

ORDINANCE #66289
Board Bill No. 11

An ordinance approving an amended redevelopment plan for the South Grand Square Area ("Area") after affirming that the Area blighted by Ordinance 61498, as described in Exhibit "A" attached hereto and incorporated by reference, is a blighted area as defined in Section 99.320 of the Revised Statutes of Missouri, 2000, as amended, (the "Statute" being Sections 99.300 to 99.715 inclusive), affirming that redevelopment and rehabilitation of the Area is in the interest of the public health, safety, morals and general welfare of the people of the City of St. Louis ("City"); approving the Amended Blighting Study and Plan dated January 15, 2004 for the Area ("Amended Plan"), incorporated herein by Exhibit "B", pursuant to Section 99.430; finding that certain property in the Area may be acquired by the Land Clearance for Redevelopment Authority of the City of St. Louis ("LCRA") through the exercise of eminent domain or otherwise; finding that the property within the Area is currently partially occupied and the Redeveloper shall be responsible for providing relocation assistance pursuant to the Amended Plan to any eligible occupants displaced as a result of implementation of the Amended Plan; finding that financial aid may be necessary to enable the Area to be redeveloped in accordance with the Amended Plan; finding that there shall be available up to ten (10) year real estate tax abatement; and pledging cooperation of the St. Louis Board of Aldermen ("Board") and requesting various officials, departments, boards and agencies of the City to cooperate and exercise their respective powers in a manner consistent with the Amended Plan.

WHEREAS, there is a need for the LCRA, a public body corporate and politic created under Missouri law, to undertake the redevelopment of the above described Area as a land clearance project under said Statute, pursuant to plans by or presented to the LCRA under Section 99.430.1 (4); and

WHEREAS, by Ordinance 61498, this Board found the property located in the South Grand Square Area to be a "blighted area" as defined in Section 99.320 (3) of the Statute and said property remains blighted; and

WHEREAS, by Ordinance 61498, this Board also approved a Redevelopment Plan for the Area, dated May 24, 1984; and

WHEREAS, it is desirable and in the public interest to amend the Redevelopment Plan approved by Ordinance 61498 by modifying the sign and land use provisions; and

WHEREAS, the LCRA has recommended such an amended plan to the Planning Commission of the City of St. Louis ("Planning Commission") and to this Board, titled "Amended Blighting Study and Plan for South Grand Square", dated February 18, 1981, amended May 24, 1989 and amended January 15, 2004, consisting of a Title Page, a Table of Contents Page, and thirty-three (33) numbered pages, attached hereto and incorporated herein as Exhibit "B" ("Amended Plan"); and

WHEREAS, under the provisions of the Statute, and of the federal financial assistance statutes, it is required that this Board take such actions as may be required to approve the Amended Plan; and

WHEREAS, it is desirable and in the public interest that a public body, the LCRA, undertake and administer the Amended Plan in the Area; and

WHEREAS, the LCRA and the Planning Commission have made and presented to this Board the studies and statements required to be made and submitted by Section 99.430 and this Board has been fully apprised by the LCRA and the Planning Commission of the facts and is fully aware of the conditions in the Area; and

WHEREAS, the Amended Plan has been presented and recommended by LCRA and the Planning Commission to this Board for review and approval; and

WHEREAS, a general plan has been prepared and is recognized and used as a guide for the general development of the City and the Planning Commission has advised this Board that the Amended Plan conforms to said general plan; and

WHEREAS, this Board has duly considered the reports, recommendations and certifications of the LCRA and the Planning Commission; and

WHEREAS, the Amended Plan does prescribe land use and street and traffic patterns which may require, among other things, the vacation of public rights-of-way, the establishment of new street and sidewalk patterns or other public actions; and

WHEREAS, this Board is cognizant of the conditions which are imposed on the undertaking and carrying out of a

redevelopment project, including those relating to prohibitions against discrimination because of race, color, creed, national origin, sex, marital status, age, sexual orientation or physical handicap; and

WHEREAS, in accordance with the requirements of Section 99.430 of the Statute, this Board advertised that a public hearing would be held by this Board on the Amended Plan, and said hearing was held at the time and place designated in said advertising and all those who were interested in being heard were given a reasonable opportunity to express their views; and

WHEREAS, it is necessary that this Board take appropriate official action respecting the approval of the Amended Plan.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY OF ST. LOUIS AS FOLLOWS:

SECTION ONE. The finding of the Board of Aldermen, by St. Louis Ordinance , that certain property described therein (and described herein as Exhibit "A" attached hereto and incorporated herein) is a blighted area, as defined in Section 99.320(3) of the Revised Statutes of Missouri, 2000, as amended (the "Statute" being Section 99.300 to 99.715 inclusive, as amended) is hereby confirmed.

SECTION TWO. The redevelopment of the Area as described in Exhibit "A", as provided by the Statute, is necessary and in the public interest, and is in the interest of the public health, safety, morals and general welfare of the people of the City of St. Louis ("City").

SECTION THREE. The Area qualifies as a redevelopment area in need of redevelopment under the provision of the Statute, and the Area is blighted as defined in Section 99.320 of the Statute.

SECTION FOUR. The Amended Blighting Study and Plan for the Area, amended January 15, 2004 ("Amended Plan") having been duly reviewed and considered, is hereby approved and incorporated herein by reference, and the President or Clerk of this St. Louis Board of Aldermen ("Board") is hereby directed to file a copy of said Amended Plan with the Minutes of this meeting.

SECTION FIVE. The Amended Plan for the Area is feasible and conforms to the general plan for the City.

SECTION SIX. The financial aid provided and to be provided for financial assistance pertaining to the Area is necessary to enable the redevelopment activities to be undertaken in accordance with the Amended Plan for the Area, and the proposed financing plan for the Area is feasible.

SECTION SEVEN. The Amended Plan for the Area will afford maximum opportunity, consistent with the sound needs of the City as a whole, for the redevelopment of the Area by private enterprise, and private developments to be sought pursuant to the requirements of the Statute.

SECTION EIGHT. The Amended Plan for the Area provides that the Land Clearance for Redevelopment Authority of the City of St. Louis ("LCRA") may not acquire any property designated on Exhibit "D" as "not to be acquired" under the exercise of eminent domain unless said property is not maintained in accordance with the Plan and City Codes. All other properties in the Area may be acquired by LCRA by the exercise of eminent domain or otherwise.

SECTION NINE. The property within the Area is currently partially occupied. All eligible occupants displaced by the Redeveloper ("Redeveloper" being defined in Section Thirteen, below) shall be given relocation assistance by the Redeveloper at its expense, in accordance with all applicable federal, state and local laws, ordinances, regulations and policies.

SECTION TEN. The Amended Plan for the Area gives due consideration to the provision of adequate public facilities.

SECTION ELEVEN. In order to implement and facilitate the effectuation of the Amended Plan hereby approved it is found and determined that certain official actions must be taken by this Board and accordingly this Board hereby:

- (a) Pledges its cooperation in helping to carry out the Amended Plan;
- (b) Requests the various officials, departments, boards and agencies of the City, which have administrative responsibilities, likewise to cooperate to such end and to execute their respective functions and powers in a manner consistent with the Amended Plan; and

(c) Stands ready to consider and take appropriate action upon proposals and measures designed to effectuate the Amended Plan.

SECTION TWELVE. All parties participating as owners or purchasers of property in the Area for redevelopment ("Redeveloper") shall agree for themselves and their heirs, successors and assigns that they shall not discriminate on the basis of race, color, creed, national origin, sex, marital status, age, sexual orientation or physical handicap in the sale, lease, or rental of any property or improvements erected or to be in the Area or any part thereof and those covenants shall run with the land, shall remain in effect without limitation of time, shall be made part of every contract for sale, lease, or rental of property to which Redeveloper is a party, and shall be enforceable by the LCRA, the City and the United States of America.

SECTION THIRTEEN. In all contracts with private and public parties for redevelopment of any portion of the Area, all Redevelopers shall agree:

(a) To use the property in accordance with the provisions of the Amended Plan, and be bound by the conditions and procedures set forth therein and in this Ordinance;

(b) That in undertaking construction under the agreement with the LCRA and the Amended Plan, bona fide Minority Business Enterprise ("MBE's") and Women Business Enterprise ("WBE's") will be solicited and fairly considered for contracts, subcontracts and purchase orders;

(c) To be bound by the conditions and procedures regarding the utilization of MBE's and WBE's established by the City;

(d) To adhere to the requirements of the Executive Order of the Mayor of the City, dated July 24, 1997.

(e) To comply with the requirements of Ordinance No. 60275 of the City;

(f) To cooperate with those programs and methods supplied by the City with the purpose of accomplishing, pursuant to this paragraph, minority and women contractors, subcontractors and material supplier participation in the construction under this Agreement. The Redeveloper will report semi-annually during the construction period the results of its endeavors under this paragraph, to the Contracts Administration Manager of the City and the President of this Board; and

(g) That the language of this Section Fourteen shall be included in its general construction contract and other construction contracts let directly by Redeveloper.

The term MBE shall mean a sole proprietorship, partnership, corporation, profit or non-profit organization owned, operated and controlled by minority group members who have at least fifty-one percent (51%) ownership. The minority group member(s) must have operational and management control and interest in capital and earnings commensurate with their percentage of ownership. The term Minority Group Member(s) shall mean persons legally residing in the United States who are Black, Hispanic, Native American (American Indian, Eskimo, Aleut or Native Hawaiian), Asian Pacific American (persons with origins from Japan, China, the Philippines, Vietnam, Korea, Samoa, Guam, U.S. Trust Territory of the Pacific Islands, Laos, Cambodia or Taiwan) or Asian Indian American (persons with origins from India, Pakistan or Bangladesh). The term WBE shall mean a sole proprietorship, partnership, corporation, profit or non-profit organization owned, operated and controlled by a woman or women who have at least fifty-one percent (51%) ownership. The woman or women must have operational and managerial control and interest in capital and earnings commensurate with their percentage of ownership.

The term "Redeveloper" as used in this Section shall include its successors in interest and assigns.

SECTION FOURTEEN. The Redeveloper may seek ten (10) year real estate tax abatement pursuant to Sections 99.700 - 99.715, Revised Statutes of Missouri, 2000, as amended, upon application as provided therein. Such real estate tax abatement shall not include any Special Business District, Neighborhood Improvement District, Commercial Improvement District, or any other similar local taxing district created in accordance with Missouri law, whether now existing or later created.

In lieu of the ten (10) year abatement outlined above, a Redeveloper which is an urban redevelopment corporation formed pursuant to Chapter 353 of the Missouri Statutes shall hereby be entitled to real property ad valorem tax abatement which shall not include any Special Business District Neighborhood Improvement District, Commercial Improvement District, or any other single local taxing district created in accordance with Missouri law, whether now existing or later created, for a total period of up to ten (10)

years from the commencement of such tax abatement, in accordance with the following provisions:

If property in the Area is sold by the LCRA to an urban redevelopment corporation formed pursuant to Chapter 353 of the Missouri Statutes, or if any such corporation shall own property within the Area, then for the first ten (10) years after the date the redevelopment corporation shall acquire title to such property, taxes on such property shall be based upon the assessment of land, exclusive of any improvements thereon, during the calendar year preceding the calendar year during which such corporation shall have acquired title to such property. In addition to such taxes, any such corporation shall for the same ten (10) year period make a payment in lieu of taxes to the Collector of Revenue of the City of St. Louis in an amount based upon the assessment on the improvements located on the property during the calendar year preceding the calendar year during which such corporation shall have acquired title to such property. If property shall be tax-exempt because it is owned by the LCRA and leased to any such corporation, then such corporation for the first ten (10) years of such lease shall make payments in lieu of taxes to the Collector of Revenue of the City in an amount based upon the assessment on the property, including land and improvements, during the calendar year preceding the calendar year during which such corporation shall lease such property.

All payments in lieu of taxes shall be a lien upon the property and, when paid to the Collector of Revenue of the City shall be distributed as all other property taxes. These partial tax relief and payment in lieu of taxes provisions, during up to said ten (10) year period, shall inure to the benefit of all successors in interest in the property of the redevelopment corporation, so long as such successors shall continue to use such property as provided in this Plan and in any contract with the LCRA. In no event shall such benefits extend beyond ten (10) years after the redevelopment corporation shall have acquired title to the property.

SECTION FIFTEEN. Any proposed modification which will substantially change the Amended Plan, shall be approved by this Board in the same manner as the Amended Plan was first approved. Modifications which will substantially change the Amended Plan include, but are not necessarily limited to, modifications on the use of eminent domain, to the length of tax abatement, to the boundaries of the Area, or to other items which alter the nature or intent of the Amended Plan.

The Amended Plan may be otherwise modified (e.g. urban design regulations, development schedule) by the LCRA, provided that such revisions shall be effective only upon the consent of the Planning Commission of the City. Changes which are not substantial are those that do not go to the crux of the Amended Plan.

SECTION SIXTEEN. The sections of this Ordinance shall be severable. In the event that any section of this Ordinance is found by a court of competent jurisdiction to be invalid, the remaining sections of this Ordinance are valid, unless the court finds the valid sections of the Ordinance are so essential and inseparably connected with and dependent upon the void section that it cannot be presumed that this Board would have enacted the valid sections without the void ones, or unless the court finds that the valid sections standing alone are incomplete and are incapable of being executed in accordance with the legislative intent.

EXHIBIT "A"

**LEGAL DESCRIPTION
SOUTH GRAND SQUARE**

Beginning at the point of intersection of the west line of Grand Boulevard and the center line of the 15 foot wide alley in City Block 2097; thence westwardly along said center line to its point of intersection with the southern projection of the west line of property in City Block 2097, now or formerly owned by the C. C. Dillon Company; thence northwardly along said projection and property line an its northern projection to its point of intersection with the center line of Humphrey Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the southern projection of the west line of property in City Block 2098, now or formerly owned by Edward William and Dorothy Rose Orr; thence northwardly along said projection and property line to its point of intersection with the north line of said Orr property; thence eastwardly along said north line to its point of intersection with the west line of Grand Boulevard; thence northwardly along said west line to its point of intersection with the center line of 15 foot wide alley in City Block 2098; thence westwardly along said center line to its point of intersection with the southern projection of the west line of property, now or formerly owned by Leroy A. Weidle, Jr., et al; thence northwardly along said projection and property line an its northern projection to the center line of Wyoming Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the southern projection of the west property line of property in City Block 2099, now or formerly owned by Flamingo Investment Company; thence northwardly along said projection and property line to its point of intersection with the south line of property, now or formerly owned by Jack and Ruth F. Newman; thence westwardly along said property line and its western projection to the center line of the 15 foot wide north-south alley in City Block 2099; thence northwardly along said alley center line, across all intervening streets and alleys, to its point of intersection with the center line of Juniata Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the southern projection of the east line of property in City Block

2101, now or formerly owned by Norman E. and Laverne C. Pierson; thence northwardly along said projection and property line and its northern projection to the center line of the 15 foot wide east-west alley in City Block 2101; thence westwardly along said center line to its point of intersection with the center line of the 15 foot wide north-south alley in City Block 2101; thence northwardly along said center line to its point of intersection with the center line of Hartford Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the center line of the 20 foot wide north-south alley in City Block 2102; thence northwardly along said center line to its point of intersection with the center line of the 15 foot wide east-west alley in City Block 2102; thence eastwardly along said center line to its point of intersection with the southern projection of the west line of property in City Block 2102, now or formerly owned by William K. and Marion Schmeerbauch; thence northwardly along said projection and property line and its northern projection to its point of intersection with the center line of Arsenal Street, 80 feet wide; thence eastwardly along said center line of Arsenal Street to its point of intersection with the northern projection of the center line of Grand Boulevard, 80 feet wide; thence northwardly along said projection and center line to its point of intersection with the center line of the 15 foot wide alley in City Block 1460; thence eastwardly along said center line to point of intersection with the northern projection of the east line of property in City Block 1460, now or formerly owned by Stanley Weiberg; thence southwardly along said projection and property line and its southern projection to the center line of Arsenal Street, 60 feet wide; thence westwardly along said center line of Arsenal Street to its point of intersection with the northern projection of the east line of property in City Block 1462, now or formerly owned by the Tower Grove Bank and Trust Company; thence southwardly along said projection and property line and its southern projection to its point of intersection with the center line of the 15 foot wide east-west alley in City Block 1462; thence westwardly along said center line to its point of intersection with the northern projection of the east line of property in the southern half of City Block 1462, now or formerly owned by the Tower Grove Bank & Trust Company; thence southwardly along said projection and property line and its southern projection to the center line of Hartford Street, 60 feet wide; thence westwardly along said center line of Hartford Street to its point of intersection with the east line of Grand Boulevard; thence southwardly along said east line of Grand Boulevard to its point of intersection with the center line of Juniata Street, 60 feet wide; thence eastwardly along said center line of Juniata Street to its point of intersection with the northern projection of the east line of property in City Block 1484, now or formerly owned by James and Lucifre Clatto; thence southwardly along said projection and property line and its southern projection across the 15 foot wide alley in City Block 1484 to its point of intersection with the east line of property in City Block 1484, now or formerly owned by the Marmol Corporation; thence southwardly along said property line and its southern projection to the center line of Connecticut Street, 0 feet wide; thence westwardly along said center line of Connecticut Street to its point of intersection with the northern projection of the east line of property in City Block 1485, now or formerly owned by the Amoco Oil Company; thence southwardly along said projection and property line and its southern projection to the center line of the 15 foot wide alley in City Block 1485; thence eastwardly along said center line to its point of intersection with the northern projection of the east line of property in City Block 1485, now or formerly owned by Harry J. Ewers, Jr., and Adelin C. Ewers; thence southwardly along said projection and property line and its southern projection to the center line of Wyoming Street, 60 feet wide; thence westwardly along said center line of Wyoming Street to its point of intersection with the northern projection of the east line of property in City Block 1488, now or formerly owned by Blanche Bournstein; thence southwardly along said projection and property line and its southern projection across the 15 foot wide alley in City Block 1488 to its point of intersection with the east line of property in City Block 1488, now or formerly owned by Wilifred V. Josephine McDonald; thence southwardly along said property line and its southern projection to the center line of Humphrey Street, 60 feet wide; thence eastwardly along said center line of Humphrey Street to its point of intersection with the northern projection of the east line of property in City Block 1489, now or formerly owned by Donna J. Hill, Trustee; thence southwardly along said projection and property line and its southern projection to the center line of the 15 foot wide alley in City Block 1489; thence westwardly along said center line to its point of intersection with the east line of Grand Boulevard, 80 feet wide; thence westwardly and diagonally across Grand Boulevard to the point of intersection of the west line of Grand Boulevard and the center line of the 15 foot wide alley in City Block 2097, the point of beginning.

EXHIBIT "B"
03/03/04

REDEVELOPMENT PLAN
 FOR
SOUTH GRAND SQUARE also known as the
GRAND-TOWER GROVE LOCAL DEVELOPMENT COMPANY AREA
 PROJECT #23
 LAND CLEARANCE FOR REDEVELOPMENT AUTHORITY
 OF THE CITY OF ST. LOUIS
 FEBRUARY 18, 1981
 REVISED MARCH 25, 1986
 AMENDED MAY 24, 1989

By Ordinance 61498
Dated July 31, 1989
Amended January 15, 2004

MAYOR
FRANCIS G. SLAY

**BLIGHTING STUDY AND PLAN FOR
SOUTH GRAND SQUARE**

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A. EXISTING CONDITIONS AND FINDINGS OF BLIGHT

1. DELINEATION OF BOUNDARIES

The South Grand Square Area ("Area") also known as The Grand-Tower Grove Local Development Company Area, is located on both sides of South Grand Boulevard, from approximately one-half block north of Arsenal Street on the north to the alley immediately north of Utah Place on the south. The Area includes the properties numbered 3014-3246 South Grand Boulevard plus some properties facing the side streets intersecting with South Grand Boulevard. Excluded are 3217 and 3132-3156 South Grand Boulevard.

The legal description of the Area is attached and labeled Exhibit "A." The boundaries of the Area are delineated on Exhibit "B" (Project Area Plan).

2. GENERAL CONDITION OF THE AREA

The Area contains approximately forty commercial structures and four structures originally built as residences. Most of the buildings are two-story in height (only one is over three stories) and were built between 1910 and 1930. Also included are 3100 and 3158 South Grand Boulevard, large surface parking lots in City Blocks 1462 and 1484.

There are many structures in the Area which have undergone renovation since the South Gand Square Plan was originally approved in 1981. Major public improvements have been made along South Grand Boulevard. There are, however, still numerous properties which are in fair to poor condition and require significant improvements. The physical condition of the property within the Area is shown on Exhibit "B" (Project Area Plan).

Unemployment figures computed by the Missouri State Employment Service indicate a 8.9% unemployment rate for the City of St. Louis as of January, 1989. It is estimated that this rate is prevalent in the Area and the neighborhoods surrounding the Area.

There are currently approximately 300 jobs within the Area.

3. PRESENT LAND USE AND DENSITY OF THE AREA

A portion of the Area currently includes unoccupied structures. The remainder of the Area has primarily occupied storefronts with office or residential uses above.

Residential density for the surrounding neighborhoods is approximately 21.2 persons per acre. The residential

density within the Area is substantially less, being approximately 4.0 persons per acre. The land use, including the location of public and private uses, streets and other rights-of-way is shown on Exhibit "C" (Proposed Land Use).

4. PRESENT LAND USE OF SURROUNDING PROPERTIES

The property immediately east and west of the Area is improved with residential uses. The property to the north and south includes commercial uses intermixed with residential and institutional uses.

5. CURRENT ZONING

The Area is currently zoned "H" Area Commercial District, except for 3543-47 Hartford Avenue which is zoned "B" Two-Family District pursuant to the Zoning Code of the City of St. Louis which is incorporated in this Plan by reference.

6. FINDING OF BLIGHT

3537-39 Arsenal is a two-story commercial building in fair condition. 3100 South Grand Boulevard is a surface parking lot in fair condition. The remainder of the Area has previously been found to be blighted by Ordinance Number 58276. The existence of underutilized and deteriorated property constitutes both an economic liability to the City and presents a hazard to the health and well being of the people. The conditions, therefore, qualify the Area as "blighted."

B. PROPOSED DEVELOPMENT AND REGULATIONS

1. DEVELOPMENT OBJECTIVES

The primary objective of this plan is to facilitate the development of the Area into productive commercial and residential uses, including parking facilities. Where feasible, existing structures are to be rehabilitated to be consistent and compatible with the original design.

The development activity proposed by this Plan contemplates development of commercial and residential uses, including off-street parking facilities.

2. PROPOSED LAND USE OF THE AREA

The proposed land uses for the Area are commercial and residential uses permitted in the "H" Area Commercial District. In addition, any and all redevelopers contracting with the Land Clearance for Redevelopment Authority of the City of St. Louis ("LCRA") to develop property in the Area (hereinafter referred to as "Redeveloper") shall not be permitted to use said property for any of the prohibited uses listed in Exhibit "H."

Exhibit "C" (Proposed Land Use) shows the proposed use for the Area. The Proposed Land Use Map also shows that public rights-of-way can remain unchanged except as noted under Section B (6), "Circulation," below.

3. PROPOSED ZONING

The zoning for the total Area should be "II" Area Commercial District. All land coverage and building intensities shall be governed thereby.

4. RELATIONSHIP TO LOCAL OBJECTIVES

The proposed land uses, zoning, public facilities and utility plans are appropriate and consistent with local objectives and defined by the General Plan of the City of St. Louis including the "Comprehensive City Plan" (1947), the "St. Louis Development Program" (1973), and the "Economic Development Strategy" (1978). Any specific proposal to LCRA for development of the Area or any portion of the Area shall contain, among other things, adequate provisions for traffic, vehicular parking, safety from fire, adequate provisions for light and air, sound design and arrangement and improved employment opportunities.

5. PROPOSED EMPLOYMENT FOR THIS AREA

Approximately 30 to 50 new permanent jobs could be created if the Area is developed in accordance with this Plan. The exact number of jobs created will depend upon the specific nature of the proposed development. A portion of the employment created in the Area will reflect the skill level of the nearby population and a reasonable opportunity shall be provided in the Area for upward mobility and skill training of the low skilled employees initially hired in the Area.

6. CIRCULATION

The Proposed Land Use Plan (Exhibit "C") indicates the proposed circulation of the Area. The layouts, levels and grades of all public rights-of-way may remain unchanged.

If the Redeveloper deems it desirable for rights-of-way changes to be made, the changes will be subject to the review and approval of the City of St. Louis Department of Streets and all vacations of rights-of-way are subject to ordinance approval.

7. BUILDINGS AND SITE REGULATIONS

The Area shall be subject to the regulations and controls of all applicable federal, state and local laws, ordinances, regulations and codes, including but not limited to, the Building Code and Zoning District Regulations of the City of St. Louis and the Design Standards contained in Exhibit "E" of this Plan. The population densities, land coverage and building /intensities of redevelopment shall be governed by the Zoning Code. No changes in the building codes or ordinances are required.

All property shall be well landscaped including street trees.

The Redeveloper shall maintain all structures, equipment, paved areas, and landscaped areas controlled by the Redeveloper in good safe order both inside and outside, structurally and otherwise, including necessary and proper painting. Failure to provide such maintenance can result in suspension of tax abatement.

8. PARKING REGULATIONS

Where feasible, off-street parking should be behind retail structures rather than along South Grand Boulevard. Parking shall be in accordance with the zoning and building code requirements of the City. This will provide for adequate vehicular parking for the Area.

9. SIGN REGULATIONS

All new signs shall be limited as set out in the City Code, this Plan and contracts between the LCRA and the Redeveloper. Detailed sign regulations may be found on Exhibit "F" of this Plan.

10. BUILDING AND SIGN PERMITS

No building, conditional use or sign permits shall be issued by the City of St. Louis without prior written approval of the LCRA.

11. PUBLIC IMPROVEMENTS

No additional schools, parks, recreational and community facilities or other public facilities will be required. Additional water, sewage or other public utilities may be required depending on development. The cost of such utility improvements will be borne by the Redeveloper.

If funds are made available to the LCRA, it will provide public improvements, including, but not limited to, measures for the control of traffic, improvements to street lighting, street trees, and any other improvements which may enhance the implementation of this Plan.

When developed as outlined above, the Area will consist of a coordinated, adjusted and harmonious development which will promote health, safety, morals, order, convenience, prosperity, the general welfare, efficiency and economy.

C. PROPOSED SCHEDULE OF DEVELOPMENT

The implementation of this Plan shall take place in two phases. Phase I will consist of the continuing upgrading of the existing commercial structures. Phase I will be initiated immediately upon the approval of this amended Plan by ordinance and will be completed in approximately five (5) years of approval of this amended Plan by ordinance. Phase II will consist of the upgrading of property on the east side of South Grand Boulevard at Arsenal Street. This Phase will be initiated within approximately three (3) years of approval of this amended Plan by ordinance and completed within approximately five (5) years of approval of this amended Plan by ordinance.

The LCRA shall have the right to alter the above schedule without prejudicing this Plan, or its implementation, in order to accommodate modifications in the Redeveloper's schedule. Such alteration of the schedule will not constitute a substantial change in the Plan.

D. EXECUTION OF PROJECT

1. ADMINISTRATION AND FINANCING

The LCRA is empowered by Missouri law to administer development of all types pursuant to this Plan and can do so to the extent and in the manner prescribed by the Land Clearance for Redevelopment Authority Law of Missouri.

All costs associated with the development of the Area will be borne by the Redeveloper.

Implementation of the Plan may be financed by funds obtained from private and possibly public sources, including, without limitation, revenue bonds, bank loans and equity funds provided by the Redeveloper.

2. PROPERTY ACQUISITION

The Property Acquisition Map, Exhibit "D" attached, identifies all the property located in the Area. The LCRA may not acquire, by exercise of eminent domain, any property designated on Exhibit "D" as "not to be acquired" unless said property is not maintained in accordance with, this Plan and City Codes. All other properties in the Area may be acquired by LCRA by exercise of eminent domain.

3. PROPERTY DISPOSITION

If the LCRA acquires property, it may sell or lease the property to a Redeveloper who shall agree to develop such property in accordance with this Plan and the contract between such Redeveloper and the LCRA. Any property acquired by the LCRA and sold to a Redeveloper will be sold at not less than fair market value, as determined by an independent appraiser.

4. RELOCATION ASSISTANCE

Most of the properties in the Area are occupied. All eligible occupants displaced by the implementation of this Plan shall be given relocation assistance in accordance with all applicable federal, state and local laws, ordinances, regulations and policies. In addition, timely notice of development activities shall be provided to all occupants.

E. COOPERATION OF THE CITY

The City of St. Louis and its Board of Aldermen, by enacting an ordinance approving this Plan, pledges its cooperation to enable the project to be carried out in a timely manner and in accordance with this Plan.

F. TAX ABATEMENT

A Redeveloper may seek ten (10) year real estate tax abatement pursuant to Sections 99.700 - 99.715, Revised Statutes of Missouri 2000, as amended, upon application as provided therein. Such real estate tax abatement shall not include taxes collected for any Special Business District Neighborhood Improvement District, Commercial Improvement District, or any other similar local taxing district created in accordance with Missouri law, whether now existing or later created.

In lieu of the ten (10) year abatement outlined above, a Redeveloper which is an urban redevelopment corporation formed pursuant to Chapter 353 of the Missouri Statutes shall hereby be entitled to real property ad valorem tax abatement which shall not include taxes collected for any Special Business District, Neighborhood Improvement District, Commercial Improvement District, or any other single local taxing district created in accordance with Missouri law, whether now existing or later created, for a total period of up to ten (10) years from the commencement of such tax abatement, in accordance with the following provisions:

If property in the Area is sold by the LCRA to an urban redevelopment corporation formed pursuant to Chapter 353 of the Missouri Statutes, or if any such corporation shall own property within the Area, then for the first ten (10) years after the date the redevelopment corporation shall acquire title to such property, taxes on such property shall be based upon the assessment of land, exclusive of any improvements thereon, during the calendar year preceding the calendar year during which such corporation shall for the same ten (10) year period make a payment in lieu of taxes to the Collector of Revenue of the City of St. Louis in an amount based upon the assessment on the improvements located on the property during the calendar year preceding the calendar year during which such corporation shall have acquired title to such property. If property shall be tax-exempt because it is owned by the LCRA and leased to any such corporation, then such corporation for the first ten (10) years of such lease shall make payments in lieu of taxes to the Collector of Revenue of the City in an amount based upon the assessment on the property, including land and improvements, during the calendar year preceding the calendar year during which such corporation shall lease such property.

All payments in lieu of taxes shall be a lien upon the property and, when paid to the Collector of Revenue of the City shall be distributed as all other property taxes. These partial tax relief and payment in lieu of taxes provisions, during up to said ten (10) year period, shall inure to the benefit of all successors in interest in the property of the redevelopment corporation, so long as such successors shall continue to use such property as provided in this Plan and in any contract with the LCRA. In no event shall such benefits extend beyond ten (10) years after the redevelopment corporation shall have acquired title to the property.

G. COMPLIANCE WITH AFFIRMATIVE ACTION AND NONDISCRIMINATION LAWS AND REGULATIONS**1. LAND USE**

A Redeveloper shall not discriminate on the basis of race, color, religion, national origin, marital status, sex, age, or physical handicap in the lease, sale or occupancy of the Area.

2. CONSTRUCTION AND OPERATIONS

A Redeveloper shall not discriminate on the basis of race, color, religion, national origin, marital status, sex, age, or physical handicap in the construction and operation of any project in the Area and shall take such affirmative action as may be appropriate to afford opportunities to everyone in all activities of the project, including enforcement, contracting, operating and purchasing.

3. LAWS AND REGULATIONS

A Redeveloper shall comply with all applicable federal, state and local laws, ordinances, executive orders and regulations regarding nondiscrimination and affirmative action, including the Community Development Agency Guidelines for Maximum Utilization of Minority Enterprises dated January 1, 1981, as may be amended, and guidelines in Exhibit "EII, attached.

4. ENFORCEMENT

AU of the provisions of this Section G shall be incorporated in a Contract between the LCRA and a Redeveloper,

which agreement shall be recorded in the office of the Recorder of Deeds. The provisions of G (1) shall be covenants running with the land, without limitation as to time, and the provisions of G (2) shall be for the duration of this Plan and any extension thereof.

All of the provisions of Section "G" shall be enforceable against the Redeveloper, its heirs, successors or assigns, by the LCRA, the City of St. Louis, any state having jurisdiction or the United States of America.

H. PROCEDURES FOR CHANGES IN APPROVED PLAN

This Plan may be modified at any time by the LCRA with the consent of the Community Development Agency; provided that, if modified after the sale or long term lease of real property in the Area modification must be consented to by all Redevelopers or successors in interest affected by the proposed modifications.

Where the proposed modification will substantially change this Plan, the modification must be approved by the St. Louis Board of Aldermen by ordinance.

I. DURATION OF REGULATION AND CONTROLS

The regulation and controls set forth in this Plan shall be in full force and effect for twenty-five years commencing with the effective date of approval of this Plan by ordinance, and for additional ten (10) year periods unless before the commencement of any such ten (10) year period the Board of Aldermen shall terminate this Plan as of the end of the term then in effect, except as provided in Section G (4) of this Plan.

J. EXHIBITS

All attached exhibits are hereby incorporated by reference into this Plan and made a part hereof.

K. SEVERABILITY

The elements of this Plan satisfy all requirements of state and local laws. Should any provisions of this Plan be held invalid by a final determination of a court of law, the remainder of the provisions hereof shall not be affected thereby, and shall remain in full force and effect.

EXHIBIT "A"

**LEGAL DESCRIPTION
SOUTH GRAND SQUARE**

Beginning at the point of intersection of the west line of Grand Boulevard and the center line of the 15 foot wide alley in City Block 2097; thence westwardly along said center line to its point of intersection with the southern projection of the west line of property in City Block 2097, now or formerly owned by the C. C. Dillon Company; thence northwardly along said projection and property line an its northern projection to its point of intersection with the center line of Humphrey Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the southern projection of the west line of property in City Block 2098, now or formerly owned by Edward William and Dorothy Rose Orr; thence northwardly along said projection and property line to its point of intersection with the north line of said Orr property; thence eastwardly along said north line to its point of intersection with the west line of Grand Boulevard; thence northwardly along said west line to its point of intersection with the center line of 15 foot wide alley in City Block 2098; thence westwardly along said center line to its point of intersection with the southern projection of the west line of property, now or formerly owned by Leroy A. Weidle, Jr., et al; thence northwardly along said projection and property line an its northern projection to the center line of Wyoming Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the southern projection of the west property line of property in City Block 2099, now or formerly owned by Flamingo Investment Company; thence northwardly along said projection and property line to its point of intersection with the south line of property, now or formerly owned by Jack and Ruth F. Newman; thence westwardly along said property line and its western projection to the center line of the 15 foot wide north-south alley in City Block 2099; thence northwardly along said alley center line, across all intervening streets and alleys, to its point of intersection with the center line of Juniata Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the southern projection of the east line of property in City Block 2101, now or formerly owned by Norman E. and Laverne C. Pierson; thence northwardly along said projection and property line and its northern projection to the center line of the 15 foot wide east-west alley in City Block 2101; thence westwardly along said center

line to its point of intersection with the center line of the 15 foot wide north-south alley in City Block 2101; thence northwardly along said center line to its point of intersection with the center line of Hartford Street, 60 feet wide; thence eastwardly along said center line to its point of intersection with the center line of the 20 foot wide north-south alley in City Block 2102; thence northwardly along said center line to its point of intersection with the center line of the 15 foot wide east-west alley in City Block 2102; thence eastwardly along said center line to its point of intersection with the southern projection of the west line of property in City Block 2102, now or formerly owned by William K. and Marion Schmeerbauch; thence northwardly along said projection and property line and its northern projection to its point of intersection with the center line of Arsenal Street, 80 feet wide; thence eastwardly along said center line of Arsenal Street to its point of intersection with the northern projection of the center line of Grand Boulevard, 80 feet wide; thence northwardly along said projection and center line to its point of intersection with the center line of the 15 foot wide alley in City Block 1460; thence eastwardly along said center line to point of intersection with the northern projection of the east line of property in City Block 1460, now or formerly owned by Stanley Weiberg; thence southwardly along said projection and property line and its southern projection to the center line of Arsenal Street, 60 feet wide; thence westwardly along said center line of Arsenal Street to its point of intersection with the northern projection of the east line of property in City Block 1462, now or formerly owned by the Tower Grove Bank and Trust Company; thence southwardly along said projection and property line and its southern projection to its point of intersection with the center line of the 15 foot wide east-west alley in City Block 1462; thence westwardly along said center line to its point of intersection with the northern projection of the east line of property in the southern half of City Block 1462, now or formerly owned by the Tower Grove Bank & Trust Company; thence southwardly along said projection and property line and its southern projection to the center line of Hartford Street, 60 feet wide; thence westwardly along said center line of Hartford Street to its point of intersection with the east line of Grand Boulevard; thence southwardly along said east line of Grand Boulevard to its point of intersection with the center line of Juniata Street, 60 feet wide; thence eastwardly along said center line of Juniata Street to its point of intersection with the northern projection of the east line of property in City Block 1484, now or formerly owned by James and Lucifie Clatto; thence southwardly along said projection and property line and its southern projection across the 15 foot wide alley in City Block 1484 to its point of intersection with the east line of property in City Block 1484, now or formerly owned by the Marmol Corporation; thence southwardly along said property line and its southern projection to the center line of Connecticut Street, 0 feet wide; thence westwardly along said center line of Connecticut Street to its point of intersection with the northern projection of the east line of property in City Block 1485, now or formerly owned by the Amoco Oil Company; thence southwardly along said projection and property line and its southern projection to the center line of the 15 foot wide alley in City Block 1485; thence eastwardly along said center line to its point of intersection with the northern projection of the east line of property in City Block 1485, now or formerly owned by Harry J. Ewers, Jr., and Adelin C. Ewers; thence southwardly along said projection and property line and its southern projection to the center line of Wyoming Street, 60 feet wide; thence westwardly along said center line of Wyoming Street to its point of intersection with the northern projection of the east line of property in City Block 1488, now or formerly owned by Blanche Bournstein; thence southwardly along said projection and property line and its southern projection across the 15 foot wide alley in City Block 1488 to its point of intersection with the east line of property in City Block 1488, now or formerly owned by Wilifred V. Josephine McDonald; thence southwardly along said property line and its southern projection to the center line of Humphrey Street, 60 feet wide; thence eastwardly along said center line of Humphrey Street to its point of intersection with the northern projection of the east line of property in City Block 1489, now or formerly owned by Donna J. Hill, Trustee; thence southwardly along said projection and property line and its southern projection to the center line of the 15 foot wide alley in City Block 1489; thence westwardly along said center line to its point of intersection with the east line of Grand Boulevard, 80 feet wide; thence westwardly and diagonally across Grand Boulevard to the point of intersection of the west line of Grand Boulevard and the center line of the 15 foot wide alley in City Block 2097, the point of beginning.

See attached Exhibits B, C & D

EXHIBIT "E"

DESIGN STANDARDS

I. GOAL

To reinforce the overall goal of revitalizing the Grand-Tower Grove Local Development Company Area ("Area"), design standards have been established to preserve the fine architecture that exists in the Area while encouraging reinstatement of original materials and scale wherever possible. The standards are not established to produce any undue hardship, but rather to create an attractive shopping district which is cohesive, yet provides the variety which attracts customers and invites them to return.

II. PRIVATE PROPERTY

The Private Property Section deals only with improvements behind the building line.

FACADE MATERIALS

Facade materials should be consist within the entire Area and be limited to materials used to construct the original structures. Such materials may be integral to the building's structure, a surface or enclosure, or an ornament upon the building. Rehabilitation-replacement and/or repair materials should be as close as possible to that which was originally used in the structure. Cleaning of the facade is strongly recommended as well as the removal of an inconsistent material which has been added through the years.

NEW CONSTRUCTION

Any new buildings should be constructed of materials similar to those already in use in the Area; i.e., brick, wood, glass or other natural material.

Below are lists of materials which are permitted and not permitted. By no means does this list contain all construction materials but gives the most popular and serves as a guide in selecting others for facade treatment.

PERMITTED

- Brick
- Glass
- Stone
- Painted Metal
- Painted or Stained Wood
- Painted or Color
 Anodized Aluminum
- Terrazzo
- Copper or Zinc
- Terra Cotta

NOT PERMITTED

- Perma Stone
- Stucco
- Aluminum Siding
- Expanded Metal Screens
- Porcelainized Metal Panels
- Raw Aluminum
- Corrugated Fiberglass
- Cement Asbestos Board
- Unpainted or Untreated Wood
- Raw Concrete Block
- Small Ceramic Tile Squares
- Tar Paper or Roll Roofing
- Any Material Not Specifically
 Intended for Exterior Use
- Exposed Concrete
- Painted Glass
- Cedar or Plastic Shingles

FACADE DESIGN

The siting of all rehabilitation and infill construction should reflect the basic grid already established on the street. Individual structures should be expressed, but the design of all rehabilitation and infill construction should be complementary. The vertical and horizontal dimensions of each bay element should not be changed in rehabilitation and infill construction should reflect the dimensions of adjacent buildings. Rehabilitation should reflect existing architectural styles and not introduce foreign styles (i.e., Spanish, Western, Swiss Chalet).

FACADE TREATMENT

All damaged surfaces, mortar joints, brickwork and trim are to be repaired. Painting of brickwork is to be discouraged; cleaning and sealing is preferred. If, however, the original brickwork has been so altered as to make a consistent appearance impossible, then painting is permitted. Care must be taken to properly prepare the surfaces to accept the paint. All dirt, rust, scale and old paint are to be removed before applying the primer and final coats. A small extra investment in the surface preparation pays dividends in the longevity and quality of the product.

FACADE COLOR

The range of colors used in the Area should give unity to the Shopping Area, while focusing the distinct qualities of each building. The dominant color applied to the facade should approach the intensity and value of natural materials. Bright colors should be limited to the trim, etc.

WINDOWS

At street level, a maximum transparency is desired, while above street level, window patterns should reflect the original. mull construction should be consistent with original structures. Small paned windows are encouraged as they reflect original architecture and help to enforce the human scale.

New windows installed above the ground level should fill the existing opening without the use of fixed panels, except in the case of curved windows, and then the panel above the window is to be decorative in design.

If an existing window at the upper levels of a building must be filled in, a material natural to the building easily removed from the exterior for fire fighting purposes should be used; for example, shutters or decorative wood panels. The window opening should still be expressed so as not to break the basic street grid. If a window has been filled in a manner inconsistent with this policy, a reinstatement of the original grid is recommended through the use of shutters, decorative wood panels or similar natural devices.

If shutters are added to existing windows, they should be of sufficient size to be able to cover the opening if closed. Window boxes are also acceptable, but introduces a major maintenance item.

DETAILS

Original details, such as cornices, should be maintained, repaired or replaced as close to the original as possible. Marquees, fixed canopies and first floor level Mansard roofs are not permitted unless they were part of the original design of the structure.

CANOPIES OR AWNINGS

Canvas or vinyl awnings are permitted. They may be of the fixed or movable types, with the logo, initials or name of the establishment. Plain, colored awnings are permitted; patterned (contrasting colors; i.e., red and green) are not). No additional or commercial message is permitted. Corrugated fiberglass or metal blind type awnings and metal or fiberglass fixed canopies are not permitted.

BANNERS AND FLAGS

Banners and flags are permitted. However, they should provide decorative color or graphic symbolism but not written text. They should be of a size that is scale with the building. Flags or pennants should not be roof mounted. Small triangular pennants on a string (like those found at filling stations) or other opening are not permitted.

SECURITY DEVICES

Exterior window and door security fencing is not permitted. If such is needed, black wrought iron located on the interior is the least disruptive. Closeable shutters or wood security doors are permitted. If a security screen or grill is used, a concealed overhead type is required.

REAR WALLS

Many structures are visible from the rear; therefore, the rear should be maintained reasonably attractive. Trash should be screened and rules governing the facade should generally be applied, if possible.

ROOFS AND DORMERS

Dormers should be retained, repaired or replaced wherever possible. Roofs visible from the street should be repaired in the original material or replaced with tile, copper, slate or asphalt shingles. Tar paper or roll roofing is not permitted on visible surfaces.

66289

Original cornice has been removed

Signs must be informative however misrepresentation such as open painted on the building must be eliminated

Better Cleaners appears three times redundant messages are costly and unnecessary

Alum. & glass entry door damaged and boarded

Windows blocked with fiberglass other materials include conc. block, siding, etc.

Brickwork in need of tuckpointing, cleaning and sealing

Vitrolite damaged other non-original materials found in this area on other buildings include alum. panels, perma-stone, ceramic tile, etc.

Alum. & glass settings damaged and deteriorated glass broken and boarded

Existing Storefront

Replace cornice - painted wood with stock moldings

New windows with small panes if 2nd floor is to be used for commercial or residential

New stock entry door with glass or wood transom panel above

Small pane glass (either muntins applied to existing plate or new small pane glass settings)

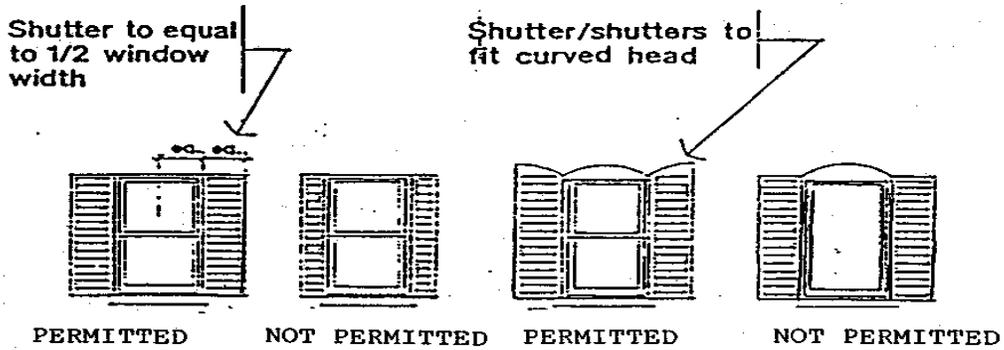
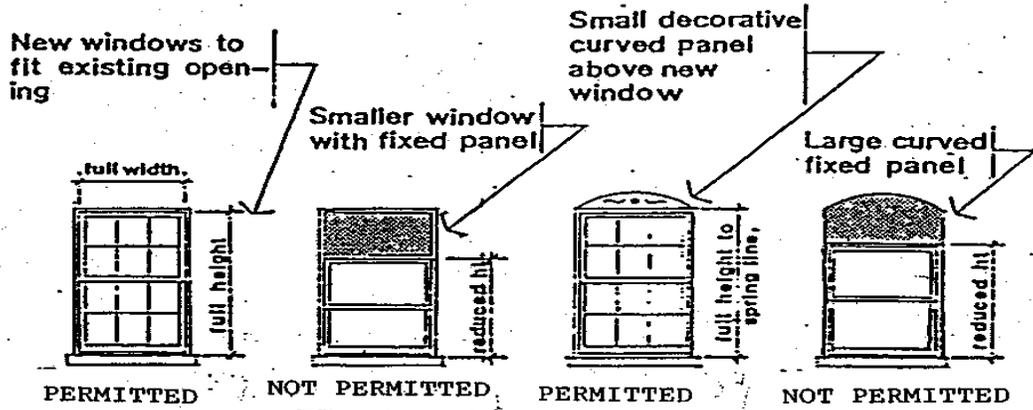
Clean, tuckpoint & seal brick

Wood shutters or panels if 2nd floor is to be used for storage

New sign area with painted or raised letters (see sign standards)

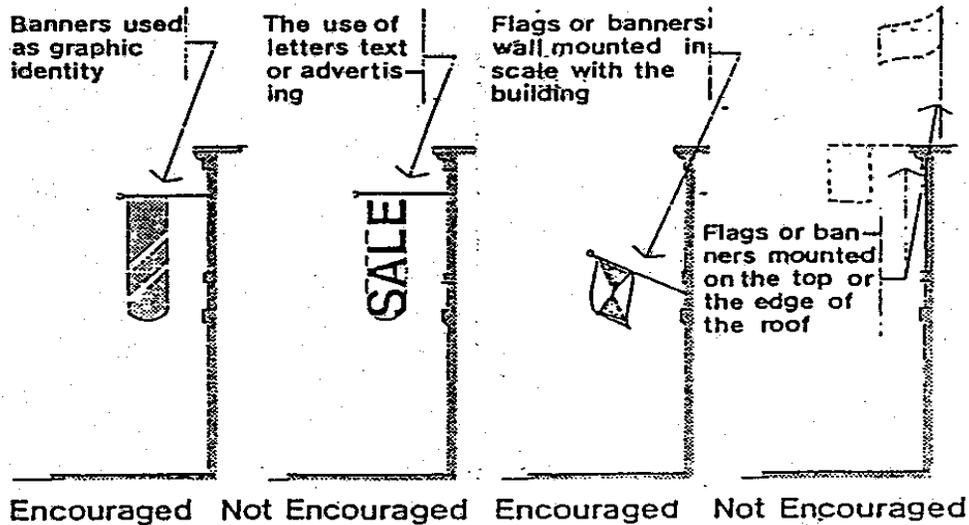
Wood panels with stock moldings (surface applied) or new raised millwork panels

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BANNERS AND FLAGS: Banners and flags are encouraged. However, they should provide decorative color or graphic symbolism but not written text. They should be of a size scale with the building. Flags or pennants should not be roof mounted. Small triangular pennants on a string (like those found at filling stations) or other openings are not permitted.



SECURITY DEVICES: Window and door security fencing is discouraged. If such is needed, black wrought iron located on the interior is the least disruptive. Closeable shutters or wood security doors are preferable. If a security screen or grill is used, a concealed overhead type is encouraged.

REAR WALLS: Many structures are visible from the rear; therefore, the rear should be maintained reasonably attractive. Trash should be screened and rules governing the facade should generally be applied, if possible.

LIGHTING

The addition of surface mounted lighting should be installed at the nine to ten foot level to be of a pedestrian scale. The style should be compatible with the Victorian street lights. The intensity of the light source shall be of a level as not to create a glare.

Wall washers are encouraged; however, light sources are to be enclosed and generally hidden from view.

FENCING

Fences facing streets shall be brick, wrought iron or wood. Painted or coated chain link is acceptable in side or rear yards. Barbed wire shall not be permitted.

PARKING AND SERVICE AREAS

All parking areas are to be paved, with screened trash or storage areas of at least eighty square feet. Landscaping and/or screening shall be required around all parking areas which abut public rights-of-way or residential properties.

III. PUBLIC PROPERTY SIDEWALKS

New sidewalks shall be smooth-brush-finished, Portland Concrete and, if replacement or repair is needed, an entire module shall be replaced, thus eliminating patches of different texture or material.

TREE LAWN AREA

The section between the sidewalk and curb will be of brick, If it is necessary to remove any brick for utility repair or other reason, it must be replaced in the same pattern as found with all broken or ● damaged bricks replaced.

HANDICAPPED RAMPS

If work requires removal of all or part of an existing handicapped ramp, the entire ramp is to be replaced as per specifications of the Board of Public Service.

NOTE: The aforementioned Design Standards are additional to all existing Codes and Ordinances of the City of St. Louis. Therefore, they should not be interpreted as giving any relief from or abandonment of said Ordinances. Likewise, the more restrictive of each applies.

EXHIBIT "F"

**SIGN REGULATIONS
SOUTH GRAND SQUARE REDEVELOPMENT AREA
*Approved July 22, 2003***

The intent of these regulations is to continue the dramatic, unique, and exciting redevelopment of South Grand Square commercial area while ensuring quality and maintenance of signage. The provisions of this ordinance are intended to encourage creativity, a reasonable degree of freedom of choice, an opportunity for effective communication, and a sense of concern for the visual amenities on the part of those designing, displaying or otherwise utilizing needed communicative media of the types regulated by this ordinance, while at the same time, assuring that the public is not endangered, annoyed or distracted by the unsafe, disorderly, indiscriminate or unnecessary use of such communicative facilities.

For the purposes of this ordinance, the definitions of signage and related terms are as follows:

Abandoned Sign: A sign which no longer identifies or advertises a bona-fide business, lessor, lessee, service, owner, building occupant or activity, or a sign for which no legal owner can be found.

Awning: A roof-like structure of rigid or semi-rigid materials attached to and extending from the façade of a principal building.

Banners: Devices which resemble flags and are of cloth or cloth-like consistency, and may be square, rectangular or triangular in shape.

Bench Sign: A sign which is affixed to a bench.

Blade Sign: This tenant identification sign type uses letterforms, logo, and/or graphic elements, projects at a right angle from the face of the building, is located on a pier adjacent to the transom windows, and has a maximum height equal to the lesser height of either the transom windows, or a maximum height of 16 feet. Blade signs may be aluminum, stainless steel, painted wood, sandblasted glass or translucent acrylic. A blade sign identifies a tenant on a pedestrian level.

Governmental Sign: A sign which is erected by a governmental unit for the purpose of directing or guiding traffic, or providing public information. Governmental signs include community bulletin boards, area identification sign directions, or banners erected by the City of St. Louis.

Logo: A businesses' or organization's registered, trademarked design.

Monument: A structure built on grade, not supported by poles, posts or a pylon, which is constructed of brick, stone or stucco and to which a sign is affixed.

Non-Commercial Opinion Sign: Any sign which is not a commercial sign and which expresses an opinion which is deemed by the State or federal courts to have greater protection under the constitution of the United States or the State than a commercial sign. For purposes of this definition a commercial sign is any sign which advertises or identifies a product, business, building, place, service, event or any other matter or thing of a commercial nature, even though the matter or thing may be related to or involve a non-profit organization.

Pole Sign: A freestanding sign, not attached to a building, and supported wholly by uprights, braces or posts.

Pre-Fabricated Sign: Any sign that is mass-produced, and is comprised of a universally utilized frame design with translucent material containing the signage or message, backlit, on one side only; or a mass-produced double-sided sign, unless the Signage Review Committee determines that it does meet the intent of these regulations.

Projecting Sign: Any sign or any part thereof which extends by more **than** 12 inches over public property, a street right-of way, or public sidewalk. Signs integral to awnings, canopies, or marquees are not projecting signs.

Roof Sign: Any sign erected upon a roof or projecting above the eave line or a parapet of a building to which it is affixed.

Sandwich Board: Classified as temporary signage, defined as a signboard consisting of 2 hinged boards that display advertising on the front and back sides, and is displayed on the sidewalk or public space in front of a commercial building. For the purposes of this ordinance, the term is also used in reference to an easel-like signage display.

Sign: Any letter, word or symbol, logo, device, banner, pennant, beacon, searchlight, poster, picture, statuary, reading matter or visual communication whether painted, posted, printed, affixed or constructed, which can be viewed or is displayed outdoors for informational or communicative purposes.

Sign Area: Sign area shall mean (i) the smallest single rectangle which can be made to circumscribe the letters, message, symbol, logo, or figure inscribed into or directly onto a building or a monument and not affixed to a sign panel, or (ii) the smallest single rectangle which can be made to circumscribe a sign panel which bears the letters, message, symbol, logo or figure. Any 2-sided sign is understood to include each side in determination of the total signage area.

Store Frontage: The property area encompassed on each streetscape, the lesser of the distance from lease line to lease line, and/or property line to property line, and from building grade to the second floor window area. In the absence of second floor windows, the frontage will be determined from building grade to a maximum of 20' from street level. Total Signage will be limited to no more than 10% of store frontage area.

Temporary Sign: A commercial sign which is erected or displayed for a limited period of time, not to exceed 30 days.

Visibility: To be determined by the oversight of the Signage Review Committee, based upon the following guidelines for pedestrian visibility: Unobstructed view, from front and rear, at 20 feet from the center of the sidewalk; vehicular traffic / street visibility: Unobstructed view, from front and rear, (with the only exception of tree branches' obstruction) at 250 feet from the center line of the street upon which the business is located.

Wall Sign: A sign affixed to the wall of any building including projecting signs and signs affixed to marquees, awnings, or canopies.

All signs and components thereof shall be maintained in good repair, free of rust, peeling, flaking, fading, broken or cracked panels, and broken or missing letters. All signs, components, supports and their surroundings shall be maintained in a safe, clean and attractive condition. Unsatisfactorily maintained signs shall be defined in noncompliance with signage ordinance regulations and shall be referred to the appropriate City and/or other governing authorities for further action resulting in the abatement of the offending condition or removal of the sign entirely.

All proposed signs will be subject to the approval of a Signage Review Committee to be appointed by the Grand Tower Grove Local Development Corporation Board of Directors. The Signage Review Committee will consist of no less than 3, nor more than 5 members. Membership shall include, but not be limited to at least one(1) design professional, one(1) Grand Tower Grove Local Development Corporation Board member, and one(1) commercial property owner. City of St. Louis permits are required for all signage.

Specifications for various types of signage are as follows:

A. AWNINGS

- a. Replacement and repair schedule shall be adhered to and name bands shall be cleared from an existing awning upon tenant's vacation of property.
- b. Historic-replica retractable awnings are acceptable.
- c. Materials other than the standard canvas awning shall be acceptable (metals, fiberglass, plastics) when professionally designed.
- d. Building owners are encouraged to use professionally planned awnings in a variety of materials and designs.
- e. Lettering on awnings shall be restricted to the business name and/or street address, in accordance with existing City requirements.

B. MONUMENT SIGNS

- a. Monument signs shall be structures built on grade, not supported by poles, posts or a pylon, which are constructed of brick, stone or stucco and to which a sign is affixed.
- b. Size of monument signs shall be regulated by the square footage of the set back and square footage of the façade, as with all other signage.
- c. Landscaped areas are required for all monument signage.
- d. Monument signs may be placed upon the set back of a property.
- e. All monument signs are to be double-sided.
- f. Corporate logo, except when the business name and corporate logo are synonymous, branded or featured products may comprise no more than 10% of the total permissible sign area.

C. POLE SIGNS

- a. Pole signs must have an appropriate set back.

- b. Appropriate uses and locations may be for directions, corner properties or for visibility requirements.
- c. Pole signs are limited to the business name and fuel prices for gas stations.
- d. Pole signs shall be a minimum of eight (8) feet, to a maximum of sixteen (16) feet in height and will adhere to the maximum signage area not to exceed 10% of store frontage area.
- e. Corporate logo, except when the business name and corporate logo are synonymous, branded or featured products may comprise no more than 10% of the total permissible sign area.
- f. Landscaped areas are required for all pole signage.

4. ILLUMINATION / LIGHTING

- A. All lighting shall be designed with nearby buildings uses in mind.
- B. Flashing lights shall not be used within the District.
- C. Neon signage is acceptable, and must be within the square footage of allowable signage area.
- D. Businesses are encouraged to incorporate lighting that illuminates signage and architectural elements of the building.

5. PROJECTING SIGNS

- A. The size of projecting signs shall be limited to no more than 5% of the store frontage.
- A. Not less than eight (8) feet of clearance shall be provided between the sidewalk elevation and the lowest point of the projecting sign.
- B. Signs shall project from the face of the building no more than the lesser of (i) one-third of the sidewalk width, or (ii) six (6) feet. Sidewalk width shall be measured perpendicular to the face of the building at the proposed sign location.
- C. Projecting signs are limited to the business name and or logo.
- D. Corporate logo, except when the business name and corporate logo are synonymous, branded or featured products may comprise no more than 10% of the total permissible sign area.
- E. Prefabricated signage is not permissible within the District.
- F. Signage must be 3-dimensional and double-sided.
- G. Proposed projecting signs shall not obstruct the vehicular traffic / street visibility of any portion of an existing, permitted, or approved sign to be constructed or already present.
- H. Proposed signage shall be proportionally and graphically depicted on the building in question prior to consideration for the district.
- I. Proof of insurance and indemnification shall be provided prior to issuance of permits for erection of signage.

6. BLADE SIGNS

- A. The size of blade signs shall be limited to no more than 7-10 square feet of sign area.
- A. Not less than eight (8) feet of clearance shall be provided between the sidewalk elevation and the lowest point

of the blade sign.

- B. Signs shall project from the face of the building no more than the lesser of (i.) one-third of the sidewalk width, or (ii) six(6) feet. Sidewalk width shall be measured perpendicular to the face of the building at the proposed sign location.
- C. Blade signs are limited to the business name, logo, or 1-2 featured products.
- D. Corporate logo, except when the business name and corporate logo are synonymous, or branded products may comprise no more than 10% of the total permissible sign area.
- E. Prefabricated signage is not permissible within the District.
- F. Signage must be double-sided.
- G. Proposed blade signage shall not obstruct the pedestrian visibility of any portion of an existing, permitted, or approved blade sign to be constructed or already present.
- H. Proposed signage shall be proportionally and graphically depicted on the building in question prior to consideration for the district.
- I. Proof of insurance and indemnification shall be provided prior to issuance of permits for erection of signage.

7. WINDOW SIGN

- A. Signage applied directly to a window shall be limited to no more than one-third (1/3) of the area of the storefront window, and shall be included in the estimation of the total maximum sign area designation
- B. Corporate logo, except when the business name and corporate logo are synonymous, branded or featured products may comprise no more than 10% of the total permissible sign area.
- C. Signage applied directly to window must be professionally designed and applied in a workmanlike fashion.

8. SECOND FLOOR AND ABOVE

- A. Business above the first floor may use projecting / blade signs.
- B. Neon signage for second floor businesses may appear in the windows and shall not cover more than one third (1/3) of the window area.
- C. Signage applied directly to the glass in a door shall be limited to a total of no more than one third (1/3) of the glass for all second floor business occupants. Signage must be professionally designed and applied in a workmanlike fashion.
- D. No signage shall be placed in windows above the second floor.

9. WALL SIGN

- A. Lettering shall be individual versus prefabricated box-style signs.
- B. Painted signage may not be applied directly to the wall surface.
- C. Wall signage shall be limited to business name and or logo.
- D. Corporate logo, except when the business name and corporate logo are synonymous, may comprise no more than 10% of the total permissible sign area.

10. SANDWICH BOARD SIGNAGE / PEDESTRIAN SIGNAGE

- A. Signage must be professionally designed and applied in a workmanlike fashion. In addition to general sign materials noted in the ordinance, materials may include chalkboard or vinyl erase board with framing materials to be metal or dimensional lumber or exterior grade materials.
- B. Signage shall be placed to comply with ADA requirements, leaving ample walking space.
- C. Signage shall be limited to business name and or logo, hours of operation and specially featured offerings.
- D. Sandwich-board signage shall be regularly replaced and repaired as needed.
- E. Sandwich board shall be stored inside after business hours.
- F. Mobile signs such as portable electronic message boards shall not be located within the District.
- G. The size of sandwich board signs shall be limited to a maximum of six (6) square feet of signage area.

11. MATERIALS

- A. Plastics: Translucent and opaque acrylics, vinyl film, transfers and decals for windows - vacuum-formed, molded, engraved, embedded.
- B. Metals: Steel, stainless steel, bronze and brass, lead- and zinc-coated mild sheet steel cast metal letterforms, die-stamped, die-embossed, engraved, photo-etched, painted.
- C. Dimensional Lumber for exterior use: mahogany, oak, beech, maple, birch; carved, sandblasted, laser engraving; painted.
- D. Glass: Tinted, frosted - acid etching, sand-blasting, brilliant glass-cutting; gilding.
- E. Enameled tiles or panels.

12. TEMPORARY SIGNAGE

- A. All temporary signage shall be professional designed and applied in a workmanlike fashion.
- B. Temporary signage placed in or applied to a window shall cover no more than one quarter of the window area.
- C. Temporary signage shall be removed within thirty (30) days of installation.
- D. Banners shall adhere to signage size and placement requirements stated within these regulations.

13. ROOF SIGNS - Roof signs shall not be placed within the District.**14. HOLIDAY SIGNAGE and DECORATIONS** - A sign or decoration commemorating a holiday may be displayed for a maximum of sixty consecutive days per year.**15. PERMANENT DECORATIONS**

- A. Decorations must be individually crafted and reflect the unique qualities of the business.
- A. Decorations must be professionally designed and applied in a workmanlike fashion.
- B. Permanent decorations shall be approved by the review committee appointed by the Grand Tower Grove Local Development Corporation to ensure the continuation of the dramatic, unique, and exciting redevelopment of the

South Grand Square commercial area.

- C. Owners of all permanent decorations will be subject to a regular replacement and repair schedules to ensure appropriate street appearance.

16. CORNERSTONE or HISTORIC MARKERS

Cornerstones or historic markers shall reflect only the historic nature of the building (building name and date of construction) and shall comply with all City requirements.

17. CAMPAIGN SIGNS/NON-COMMERCIAL OPINION SIGNS

- A. Campaign signs may be posted within sixty (60) days prior to the election and must be removed within seven (7) days after the election.
- B. Non-Commercial Opinion Signs can be displayed throughout the duration of the specific non-commercial issue, but must be removed within 2 weeks of the resolution of the issue..
- C. Maximum size shall be six square feet.
- D. Maximum Number shall be one sign for each candidate or opinion per window.

18. "OPEN" SIGNAGE

- A. Signage indicating whether a commercial space is open, utilizing only the wording of "open", shall not be included in the accounting of maximum allowable signage.
- B. "Open" sign shall not exceed a maximum of one and a half (1 1/2) square feet of area

19. PROHIBITED SIGNS

In addition to any and all prohibitions specified in this ordinance, the following signs are prohibited throughout the district:

- A. Signs, other than Governmental signs, which are attached to utility poles, street lights, trees, power boxes, parking meters, newspaper boxes or any other permanent street fixture.
- B. Vehicles with signs. It is the intent of this provision to prohibit the use of a vehicle for the purpose of providing signage. Vehicles bearing signs exceeding two (2) square feet in area must not be parked in a location visible from public streets for periods longer than two (2) hours during any 24 hour period.
- C. Indecent signs, defined as signs containing offensive or indecent symbols, pictures, or written material.
- D. Abandoned Signs
- E. Bench Signs
- F. Signs installed, erected, enlarged or structurally altered in violation of the provisions of this ordinance.
- G. Signs with audio components of any kind.

**EXHIBIT "G"
FORM: 05/26/99**

EQUAL OPPORTUNITY AND NONDISCRIMINATION GUIDELINES

In any contract for work in connection with the redevelopment of any property in the Area, the Redeveloper (which term shall include

Redeveloper, any designees, successors and assigns thereof, any entity formed to implement the project of which the Redeveloper is affiliated), its contractors and subcontractors shall comply with all federal, state and local laws, ordinances, or regulations governing equal opportunity and nondiscrimination (Laws). Moreover, the Redeveloper shall contractually require its contractors and subcontractors to comply with such laws.

The Redeveloper and its contractor will not contract or subcontract with any party known to have been found in violation of any such laws, ordinances, regulations or these guidelines.

The Redeveloper shall fully comply with Executive Order #28 dated July 24, 1997 relating to minority and women-owned business participation in City contracts.

The Redeveloper agrees for itself and its successors and assigns, that there shall be covenants to ensure that there shall be no discrimination on the part of the Redeveloper, its successors or assigns upon the basis of race, color, creed, national origin, sex, marital status, age, sexual orientation or physical handicap in the sale, lease, rental use or occupancy of any property, or any improvements erected or to be erected in the Area or any part thereof, and those covenants shall run with the land and shall be enforceable by the LCRA, the City, and the United States of America, as their interests may appear in the project.

Redeveloper shall fully comply (and ensure compliance by "anchor tenants") with the provisions of St. Louis City ordinance #60275 which is codified at Chapter 3.09 of the Revised Ordinances of the City of St. Louis.

EXHIBIT "H"
July 2003

Proposed Land Use of the Area

Goal:

The objectives of regulating the type of land uses are as follows: Bringing a diverse range of businesses, products and services to South Grand, to ensure the quality of operations and products, and develop a mix of businesses that attracts a shared customer base from the community and surrounding region.

Prohibited Uses:

Pawn shops; pornographic and/or age-based content-censored businesses; secondhand or junk clothing or retail shops (defined as stores carrying items having limited collectors' value and not commonly classified as "antique" or "vintage" items and/or commonly valued as 'good-as-new' quality of clothing); beauty supply stores; shops selling drug paraphernalia; beeper/pager and cell phone shops; truck or other equipment rental; furniture, electronic, and/or home appliance rent-to-own shops; storage facilities; open storage; automobile service facilities; motor fuel pumping stations; auto parts sales (new or used); auto or truck dealers (new or used); detailing or car washes; storefront churches; massage parlors; pinball/video and/or amusement game arcades; pool halls in establishments not having gross sales of at least 50% from food; tattoo and/or body piercing parlors; blood donor facilities; veterinary or medical services not having gross sales of at least 50% from retail items; exterior telephones; check cashing centers and/or services (except for financial institutions, as defined by governing authorities); vehicle and/or other such personal property title loan centers or agencies (except for financial institutions, as defined by governing authorities); laundromats; daycare centers; fraternal halls; private clubs and/or lodges; martial arts instruction studios (schools or associations); physical fitness facilities owning less than 2 similar establishments locally and proposing to occupy less than 5,000 square feet; rooming and/or boarding houses; utility stations; utility towers; cell phone towers; barber/beauty shops (not to exceed a maximum of 4 such establishments); nail shops; traffic law services; seasonal businesses leasing location on annual basis, while utilizing it for access by the general public less than 11 months of the year and/or less than 4 days a week; convenience food stores or confectionaries; package liquor stores and establishments selling or providing liquor and not having gross sales of at least 50% from food or retail items at that location; any use that utilizes a sales or service window or facility for customers who are in cars, or restaurants that sell products to customers who are in cars, or who consume the sold products in cars parked on the restaurant premises, or sell products through a sales window to customers who are in cars, or exclusively carry-out, or to pedestrians outside the building for immediate consumption by the customers either on or off the premises; taverns (defined as establishments selling or providing liquor and not having gross sales of at least 50% from food) or night clubs/dance clubs (defined as establishments that are not open to the general public throughout daytime hours, and/or not having gross sales of at least 50% from food or other retail items).

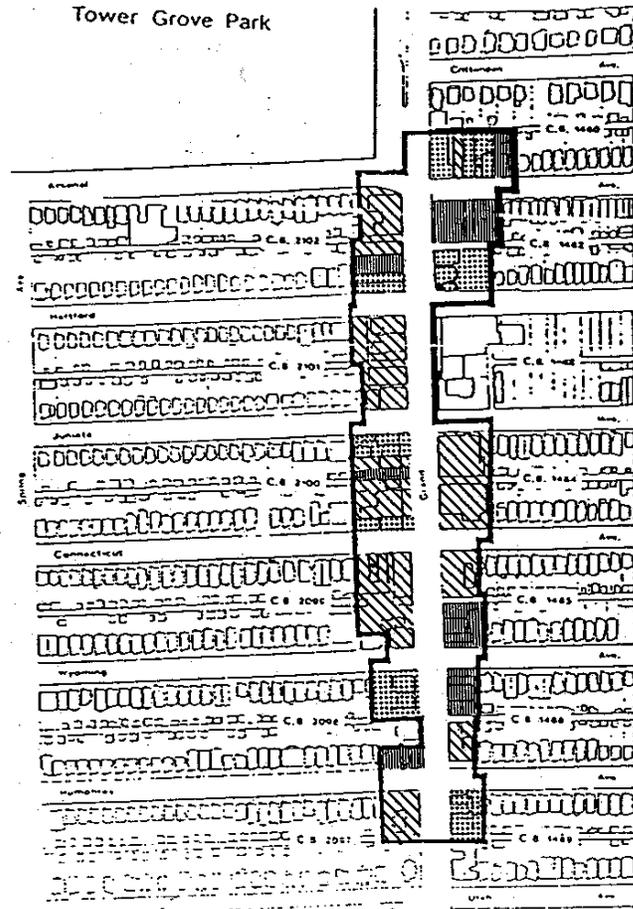
Any offices, service agencies, schools and/or associations, with uses not otherwise included in the afore-mentioned prohibited uses, shall be permitted only above the first floor and/or in the rear commercial spaces of buildings which have street frontage space utilized for retail or restaurant uses in compliance with Redevelopment Plan objectives.

See attached Exhibits B, C & D

Approved: July 12, 2004

ORDINANCE NO. 66289 - EXHIBIT B

66289



GRAND-TOWER GROVE LOCAL DEVELOPMENT COMPANY

EXHIBIT "B" PROJECT AREA PLAN

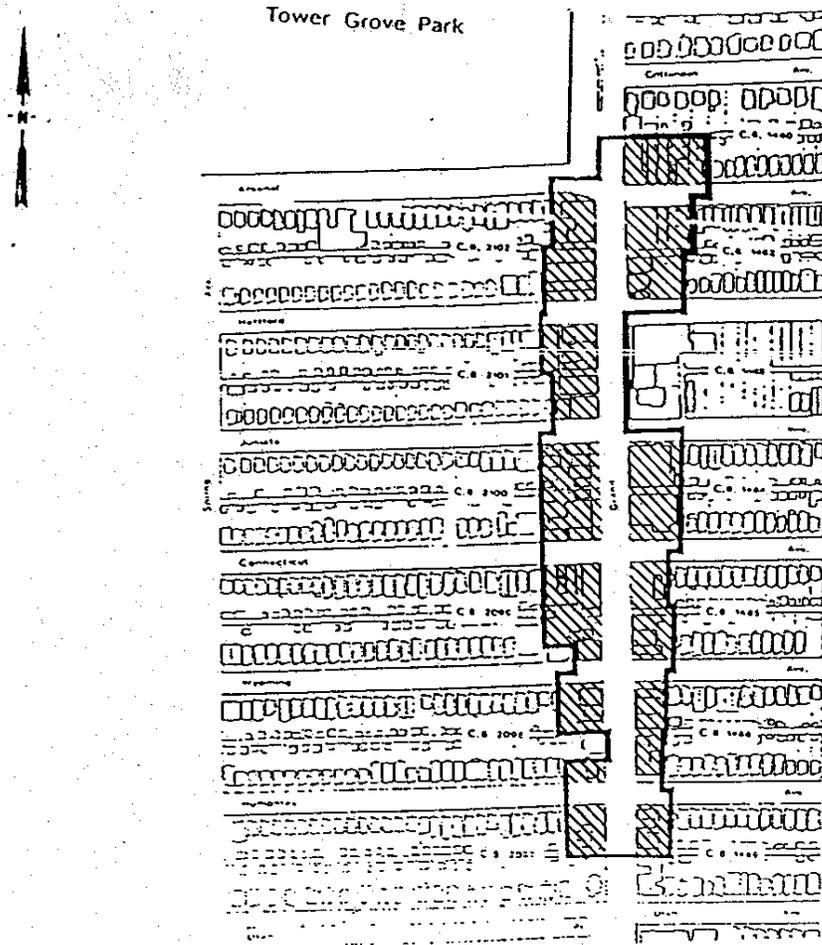
EXISTING USE & CONDITION OF PROPERTY

— COMMERCIAL/RESIDENTIAL

 POOR
  FAIR
  GOOD

ORDINANCE NO. 66289 - EXHIBIT C

66289



GRAND-TOWER GROVE LOCAL DEVELOPMENT COMPANY

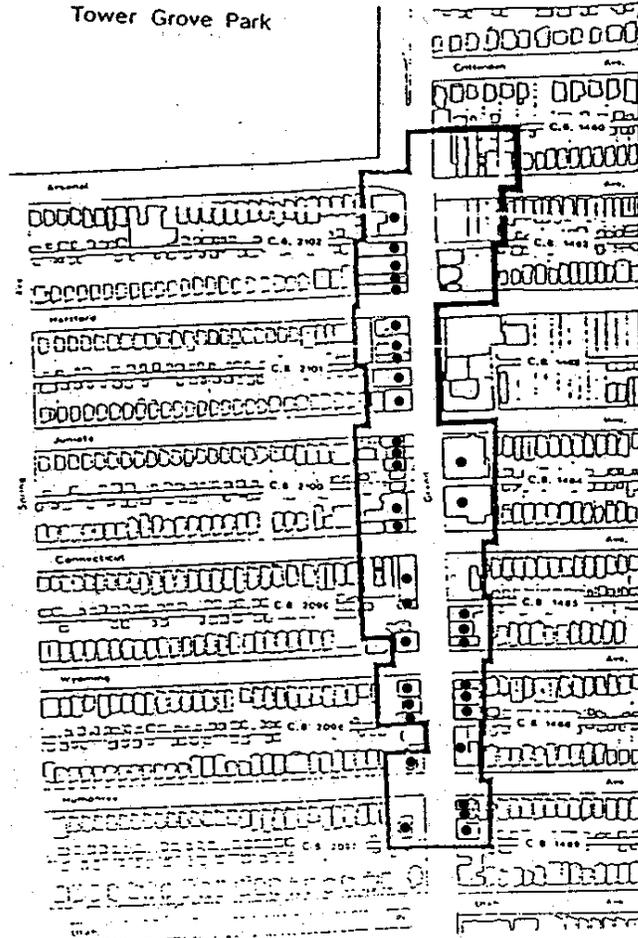
EXHIBIT "C" PROPOSED LAND USE



COMMERCIAL/RESIDENTIAL

ORDINANCE NO. 66289 - EXHIBIT D

66289



GRAND-TOWER GROVE LOCAL DEVELOPMENT COMPANY

EXHIBIT "D" AQUISITION MAP

- NOT TO BE ACQUIRED IF MAINTAINED IN ACCORDANCE WITH THIS PLAN AND THE BUILDING CODE OF THE CITY OF ST. LOUIS