	Expanded Downtown Core	Ongoing
• Locate new garages on designated service/access streets with immediate access to major Downtown streets with good highway access. Garages should not be located on key pedestrian/retail streets and should not provide driveways across key pedestrian/retail streets.	Expanded Downtown Core	Ongoing

## Implementation

### Pedestrians

Action	Geographic Scope	Year to Start
<ul style="list-style-type: none"> <li>Complete pedestrian improvements under I-70 to Laclede's Landing.</li> </ul>	Expanded Downtown Core	1 (currently underway)
<ul style="list-style-type: none"> <li>Create a detailed pedestrian improvements plan.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Ensure that sidewalks and pedestrian facilities are ADA accessible, including a clearly identified amenity zone and pedestrian clear zone.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Provide clear signs and other wayfinding devices for tourists, residents and employees. This signage should identify the retail, pedestrian and bicycle streets, storage facilities, MetroLink and Bi-State bus stops.</li> </ul>	Greater Downtown	2 – 6
<p>Implement a comprehensive streetscape program that includes specific attention to retail and pedestrian streets. Street trees should be planted on all pedestrian and retail streets unless specific street design has been established.</p> <p>Retail Streets:</p> <ul style="list-style-type: none"> <li>Washington Avenue</li> <li>Olive</li> <li>Sixth Street</li> <li>Seventh Street</li> </ul> <p>Pedestrian Streets:</p> <ul style="list-style-type: none"> <li>Locust</li> <li>Eighth Street</li> <li>Ninth Street</li> <li>13th Street</li> <li>17th Street</li> </ul>	Expanded Downtown Core	1 2 3 4  3 1 2 5 5
<ul style="list-style-type: none"> <li>Provide tourism, local resident and employee maps that identify retail, pedestrian and bicycle streets and storage facilities as well as MetroLink and Bi-State bus stops, providing a clear picture of multi-modal opportunities within Downtown.</li> </ul>	Expanded Downtown Core	4
<ul style="list-style-type: none"> <li>Provide consistent, level sidewalks made from high quality materials such as decorative concrete, unit pavers, brick or stone. No asphalt paving should be used in pedestrian areas.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Ensure that appropriate intersection treatments include accessible ramps (ADA-compliant), clear paint or pavement indicators at crosswalks, and necessary relocation and/or reconfiguration of open stormwater inlets.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Provide minimum clear zones along sidewalks (ADA-compliant).</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Maintain cleanliness of sidewalks and streets.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Maintain adequate lighting for safety and aesthetics.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Reduce the number of blank walls on buildings, replacing them with appropriate art, murals, etc.</li> </ul>	Greater Downtown	Ongoing
<ul style="list-style-type: none"> <li>Provide clear, functioning, and appropriately timed pedestrian signals.</li> </ul>	Greater Downtown	Ongoing

• Minimize the number of curb cuts along pedestrian and retail streets.	Greater Downtown	Ongoing
• Vary the treatment on walks to support unique experiences based on the character of an individual District.	Greater Downtown	Ongoing
• Provide minimum but functional curb turning radii at intersections.	Greater Downtown	Ongoing
• Complete sidewalk changes as part of adjacent development when feasible	Greater Downtown	Ongoing

**Bicycles**

Action	Geographic Scope	Year to Start
• Provide an annual bike-to-work day for all of Downtown, providing incentives and maps indicating those streets to become bike routes.	Greater Downtown	1
• Coordinate with the current regional bicycle trail system planning underway in order to assure connectivity of the regional system to routes within the Downtown.	Greater Downtown	2
• Provide adequate bicycle facilities at visitor destinations and public facilities, as well as on-street locations.	Expanded Downtown Core	2
• Survey employees' bike needs to determine whether additional accommodations such as showers and lockers are warranted.	Greater Downtown	2
• Encourage businesses to provide incentives for employees to bike to work.	Greater Downtown	2
• Begin specific design of identified bicycle routes within Downtown. Ensure implementation of system segments as streets are reconstructed.	Greater Downtown	2
• Equip buses with bike racks to provide multi-modal opportunities. Continue to allow bicycles on MetroLink. MetroLink stations and major bus stop locations should be outfitted with bicycle lockers.	Greater Downtown	2 – 6
• Complete Market/Chestnut bike lanes as part of street improvements.	Greater Downtown	4
• Stripe and sign designated bike routes as soon as feasible.	Greater Downtown	Ongoing
• Increase the number of bike racks at major bus stop locations, public facilities and other visitor destinations to accommodate bike users.	Expanded Downtown Core	Ongoing

**Economic Vitality**

Action	Geographic Scope	Year to Start
<ul style="list-style-type: none"> <li>Establish and promote a 'Smart Building' policy for Downtown St. Louis that requires all new construction to be smart buildings, and provides incentives for rehabilitation of existing buildings as smart buildings.</li> </ul>	Greater Downtown	1
<ul style="list-style-type: none"> <li>Initiate a residential committee to market both new infill opportunities and rehabilitation of existing buildings in designated areas for for-sale and for-rent residential use. This marketing would reach local and national developers as well as potential residents.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Establish a retail management entity. This entity should oversee all improvements, leasing and promotional programs associated with Downtown Retail. This entity should include individual managers for each Phase One Focus Area.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Establish a series of Downtown Improvement/Management Districts as part of the recently established Downtown Management District (CID), to lead revitalization efforts.</li> </ul>	Expanded Downtown Core	1 (complete)
<ul style="list-style-type: none"> <li>Establish a retail management entity within the CID</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Establish a business retention program within the CID.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Study the impact of capping or reducing the 1% employee earnings tax.</li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Establish a business retention and recruitment program.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Ensure joint efforts between regional and local economic development organizations.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Work with owners/managers of existing Class B space to find dedicated, nearby parking for the space.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Undertake a head lease program, in which vacant stores along retail streets are pre-leased, with re-leasing to niche markets for Olive Street, Sixth and Seventh Streets and Washington Avenue. Where no tenants can be identified in the short term, or as interim visual stimulation of the ground level, appropriate window displays should be provided.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Ensure the St. Louis Centre is redeveloped to include rehabilitation of upper floors for office space, bring the food court to the lower level, openings out on to the street where ever feasible, remove skywalks in the long term, or at least significantly reduce the size of them as they cross Washington Avenue.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Encourage establishment of technology, film/TV, media, advertising, digital imaging, graphic, design and related business sectors within the Downtown. The absence of these activities hampers the growth of the regional economy and specifically does not provide their characteristically downtown-friendly employee population to support housing, restaurants and nightlife.</li> </ul>	Expanded Downtown Core	2

• The City should consider establishment of an 'Art in Public Places' program.	Expanded Downtown Core	2
• Maintain an accurate inventory of all commercial space in the Downtown area to be used in the active pursuit of new business.	Expanded Downtown Core	2
• Appoint a residential committee to market both new infill and rehabilitated buildings in areas designated for-sale and for-rent residential use.	Expanded Downtown Core	2
• Encourage public/private partnerships for office, retail and residential recruitment.	Expanded Downtown Core	2
• Market and coordinate festivals to promote activities during every weekend of warmer months. Coordinated efforts with Downtown businesses to remain open during these events should also take place.	Greater Downtown	3
• Create a handbook of itineraries for visitors that focus on a variety of interests and market segments.	Greater Downtown	3
• Produce marketing brochures aimed at tourists that indicate, with mapped locations, where festivals take place and ways to get there.	Expanded Downtown Core	4
• Make Downtown visitor friendly by updating tourism pamphlets and other information to market the retail streets, shuttle program and local festivals.	Greater Downtown	Ongoing
• Cooperate with other regional entities to cross-market the advantages of Downtown and other parts of the region.	Greater Downtown	Ongoing
• Market and coordinate festivals to promote activities during every weekend of the warmer months.	Greater Downtown	Ongoing

**Services**

Action	Geographic Scope	Year to Start
• Ensure the success of the currently underway one-stop-permitting process. Developers and potential businesses and residents must experience an easy permitting process.	Greater Downtown	1
• Establish a design review process, through the Planning Commission, that is tailored to St. Louis. Project review should begin at the schematic design stage so that Downtown urban design, transportation, land use, streets and pedestrian objectives can be met early on in the process.	Greater Downtown	1
• Sustain adequate maintenance of public areas including sidewalk and crosswalk surfaces, street and pedestrian lights, and readability of all Downtown signage.	Expanded Downtown Core	1 – 6
• Ensure that solid waste removal is timed, along with deliveries, to not impede the peak hour flow of activities on streets and sidewalks.	Expanded Downtown Core	2
• Undertake a rewrite of Greater Downtown zoning districts to provide pro-active language supporting the goals of the Plan.	Greater Downtown	2

## Implementation

<ul style="list-style-type: none"> <li>Continue to increase the police on bikes presence within the Downtown, particularly into evening and weekend hours. Retail streets should be policed on foot, to provide community level policing that promotes safety and security for patrons. Police on Bicycles should be concentrated within the Core and on Pedestrian Streets, offering a personal level of attention. The Police Department should work closely with merchants and residents of Downtown to coordinate a community policing effort.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Support parks maintenance through corporate or organizational assistance. For example, a few times a year the Busch Stadium grounds crew could sweep the Gateway Mall, using their equipment to improve the quality of the turfed areas of the Gateway Mall. These times could be advertised and used as an educational tool to show children and adults how the Cardinal's turf is maintained to perfection. This could be done in spring, once in the summer and in early fall.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Advertise the asset of the Downtown Library and its special collections, new arrivals, etc., through flyers going to Downtown employees, retailers and residents.</li> </ul>	Expanded Downtown Core	3
<ul style="list-style-type: none"> <li>Recruit regional hospitals to establish Downtown clinics offering convenient service to both employees and residents.</li> </ul>	Greater Downtown	3
<ul style="list-style-type: none"> <li>Organize residential-led neighborhood crime-prevention programs</li> </ul>	Greater Downtown	4

### Education

Action	Geographic Scope	Year to Start
<ul style="list-style-type: none"> <li>Fully publicize the existence and programs of the Gateway Magnet School to existing and potential residents of the Downtown. Discussions with the school should occur regarding the possibility of establishing a shuttle bus for students within the Downtown and immediate neighborhoods.</li> </ul>	Greater Downtown	1
<ul style="list-style-type: none"> <li>Secure an educational tenant or tenants for the Old Post Office.</li> </ul>	Expanded Downtown Core	1
<ul style="list-style-type: none"> <li>Cooperate with City and Regional schools to promote educational visits and programs in and about Downtown.</li> </ul>	Greater Downtown	2
<ul style="list-style-type: none"> <li>Establish adequate childcare and latchkey programs within Downtown for employees and residents.</li> </ul>	Expanded Downtown Core	2
<ul style="list-style-type: none"> <li>Pro-actively secure institutions to participate in the Downtown through Downtown Campuses and outreach programs. A questionnaire to both institutions in the region as well as existing downtown businesses/employees to determine needs and wants from potential programs and sites should be undertaken. Target programs should include applied arts, design, CAD, technology resources and professional and business programs.</li> </ul>	Greater Downtown	2

• Talk with existing education providers within the Downtown/on the edge of Downtown to assess their needs.	Greater Downtown	2
• Research the potential of involving a local university with the establishment and/or funding of a Downtown School.	Greater Downtown	2
• Establish a Life Long Learning Strategy geared toward employees and residents of Downtown.	Expanded Downtown Core	2
• Establish a job training and placement program for existing and potential City and Downtown residents.	Greater Downtown	3
• Coordinate all educational and job training efforts with existing non-profit organizations within the St. Louis region.	Greater Downtown	3
• Implement a riverfront trail system and urban archeological park that explains the history, importance and evolution of the riverfront and Downtown St. Louis since their inception.	Greater Downtown	3 – 6
• Develop a new cultural institution Downtown that will have the quality and stature to attract long-term visitation and funding.	Expanded Downtown Core	6

**Washington Avenue Loft District**

Action	Geographic Scope	Year to Start
• Complete schematic design of the entire stretch of Washington Avenue including side streets, Lucas and St. Charles Streets.	Washington Avenue Loft District	1
• Complete design development and construction drawings for Washington Avenue west of Tucker Boulevard for construction to begin in 2000.	Washington Avenue Loft District	1 (currently underway)
• Prove the viability of the loft market by concentrating energy on three to five significant conversions of warehouses to loft apartments, with accompanying parking in close proximity.	Washington Avenue Loft District	1
• Establish an official Improvement and/or Management District that will allow for financial support of marketing, programming, management and maintenance of the District.	Washington Avenue Loft District	1
• Issue RFP for redevelopment of the Merchandise Mart building.	Washington Avenue Loft District	1
• Establish a District Manager within the new CID that will coordinate monetary support, marketing, programming, management, project implementation and maintenance of the District.	Washington Avenue Loft District	1
• Establish an Events Committee to schedule a bi-weekly/ weekly farmers' market, artist days, street festivals and other activities within the District.	Washington Avenue Loft District	1
• Amend city ordinances to enable building owners and tenants to hang banners, awnings and signage and add facade lighting and other building embellishments that enliven the Avenue.	Washington Avenue Loft District	1
• Improve the streetscape on Washington Avenue, St. Charles, Lucas and the north-south connector streets west of Tucker.	Washington Avenue Loft District	1 – 4

## Implementation

• Establish a 'Living Window' Program to assure that all ground level windows on Washington Avenue are active through existing businesses or temporary installations.	Washington Avenue Loft District	2
• Establish a streetscape Banner Program to be modified for seasons/events.	Washington Avenue Loft District	2
• Update the existing zoning ordinance language that applies to Washington Avenue to assure that buildings are not needlessly lost, new infill is appropriately scaled and designed, a mix of uses is allowed and parking is accommodated appropriately.	Washington Avenue Loft District	2
• Provide 3.5 acres of new public park and plaza space within 4 sites.	Washington Avenue Loft District	2 – 6
• Establish a Street Maintenance Program.	Washington Avenue Loft District	3
• Complete detailed design and construction documents for Washington Avenue east of Tucker, St. Charles, Lucas and the remaining north-south connector streets.	Washington Avenue Loft District	3 – 4

### Old Post Office District

Action	Geographic Scope	Year to Start
• Downtown Now! may seek to gain control of the Paul Brown/Arcade/Wright block and the Century/Syndicate block.	Old Post Office District	1
• Downtown Now! may seek to gain control of the half block immediately north of the Old Post Office for the new plaza.	Old Post Office District	1
• In the event that Downtown Now! obtains control: write an RFP for the Syndicate/Century Block and the Arcade/Paul Brown/Wright Block. These should be announced in early 2000.	Old Post Office District	1
• In the event that Downtown Now! obtains control: stabilize the buildings on the Paul Brown/Arcade/Wright block and the Century/Syndicate block in order to remove the barricade fencing currently blocking the street and head lease ground floor space for retail uses.	Old Post Office District	1
• Identify funding and initiate an RFP for the streetscape design of Eighth and Olive Streets.	Old Post Office District	1
• Encourage local, state and federal office uses within the district. Establish a Downtown Now!-lead entity to contact these government officials and encourage use or reuse of space in these buildings.	Old Post Office District	1
• Actively recruit Webster University as an educational and training resource of the Downtown. Fine Arts, graphics, CAD and similar departments in regional educational institutions should be solicited to have a Downtown presence.	Old Post Office District	1
• Ensure that the Convention Headquarters Hotel deal is completed.	Old Post Office District	1

• Form a retail management entity for the Old Post Office District that will promote business retention and expansion, recruit retailers, market the District, and regulate storefront renovation that fits with the character of the pedestrian and retail streets within the District.	Old Post Office District	1
• Undertake a specific study of St. Louis Centre to explore possible new tenant mixes, re-use and redevelopment opportunities.	Old Post Office District	2
• Work with the owners of St. Louis Centre to reposition the facility through redesign, ground floor retail venues and a marketing/leasing strategy to revitalize this facility.	Old Post Office District	2
• Identify funding and initiate RFP's for streetscaping of the remaining streets in the Old Post Office District.	Old Post Office District	2 – 6
• Establish a retail initiative, retention and expansion program for Retail streets in the District.	Old Post Office District	3
• Improve the passenger amenities for Bi-State and MetroLink users.	Old Post Office District	3
• Install new vehicular and pedestrian lighting within the District consistent with the new fixtures identified for the Downtown Core area.	Old Post Office District	3

**Laclede's Landing/Riverside District**

Action	Geographic Scope	Year to Start
• Work with the new hotel developer to achieve a site plan that is responsive to the density and design inherent in the District.	Laclede's Landing/ Riverside District	1
• Work closely with the Admiral Casino to ensure adequate design review of entry points to a newly relocated Admiral Casino boat, as well as on the proposed parking structure.	Laclede's Landing/ Riverside District	1
• Work with residential developers to develop the first group of housing units between Dr. Martin Luther King Drive and Carr. This housing should be responsive to the density and design inherent in the District, and allow for east-west pedestrian and visual connections through the development to the River.	Laclede's Landing/ Riverside District	1
• Acquire land and buildings between Carr and O'Fallon for residential development in these Districts.	Laclede's Landing/ Riverside District	1
• Complete pedestrian improvements under I-70.	Laclede's Landing/ Riverside District	1 (currently underway)
• Encourage Laclede's Landing Development Corporation to acquire land and buildings between Carr and O'Fallon for residential development in these Districts.	Laclede's Landing/ Riverside District	2
• Issue RFP for continued residential development between Carr and O'Fallon, to include both new infill development and loft rehabilitation development.	Laclede's Landing/ Riverside District	3

## Implementation

<ul style="list-style-type: none"> <li>• Work with the Admiral Casino to provide adequate directional signage for patrons to the Casino at Washington, Dr. Martin Luther King Drive, Carr and Biddle Streets.</li> </ul>	Laclede's Landing/ Riverside District	3
<ul style="list-style-type: none"> <li>• Provide foot and bicycle patrol of the area, including the MetroLink station, to assure a high level of comfort for residents and patrons.</li> </ul>	Laclede's Landing/ Riverside District	3
<ul style="list-style-type: none"> <li>• Provide improved lighting, public art, signage and trail improvements along the riverfront.</li> </ul>	Laclede's Landing/ Riverside District	3
<ul style="list-style-type: none"> <li>• Commence design of a riverfront trail system that is inherently an urban archaeological park, explaining the history, importance and change of the riverfront and Downtown St. Louis since its inception.</li> </ul>	Laclede's Landing/ Riverside District	3
<ul style="list-style-type: none"> <li>• Design and begin implementation of the riverfront interpretive trail.</li> </ul>	Laclede's Landing/ Riverside District	3 – 6

### Gateway Mall and Arch Grounds District

Action	Geographic Scope	Year to Start
<ul style="list-style-type: none"> <li>• Market, schedule and manage festivals and events for the Gateway Mall, particularly the festival area, throughout the year.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Secure funding and commence design of a boulevard at Memorial Drive via a new structural landscape deck over I-70.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Move forward with implementation, including establishment of board, funding, etc. of the Downtown Smithsonian-affiliate museum, following completion of feasibility analysis.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Launch detailed design of Gateway Mall improvements and Market-Chestnut one-way pair, focused on creation of specific improvement opportunities in 2000.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Provide adequate additional civic employee parking in conjunction with the development of the St. Louis Justice Center.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Establish a district Manager within the recently formed CID to market, schedule and manage festivals and events for the Gateway Mall, particularly the festival area, throughout the year.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Work with congressional delegation to convince National Parks Service, in partnership with Downtown Now!, to evaluate and develop an implementation schedule for recommended improvements to and additional uses at the Jefferson National Expansion Memorial, including expansion of the Museum.</li> </ul>	Gateway Mall and Arch Grounds District	1
<ul style="list-style-type: none"> <li>• Implement Phase One Shuttle Service (currently under feasibility study).</li> </ul>	Gateway Mall and Arch Grounds District	2
<ul style="list-style-type: none"> <li>• Provide improved connections of Confluence Greenway and Laclede's Landing to Jefferson National Expansion Grounds.</li> </ul>	Gateway Mall and Arch Grounds District	2

<ul style="list-style-type: none"> <li>• Provide additional diagonal, on-street parking where feasible on select north-south side streets, and along key blocks of Pine and Olive west of Tucker.</li> </ul>	Gateway Mall and Arch Grounds District	2
<ul style="list-style-type: none"> <li>• Provide consistent streetscaping along Market and Chestnut, the entire length of the Gateway Mall.</li> </ul>	Gateway Mall and Arch Grounds District	2 – 6
<ul style="list-style-type: none"> <li>• Provide block-by-block improvements to the Gateway Mall that reinforce their individual design theme.</li> </ul>	Gateway Mall and Arch Grounds District	2 – 6
<ul style="list-style-type: none"> <li>• Establish a program for rotating and/or permanent art installation on the Gateway Mall blocks between Eighth and 11th Streets.</li> </ul>	Gateway Mall and Arch Grounds District	3
<ul style="list-style-type: none"> <li>• Commence design of a Riverfront trail system that is inherently an urban archaeological park, explaining the history, importance and change of the riverfront and Downtown St. Louis since its inception.</li> </ul>	Gateway Mall and Arch Grounds District	3
<ul style="list-style-type: none"> <li>• Design and begin implementation of the River-front interpretive trail (coincides with Laclede’s Landing Action Item as the trail would continue from Poplar Street to the Power Plant along the River).</li> </ul>	Gateway Mall and Arch Grounds District	3
<ul style="list-style-type: none"> <li>• Start the design for the reconfiguration of Market and Chestnut Streets to a one-way pair, using gained green space for treelawns and/or additional Gateway Mall space, ultimately ‘straightening’ this grand boulevard wherever feasible.</li> </ul>	Gateway Mall and Arch Grounds District	3 or after landscaped deck is in place
<ul style="list-style-type: none"> <li>• Establish a building facade lighting program for all civic buildings abutting Gateway Mall blocks, to include City Hall, the Civil Courts building, the Library, the War Memorial, the Post Office and the new Federal Courthouse.</li> </ul>	Gateway Mall and Arch Grounds District	4
<ul style="list-style-type: none"> <li>• Consider building additional Class A office space bordering the Gateway Mall as demand for this space Downtown dictates.</li> </ul>	Gateway Mall and Arch Grounds District	Ongoing
<ul style="list-style-type: none"> <li>• Ensure strict enforcement of on-street parking meters.</li> </ul>	Gateway Mall and Arch Grounds District	Ongoing
<ul style="list-style-type: none"> <li>• Work closely with the National Park Service to allow additional activities, including festivals and day-to-day events, on the Arch Grounds.</li> </ul>	Gateway Mall and Arch Grounds District	Ongoing

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# *City of St. Louis*

DOWNTOWN

DEVELOPMENT

ACTION

PLAN

Adopted by the St. Louis City Planning Commission  
December 15, 1999



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