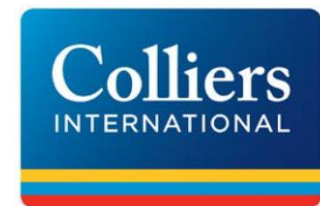




University City Economic Development Strategy

Task Force Meeting #3

July 14, 2020



AGENDA

- Welcome
- Overview and Schedule
- Place-Making
 - What is Place-Making
 - Analysis
 - Strategies for Place-Making
- Discussion and Questions
- Upcoming Schedule
- Other Items



ECONOMIC DEVELOPMENT
STRATEGY

PLANNING TEAM



Stephen Ibendahl
Project Manager



Beth Noonan
*Economic
Strategy*



Alison Gray
*Market and
Demographic
Analysis*



Jacqueline Davis-
Wellington
*Economic
Strategy*

Other Team Members
Laura Linn
Graphics and Planning

Katie McLaughlin
Planning

Overview of Task Force

The background image is a blue-tinted photograph of a university campus. On the left, there is a tall, octagonal stone tower with a lion sculpture on top. To the right, there is a large, ornate building with a dome and arched windows. The scene is set against a backdrop of trees and a clear sky.

ROLE OF TASK FORCE

- **“Ad-Hoc” Advisory Committee**
 - Sounding board for the planning team.
 - A shared strategy.
- **Representatives from across the City**
 - Chosen by City Council and Mayor.
- **Meeting 5 Times During Process**



Overview and Schedule

The background image is a blue-tinted photograph of a university campus. On the left, there is a tall, square stone tower with a classical design, featuring columns and circular motifs. Atop the tower sits a large, white sculpture of a lion, the mascot of the University of North Carolina. To the right, a large, multi-story building with a prominent dome and arched windows is visible. The scene is set against a backdrop of trees and a clear sky.



ECONOMIC DEVELOPMENT
STRATEGY

Schedule

1

Economic and Market Assessment

- Project kickoff
- Stakeholder and focus group meetings
- Assessment, benchmarking & evaluation
- Market & industry cluster analysis

Deliverable: Assessment and Market Analysis Report

December - March 2020

2

Draft Economic Development Strategy

- Neighborhood economic nodes (place-based growth strategy)
- Draft recommendations & best practices
- Follow-up stakeholder meetings
- **Community Open House**

Deliverable: Draft Economic Development Strategy

April - July 2020

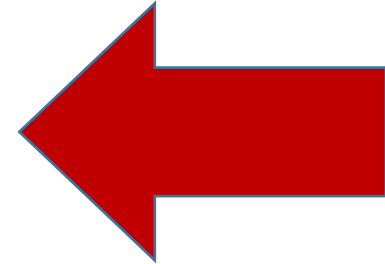
3

Final Economic Development Strategy and Adoption

- Refinement of recommendations and best practices
- Implementation strategies and metrics
- Adoption of plan

Deliverable: Final Economic Development Strategy

July - October 2020





Schedule

Schedule

1

Economic and Market Assessment

- Project kickoff
- Stakeholder and focus group meetings
- Assessment, benchmarking & evaluation
- Market & industry cluster analysis

Deliverable: Assessment and Market Analysis Report

December - June 2020

Task Force Meeting #3 (Place-Making): July 14th

Task Force Meeting #4 (Draft Strategies and Recommendations): Late Aug

2

Draft Economic Development Strategy

- Neighborhood economic nodes (place-based growth strategy)
- Draft recommendations & best practices
- Follow-up stakeholder meetings
- **Community Open House**

Deliverable: Draft Economic Development Strategy

June - September 2020

Additional Task Force Listening Session: (TBD)

Community Open House: September (TBD)

3

Final Economic Development Strategy and Adoption

- Refinement of recommendations and best practices
- Implementation strategies and metrics
- Adoption of plan

Deliverable: Final Economic Development Strategy

Sept - November 2020

Draft Economic Development Strategy: Sept / Oct (TBD)

Place-Making

- What is Place-Making
- Analysis
- Strategies for Place-Making

“Designing places that attract & unite people and foster a sense of community pride.”

Urban Land Institute



“Creative placemaking animates public and private spaces....”

*Anne Markusen and Ann Gadwa,
Creative Placemaking, white paper commissioned by the National
Endowment of the Arts, 2010*

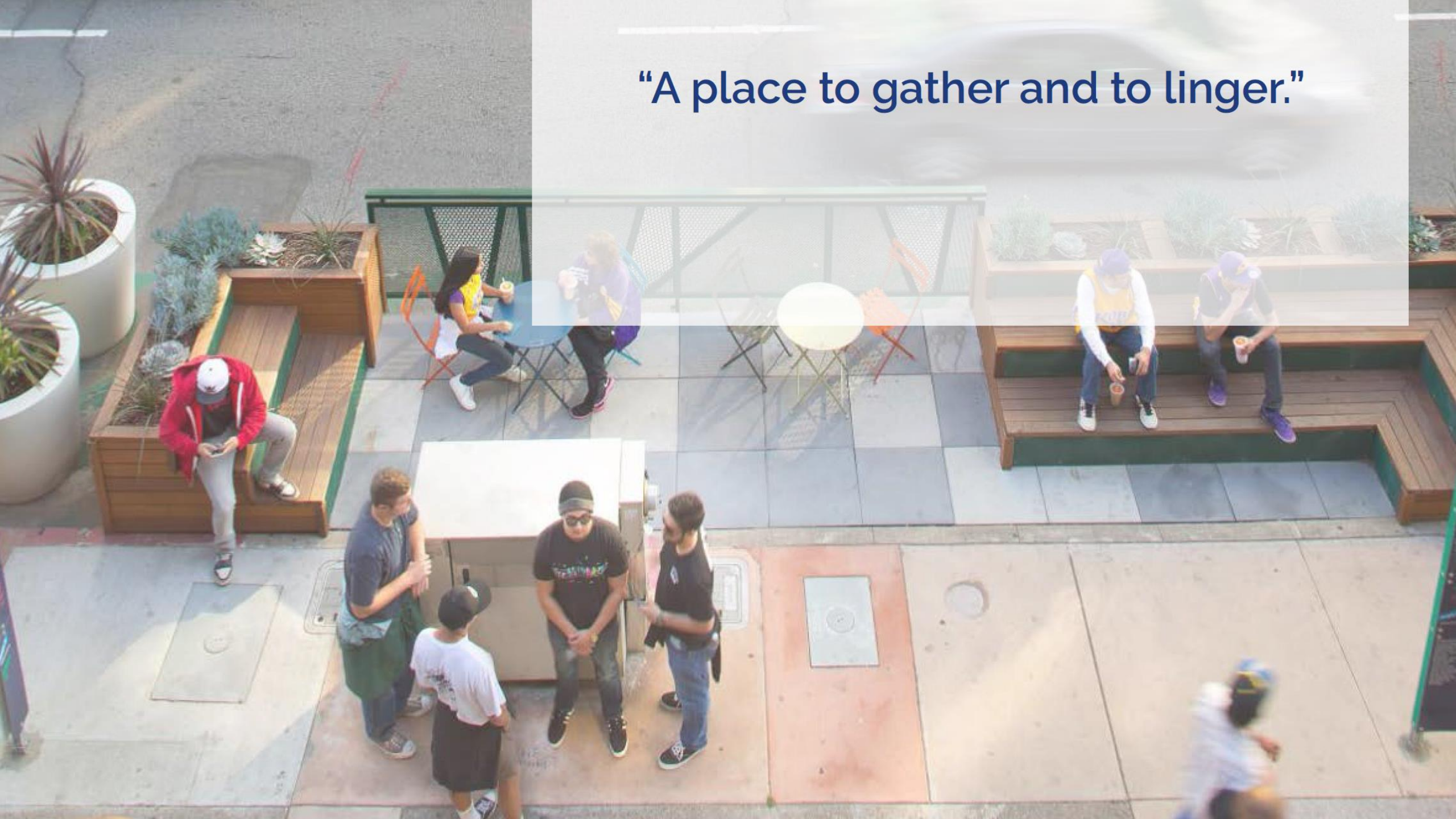


“Creates interesting places that
capitalize on distinctiveness.”

ArtPlace America



“A place to gather and to linger.”



“[Places] form the beating heart of our communities.”

Genster Architects





BENEFITS OF PLACE-MAKING

- **Economic**
- **Social**
- **Cultural**

“People stay longer, come back more often and spend more money in places that attract their affection.”

Urban Land Institute



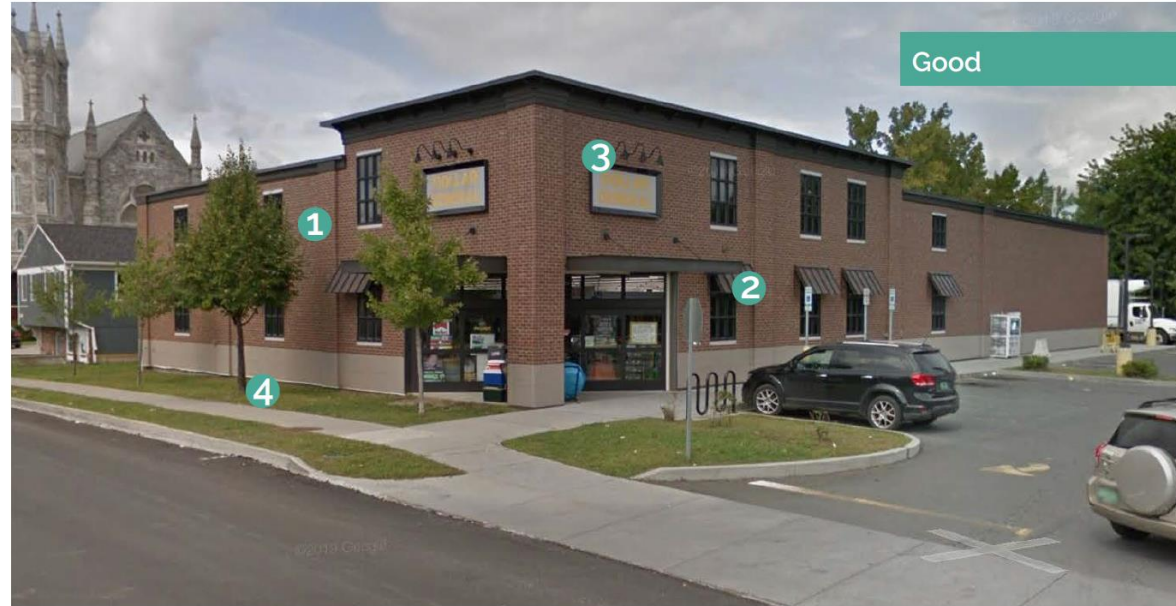
ELEMENTS OF PLACEMAKING

- High Quality Architecture
- Comfortable for Pedestrians (Pedestrian Scaled)
- Gathering Places
- High Attention to Detail
- Thoughtful Landscaping
- Programming

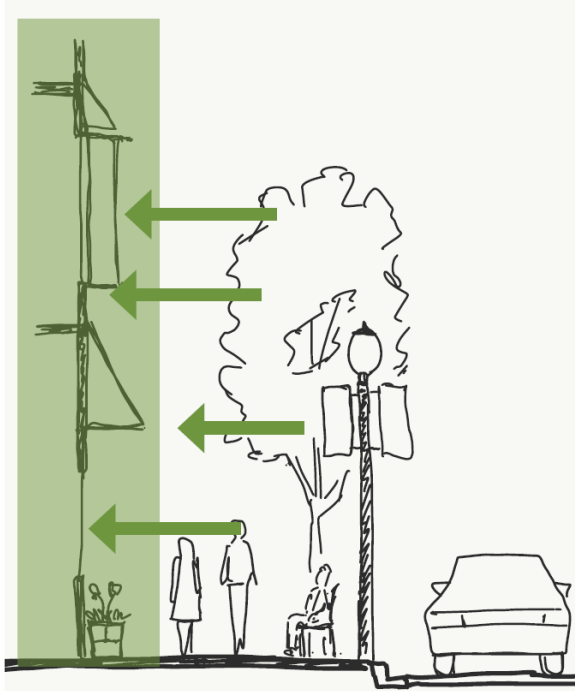
HIGH QUALITY ARCHITECTURE

Place-making should include high quality architecture. The example on this page shows two examples of the same business, but with vastly different impacts because of the architecture of the buildings. Both examples have similar site layouts (close to the street and parking at the side of the building).

- ① High quality materials such as brick.
- ② Thoughtful building facades with windows, awnings, and other details.
- ③ Signage that is appropriately scaled for the building and compliments the rest of the architecture.
- ④ Building is set close to the street, and includes space for street trees and tree lawn.
- ⑤ Store entry is welcoming for shoppers coming from either the sidewalk or the parking lot.
- Ⓐ Blank building facade with no attention to details or relationship to street.
- Ⓑ Building materials are concrete block that doesn't fit the context of surrounding buildings.

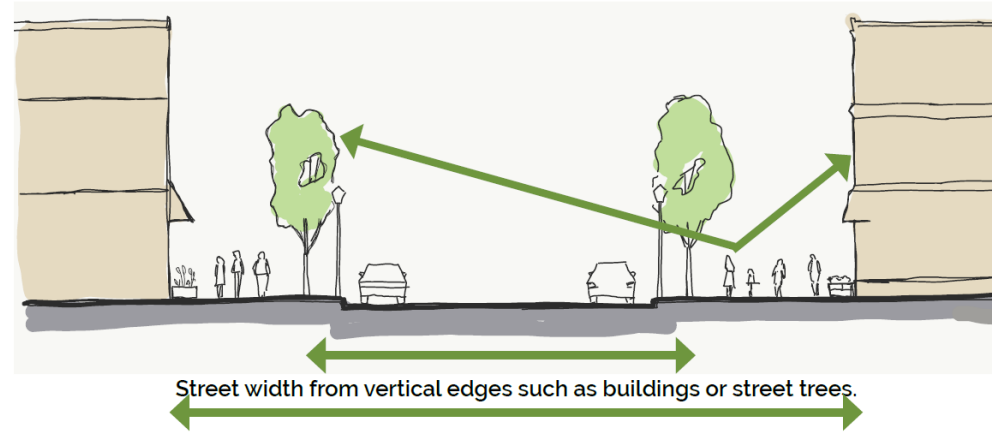


COMFORTABLE FOR PEDESTRIANS



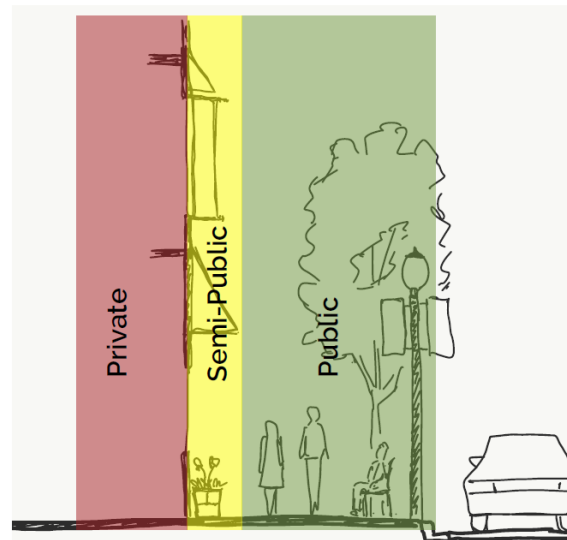
Transparent and Thoughtful Edges

Edges with transparent, multi-layered edges enhance the quality of the streetscape experience.



Sense of Enclosure

Streets that have a street width to building height ratio of at least 1:2 to 1:4 are comfortable for pedestrians. Sometimes other vertical elements such as trees can act as the street edge.



Transition from Public to Private Places

Comfortable places have a transition from public to private places. This "semi-public" space can vary in size.

EXAMPLE: COMFORTABLE FOR PEDESTRIANS (TRANSPARENT EDGES)

Transparent edges are another important element in creating a comfortable environment for pedestrians. Transparent edges are vertical and architectural articulations such as windows, awnings, architectural details, landscaping, and other elements.

The examples on this page are from the same street, but two different blocks. The street width, traffic volumes, and on-street parking are all the same in both examples. The only difference is the treatment of the edges.

- 1 The landscaping softens the effects of the pavement and architectural elements.
- 2 The landscape varies in size, type, and texture which contributes to an interesting and transparent edge.
- 3 The architecture of the building includes windows and articulations in the facade.
- A The space adjacent to the sidewalk is additional pavement which is monotonous and unattractive visually (and not environmentally friendly).
- B Although the building has windows, the facade is fairly monotonous with little articulation.



EXAMPLE: COMFORTABLE FOR PEDESTRIANS (TRANSITION FROM PUBLIC TO PRIVATE)

Comfortable areas for pedestrians have transitions from public to private areas. A "semi-public" transition zone enhances the public realm and contributes to place-making.

- 1 The sidewalk is clearly in the public realm within the right-of-way of the street.
- 2 The outdoor seating area of the restaurant is technically private property, but visually it acts as a transition between to private indoors of the building and the public streetscape. This "semi-public" transition zone enhances the public realm and contributes to place-making.



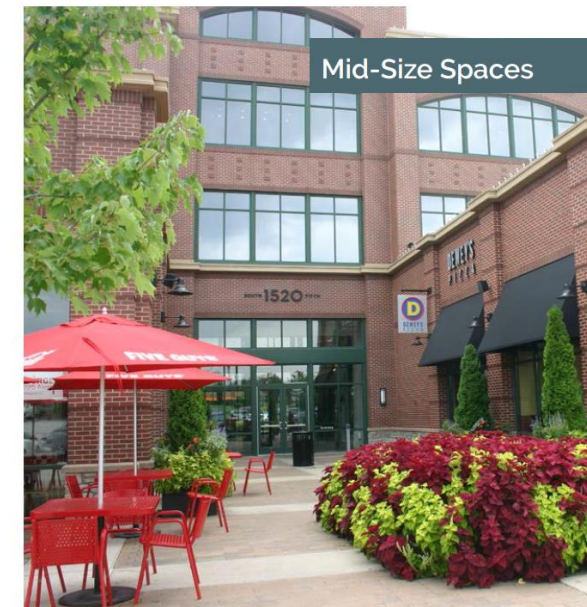
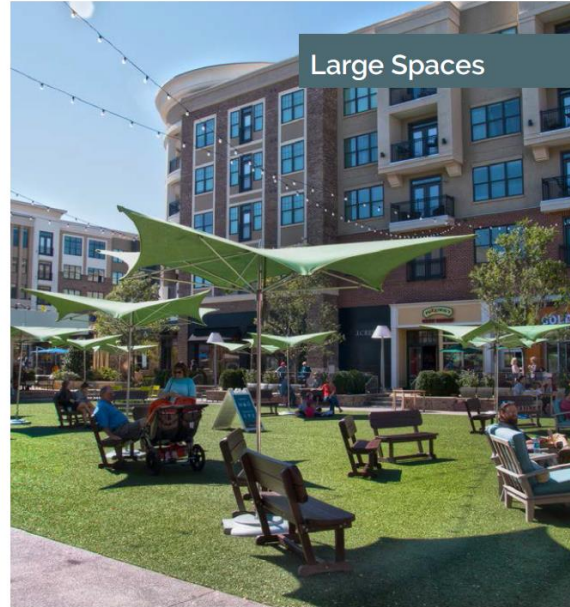
GATHERING SPACES (VARIETY OF SIZES)

Place-making includes gathering spaces. These gathering spaces can vary in size from large areas between buildings to small nodes along a sidewalk or building entrance. The scale of the gathering space should be appropriate for the context of the location.

A key aspect of a gathering space is that the spaces should avoid the “fish bowl” effect. The “fish bowl” effect occurs when users in a space feel as if they are being watch. Courtyards surrounded by building windows are a classic example of a “fish bowl” effect.

Gathering spaces should have multiple seating and circulation opportunities that allow visitors to have a choice between privacy and clustering with other users.

Micro-climate is an important considering for gathering spaces. Shade should be available on hot, sunny days. Sunny areas should be available during cold and chilly days.



HIGH ATTENTION TO DETAIL

Place-making should have high attention to details for pavements, seating, landscaping, lighting, and architectural details.

1 This walkway between retail buildings is more than just a functional sidewalk. Thoughtful landscaping edge the sidewalk and softens the building facades. Architectural lighting not only increases safety, but enhances the space visually. High quality building materials are included on the sides of the building.



2 This shopping center includes many examples of details including pavement materials, building facades, entry gateways with branding elements, and landscaping.

3 This wall could have been just a blank wall, however the thoughtful use of landscaping with the climbing vine softens the wall visually and enhances the space.



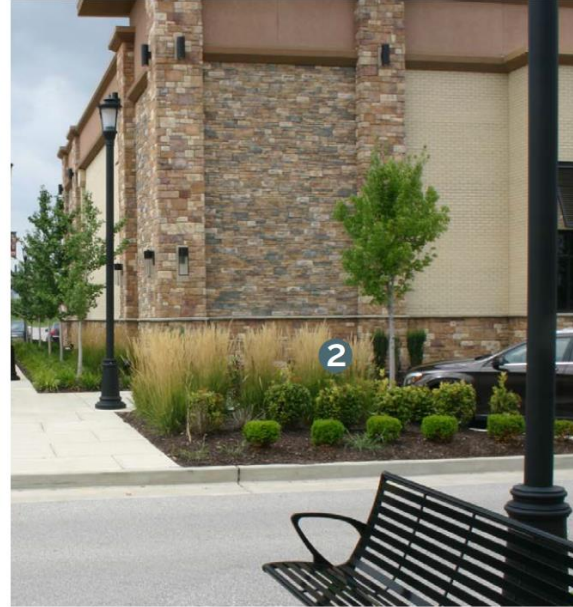
4 This shopping center includes many examples of details including pavement materials, awnings, ornamental lighting, banners, and landscaping.



THOUGHTFUL LANDSCAPING

Thoughtful landscaping can provide a variety of benefits in creating a sense of place. Landscaping can help screen parking, reinforce edges, define outdoor rooms, soften hardscapes and building edges, and provide cooling shade.

- 1 The plantings here not only screen the sidewalk and seating area from the parking lot, but there is a wide variety of plant materials including native plants. The variety of plants help to ensure seasonal interest and textures.
- 2 Parking is softly screened. A mix of evergreens and grasses provides almost year-round screening, but also provides different textures.
- 3 Seasonal color provides splashes of color. The location of the planting separates the outdoor dining area from circulation routes.



EXISTING PLACE-MAKING IN UNIVERSITY CITY

A strength of University City is that the City already has multiple examples of place-making. The City has great architecture, pedestrian scaled gathering areas, and thoughtful landscaping. The UCity in Bloom is one of the strongest and most innovative community garden organizations in the region.



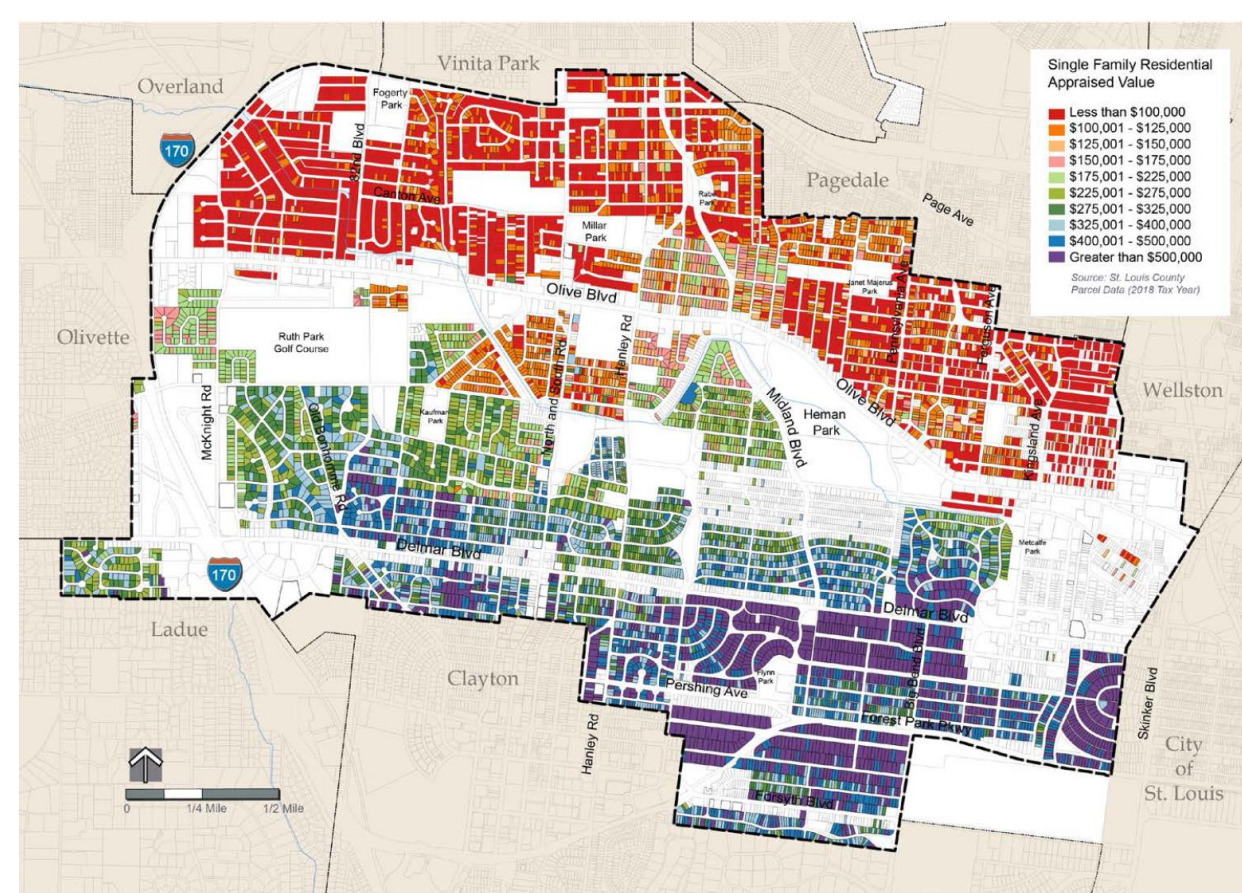
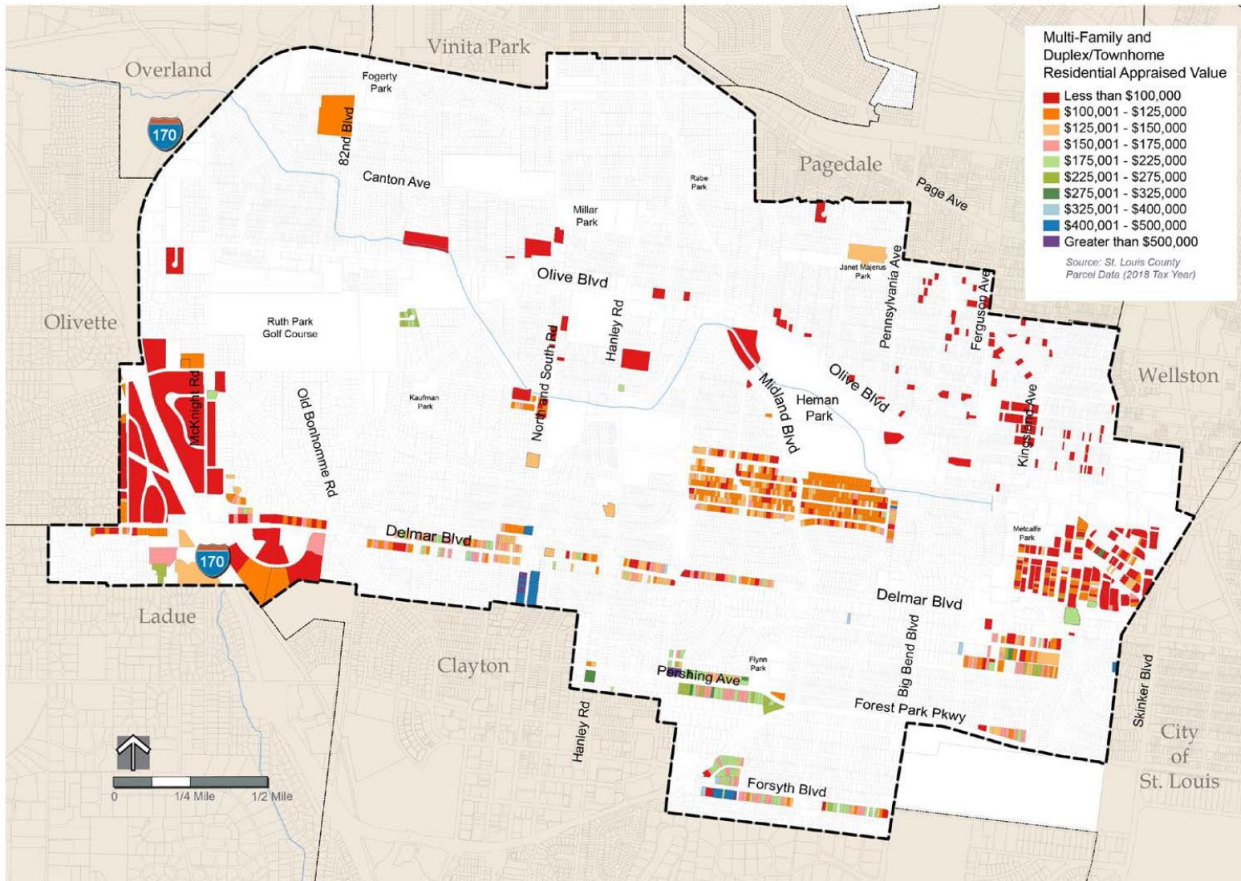


ANALYSIS

- **Compliment upcoming Comprehensive Plan.**
- **Identify existing and potential “Nodes”.**
 - Enhance existing place-making.
 - New place-making investments.
 - Combined with economic strategies.
- **Identify priority development/redevelopment areas.**

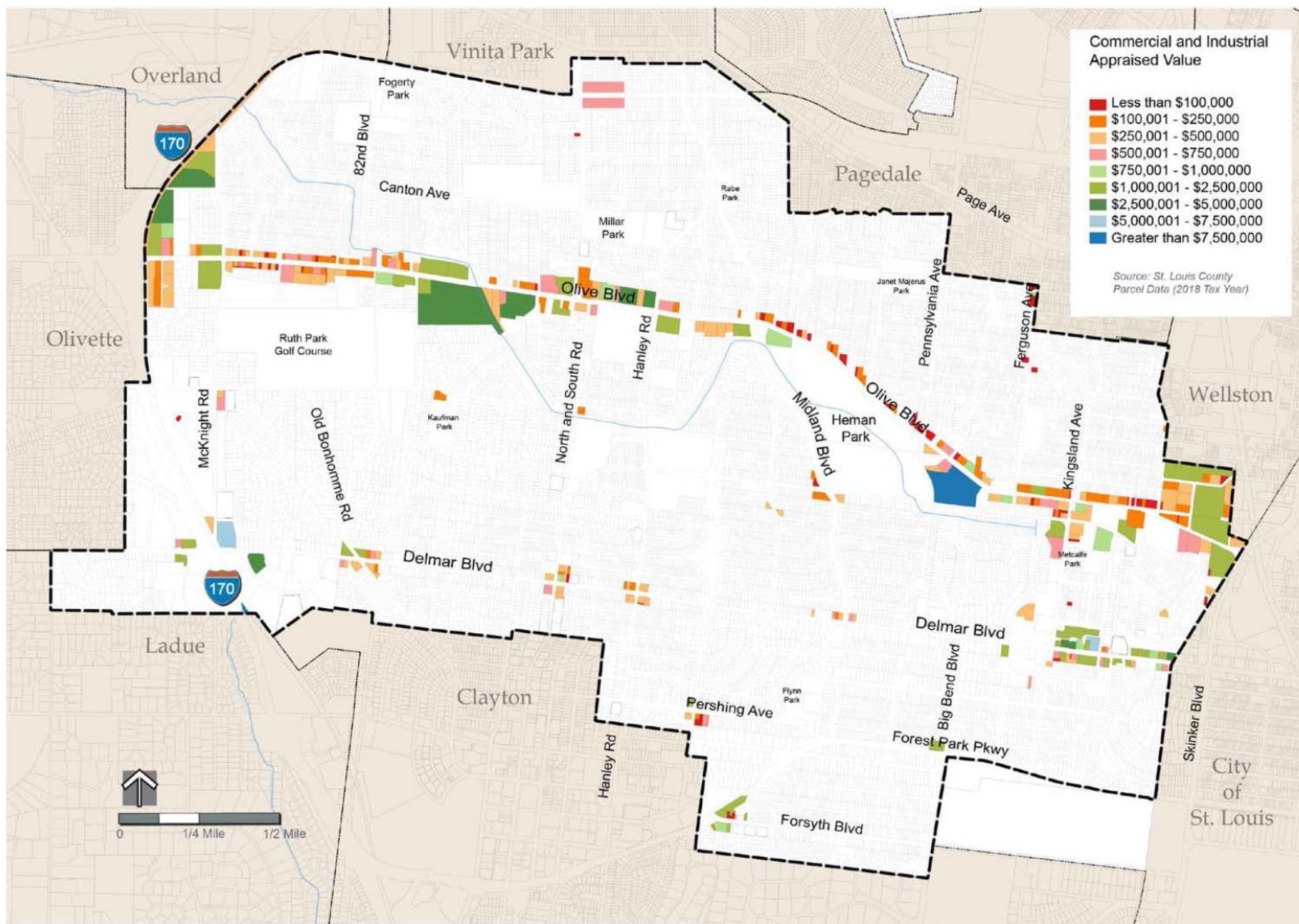


ECONOMIC DEVELOPMENT STRATEGY

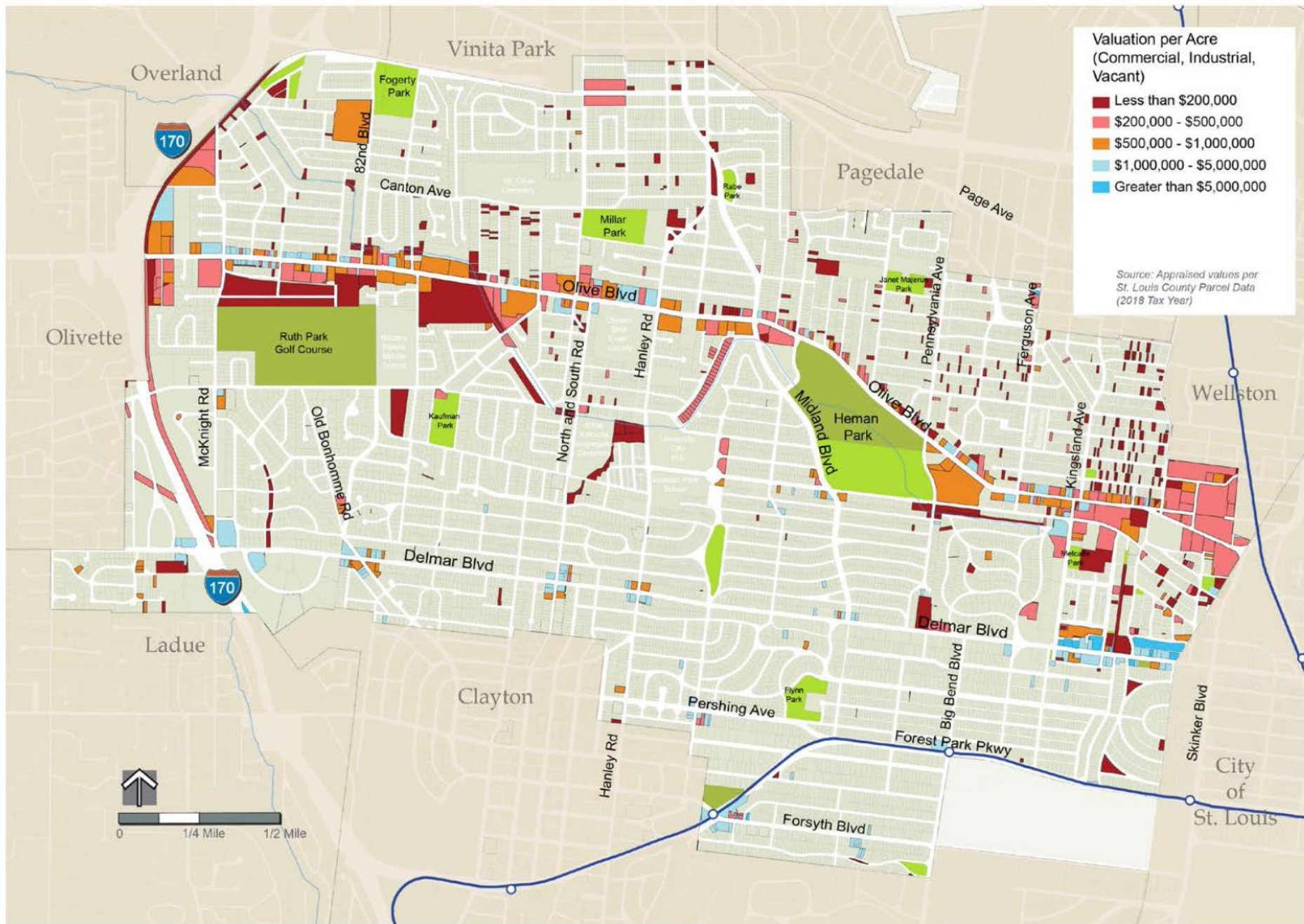


Appraised Value of Single Family Residential

Appraised Value of Multi-Family, Duplex/Townhome Residential



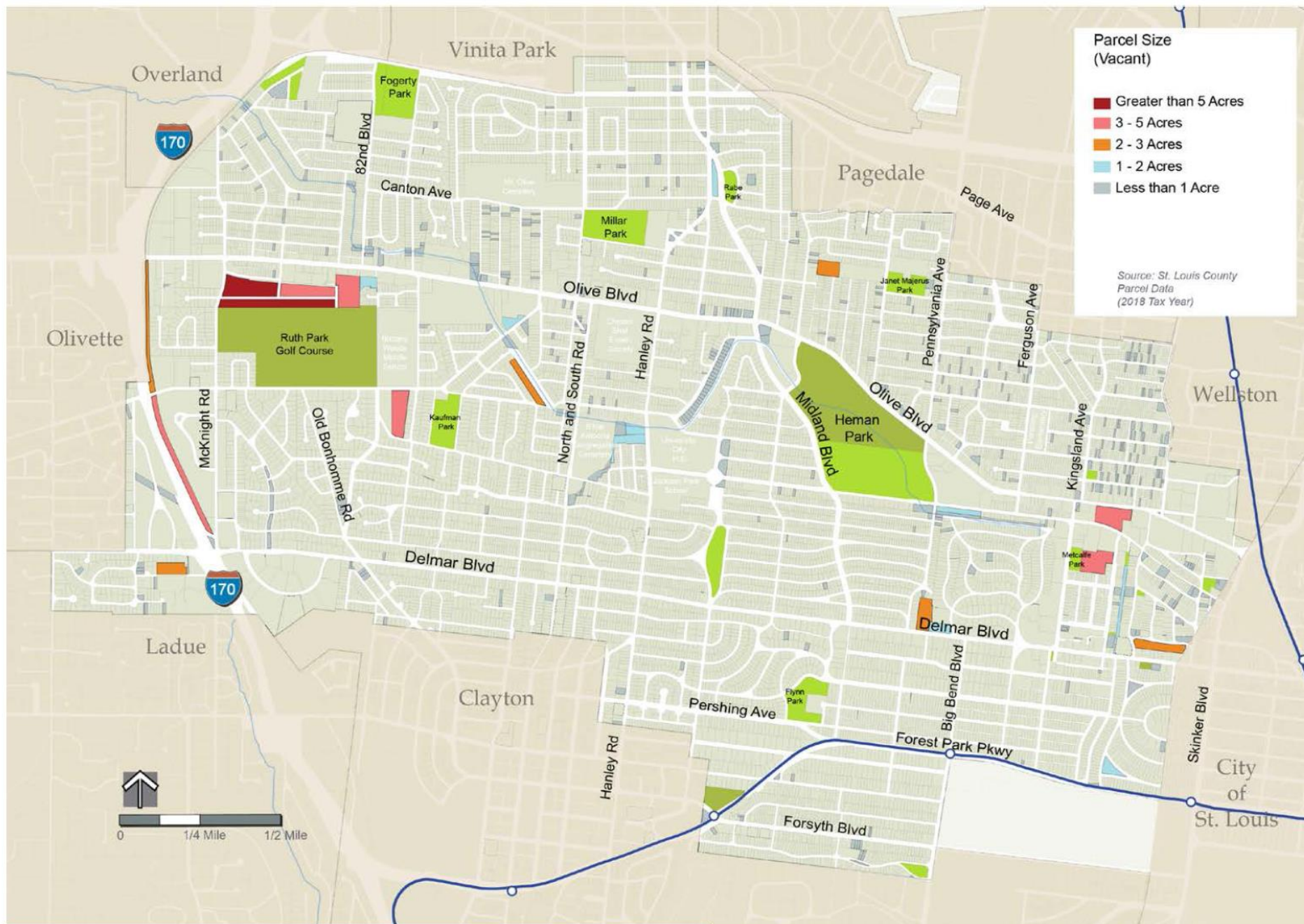
Appraised Value of Commercial and Industrial



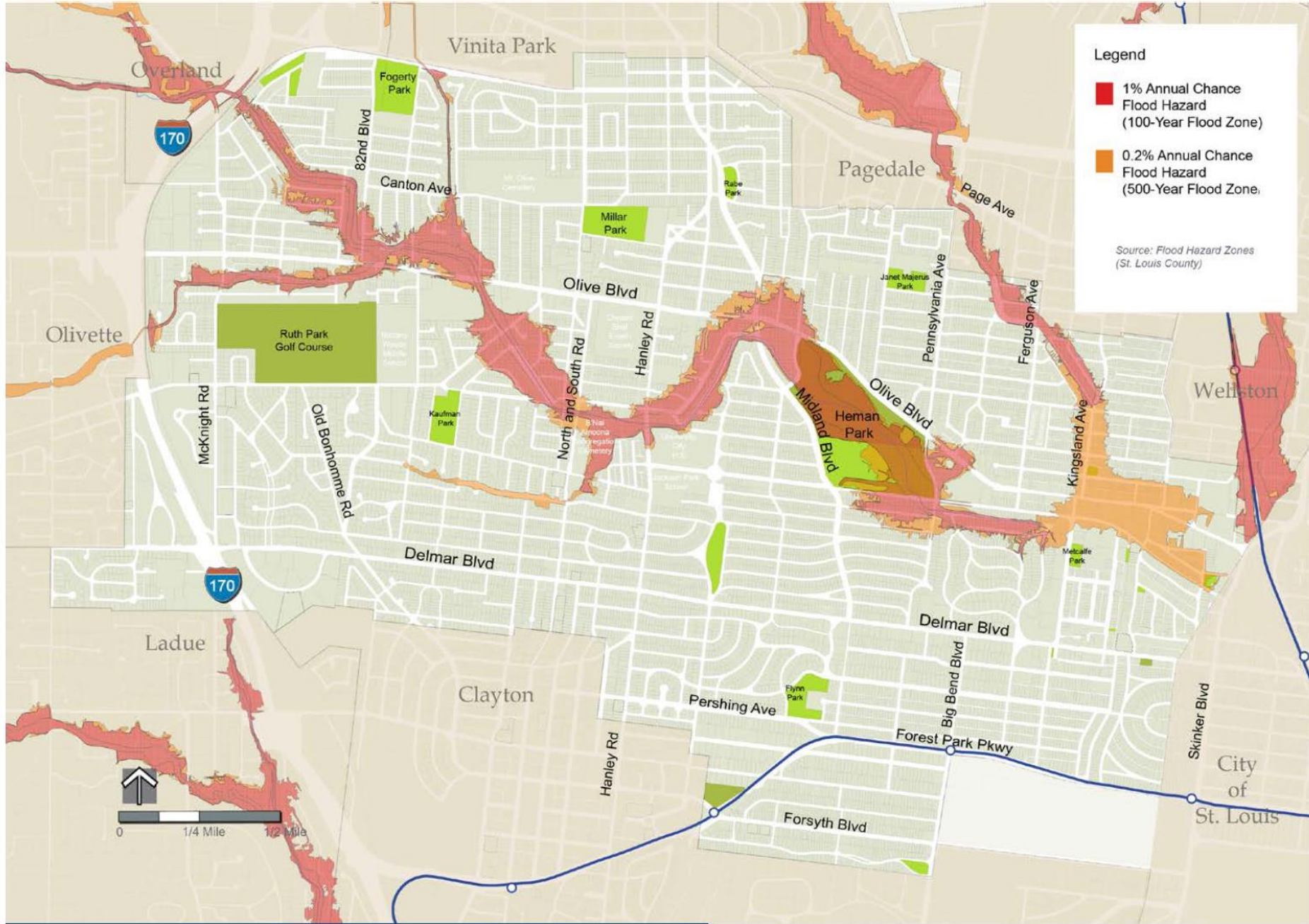
Valuation per Acre (Commercial, Industrial, Vacant)



Parcel Size (Commercial, Industrial, Vacant)

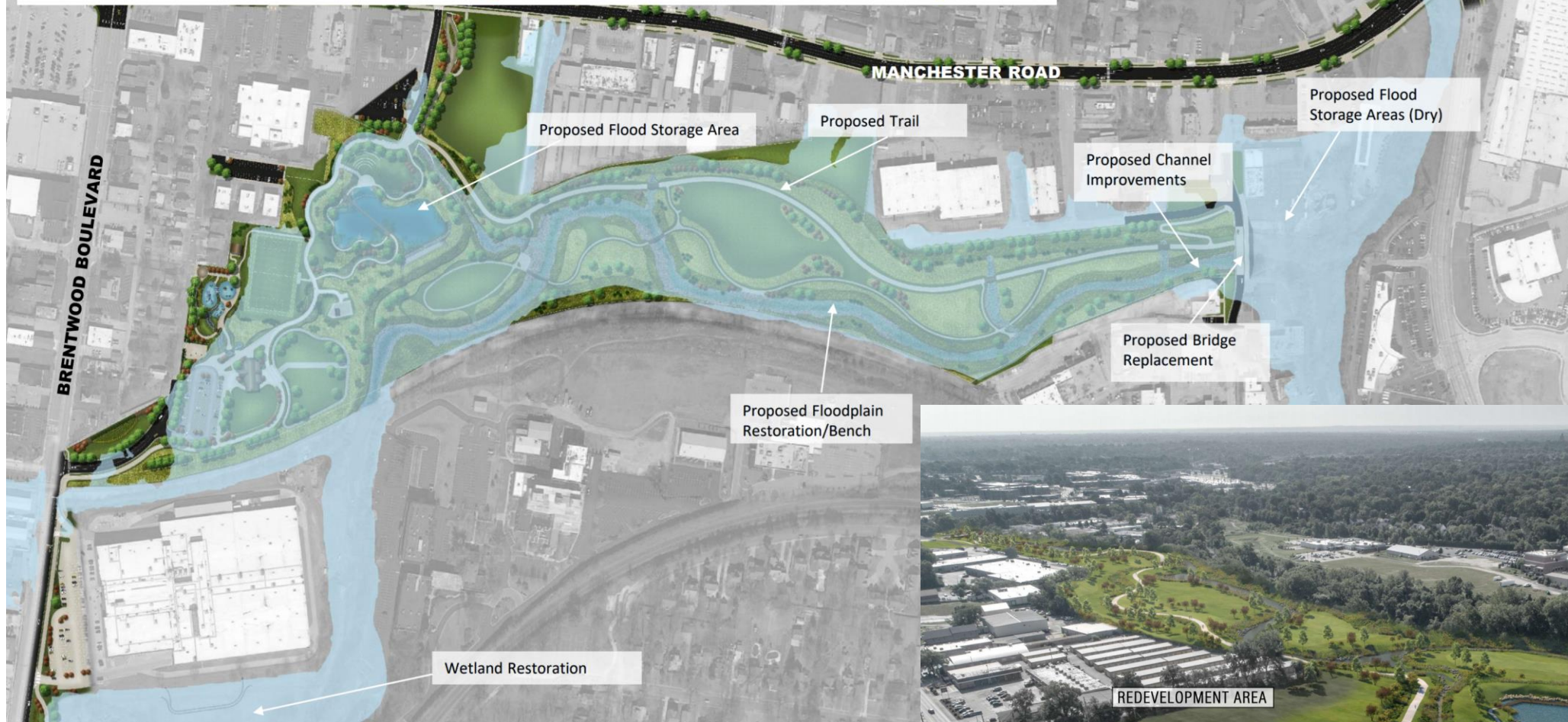


Parcel Size (Vacant)



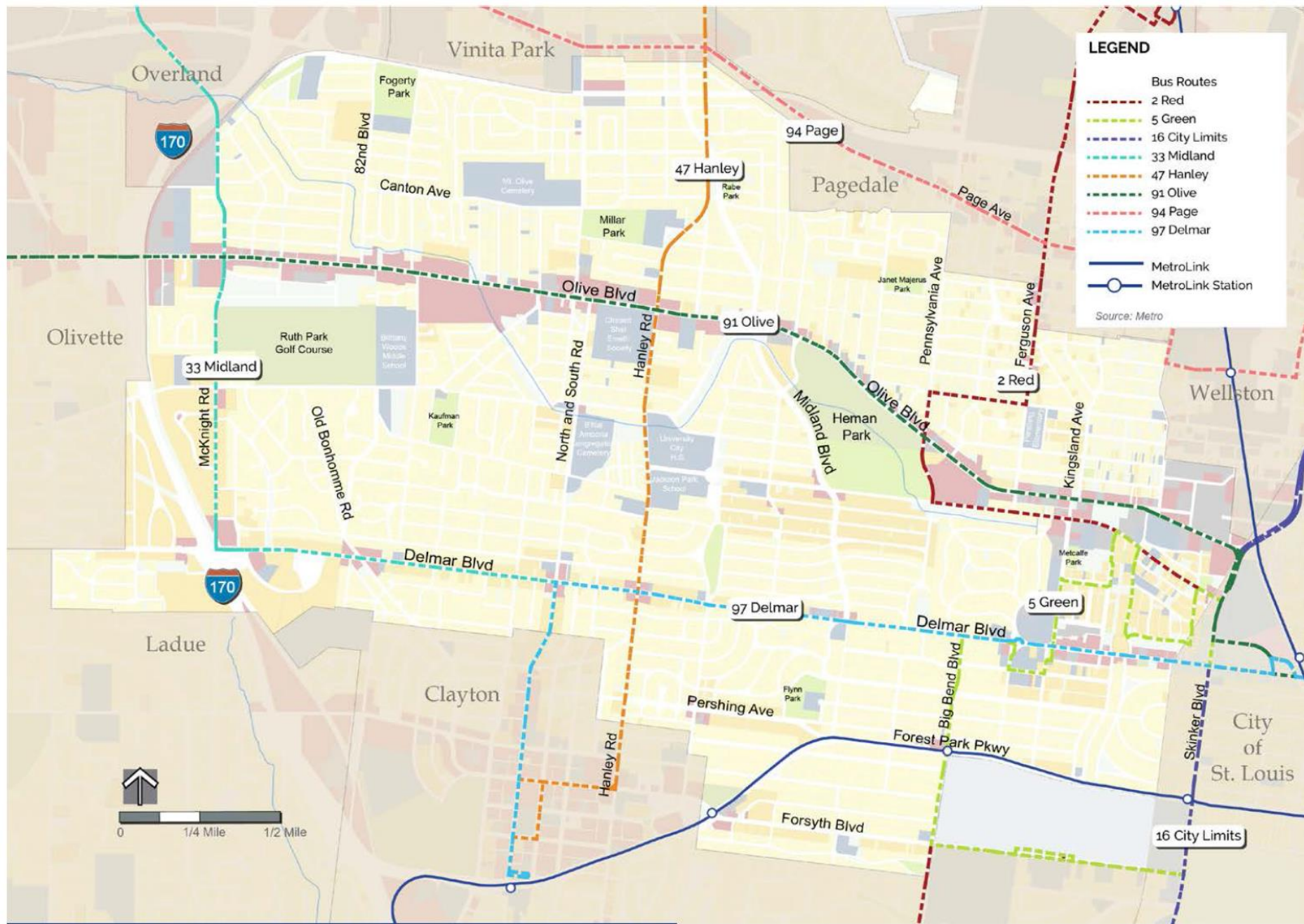
Flood Hazard Areas

Brentwood Bound Project Area Future Floodplain



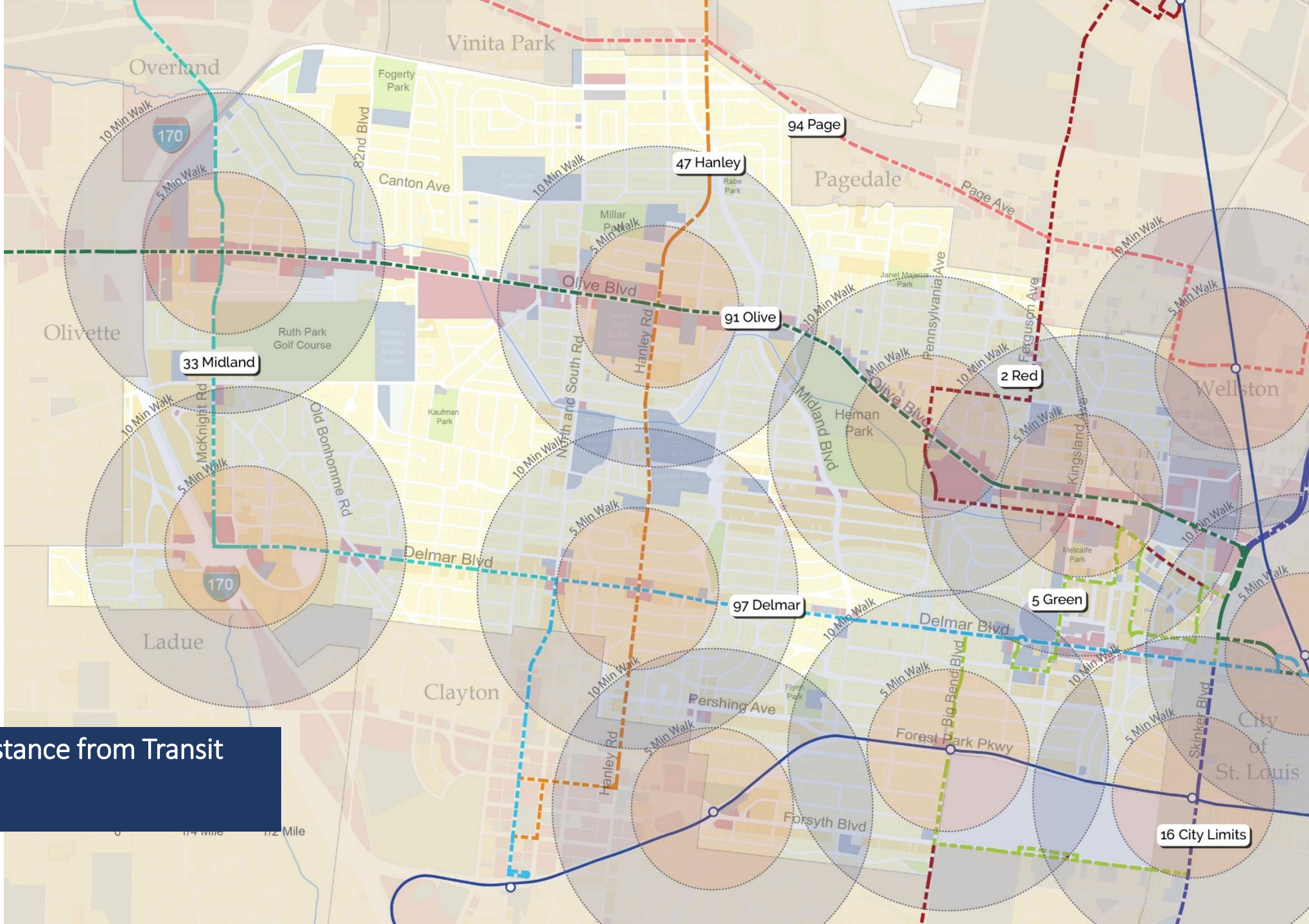
Brentwood Example:

- Flood mitigation as a catalyst for community improvements and redevelopment.



Existing Transit (Bus Routes and MetroLink)

Walkable Distance from Transit Locations





STRATEGIES FOR PLACE-MAKING

- **District Approach**
 - Enhance existing place-making.
 - New place-making investments.
 - Combined with economic strategies.

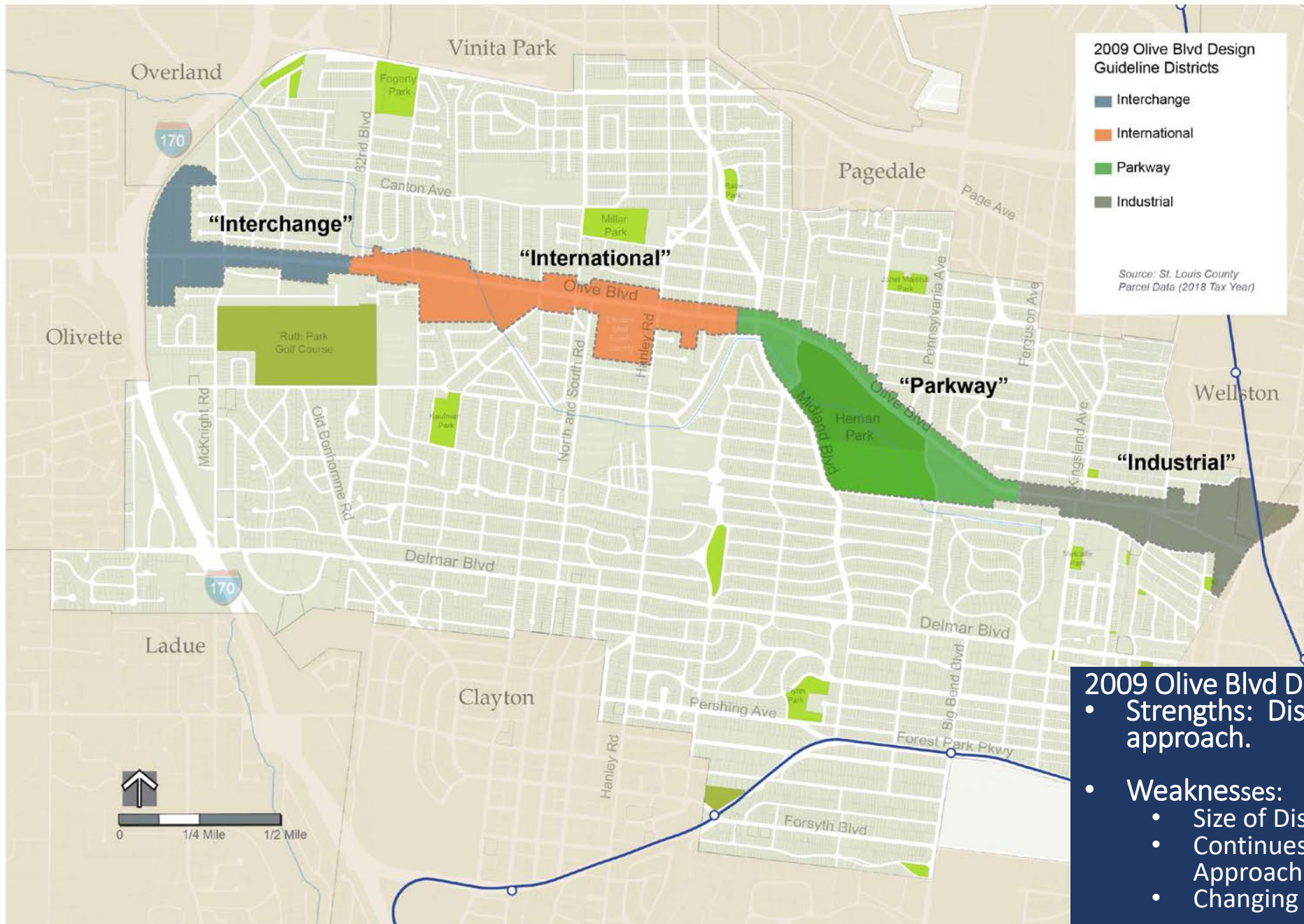
- **Focus on Olive**



Existing Olive Blvd Zoning

- “One Size Fits All”

Existing Zoning - Business/Commercial Uses



2009 Olive Blvd Design Guidelines Districts



DISTRICT APPROACH

Benefits

- Custom strategies for different locations throughout City.
- Opportunity to brand and market sections of the City.
- Provides context for priority development areas.

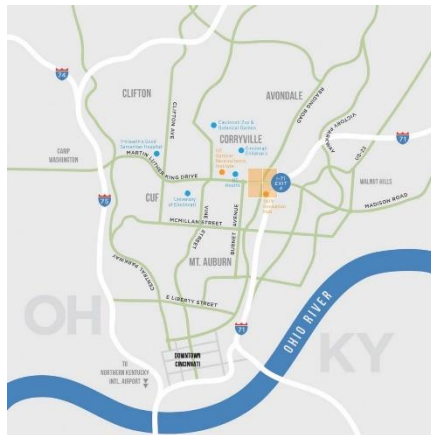
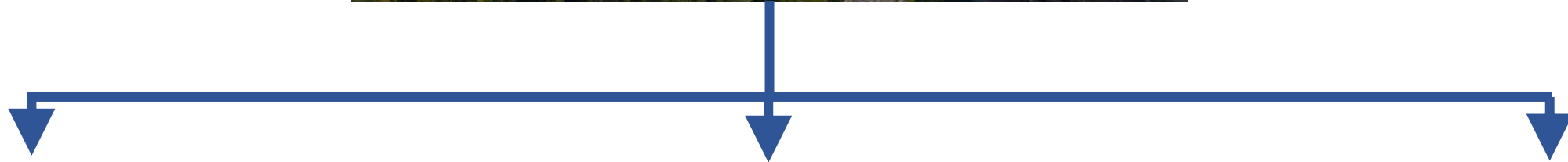
Considerations

- Districts should complement Comp Plan and Future Land Use Plan (especially as the City is beginning Comp Plan).
- Districts may or may not be neighborhoods.
- Not always “boundaries”.

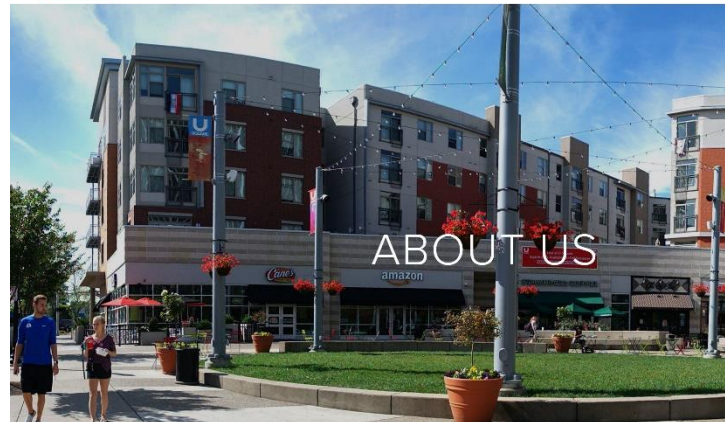


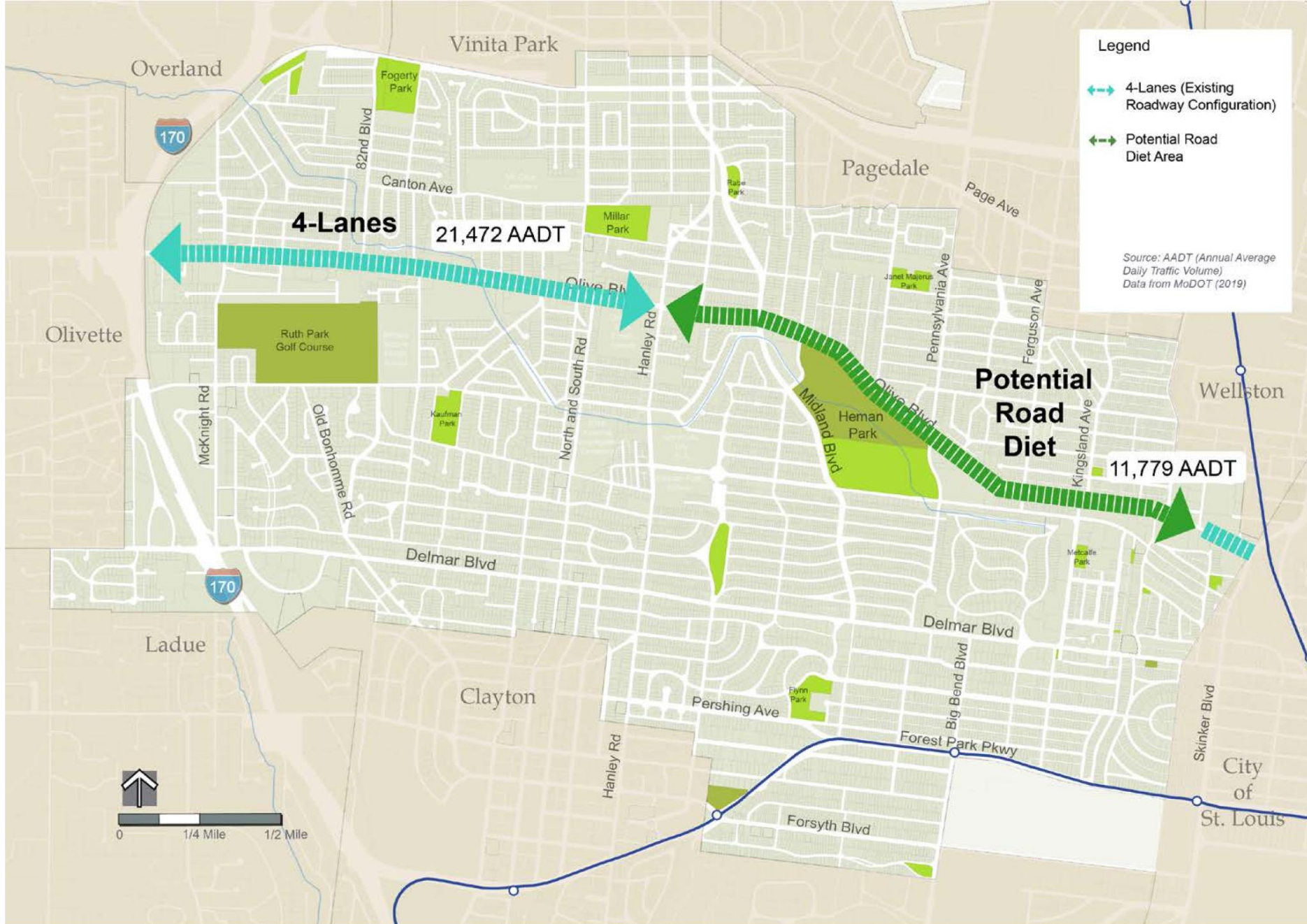
ECONOMIC DEVELOPMENT STRATEGY

DISTRICT EXAMPLE – UPTOWN CINCINNATI

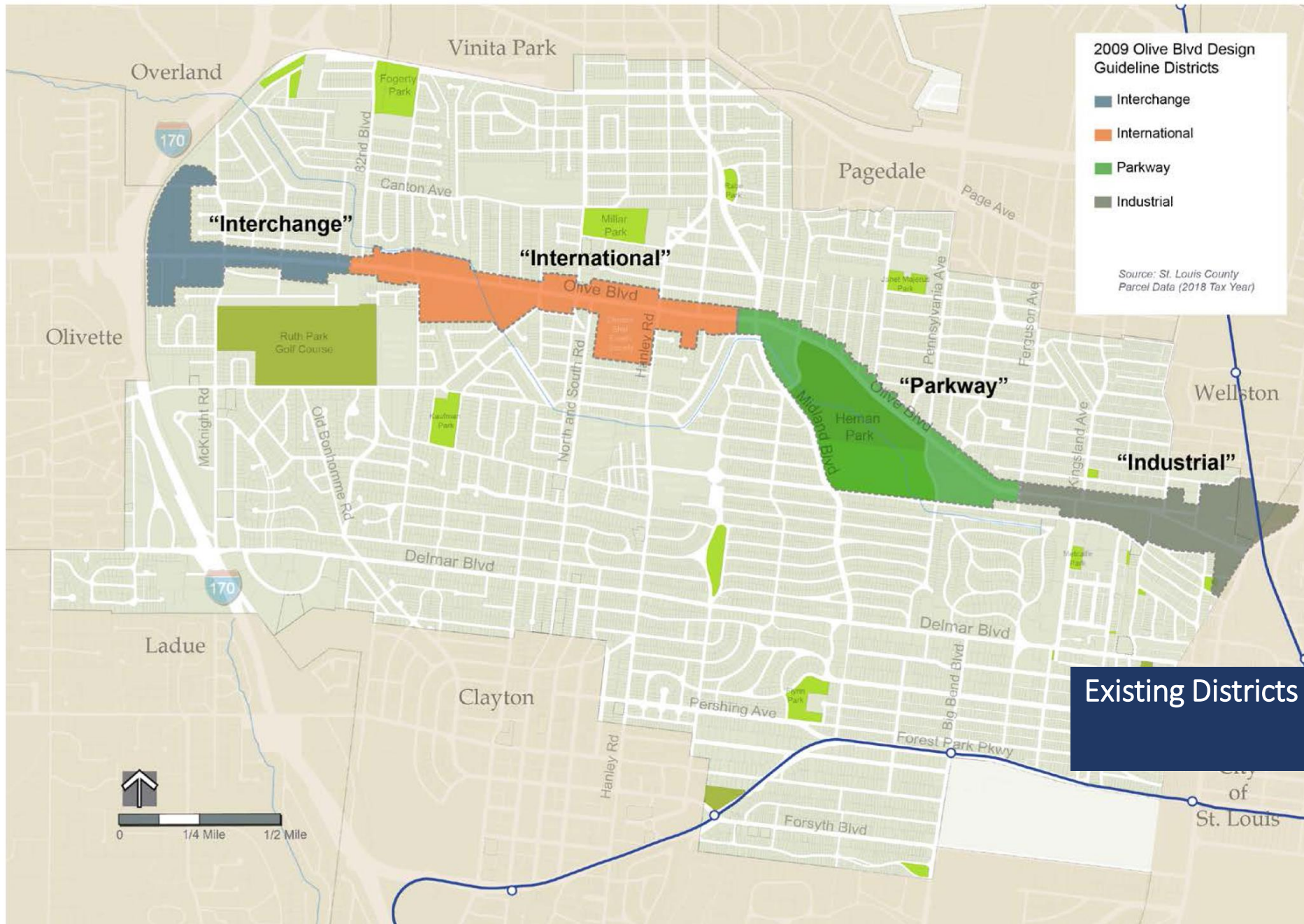


LIVE WORK SHOP DINE PARKING ABOUT US





Potential Road Diet Areas

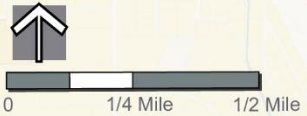
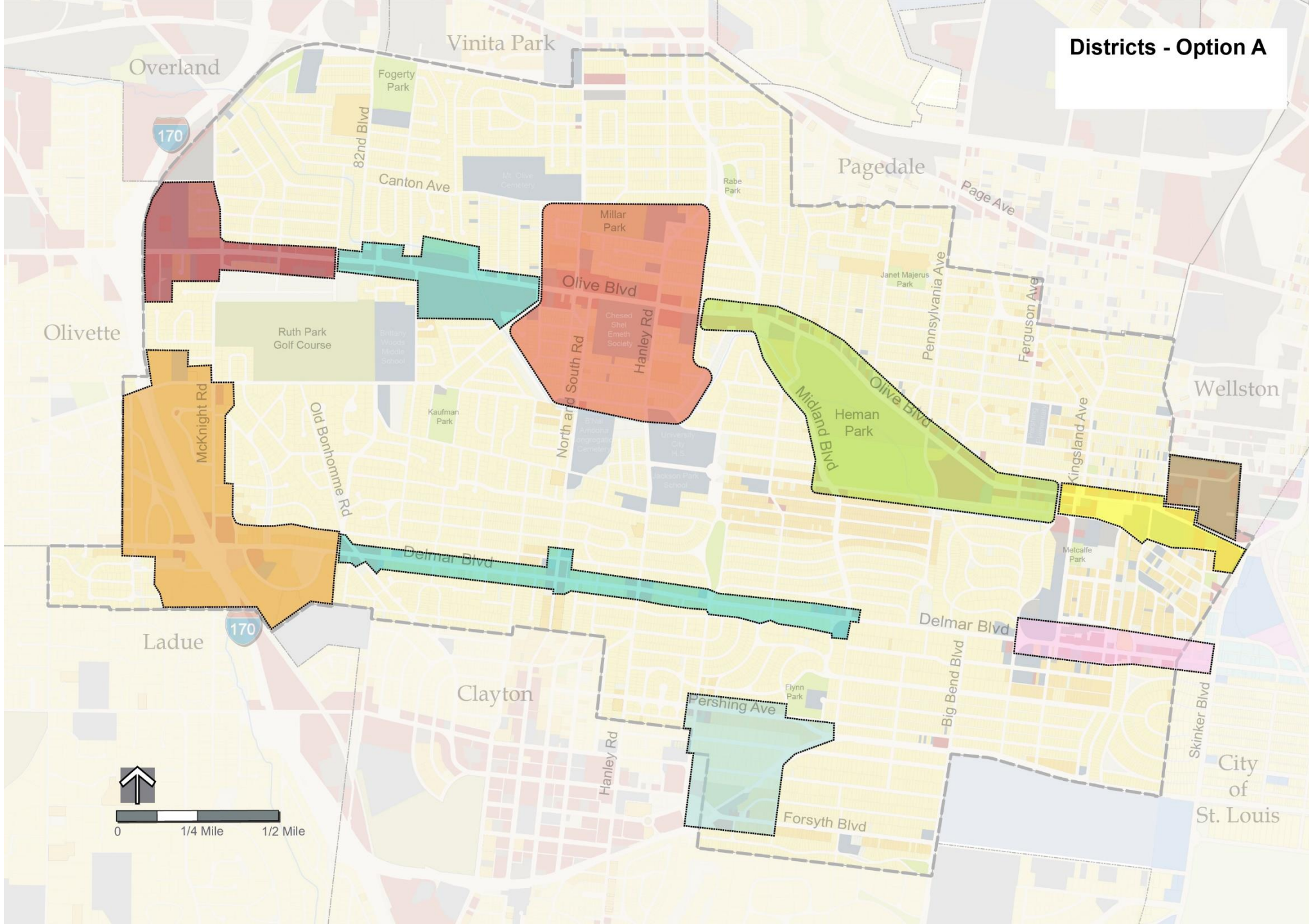


Existing Districts

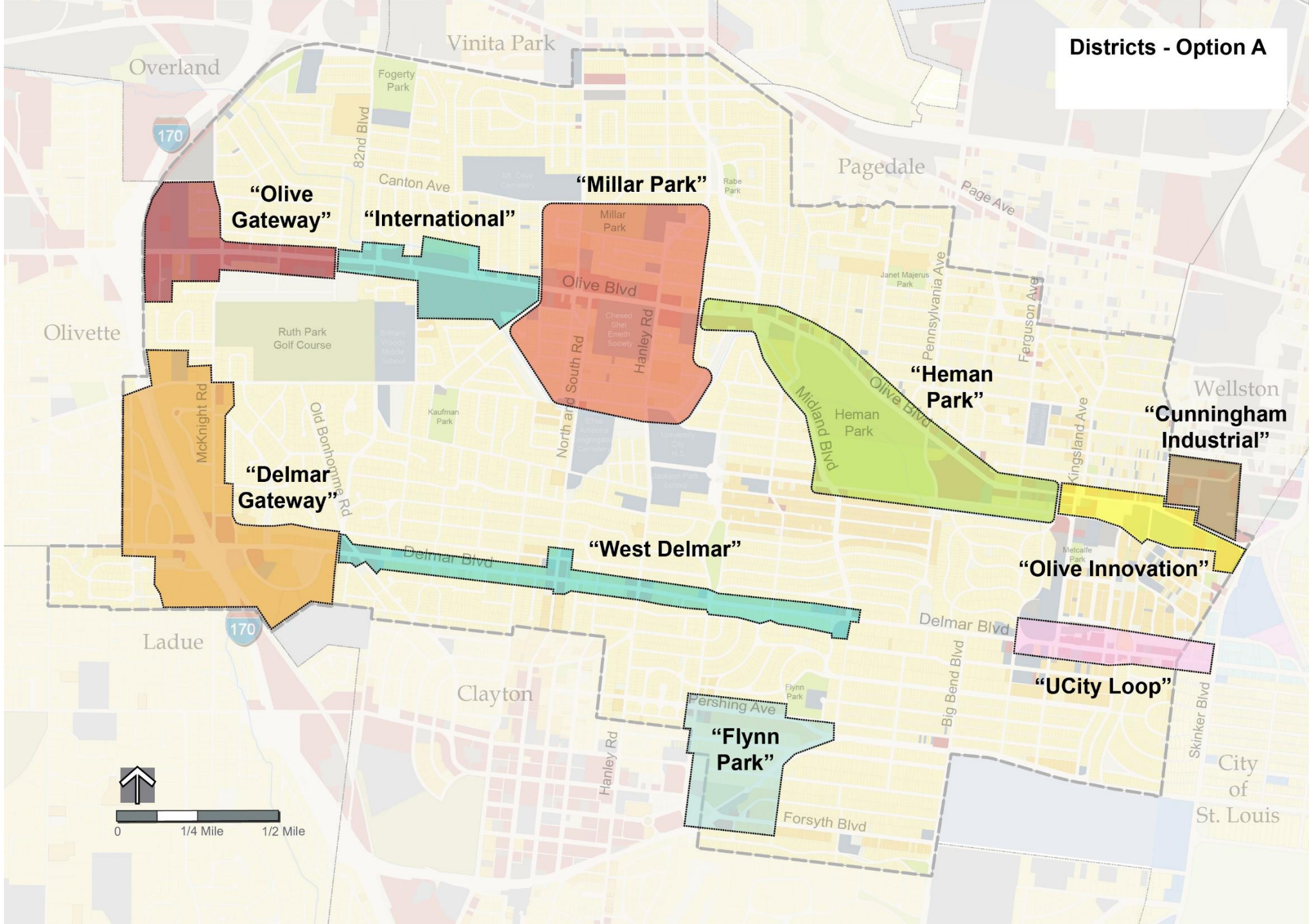


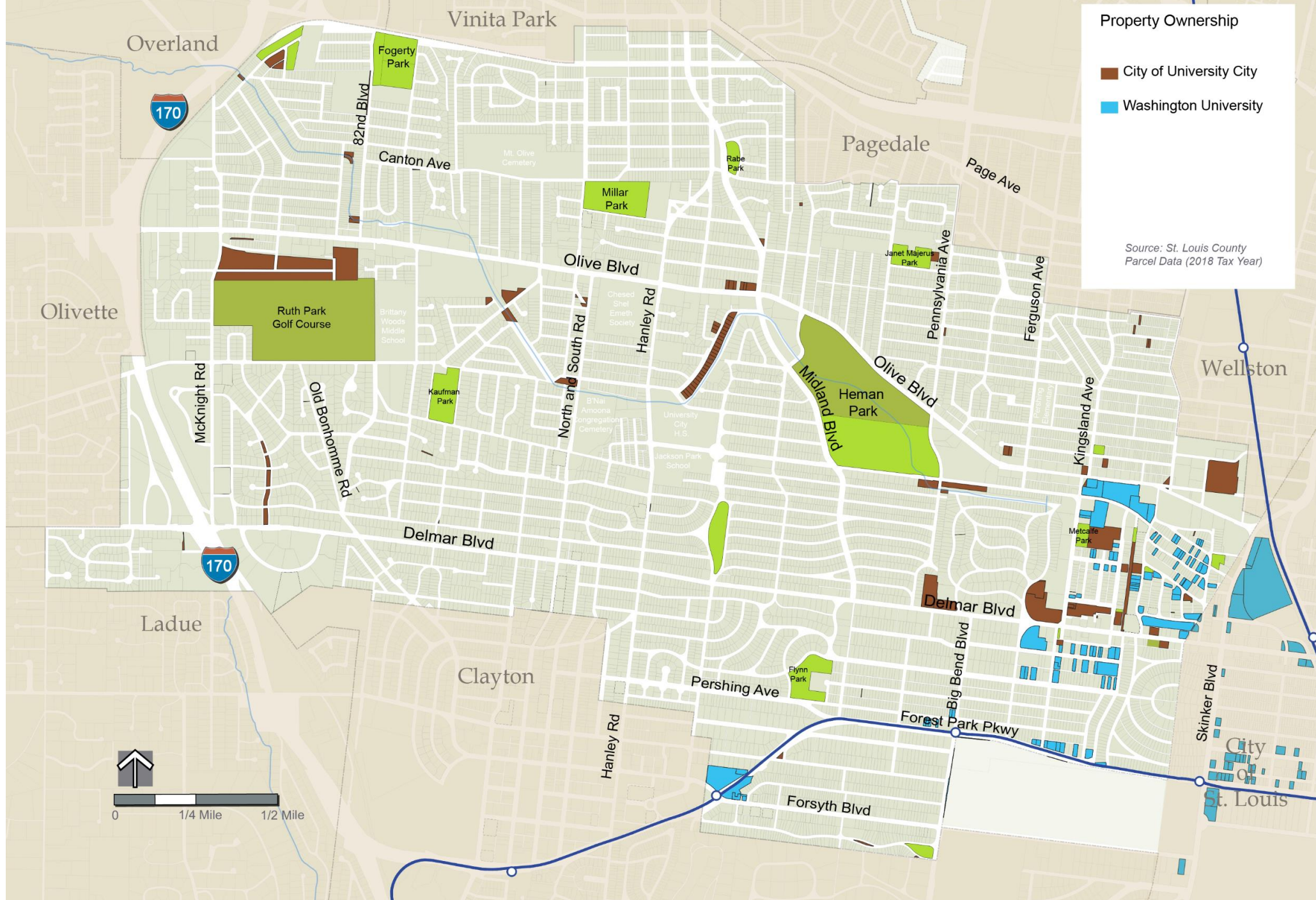
2009 Olive Blvd Design Guidelines Districts

Districts - Option A



Districts - Option A



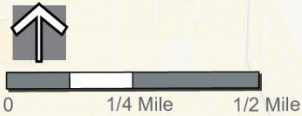
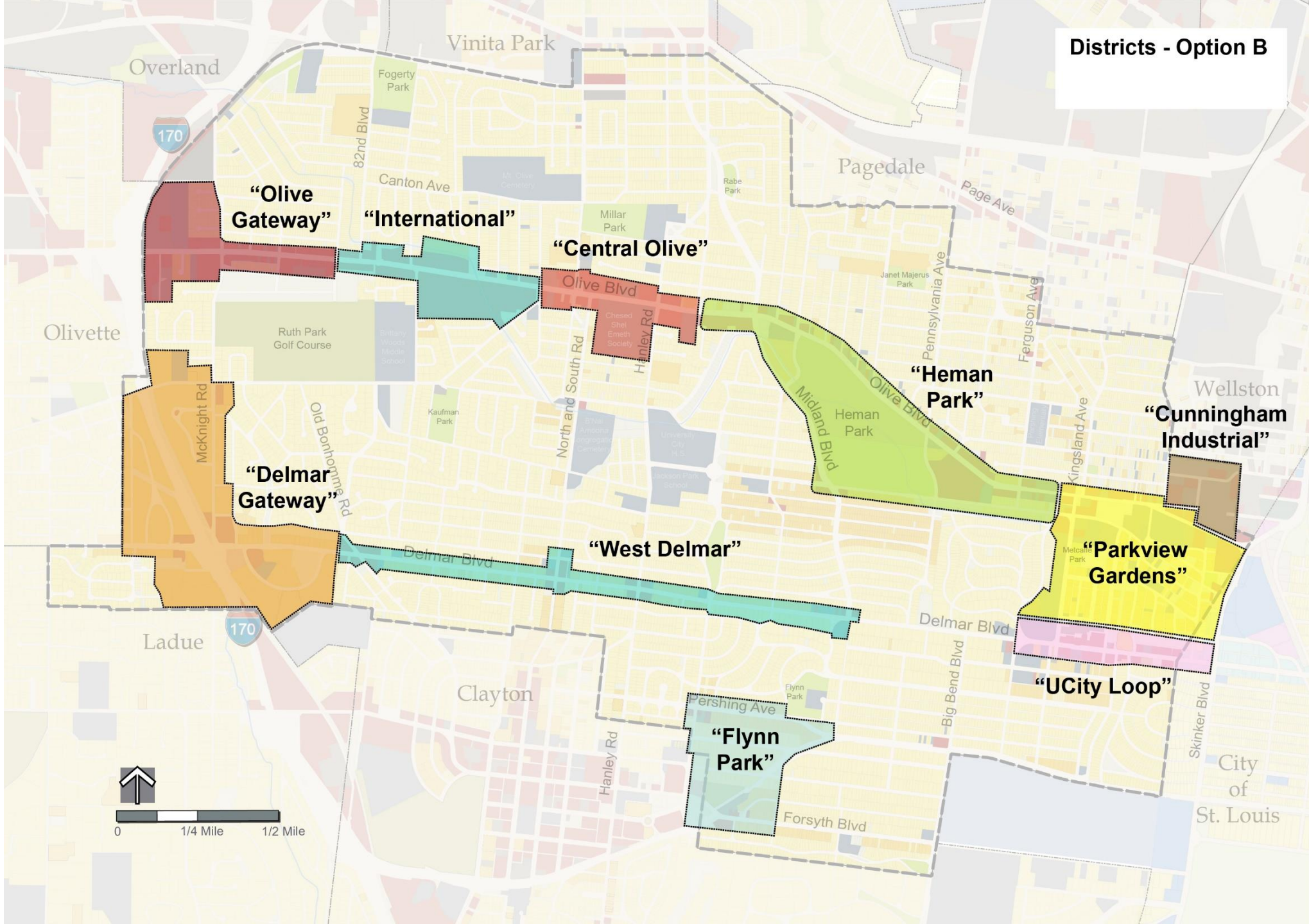


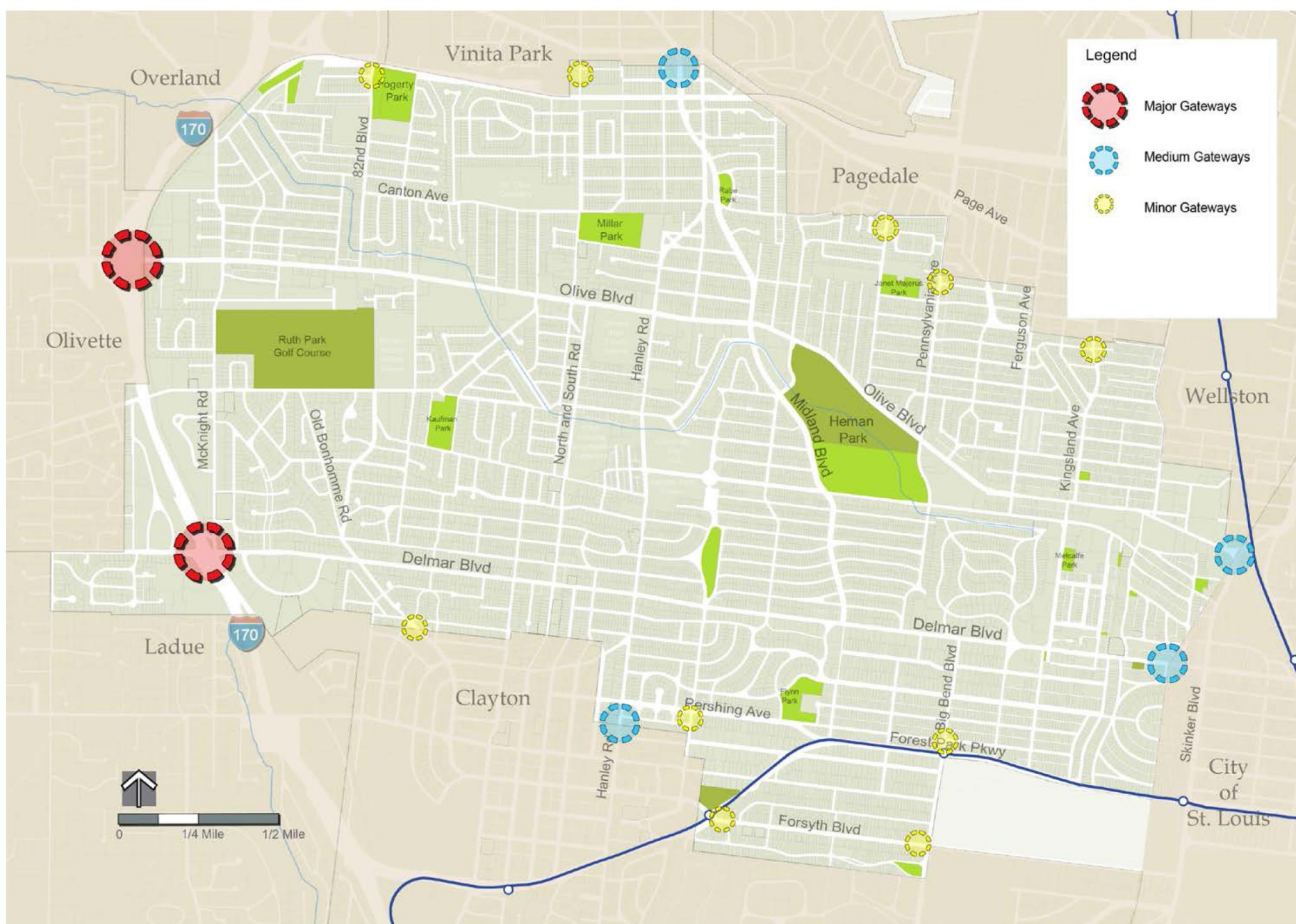
Property Ownership

- City of University City
- Washington University

Source: St. Louis County Parcel Data (2018 Tax Year)

Districts - Option B



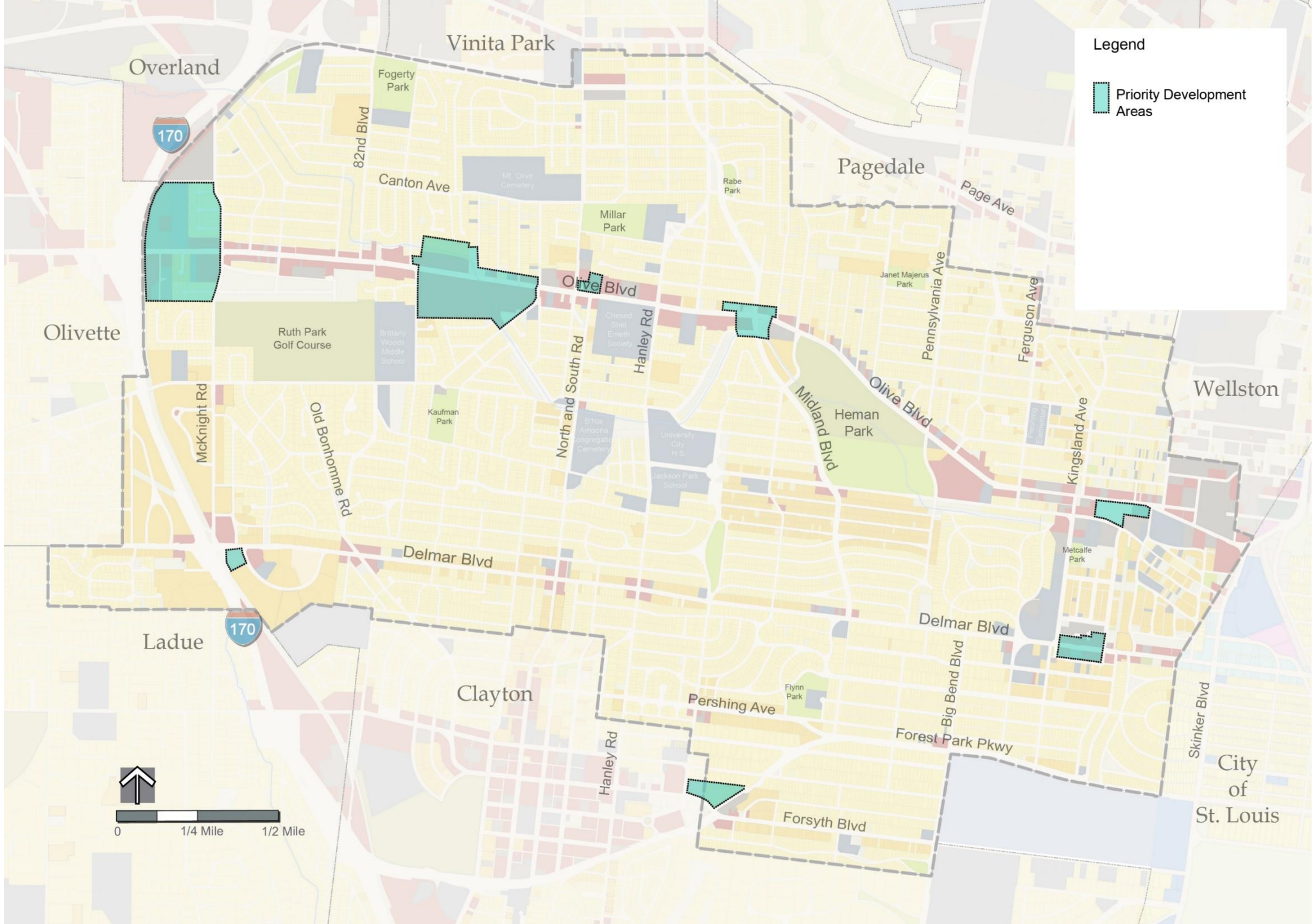


Proposed Gateways



PRIORITY DEVELOPMENT AREAS

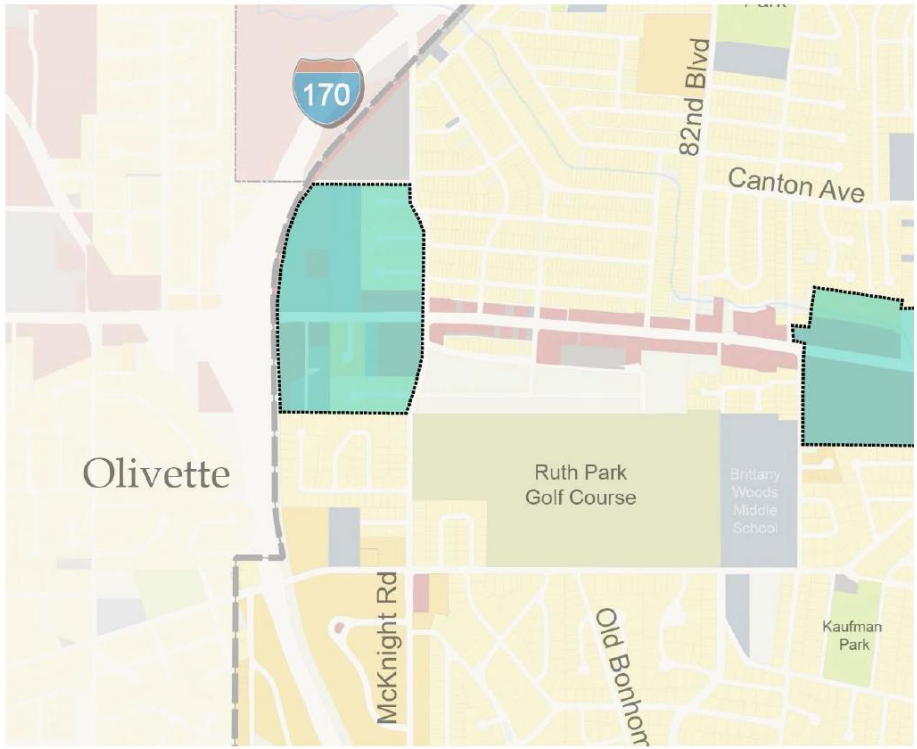
- **Areas of focus**
 - Existing development proposals.
 - Other priority areas.



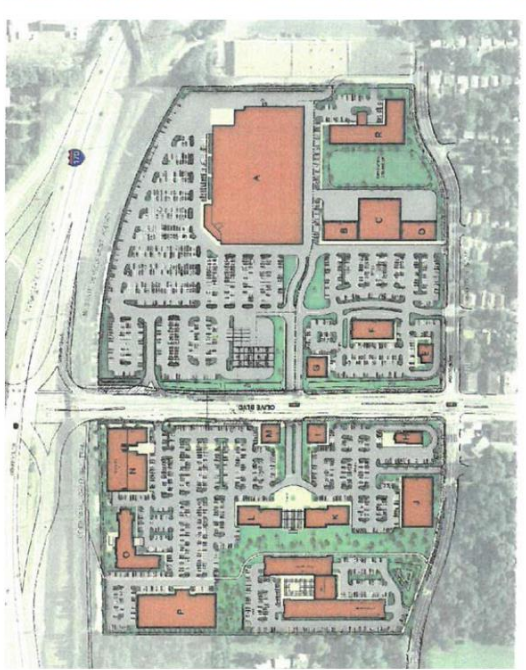
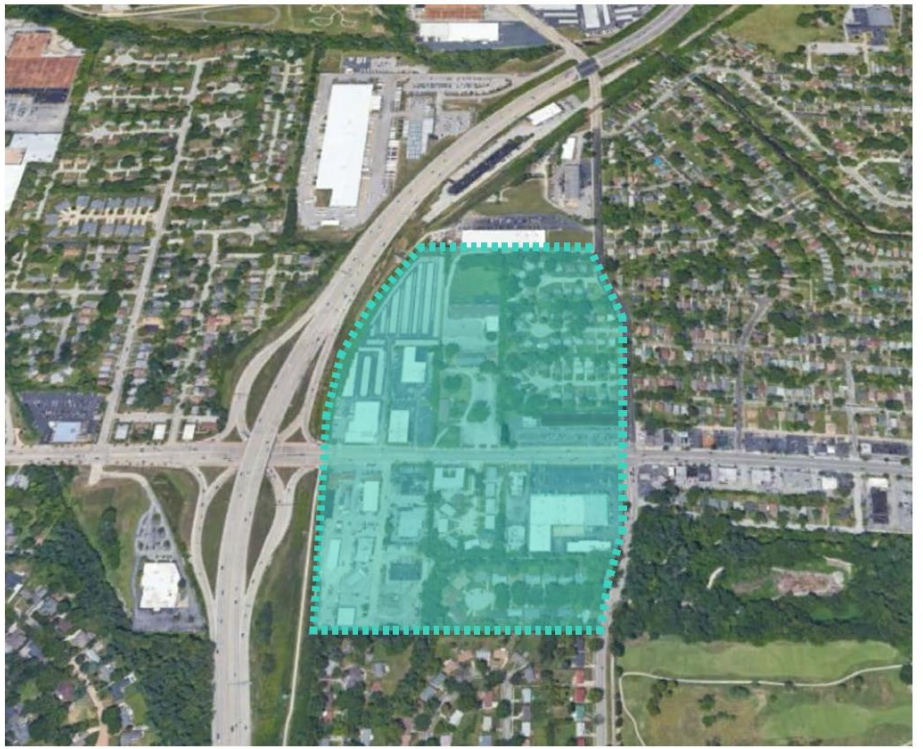
Legend

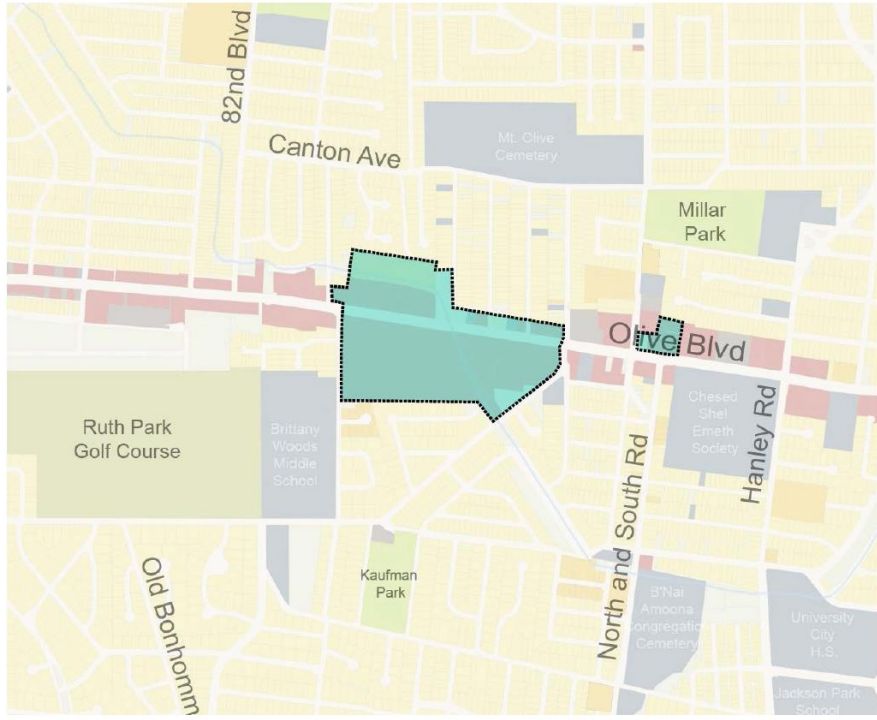
- Priority Development Areas

0 1/4 Mile 1/2 Mile

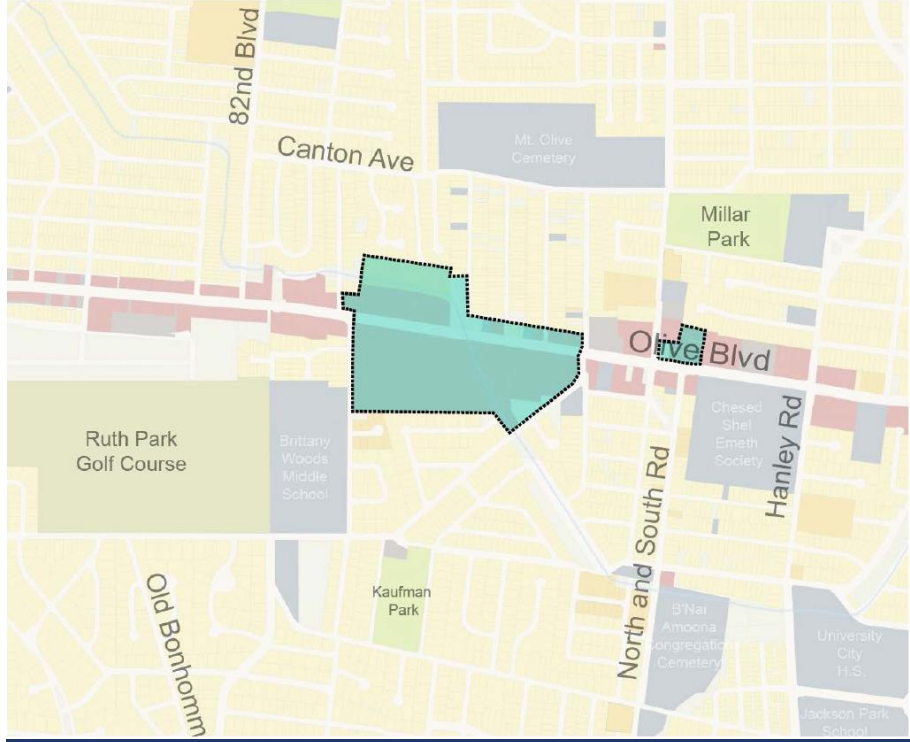


Olive and I170 Interchange

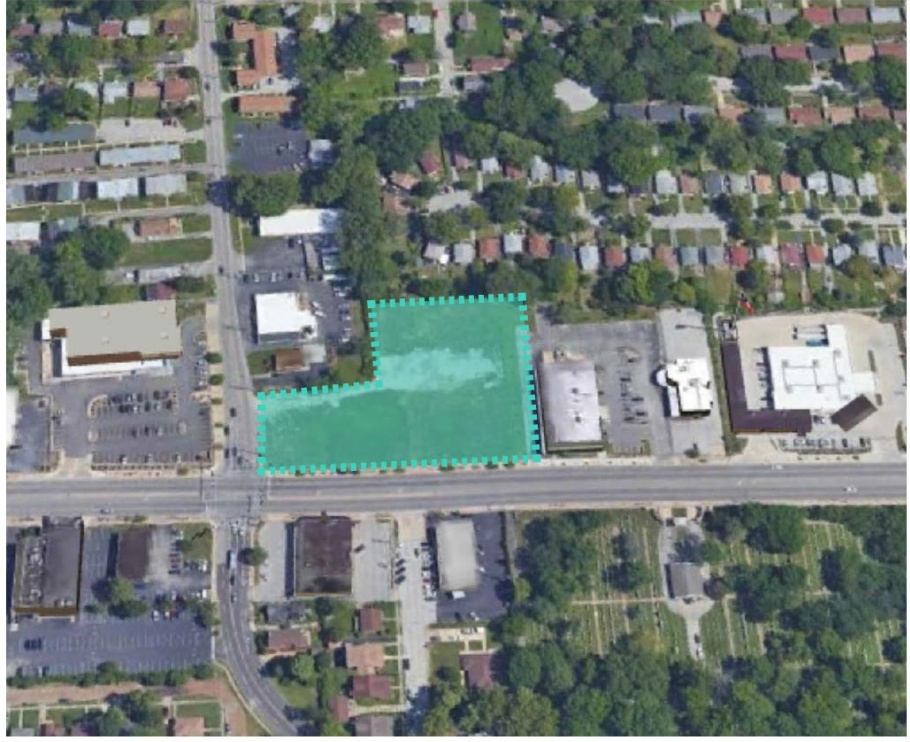


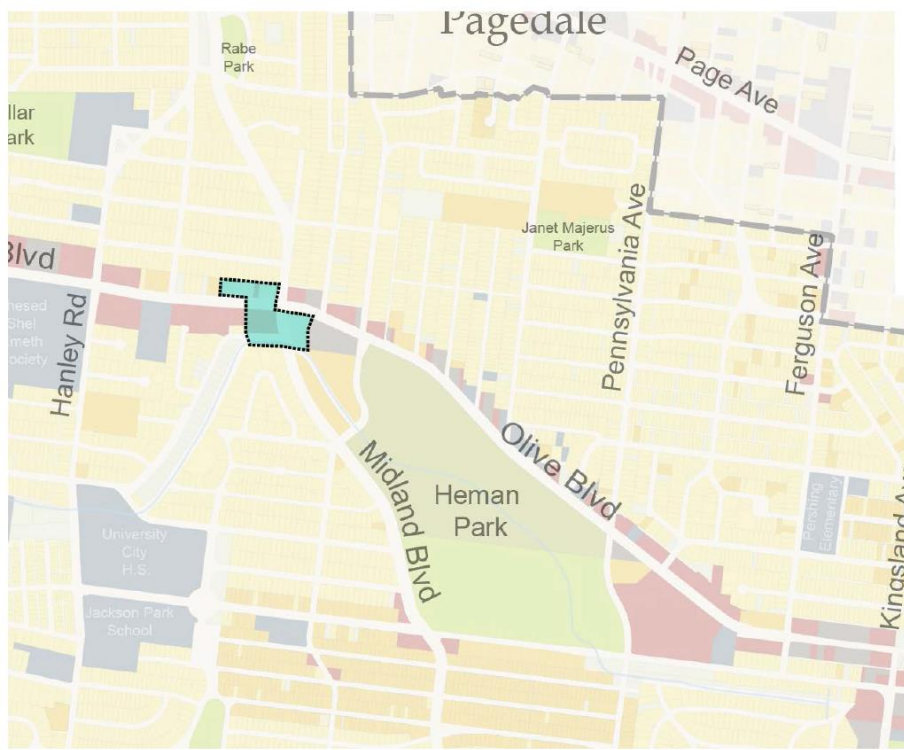


River Des Peres and Olive



North & South and Olive





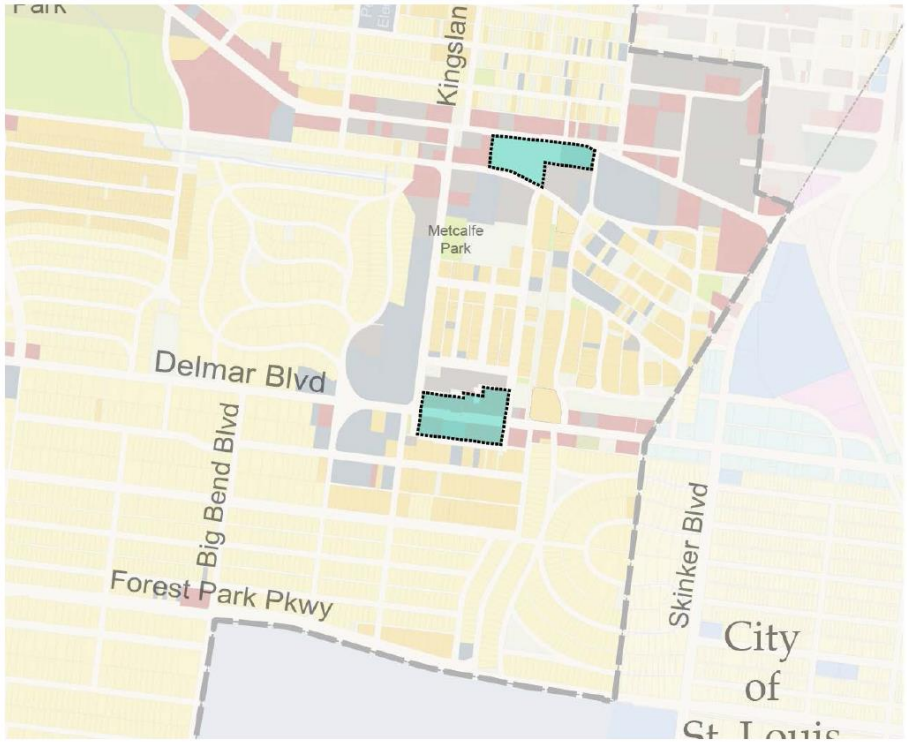
Midland and Olive



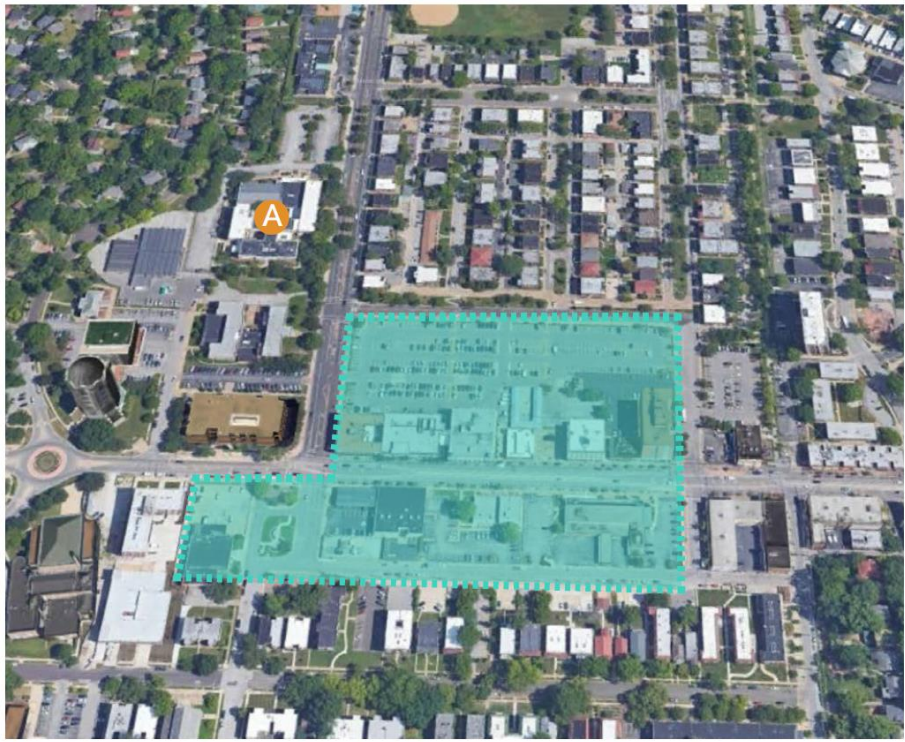


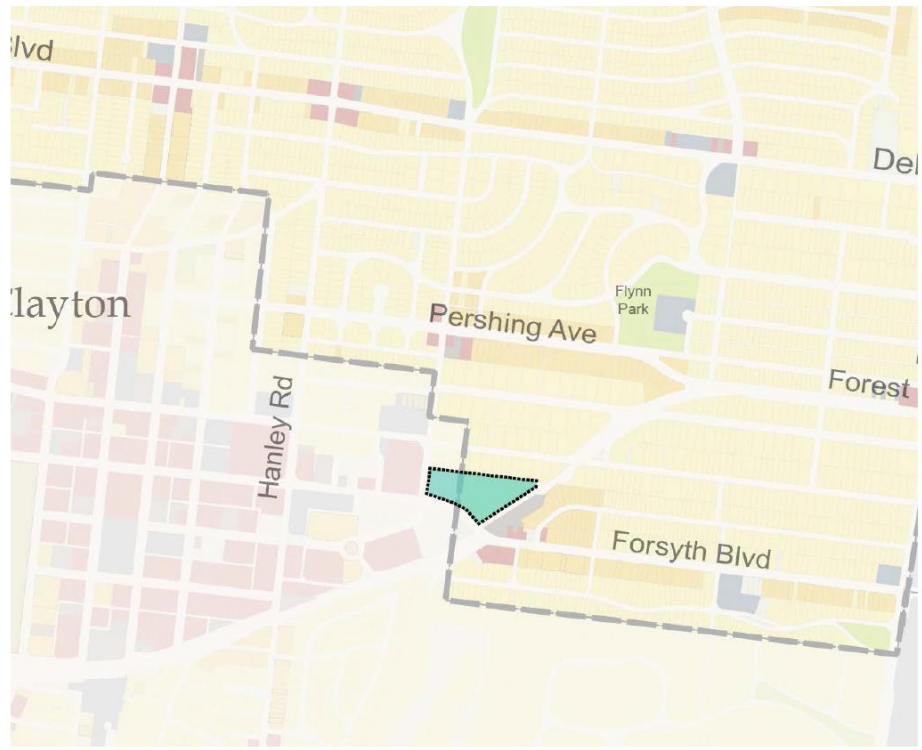
East Olive





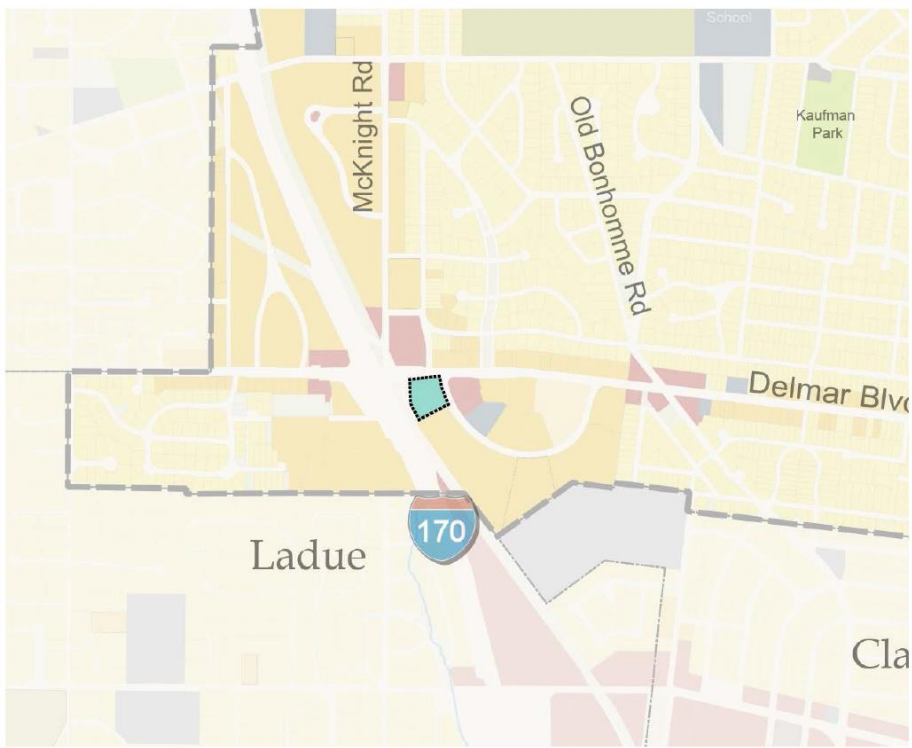
West Loop



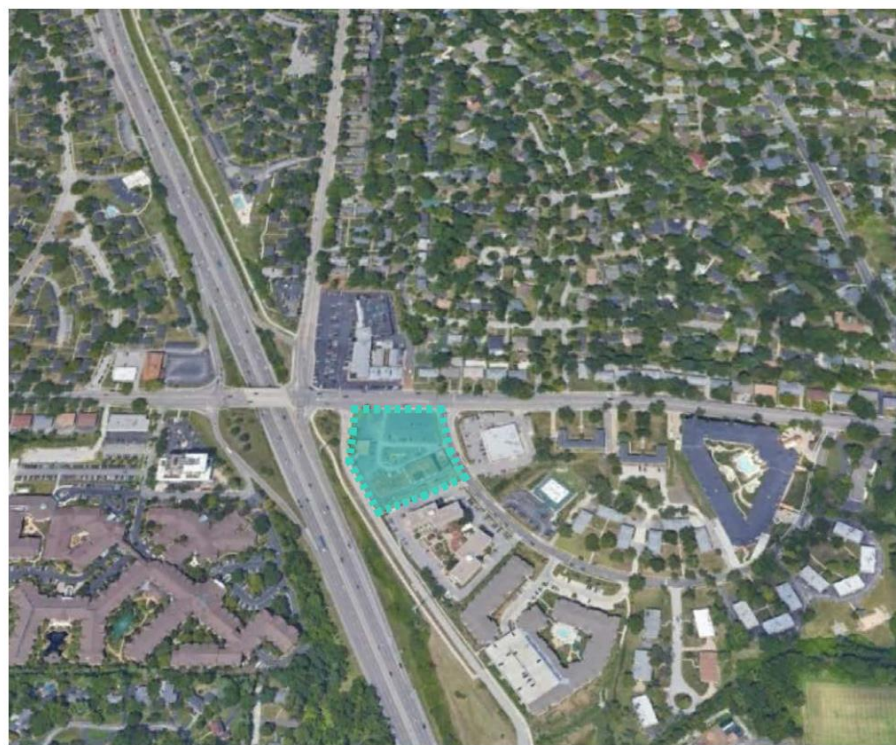


Forsyth and Forest Park Parkway





Delcrest Plaza



Discussion / Questions

Overall, do you think Districts are a good approach for Olive and city-wide?
Which Option do you prefer?

What do you think of a potential road diet on Olive that would help spur place-making with traffic calming, safer pedestrian crossings, and provide opportunities for streetscape enhancements?
(Knowing that additional study will be required)?

What do you think of the potential to use flood mitigation improvements to spur redevelopment and new investments (similar to Brentwood example)? (Knowing that additional study will be required)?

Are there other priority development areas that should be included?

Upcoming Schedule

- Task Force Meeting #4: *(Tentative)* August 20th or 27th ??
- Additional Task Force Listening Session (TBD)
- Community Open House: September (TBD)

Thank You!

