

VI. Preliminary Design Concepts

A. Overview

Three preliminary design concepts were developed for the Prime Study Area. The concepts were developed in charette format during a working session at the SLDC offices. Themes and strategies developed in "First Directions" were a starting point. Three big picture transportation alternatives became the framework for the concept developments. The transportation framework plans were based on current transportation proposals as well as variations on these developed by the planning team's transportation expert. Ongoing discussions in team meetings with the stakeholders contributed to these ideas. The underlying principles for the concepts come from the Principles and Priorities identified in Phase I of the Downtown Plan. The Principles that directly relate to these concepts are:

- Downtown revitalization will focus on residential and business retention, promotion, and growth in order to strengthen and diversify the economic and residential base.
- Downtown revitalization will be interdependent with the economic, physical and functional strengths of the City's neighborhoods in order to maintain its role as the economic anchor of both the City and the region.
- Downtown revitalization will concentrate immediately on targeted development areas and incremental growth strategies, which build upon past investments to achieve major transformation.
- Downtown revitalization will consist of identifiable and unique places and districts that are compact, pedestrian-scaled, and have a distinct character and diversity of uses and users.
- Downtown will incorporate a public space network that links each district with one another, city neighborhoods and the region through attractive, clearly identified corridors and landmarks.
- Downtown will be supported by a hierarchical transportation system consisting of an effective access, circulation and parking system that integrates and balances the use of public transit, the highway system, city streets, and pedestrian and bike corridors in a manner consistent with each district's character and use.

Market

The three planning concepts considered by the Planning Team are driven by transportation and public space network alternatives. While roadways and green space are not quantifiable as use demand generators, they together create the backbone that supports the introduction of new market driven real estate products and their appeal or lack of influences the marketability of various projects. In this light, the Market Team reviewed the three preliminary planning concepts. All three concepts build heavily on the existing stock of public and private buildings and venues as well as on the well-developed infrastructure. Together they create the backdrop for the new development, which will make market driven revitalization of Downtown feasible. The opportunity matrix in Exhibit 1 presents the market driven product opportunities that appear in the three concepts. It serves as a menu of



feasible uses that become increasingly or decreasingly desirable depending upon the concept.

Purpose

These concepts were developed to serve as urban design framework plans for further detailed plan development within the Downtown Core and its sub-districts. These sub-districts will become the focus project areas, the catalysts for re-investment.



B. Concept A

Transportation

Concept A is based primarily on existing plans and streets, but adds a freeway-type northwest link connecting the 22nd Street Parkway and the touchdown of the planned I-70 river crossing. It includes the current MoDot/IDOT plans for the new I-70 river crossing touchdown and 22nd Street parkway north to Delmar. It connects these two primary routes via an above or below grade system, with touchdowns at several locations within the north Downtown neighborhoods. Vehicular entries into Downtown from local streets would occur at Memorial Drive, Tucker, 22nd Street, Washington Avenue and the proposed Grattan Street Parkway. This concept would replace the current depressed I-70 with a surface street through Downtown St. Louis and introduce a series of green boulevards and parkways that would run north-south and provide enhanced vehicular connections through Downtown.

Land Use and Districts

These concepts, although developed independently, share many common land use strategies which were discussed throughout the planning process to-date. Land uses in this concept are developed around existing predominate congregations of use. The plan builds upon the current residential land uses to the north of Cole Street, the recently developed industrial park in the northwest, and existing mixed-use Washington Avenue Loft area. Mill Creek Valley is identified as a light industrial/business park development area.

Five districts are identified in this plan: (1) a 0.3 square mile Central Business District, (2) the Government District, which includes a cluster of the local, state and federal government buildings, (3) the Washington Avenue Loft District, (4) Mill Creek Valley District is proposed as a business park and light industrial uses, and (4) Laclede's and Riverside North District, a mixed use neighborhood that extends the existing Laclede's Landing north along the river.

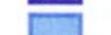
Edges and Connections

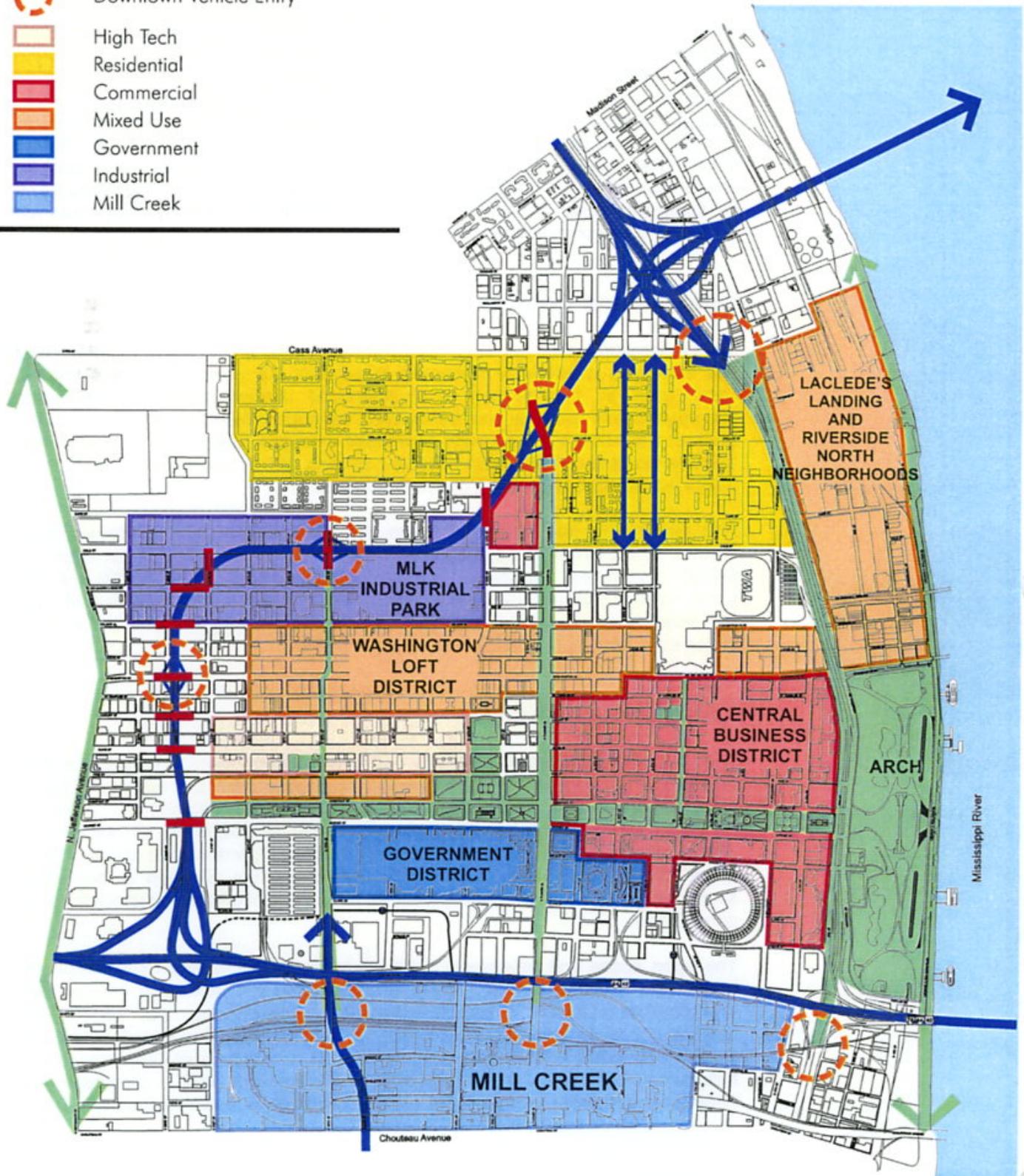
The I-70 and 22nd Street Parkway extension would create a physical barrier because of its freeway character and its separation from the existing grade. It would require off-ramps to connect to the grade and bridges across it to tie into the existing system. It would create a new edge to the Downtown on the west a 22nd Avenue, instead of Jefferson Avenue. This contains Downtown but cuts it off from its neighbors. The I-70 connection, the ramps and the elevated or depressed structures, could have serious implications for the neighborhoods in which they are constructed.

The open space and greenways functionally integrate the land uses and would help create a connectedness for the pedestrians in the Downtown environment. The proposed Grattan Street Parkway would connect the near south side neighborhoods to Downtown. Providing a new at-grade "parkway" where the current I-70 exists would drastically improve the connectivity of Downtown to the Mississippi River and vice versa. Currently the "canyon" that is created by the underground highway is a strong "edge" and deterrent to getting to the river. This



Prime Study Area Concept A

-  Open Space/Greenway
-  Vehicular Circulation
-  Bridge
-  Downtown Vehicle Entry
-  High Tech
-  Residential
-  Commercial
-  Mixed Use
-  Government
-  Industrial
-  Mill Creek



change would allow more pedestrians to cross at more frequent intervals and provide better access to Laclede's Landing and the Arch grounds. The character of the street would be improved with landscaped medians and streetscape amenities, making it a pleasant and walkable promenade.

Market

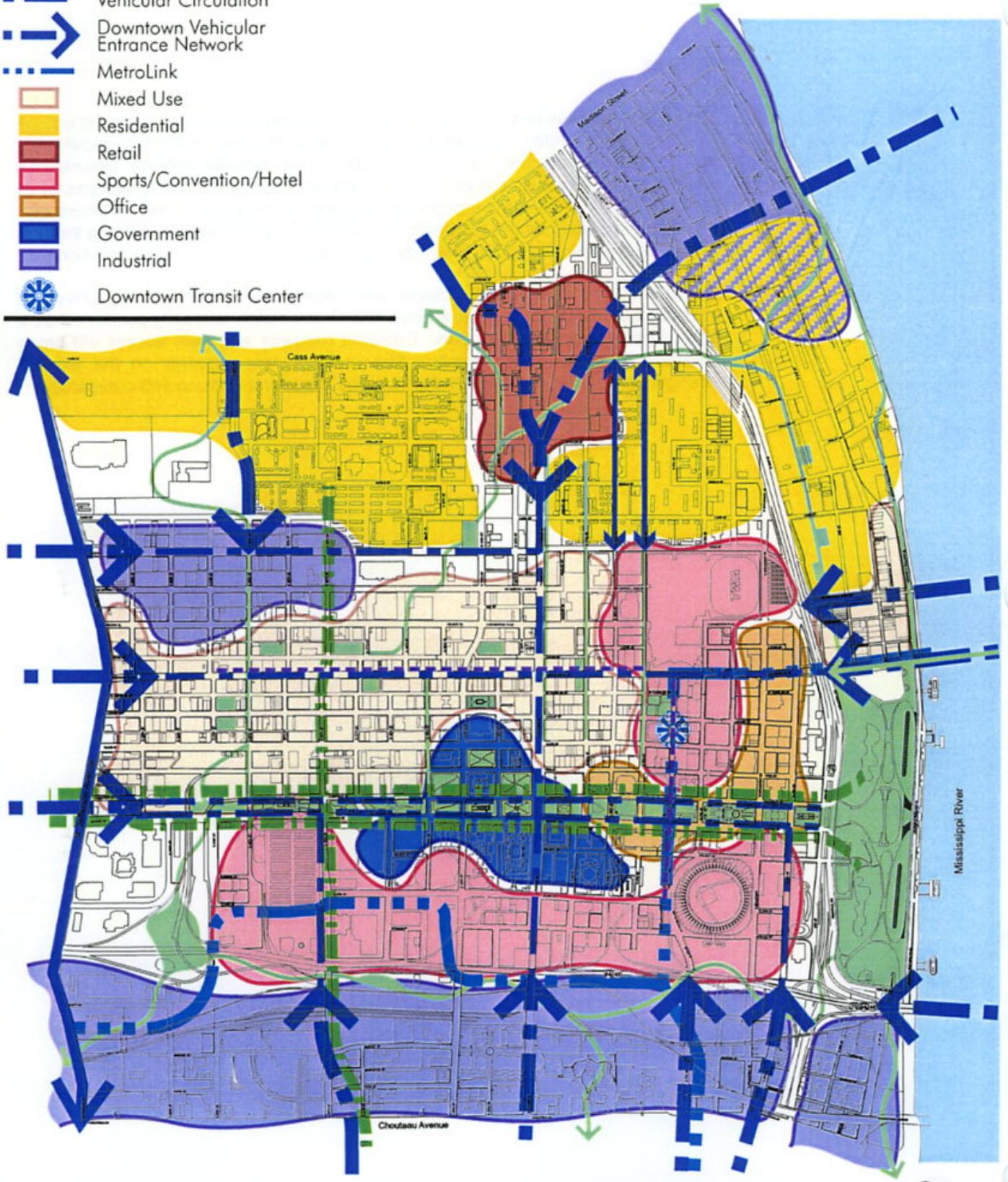
The regional access and circulation defined in Concept A relies on a limited access highway which "circles" Downtown from the west, isolating it both physically and psychologically from the surrounding City. This fails to achieve Downtown's interconnectedness with the rest of the metro areas, so vital to the success of its revitalization. Residential neighborhoods north of Downtown will be especially negatively impacted by the proposed I-70 and 22nd Street Parkway running through them. Land values along the roadway will be depressed due to noise pollution.

Conversely, the market of industrial uses along Martin Luther King Drive will increase from such convenient access. Mill Creek Valley is ideally positioned as a light industrial and business park. Excellent roadway and train access will prove attractive to prospective tenants. The concept also expands on the existing strength of the Mill Creek district that is home to several Fortune 500 companies.



**Prime Study Area
Concept B**

-  Open Space/Greenway
-  Boulevard
-  Pedestrian Corridors
-  Vehicular Circulation
-  Downtown Vehicular Entrance Network
-  MetroLink
-  Mixed Use
-  Residential
-  Retail
-  Sports/Convention/Hotel
-  Office
-  Government
-  Industrial
-  Downtown Transit Center



C. Concept B

Transportation

Concept B is based on an alternative to MoDot/IDOT plans for the new I-70 North Mississippi River crossing. It would connect the new I-70 to Tucker at O'Fallon Street, with considerably fewer elevated structures, and a touchdown point further north. General traffic improvements would be made to Tucker to serve the modified I-70 touchdown, and Jefferson would serve as the primary arterial entrance to Downtown, an alternative to the 22nd Street parkway. A signed truck route would be provided on an improved Cole Street. Market Street would be narrowed but remain as a two-way street. The upper deck of the Eads Bridge would provide adequate capacity for projected vehicular traffic demand and a widened and enhanced pedestrian and bicycle route. A transit center would be located in the Core of Downtown, providing more convenient transfers among bus routes and the MetroLink system.

This configuration would allow some one-way streets in the Downtown to convert to two-way streets, such as 9th and 10th Streets north of Washington. Unneeded street width would be converted to angled parking or widened sidewalks, which has the added benefits of narrowing travel lanes, slowing traffic and shortening the pedestrian crossing distance at bulbed-out corners.

Land Use and Open Space

This alternative identifies large, loosely defined land use zones, not unlike those in Concept A, with a large concentration of residential uses north of Downtown, and additional residential continuing north of Laclede's Landing to the new Mississippi River Bridge, as close to the river's edge as possible. This would provide residential uses along the water's edge in the Downtown area, where none currently exist. A government center and two entertainment and convention venues are defined: Union Station, Kiel Center and Busch Stadium as one, and the America's Center and St. Louis Centre as another. A community retail node is delineated where I-70 meets Tucker in Downtown in order to provide neighborhood services to the abutting residential neighborhoods as well as community based services for those travelers using the I-70 entrance and exit ramps at Tucker.

A complete greenway and open space system is the defining theme of this concept. An "emerald necklace" would be created around the Downtown, which would connect Downtown to the surrounding neighborhoods, and to a proposed extension of the regional riverfront greenway system. New parkways, boulevards and landscaped sidewalks would connect pocket parks and urban squares. "Green streets", in addition, provide intermittent corridors of green that connect to the circling system.

Edges and Connections

The western edge of Downtown would be defined at Jefferson Avenue in this scenario, and strong east-west street connections would be maintained. Pedestrian connections to the Arch would be improved with a pedestrian bridge one level above Memorial Drive. Significant pedestrian improvements are



proposed on Washington and 8th Street, both considered prime pedestrian corridors, as well as between the Post Office area and MetroLink stations. Bicycle and pedestrian access across Eads Bridge would tie into the greenway system, and provide a regional connection for these alternate modes of transportation. Most importantly, the touchdown reconfiguration would bring vehicles down to grade sooner, thus bringing people into Downtown, rather than around it. It would also allow the local street system to connect the Downtown Core with the surrounding neighborhoods.

Gateways

This alternative stresses the importance of the local street system for providing access to the Downtown, rather than congregating traffic entering on a few freeway ramps. It creates many opportunities for gateway entries into the Downtown from outlying neighborhoods from the north, west and south.

Market

Access and circulation would flow on a grid of surface collectors connecting Downtown to the existing street system between the Core and residential neighborhoods to the north and south. Such access brings market audiences to Downtown and creates demand for the various land uses, which translates into economic feasibility for those uses. Some streets are reconfigured from one to two-way traffic pattern, creating vital access and thus strengthening retailers.

The "emerald necklace", meandering through and encircling Downtown, is a pathway for walking, jogging and biking which would not only provide access to the region and the river, but provide recreational opportunity for those living and working Downtown. The "emerald necklace" of open space will appeal to potential Downtown residents and employees alike while creating connectedness between the various catalytic land uses in the area.

Efforts to capitalize on the waterfront amenity are important in that they benefit all land uses and spur regional interest in Downtown. Such an amenity developed along the waterfront was crucial to the successful revitalization of Downtown Baltimore.

This plan identifies a distinctly residential neighborhood at Riverside North, on the northern edge of the Downtown at the waterfront. This concept would create a critical mass of residential product vital to for-sale housing absorption. The convenient access to retail at the center of residential activity would support the residential land use. Retailers, in turn, would benefit from the surrounding neighborhoods that drive retail sales. Ideal access is provided for the Mill Creek Valley to build upon the existing industrial product.

D. Concept C

Transportation

Concept C is based on an alternative that proposes a restricted touchdown of I-70 in the north study area, similar to Concept B, and the extension of the 22nd Street Parkway as a major entrance into the Downtown. Tucker Boulevard would become a major north-south connector into and through Downtown. The 22nd Street connection would have a reduced grade separation and reduced width. Martin Luther King Drive would be extended as a truck route. Market Street would be one-way eastbound. Some one-way streets in the Downtown would convert to two-way and unneeded street widths would be converted to angled parking or widened sidewalks. The upper deck of the Eads Bridge would have reduced traffic lanes and widened pedestrian and bicycle routes. A Downtown transit shuttle would be added to circulate on Washington, 20th, Market, and Memorial Drive.

Land Use and Open Space

The Concept identifies a number of smaller districts that are more specialized by use and/or character. This includes several overlays of smaller commercial concentrations within the larger land use structure. These concentrated commercial zones occur at the touchdown of I-70 into Downtown, along Tucker Boulevard and near the stadium and expanding upon the existing uses in Laclede's Landing. This alternative also identifies a significant ring of primarily residential neighborhoods in the northern areas of Downtown, extending these neighborhoods to the water's edge. This concept supports the integration of residential uses in the Downtown by purposely identifying blocks for residential that would connect to the existing and proposed residential in the heart of Downtown. The government district in this scheme includes not only civic uses, but also entertainment and residential uses near the Mall.

The construction of the new parkway would have a significant impact on the uses in the immediate area. The parkway would provide an amenity, which would attract ground floor uses that could benefit from their proximity to the parkway. Pedestrians would be accommodated. Building entries would face it.

Edges and Connections

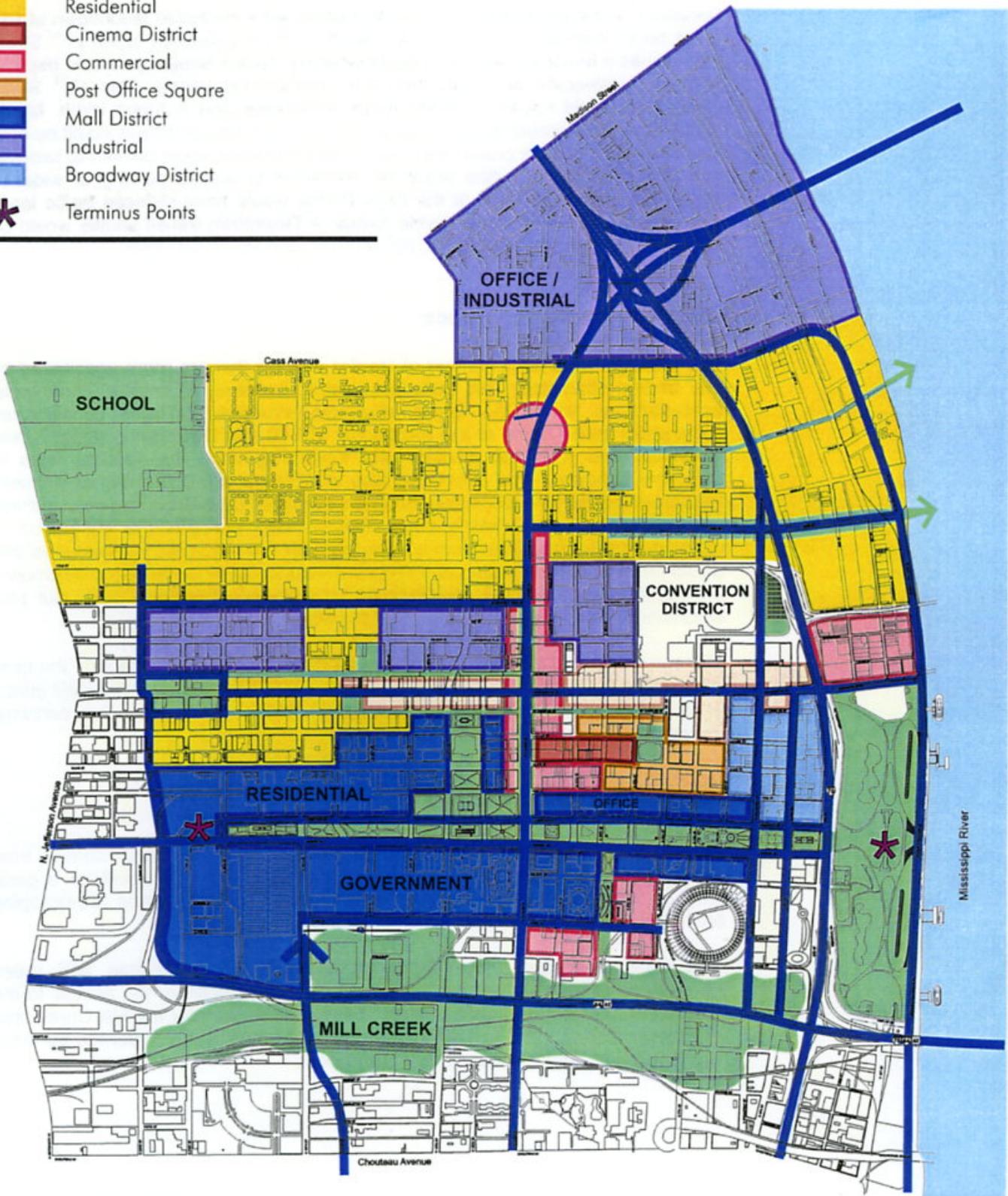
Constructing the parkway could shift the western border of the Downtown from Jefferson Avenue to 22nd Street. A parkway built at grade would be a great amenity, providing the opportunity to have landscaped medians and streetscaping on the edges, thereby enhancing the pedestrian environment.

This concept stresses the importance of numerous pedestrian and green connections to the riverfront from Downtown. It would improve the access to the Arch with a surface level pedestrian connection. It would treat the Mill Creek area as a new greenway that would link to the Arch Grounds and riverfront to the east, and to the existing greenway system to the west.



Prime Study Area
Concept C

-  Open Space/Greenway
-  Vehicular Circulation
-  Washington Avenue Lofts
-  Residential
-  Cinema District
-  Commercial
-  Post Office Square
-  Mall District
-  Industrial
-  Broadway District
-  Terminus Points



Market

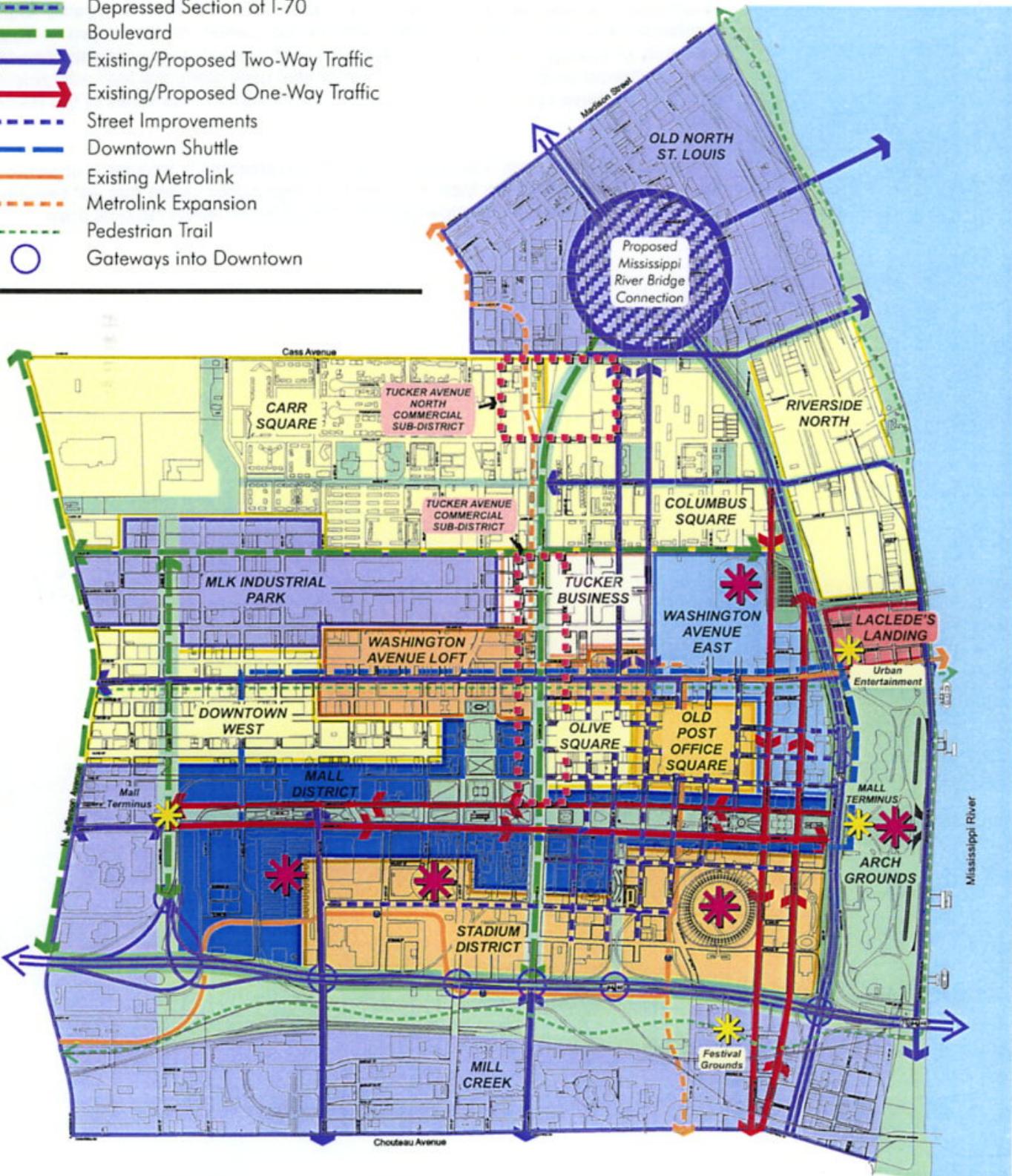
Open space corridors connecting Downtown to the riverfront would integrate this natural amenity into the city's fabric, and increase the appeal of all the areas. Residential neighborhoods in Downtown's west end are thus integrated with residential and non-residential land uses in the center of Downtown. This continuity of function increases the marketability of new residential neighborhoods and commercial properties throughout. Residential uses along the Mall will benefit from the extensive open space of this greenway as well as from views of the River and the Arch.

The proposed Mill Creek Valley greenway, that represents a long term objective, would eventually link to the Mall, and create a large public space that will beautify and bolster the image of Downtown and contribute to the area's regional draw.



Composite Framework Plan

-  Existing Attractions
-  Open Space
-  Interstate Corridor Improvements
-  Depressed Section of I-70
-  Boulevard
-  Existing/Proposed Two-Way Traffic
-  Existing/Proposed One-Way Traffic
-  Street Improvements
-  Downtown Shuttle
-  Existing Metrolink
-  Metrolink Expansion
-  Pedestrian Trail
-  Gateways into Downtown



E. Prime Study Area Framework Plan

The Prime Study Area Framework Plan is composed of a series of *districts* that have either a strong locational, land use or historical identity. The *transportation system* in this plan provides good internal and regional connectivity with boulevards and parkways, while honoring the existing street grid. An *open space* system provides recreational and passive activity and enhanced pedestrian connectivity.

Transportation

The transportation system will create a linked boulevard and parkway system, with landscaped medians and treelawns. The Mississippi River Bridge connection proposed here will touch-down to grade as far north as possible and will minimize elevated structures as to least impede on existing neighborhoods. This proposed touch-down will tie into Tucker Boulevard, which is to become a primary north-south parkway connector through the Downtown. Other Parkways and/or boulevards are to be developed along Cole Street, 22nd Street, Market Street, Chestnut Street and Memorial Drive. Market and Chestnut Streets will be narrowed and made into a one-way couplet. Improvements will be made to the regional and local vehicular connections from I-64/SH40 and the south neighborhoods into downtown. A circulator shuttle will loop through Downtown. A transit center will be located near a new urban square in the Core. Downtown Core streets and those in the Stadium District will be improved with special streetscape treatments in order to enhance the pedestrian experience and support district identity.

Land Use and Districts

Sixteen districts have been identified, each to have a distinctive land use or combination of uses. New and rejuvenated residential neighborhoods will develop across the northern part of the City, which include Carr Square, Columbus Square, Riverside North and Laclede's Landing. Riverside North and Laclede's Landing are envisioned as places where new apartments, condominiums and townhouses will be built, as well as the where the conversion of buildings into lofts, retail space and offices will occur. Urban entertainment will also be a focus in Laclede's Landing.

Old Post Office Square, Olive Square and the Washington Avenue Loft District are in the heart of the Core and are the focus for the renovation effort for Downtown. Historic buildings will be converted into lofts, housing, Class B Office space and future learning centers. Ground floor uses will provide business and residential services, as well as entertainment and arts-related uses. New rowhouses and mews are two kinds of infill projects that are envisioned in the area, as well as new Class A office space.

Two overlay sub-districts will provide areas of concentrated services. The Tucker Avenue North Commercial Sub-District will provide neighborhood services for the near north neighborhoods, and act as a gateway from the new I-70 touch-down. A new business center is envisioned in the Tucker Business Sub-District, played up by its location on the new improved Tucker Boulevard.

Old North St. Louis, Martin Luther King Industrial Park and Mill Creek Valley are the industrial districts. The Arch Grounds and the Stadium District are the primary



locations for major attractions in Downtown, with the Mall District providing the civic and cultural edges.

Open Space Connections

A system of open spaces is a land use and transportation strategy that will be added to the design. This asset will become an integrated system that will connect the parkway and boulevard system with new and existing park space. A greenway "necklace" will surround the City from Mill Creek Valley in the south, the riverfront to the east, and a series of smaller parks, parkways and boulevards to the north and west. Proposed and existing urban squares and landscaped plazas will make internal connections through the City. Decking over I-70, as it traverses the eastern edge of Downtown, will allow an enhanced landscaped connection from the Mall to the Arch Grounds and the River. This decking will also provide safe and inviting pedestrian connections from the Downtown street grid to the Arch Grounds.

In summary, this Framework Plan presents a Downtown with strong neighborhoods and districts; and a vehicular, pedestrian and open space system that will integrate these unique places within the Downtown.



Exhibits and Appendices



Exhibit 2

MARKET ASSESSMENT OF THE STUDY AREA
ST. LOUIS DOWNTOWN DEVELOPMENT ACTION PLAN
AUGUST 1998

		RATING AND EVALUATION			
		INDUSTRIAL	OFFICE	RETAIL	HOTEL
DESCRIPTION					
LOCATION OF STUDY AREA The study area is comprised of Downtown St. Louis and the Waterfront District. Roughly defined, this is the area bounded by Chestnut Avenue to the south, Cole Avenue to the north, Jefferson Avenue to the west and the Mississippi River to the east. The area has historically been the center of the region's trade and commerce. It still is the gathering place for sports and entertainment facilities, regional serving retail and conventions. However, the area has experienced a steady outmigration of jobs and population, and is currently perceived by many suburban residents as an undesirable and crime ridden area. The school system is inferior to those in suburbs.	RESIDENTIAL Average (3.6) Several locations within the downtown are appropriate for residential development. Among these are Washington Avenue, Locksick's Landing, Riverfront North and the Mall area. Centrally located in an urban core, these neighborhoods have the potential to draw buyers looking for the vitality of the urban experience and close proximity to employment. Many buyers may be reluctant to move, however, until the area's image is restored. The quality and image of the school system will deter young families.	INDUSTRIAL Excellent (4.6) The location is ideal for industrial development because of its central location relative to the region and the Mississippi river basin. In particular, industrial development would be well suited at the northern and southern edges of downtown and along the interstate.	OFFICE Excellent (4.6). Historically, a center of office business the area is well positioned for office use.	RETAIL Poor (1.6). Suburban retail growth, the out-migration of jobs and population have out of demand for majority of retail facilities. The city however, because of its central location, has opportunities to regain some destination, regional serving facilities.	HOTEL Excellent (4.6). The new convention center, which is largely underutilized due to insufficient hotel stock, makes downtown a prime candidate for hotel development.
PHYSICAL CHARACTERISTICS The study area lies on generally flat land and is multi-located in its development. The area is densely developed with office space, residences and industry. The river has tendency to flood during spring months, making recreational development along the waterfront difficult. There are views of the river and the Arch from various parts of the downtown. Some of the industrial land is contaminated.	RESIDENTIAL Average (3.6) The existing office and warehouse stock present themselves as prime candidates for residential redevelopment. Waterfront areas and sites along other amenities such as the Mall make attractive residential development sites. However, the existing development of buildings will make new construction costly, as demolition and site clean-up will be required.	INDUSTRIAL Good(4.6). The flat land is well suited for industrial development. Clean up costs, however, may detract some users from relocating to downtown.	OFFICE Excellent (4.6). The flat land should pose no problems for development. Existing buildings can be rehabilitated and new buildings erected on available sites.	RETAIL Average (3.6) should pose no problems for development of new facilities on undeveloped land. First floor space of existing structures can easily be converted/reconverted to retail use at some expense.	HOTEL Average (3.6). Development of hotels near the convention center and other tourist attractions will require demolition or conversion of existing structures.
ACCESS Regional access is provided by a well developed interstate system. Surface streets have excess capacity. MetroLink provides excellent public transportation. International airport, 25 minutes away, is TWVA's hub. The City is a railroad hub that converges at downtown. The network of rivers carries cargo.	RESIDENTIAL Excellent (4.6) All the infrastructure is in place to facilitate access to the area.	INDUSTRIAL Excellent (4.6) The interstate system and rail access will be very attractive to new users.	OFFICE Excellent (4.6) The various modes of transportation will service new office users, their employees and clients/customers well.	RETAIL Excellent (4.6) The confluence of interstates, the surface street network and MetroLink provide excellent access from regional, community level and neighborhood audiences.	HOTEL Excellent (4.6) The confluence of interstates and the airport provide excellent access for local regional and national conventioners. downtown.
VISIBILITY Due to its status as the regional center, projects in the area receive a great deal of attention from media. Furthermore, employment, sporting and cultural attractions in downtown insure that redevelopment and new development efforts will not go unnoticed. The interstate system provides exposure.	RESIDENTIAL Excellent (4.6) As regional center of entertainment and employment the downtown enjoys a high profile that will facilitate the marketing of new projects.	INDUSTRIAL Excellent (4.6) Location along interstates will insure visibility.	OFFICE Excellent (4.6) Redevelopment of historical structures will get media attention. New high-rise construction will be visible from many parts of the city and from the interstate system.	RETAIL Excellent (4.6) Interstate fronting sites will offer excellent visibility for "big box" retailers aiming for a regional draw. Downtown locations will benefit from the visibility gained by the city's employment and residents.	HOTEL Excellent (4.6) St. Louis is a regional center. Hotel guests will come to specific destinations. Currently planned sites have convention center visibility and riverfront exposure, respectively.
OVERALL RATING	Good (4.6)	Very Good/Excellent (4.6)	Excellent (4.6)	Average/Good (3.5)	Very Good (3.5)

Exhibit 3
Potential Annual Demand for Market Rate Housing
St. Louis MSA and Capture Potential for Downtown St. Louis
Annual Average 1997-2002

DEMAND POTENTIAL		RENTAL PROPERTIES	OWNERSHIP	
			1/ SINGLE FAMILY DETACHED	ATTACHED
FROM NEW HOUSEHOLDS				
Household Growth	2/	5,567	10,903	2,726
Income Qualified Households	3/	4,370	8,559	2,140
Propensity to Rent	4/	1,267	-	-
Propensity to Own SFD	4/	-	6,847	-
Propensity to Own SFA	4/	-	-	428
New Product Preference	5/	127	2,739	86
FROM TURNOVER				
Total Existing Households	6/	284,304	556,844	139,211
Turnover of Rental Households	7/	71,076		
Income Qualified Rental Households		55,795		
Turnover of Existing Owner Households	8/		38,979	9,745
Income Qualified Owner Households			30,599	7,650
New Product Preference	5/	3,627	4,743	1,759
TOTAL POTENTIAL DEMAND FROM NEW HOUSEHOLD GROWTH AND FROM TURNOVER		3,753	7,482	1,845
DOWNTOWN % CAPTURE POTENTIAL		22%	1%	16%
CAPTURE POTENTIAL FOR DOWNTOWN		± 800	± 75	± 300

1/ Includes single family detached and attached homes, apartments and condominiums

2/ In the St. Louis MSA, from 1997 to 2002

3/ Households with annual income of more than \$20,000

4/ Based on historical trends in the St. Louis marketplace and The Concord Group experience

5/ Based on product preferences in the MSA from 1990 through 1997

6/ At midpoint - year 2000

7/ Assumes 25% annual turnover of rental households

8/ Assumes 7% annual turnover of owner households

9/ Capture potential for downtown increases over time as a critical mass of product is established in the area

Source: Claritas; U.S. Bureau of the Census; Homebuilders Association; St. Louis Development Corporation

Exhibit 4
Potential Annual Demand for Industrial Space by Product Segment
Based on New Employment Growth and Turnover
St. Louis MSA and Capture Potential for Downtown St. Louis
Annual Average 1998-2005

DEMAND FROM EMPLOYMENT GROWTH 1/

EMPLOYMENT CATEGORY	ANNUAL GROWTH 1998 - 2003	TYPICAL INDUSTRIAL CAPTURE	TYPICAL DISTRIBUTION BY PRODUCT TYPE		TYPICAL SQUARE FOOTAGE PER EMPLOYEE BY PROD TYPE	
			PRODUCT TYPE	%	1998 - 2005	1998 - 2005
MANUFACTURING	670	90%	Heavy Manufacturing	20%	800	72,400
			Light Manufacturing	50%	700	211,100
			Warehousing/Distribution	25%	2,000	301,500
			Research & Development	5%	400	12,100
			Service Providers	0%	800	0
CONSTRUCTION	520	10%	Heavy Manufacturing	0%	800	0
			Light Manufacturing	0%	700	0
			Warehousing/Distribution	0%	2,000	0
			Research & Development	0%	400	0
			Service Providers	100%	800	41,600
TRANSPORTATION AND PUBLIC UTILITIES	160	50%	Heavy Manufacturing	0%	800	0
			Light Manufacturing	10%	700	5,600
			Warehousing/Distribution	10%	2,000	16,000
			Research & Development	5%	400	1,600
			Service Providers	75%	800	48,000
WHOLESALE/RETAIL TRADE	1,560	20%	Heavy Manufacturing	0%	800	0
			Light Manufacturing	0%	700	0
			Warehousing/Distribution	90%	2,000	561,600
			Research & Development	0%	400	0
			Service Providers	10%	800	25,000
SERVICES	8,760	10%	Heavy Manufacturing	0%	800	0
			Light Manufacturing	20%	700	122,600
			Warehousing/Distribution	10%	2,000	175,200
			Research & Development	0%	400	0
			Service Providers	70%	800	490,600
OTHER	890	10%	Heavy Manufacturing	8%	600	4,300
			Light Manufacturing	20%	700	12,500
			Warehousing/Distribution	68%	2,000	121,000
			Research & Development	1%	400	400
			Service Providers	3%	800	2,100
TOTAL	12,560					

TOTAL DEMAND FROM EMPLOYMENT GROWTH IN ST. LOUIS MSA

1998 - 2003	
Heavy Manufacturing	76,700
Light Manufacturing	351,800
Warehousing/Distribution	1,175,300
Research & Development	14,100
Service Providers	607,300
TOTAL	2,225,200

DEMAND FROM ANNUAL TURNOVER

	EXISTING OCCUPIED INDUSTRIAL SPACE	TURNOVER RATE 3/	DISTRIBUTION BY PRODUCT TYPE		SUPPORTABLE SQ FTG BY PRODUCT TYPE	
			PRODUCT TYPE	%	1998 - 2003	1998 - 2003
1998 - 2005 Average	212,303,000	2.5%	Heavy Manufacturing	5%	1,061,800	
			Light Manufacturing	15%	796,400	
			Warehousing/Distribution	60%	2,389,100	
			Research & Development	5%	265,500	
			Service Providers	15%	796,400	

SUMMARY OF POTENTIAL ANNUAL DEMAND

PRODUCT TYPE	ANNUAL ADDITIONAL SUPPORTABLE SQUARE FEET	
	1998 - 2005	
Heavy Manufacturing	1,061,800	
Light Manufacturing	796,400	
Warehousing/Distribution	2,389,100	
Research & Development	265,500	
Service Providers	796,400	
Total	5,309,200	
DOWNTOWN ST. LOUIS POTENTIAL CAPTURE OF DEMAND 4/		12%
DOWNTOWN ST. LOUIS ANNUAL ABSORPTION POTENTIAL		637,104

1/ Woods & Poole Economics
2/ Assumes that the average turnover of industrial space in the market area occurs once every 20 years
3/ Based on market trends
4/ Assumes 30% City capture from MSA growth and 33% downtown capture from City potential
5/ Assumes focused marketing effort on part of the City to attract new industrial users to area and that space is available

Exhibit 5
Potential Annual Demand for Office Use
Based on Office Using Employment Growth and Turnover
St. Louis MSA and Capture Potential for Downtown St. Louis
Annual Average 1998-2005

SOURCES OF DEMAND Usage Factors	ANNUAL DEMAND 1998-2005
OFFICE DEMAND FROM NET EMPLOYMENT GROWTH	
F.I.R.E. 1/	
Annual Growth in Employment 2/	1,440
x Office Using Employment Capture Rate 3/	90%
= Annual Growth in Office Using Employment	1,296
x Square Footage Factor 4/	250
= New Office Space Demand from F.I.R.E.	324,000
Professional Services 5/	
Annual Growth in Employment 2/	3,504
x Office Using Employment Capture Rate 6/	85%
= Annual Growth in Office Using Employment	2,978
x Square Footage Factor 4/	250
= New Office Space Demand from Professional Services	744,600
Other Services 7/	
Annual Growth in Employment 2/	5,256
x Office Using Employment Capture Rate 8/	25%
= Annual Growth in Office Using Employment	1,314
x Square Footage Factor 4/	250
= New Office Space Demand from Professional Services	328,500
Other 9/	
Annual Growth in Employment 2/	3,955
x Office Using Employment Capture Rate 10/	15%
= Annual Growth in Office Using Employment	593
x Square Footage Factor 4/	250
= New Office Space Demand from Professional Services	148,313
TOTAL ANNUAL ST.LOUIS MSA OFFICE DEMAND POTENTIAL FROM NET EMPLOYMENT GROWTH	1,545,413
ADDITIONAL DEMAND FOR NEW OFFICE SPACE FROM ANNUAL TURNOVER IN EXISTING OFFICES	
Estimated Existing Office Space in St.Louis MSA	43,000,000
x Turnover Factor 11/	2%
TOTAL ST.LOUIS MSA DEMAND POTENTIAL FROM TURNOVER	860,000
TOTAL ST.LOUIS MSA DEMAND POTENTIAL	2,405,413
DOWNTOWN ST.LOUIS POTENTIAL CAPTURE OF DEMAND 12/	10%
DOWNTOWN ST.LOUIS ANNUAL ABSORPTION POTENTIAL	240,541

1/ F.I.R.E. includes: Finance, Insurance and Real Estate

2/ Source: Woods & Pool Economics

3/ Based on market trends

4/ Assumes an average of 250 square feet per office using employee

5/ Source: Woods & Pool Economics

6/ Based on market trends

7/ Source: Woods & Pool Economics

8/ Based on market trends

9/ Includes: Construction, Manufacturing, Trade, Transportation/Utilities & Communication and Government

10/ Based on market trends

11/ Based on market trends

12/ Assumes focused marketing effort on part of the City to attract new office users to area and that space is available

Appendix A Employee Survey Results

The written employee survey was completed in June, 1998 by employees within the downtown study area. A total of 2010 surveys were mailed to 24 employers in the downtown study area. Employers distributed and collected the surveys. We received 449 surveys for processing yielding a response of 22.3%. An additional 92 forms were received after processing, and are not included in this summary.

Geographically, the distribution and return was this:

Area	# Surveys Distributed	# Surveys Received & Processed
Core	1280	328
Loft District	40	10
Other West of Tucker	470	28
Riverfront	220	83
Total	2010	449

Key findings include:

- Mode of travel is similar to the downtown as a whole:

Mode	% of Employees
Drove Alone	66%
MetroLink	15%
Carpool or Vanpool	7%
Bus	7%
Dropped Off	4%
Walk/Bike	1%
Total	100%

MetroLink usage among responding employees is higher than the 9% for all of downtown and may reflect responses from work sites proximate to the MetroLink line.

- An average car occupancy of 1.15 persons for the drive to work.
- Employees walk an average of only 1 block from transit or parking to their work site. Only 10% walk more than 3 blocks.
- Employees pay an average of \$3 per day to park.
- Free parking was provided to 39% of workers by their employers.
- Only 15% of employees have a transit pass. Of those employees with a pass, less than half (46%) have a reduced-price pass.
- Only about 25% of employees make a mid-day trip for either personal or work reasons. Most walk or drive when making mid-day trips. The bus was the least used mode for mid-day trips.

- Employees travel 16 miles on average from home to work. Trip time averages 30 minutes, for an average travel speed of 31 miles per hour. This performance closely matches national averages for journeys to work. Little difference (about 2 minutes) was evident in average morning and afternoon commute times, indicative of a reliable transportation system with minimal (or at least consistent levels of) congestion.
- Employees were positive about downtown with typically 60-70% agreeing that downtown is walkable, safe, and a good place for locating businesses, shops, housing and entertainment. They were split over whether downtown is attractive and well maintained.
- The overall profile of employees is this:
 - 54% are married
 - A majority (56%) have children at home, with an average of 1.93 children.
 - Average age of employees is 40 years.
 - 64% of respondents were female.

FINDINGS

Table 1.

How did you get to work today?		
Mode	Responses	%
Drove Alone	296	66.07%
MetroLink	66	14.73%
Rode with Others	34	7.59%
Bus	31	6.92%
Dropped Off	18	4.02%
Walked	2	0.45%
Other	1	0.22%
Total	448	100.00%

A number of respondents indicated that they used multiple modes to reach downtown. We have listed only the final mode as the means of entering downtown.

Table 1A.

Average Vehicle Occupancy for Employees driving to work		
Number of Persons/Vehicle	Vehicles	Persons
1	296	296
2	28	56
3	3	9
4	2	8
9	1	9
Total	330	378
Average # Persons/Vehicle =		1.15

Table 2.

How far did you walk to enter your building?		
Distance	Responses	%
Parked in Building	98	22.22%
Less than one block	174	39.46%
One block	51	11.56%
Two blocks	52	11.79%
Three blocks	20	4.54%
More than three blocks	46	10.43%
Total	441	100.00%

The average distance walked is 1.02 blocks per person.

Table 3.

If you drove, where did you park?		
Location	Responses	%
Garage	193	56.43%
Off-Street lot	142	41.52%
Free On-Street	6	1.75%
Metered On-Street	1	0.29%
Total	342	100.00%

Table 4.

If you drove. how did you pay?		
Payment Status	Responses	%
I pay full cost	194	56.40%
My employer pays full cost	135	39.24%
I found free parking	11	3.20%
I split the cost with my employer	4	1.16%
Total	344	100.00%

The average daily price paid for parking was \$3.07.

Table 5.

Do you have special transportation needs based on a physical impairment?		
Answer	Responses	%
No	435	99.32%
Yes	3	0.68%
Total	438	100.00%

Table 6.

Do you have a transit pass?		
Answer	Responses	%
No	375	85.23%
Yes	65	14.77%
Total	440	100.00%

If yes, is it a reduced-price pass?		
Answer	Responses	%
No	19	32.76%
Yes	39	67.24%
Total	58	100.00%

It appears that just over two-thirds (68.2%) of transit riders have a transit pass. However, less than half (45.9%) of transit riders have a reduced-price pass. Overall, about one in ten commuters has a reduced-price transit pass.

Table 7A.1

How many personal trips do you make outside of the office during the workday?		
Number of Trips	Responses	%
Almost None	318	74.65%
One	82	19.25%
Two	17	3.99%
Three	5	1.17%
More than three	4	0.94%
Total	426	100.00%

Table 7A.2

How many work-related trips do you make outside of the office during the workday?		
Number of Trips	Responses	%
Almost None	329	77.23%
One	48	11.27%
Two	16	3.76%
Three	3	0.70%
More than three	8	1.88%
Total	404	94.84%

Table 7B.1.

Mode of Travel for Personal Trips		
Mode	Responses	%
Walk	255	62.20%
Drive	97	23.66%
MetroLink	47	11.46%
Bus	11	2.68%
Total	410	100.00%

Many respondents entered multiple modes; we have grouped responses by the highest-level mode. Walking predominates while the bus seems to serve few personal trip needs downtown.

Table 7B.2.

Mode of Travel for Work-Related Trips		
Mode	Responses	%
Walk	153	37.32%
Drive	146	35.61%
MetroLink	15	3.66%
Bus	17	4.15%

Total	331	80.73%
-------	-----	--------

Walking and driving are nearly equal in meeting work-related, midday trip needs. Transit carries few of these trips, perhaps because of business schedule requirements and longer travel distances which put transit at a disadvantage.

Table 8A.

Arrival Time at Work		
Time	Responses	%
before 6:00 am	15	3.4%
6:00 - 7:00 am	75	17.0%
7:00 - 8:00 am	179	40.6%
8:00 - 9:00 am	99	22.4%
9:00 - 10:00 am	39	8.8%
10:00 am - Noon	19	4.3%
Afternoon	15	3.4%
Total	441	100.0%

Table 8B

Departure Time From Work		
Time	Responses	%
before 6:00 am	13	2.9%
6:00 - Noon	5	1.1%
Noon - 3:00 pm	15	3.4%
3:00 - 4:00 pm	60	13.6%
4:00 - 5:00 pm	128	29.0%
5:00 - 6:00 pm	124	28.1%
6:00 - 7:00 pm	58	13.2%
7:00 - Midnight	38	8.6%
Total	441	100.0%

Table 9A.

Travel Time to Work		
Minutes	Responses	%
less than 10	7	1.6%
10 to 20	91	20.6%
20 to 30	112	25.3%
30 to 40	110	24.9%
40 to 50	79	17.9%
50 to 60	12	2.7%
60 to 70	24	5.4%
70 to 80	4	0.9%
80 to 90	3	0.7%
Total	442	100.0%

The average travel time to work is 29.85 minutes.

Table 9B

Travel Time from Work		
Minutes	Responses	%
less than 10	6	1.4%
10 to 20	70	15.8%
20 to 30	112	25.2%
30 to 40	112	25.2%
40 to 50	90	20.3%
50 to 60	12	2.7%
60 to 70	30	6.8%
70 to 80	8	1.8%
80 to 90	2	0.5%
90 to 100	2	0.5%
Total	444	100.0%

The average time to travel home from work was 31.93 minutes.

Table 10.

Road Miles to Work		
Miles	Responses	%
less than 10	92	22.7%
10 to 20	175	43.1%
20 to 30	90	22.2%
30 to 40	37	9.1%
40 to 50	7	1.7%
50 to 60	2	0.5%
60 to 70	2	0.5%
70 to 80	1	0.2%
Total	406	100.0%

On average, downtown employees travel 16.62 miles from home to work. Given the reported trip times, overall commute speed averages 33.4 miles per hour for the morning commute and 31.2 miles per hour for the afternoon commute.

Table 11A.

Downtown is a pleasant and easy place to walk.		
Answer	Responses	%
Somewhat Agree	254	57.7%
Somewhat Disagree	74	16.8%
Strongly Agree	72	16.4%
Strongly Disagree	29	6.6%
No Opinion	11	2.5%
Total	440	100.0%

Table 11B

Downtown is a safe place to work, visit and live.		
Answer	Responses	%
Somewhat Agree	228	52.1%
Somewhat Disagree	114	26.0%
Strongly Agree	47	10.7%
Strongly Disagree	35	8.0%
No Opinion	14	3.2%
Total	438	100.0%

Table 11C

Downtown has adequate opportunities to shop and dine.		
Answer	Responses	%
Somewhat Agree	178	40.8%
Somewhat Disagree	117	26.8%
Strongly Agree	79	18.1%
Strongly Disagree	55	12.6%
No Opinion	7	1.6%
Total	436	100.0%

Table 11D

Downtown would be a good location for more Businesses and Shops		
Answer	Responses	%
Strongly Agree	200	45.8%
Somewhat Agree	178	40.7%
Somewhat Disagree	42	9.6%
Strongly Disagree	10	2.3%
No Opinion	7	1.6%
Total	437	100.0%

Table 11E

Downtown is a good location for more office buildings		
Answer	Responses	%
Somewhat Agree	172	38.9%
Strongly Agree	143	32.4%
Somewhat Disagree	86	19.5%
Strongly Disagree	32	7.2%
No Opinion	9	2.0%
Total	442	100.0%

Table 11F

Downtown is a good location for cultural and entertainment uses		
Answer	Responses	%
Strongly Agree	216	49.5%
Somewhat Agree	174	39.9%
Somewhat Disagree	28	6.4%
Strongly Disagree	9	2.1%
No Opinion	9	2.1%
Total	436	100.0%

Table 11G

Downtown has important businesses and Institutions that can help attract other institutions		
Answer	Responses	%
Somewhat Agree	210	47.7%
Strongly Agree	146	33.2%
Somewhat Disagree	58	13.2%
Strongly Disagree	9	2.0%
No Opinion	17	3.9%
Total	440	100.0%

Table 11H

Downtown is a good place to build new housing for people desirous of urban living		
Answer	Responses	%
Somewhat Agree	155	35.1%
Strongly Agree	108	24.5%
Somewhat Disagree	107	24.3%
Strongly Disagree	45	10.2%
No Opinion	26	5.9%
Total	441	100.0%

Table 11I

Downtown is well maintained and attractive		
Answer	Responses	%
Somewhat Disagree	164	37.4%
Somewhat Agree	159	36.3%
Strongly Disagree	58	13.2%
Strongly Agree	47	10.7%
No Opinion	10	2.3%
Total	438	100.0%

A slight majority of employees believe that downtown is neither well maintained nor attractive.

Table 12

Marital Status		
Answer	Responses	%
Married	239	53.8%
Single	189	42.6%
Other	16	3.6%
Total	444	100.0%

Table 13

How many children do you have at home?		
Answer	Responses	%
0	196	44.2%
1	99	22.3%
2	92	20.8%
3	38	8.6%
4	10	2.3%
5	8	1.8%
Total	443	100.0%

For the nearly 56% of employees who have children at home, the average number of children is 1.93.

Table 14A

Age		
Years	Responses	%
under 20	2	0.5%
20 to 30	96	22.1%
30 to 40	144	33.2%
40 to 50	112	25.8%
50 to 60	74	17.1%
60 to 70	5	1.2%
over 70	1	0.2%
Total	434	100.0%

The average age of downtown employees surveyed is 39.82 years.

Table 14B

Gender		
Answer	Responses	%
Female	284	63.8%
Male	161	36.2%
Total	445	100.0%

Appendix B Visitor Survey Results

The visitor intercept survey was conducted on Tuesday, May 19, 1998 at Adam's Mark Hotel and at Union Station. A total of 111 interviews were completed, 43 at Adam's Mark and 68 at Union Station.

The answers to each question plus a variety of cross-tabulations are shown in tables on the following pages. Highlights of the findings include:

- Approximately half of the persons interviewed appear to be downtown employees based on trip purpose responses (business and "other" which frequently indicated 8 hour or longer stays).
- The majority (75%) are from the St. Louis area and nearly all (94%) had visited downtown previously.
- People interviewed were quite positive about downtown, with typically two-thirds to three-quarters of respondents agreeing that it is easy to get to, easy to get around, that it is well maintained and that it has adequate restaurants and shops. What is not reflected, obviously, is the opinion of people who do not or only rarely come downtown.
- Parking elicited more disagreement than any other qualitative issue.
- More than half (55%) of respondents have children and are married (71%).
- Most people interviewed travel by car, no matter what the purpose of their visit. Taxis were the next most used mode of travel for this group.
- People interviewed had long stays downtown, with shopping trips averaging 4 hours.

FINDINGS

Table 1.

Gender			
	Male	Female	Total
Adam's Mark	23	20	43
Union Station	31	32	63
Total	54	52	106
%	50.94%	49.06%	100.0%

Table 2.

Method of Travel to Downtown		
	Responses	%
Car	71	63.96%
Taxi	23	20.72%
Bus	8	7.21%
MetroLink	8	7.21%
Other	1	0.90%
Total	111	100.00%

Table 3.

Purpose of Visit		
	Responses	%
Other	52	46.85%
Business	51	45.95%
Tourism	5	4.50%
Visiting Friends/Family	2	1.80%
Convention	1	0.90%
Total	111	100.00%

Table 4.

Number of Other Downtown Destinations		
	Responses	%
None	60	54.05%
One	3	2.70%
Two	4	3.60%
More than Three	10	9.01%
Don't Know	34	30.63%
Total	111	100.00%

Table 5.

Method of Travel to Other Destinations		
	Responses	%
Car	68	62.39%
Taxi	22	20.18%
Bus	10	9.17%
MetroLink	7	6.42%
Shuttle Bus	1	0.92%
Walk	1	0.92%
Total	109	100.00%

Table 6.

Average Length of Stay by Trip Purpose		
Purpose	Hours	Responses
Business	6:42	37
Other -- Work	8:11	28
Other -- Shopping	4:08	14
Visiting Friends/Family	5:45	1
Tourism	8:00	1
Convention	2:40	1
		82

Table 7.

Staying Overnight?		
	Responses	%
No	87	82.86%
Yes	18	17.14%
Total	105	100.00%

Table 8.

First Visit to Downtown St. Louis		
	Responses	%
No	97	94.17%
Yes	6	5.83%
Total	103	100.00%

Table 9.

Downtown is Easy to Get to		
	Responses	%
Strongly Agree	82	76.64%
No Opinion	16	14.95%
Somewhat agree	9	8.41%
Total	107	100.00%

Table 3
Strongest Historic Growth Sectors - St. Louis Metro Area, 1990-1997

Missouri Portion of Metro Area					
Top 30 by Numerical Job Growth - Metro Area					
SIC	Sector Description	Metro Area (Missouri Side Only)			
		1990	1997	Job Growth	Pct. Growth
All	Total Jobs	986,456	1,046,565	60,109	6.1%
799	Misc. Amusement & Recreation Services	12,374	21,020	8,646	69.9%
821	Elementary & Secondary Schools (Pvt.)	24,713	33,121	8,408	34.0%
736	Personnel Supply Services	17,915	25,942	8,027	44.8%
737	Computer & Data Proc. Svcs.	7,459	14,050	6,591	88.4%
581	Eating & Drinking Places	65,865	71,449	5,584	8.5%
874	Management & Public Relations	4,414	9,584	5,170	117.1%
822	College and Universities	19,208	23,866	4,658	24.3%
451	Air Transportation, Scheduled	10,378	14,957	4,579	44.1%
808	Home Health Care Services	2,828	6,607	3,779	133.6%
809	Health & Allied Services, Nec	2,111	4,943	2,832	134.2%
621	Security Brokers & Dealers	5,169	7,869	2,700	52.2%
801	Offices of Physicians	10,769	13,073	2,304	21.4%
836	Residential Care	5,432	7,692	2,260	41.6%
835	Child Day Care Services	3,676	5,906	2,230	60.7%
805	Nursing & Personal Care Facilities	14,140	16,200	2,060	14.6%
871	Engineering & Architectural Services	7,216	9,065	1,849	25.6%
832	Individual & Family Social Services	4,696	6,460	1,764	37.6%
751	Auto Rentals, Leasing W/O Drivers	1,791	3,505	1,714	95.7%
804	Offices Of Other Health Practitioners	2,404	4,067	1,663	69.2%
173	Electrical Work	4,518	6,114	1,596	35.3%
632	Medical Service & Health Insurance	2,473	4,040	1,567	63.4%
596	Nonstore Retailers	1,437	2,879	1,442	100.3%
531	Department Stores	23,327	24,768	1,441	6.2%
922	Public Order and Safety	9,919	11,223	1,304	13.1%
738	Miscellaneous Business Services	12,049	13,332	1,283	10.6%
171	Plumbing, Heating, Air Conditioning	6,634	7,901	1,267	19.1%
162	Heavy Construction, Ex Highways	2,232	3,443	1,211	54.3%
175	Carpentering & Flooring	2,453	3,663	1,210	49.3%
602	Commercial Banks	12,300	13,509	1,209	9.8%
734	Services To Dwellings & Other Bldgs.	9,166	10,332	1,166	12.7%
	Total, top 30	309,066	400,580	91,514	29.6%
	All other sectors	677,390	645,985	-31,405	-4.6%

Sources: Missouri Division of Employment Security and Development Strategies.

There is a number of sectors on the above list which may not have important relevance for attracting downtown businesses. These include, for instance, the construction industry sectors of *heavy construction, electrical work, carpentering and flooring, and plumbing, heating, and air conditioning*. Such firms tend to need larger sites for equipment storage in not-so-dense locations. Likewise, some of the social and health service sectors might be inappropriate but, given these sectors' needs for office/clinic space and the diversity of downtown employment and residential populations, such sectors may, indeed, be attracted to a downtown location. It is interesting, also, that elementary and secondary schools are on

Table 10.

It is easy to find your way around downtown		
	Responses	%
Strongly Agree	74	67.89%
No Opinion	17	15.60%
Somewhat Agree	11	10.09%
Somewhat Disagree	5	4.59%
Strongly Disagree	2	1.83%
Total	109	100.00%

Table 11.

Parking is convenient		
	Responses	%
No Opinion	50	46.30%
Somewhat Agree	21	19.44%
Somewhat Disagree	15	13.89%
Strongly Disagree	13	12.04%
Strongly Agree	9	8.33%
Total	108	100.00%

Table 12.

Downtown is a pleasant and easy place to walk		
	Responses	%
Strongly Agree	88	81.48%
Somewhat Agree	17	15.74%
No Opinion	2	1.85%
Strongly Disagree	1	0.93%
Total	108	100.00%

Table 13.

Downtown has adequate shops and restaurants		
	Responses	%
Strongly Agree	74	68.52%
Somewhat Agree	22	20.37%
No Opinion	10	9.26%
Somewhat Disagree	2	1.85%
Total	108	100.00%

Table 14.

Downtown is a safe place to visit		
	Responses	%
Strongly Agree	43	40.19%
Somewhat Agree	32	29.91%
No Opinion	28	26.17%
Somewhat Disagree	4	3.74%
Total	107	100.00%

Table 15.

Downtown is well maintained and attractive		
	Responses	%
Strongly Agree	77	70.6%
Somewhat Agree	18	16.5%
No Opinion	13	11.9%
Somewhat Disagree	1	0.9%
Total	109	100.0%

Table 16.

Marital Status		
	Responses	%
Married	77	71.30%
Single	31	28.70%
Total	108	100.00%

Table 17.

Number of Children		
	Responses	%
0	47	44.76%
1	17	16.19%
2	19	18.10%
3	19	18.10%
4	2	1.90%
5	1	0.95%
Total	105	100.00%

Table 18.

Residential Zip Code		
	Responses	%
Saint Louis	83	75.45%
California	15	13.64%
Texas	4	3.64%
Pennsylvania	3	2.73%
Delaware	3	2.73%
Other Missouri	1	0.91%
Illinois	1	0.91%
Total	110	100.00%

Table 19.

Purpose of Trip by Mode of Travel		
	Responses	%
Business		
car	27	52.94%
Taxi	20	39.22%
MetroLink	3	5.88%
bus	1	1.96%
	51	100.00%
Convention		
car	1	100.00%
bus	0	0.00%
MetroLink	0	0.00%
Taxi	0	0.00%
	1	100.00%
Tourism		
car	2	40.00%
Taxi	2	40.00%
MetroLink	1	20.00%
bus	0	0.00%
	5	100.00%
Other		
car	40	76.92%
bus	7	13.46%
MetroLink	3	5.77%
Taxi	1	1.92%
Other	1	1.92%
	52	100.00%
Visiting Friends/Family		
car	1	50.00%
MetroLink	1	50.00%
bus	0	0.00%
Taxi	0	0.00%
	2	100.00%

Table 20.

Purpose of visit by Gender		
	Responses	%
Business		
Male	32	64.00%
Female	18	36.00%
	50	100.00%
Convention		
Male	0	0
Female	1	1
	1	1
Tourism		
Male	3	75.00%
Female	1	25.00%
	4	100.00%
Other		
Male	20	40.82%
Female	29	59.18%
	49	100.00%
Visiting Friends/Family		
Male	0	0.00%
Female	2	100.00%
	2	100.00%

Table 21.

Purpose of Visit by Number of Other Destinations		
	Responses	%
Business		
None	22	43.14%
One	1	1.96%
Two	1	1.96%
Three or more	1	1.96%
Don't Know	26	50.98%
	51	100.00%
Convention		
None	1	100.00%
One	0	0.00%
Two	0	0.00%
Three or more	0	0.00%
Don't Know	0	0.00%
	1	100.00%
Other		
None	37	71.15%
One	2	3.85%
Two	2	3.85%
Three or more	6	11.54%
Don't Know	5	9.62%
	52	100.00%
Tourism		
None	0	0.00%
One	0	0.00%
Two	1	20.00%
Three or more	2	40.00%
Don't Know	2	40.00%
	5	100.00%
Visiting Friends/Family		
None	0	0.00%
One	0	0.00%
Two	0	0.00%
Three or more	1	50.00%
Don't Know	1	50.00%
	2	100.00%

Table 22.

Number of Destinations by Method of Travel in Downtown		
	Responses	%
One		
Car	1	33.33%
Bus	1	33.33%
Walk	1	33.33%
MetroLink	0	0.00%
Taxi	0	0.00%
	3	100.00%
Two		
Car	2	66.67%
Bus	1	33.33%
MetroLink	0	0.00%
Taxi	0	0.00%
Walk	0	0.00%
	3	100.00%
Three or more		
Car	5	50.00%
Bus	2	20.00%
MetroLink	2	20.00%
Taxi	1	10.00%
Walk	0	0.00%
	10	100.00%
Don't Know		
Car	17	50.00%
Taxi	15	44.12%
Bus	1	2.94%
MetroLink	1	2.94%
Walk	0	0.00%
	34	100.00%

Table 23.

Purpose of Visit by Overnight Stay		
	Responses	%
Business		
Yes	13	27.08%
No	35	72.92%
	48	100.00%
Convention		
Yes	0	0.00%
No	1	100.00%
	1	100.00%
Other		
Yes	0	0.00%
No	49	100.00%
	49	100.00%
Tourism		
Yes	4	80.00%
No	1	20.00%
	5	100.00%
Visiting Friends/Family		
Yes	1	50.00%
No	1	50.00%
	2	100.00%

Table 24.

Gender by Overnight Stay?		
	Responses	%
Male		
Yes	11	21.15%
No	41	78.85%
	52	100.00%
Female		
Yes	6	12.50%
No	42	87.50%
	48	100.00%

Table 25.

First Visit by Downtown is Easy to Get To		
	Responses	%
Not First Visit		
No Opinion	7	7.37%
Somewhat Agree	9	9.47%
Strongly Agree	79	83.16%
	95	100.00%
Yes, First Visit		
No Opinion	5	83.33%
Somewhat Agree		0.00%
Strongly Agree	1	16.67%
	6	100.00%

Table 26.

First Visit by: It is easy to find your way around		
	Responses	%
Not First Visit		
Strongly Agree	73	75.26%
No Opinion	9	9.28%
Somewhat Agree	9	9.28%
Somewhat Disagree	4	4.12%
Strongly Disagree	2	2.06%
	97	100.00%
Yes, First Visit		
No Opinion	5	83.33%
Strongly Agree	1	16.67%
Somewhat Agree	0	0.00%
Somewhat Disagree	0	0.00%
	6	100.00%

Table 27.

First Visit by: Parking is Convenient		
	Responses	%
Not First Visit		
No Opinion	41	42.27%
Somewhat Agree	21	21.65%
Somewhat Disagree	15	15.46%
Strongly Disagree	12	12.37%
Strongly Agree	8	8.25%
	97	100.00%
Yes, First Visit		
No Opinion	4	80.00%
Strongly Agree	1	20.00%
Somewhat Agree	0	0.00%
Somewhat Disagree	0	0.00%
Strongly Disagree	0	0.00%
	5	100.00%

Table 29.

First Visit by: Downtown is a Safe Place to Visit		
	Responses	%
Not First Visit		
Strongly Agree	41	42.71%
Somewhat Agree	30	31.25%
No Opinion	22	22.92%
Somewhat Disagree	4	4.17%
Stronly Disagree	0	0.00%
	97	101.04%
Yes, First Visit		
No Opinion	4	66.67%
Somewhat Agree	1	16.67%
Strongly Agree	0	0.00%
Somewhat Disagree	0	0.00%
Stronly Disagree	0	0.00%
	5	83.33%

Table 30.

First Visit by: Downtown is Well Maintained and Attractive		
	Responses	%
Not First Visit		
Strongly Agree	70	72.92%
Somewhat Agree	17	17.71%
No Opinion	9	9.38%
Somewhat Disagree	1	1.04%
Stronly Disagree	0	0.00%
	97	101.04%
Yes, First Visit		
Strongly Agree	4	66.67%
No Opinion	2	33.33%
Somewhat Agree	0	0.00%
Somewhat Disagree	0	0.00%
Stronly Disagree	0	0.00%
	6	100.00%