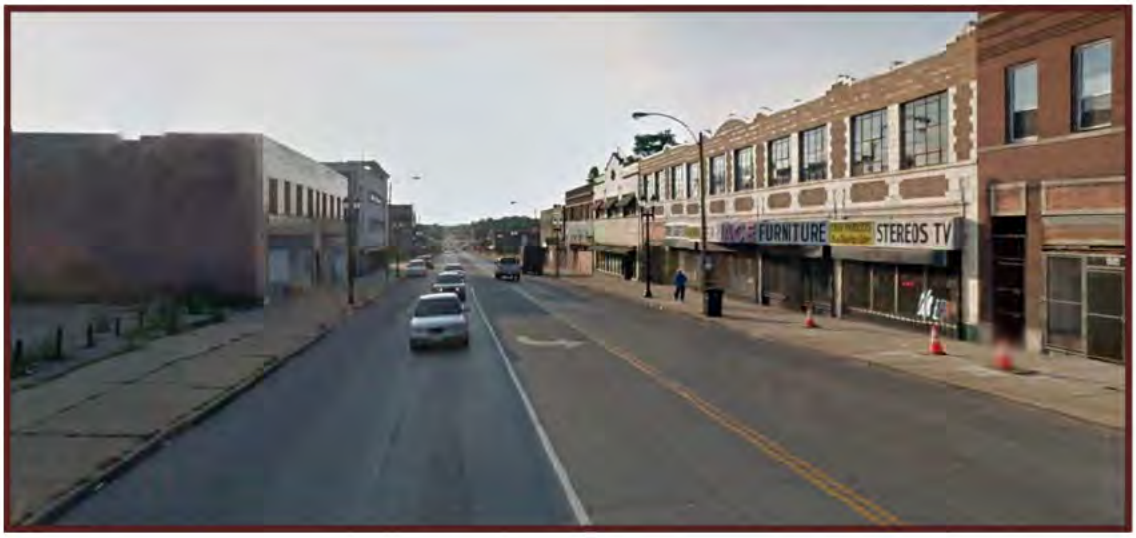
Saint Louis
Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD



MLK Drive

strategic planning report

September 2016

appendices

APPENDIX A

MAPS

Dr. Martin Luther King Drive
St. Louis City, Missouri
0
500
Feet
N

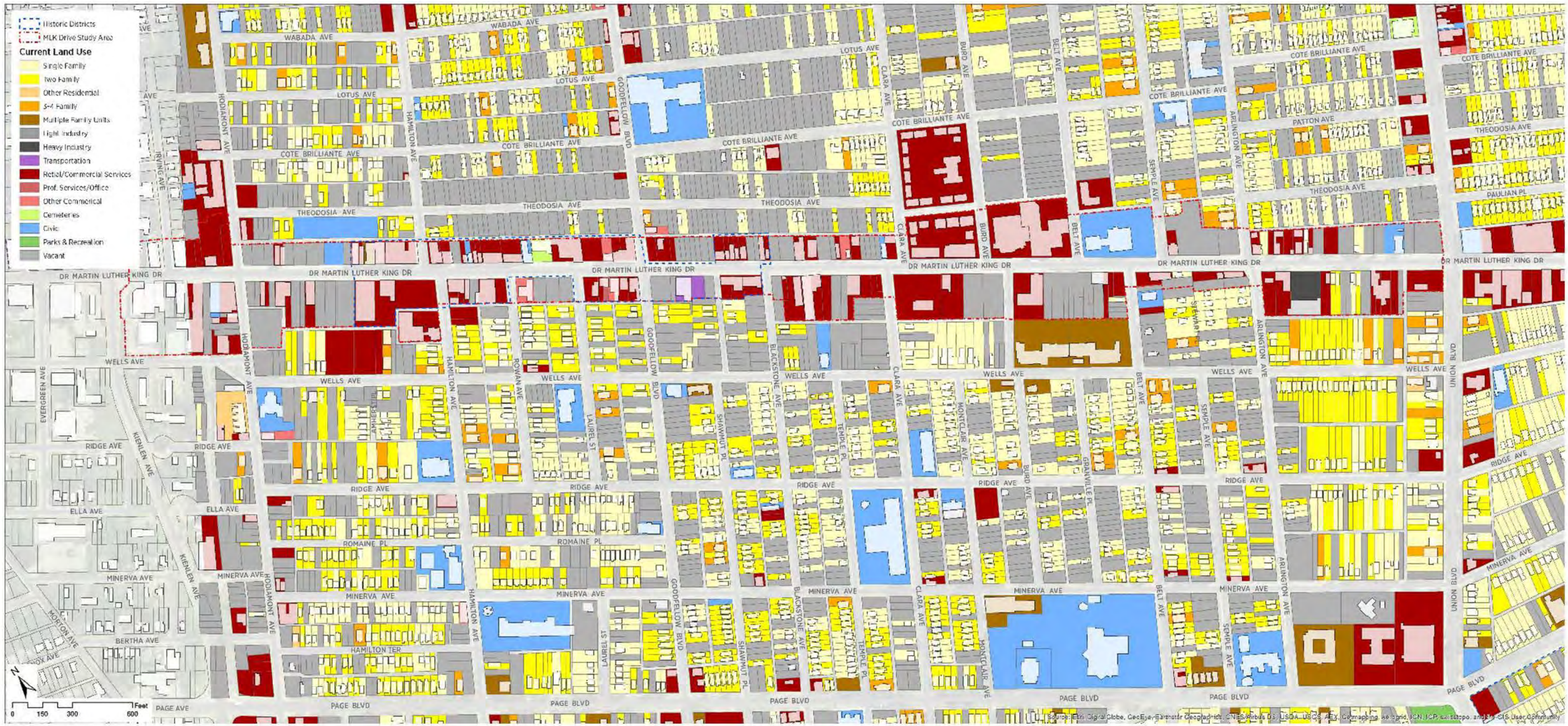
Dr. Martin Luther King Drive

St. Louis City, Missouri

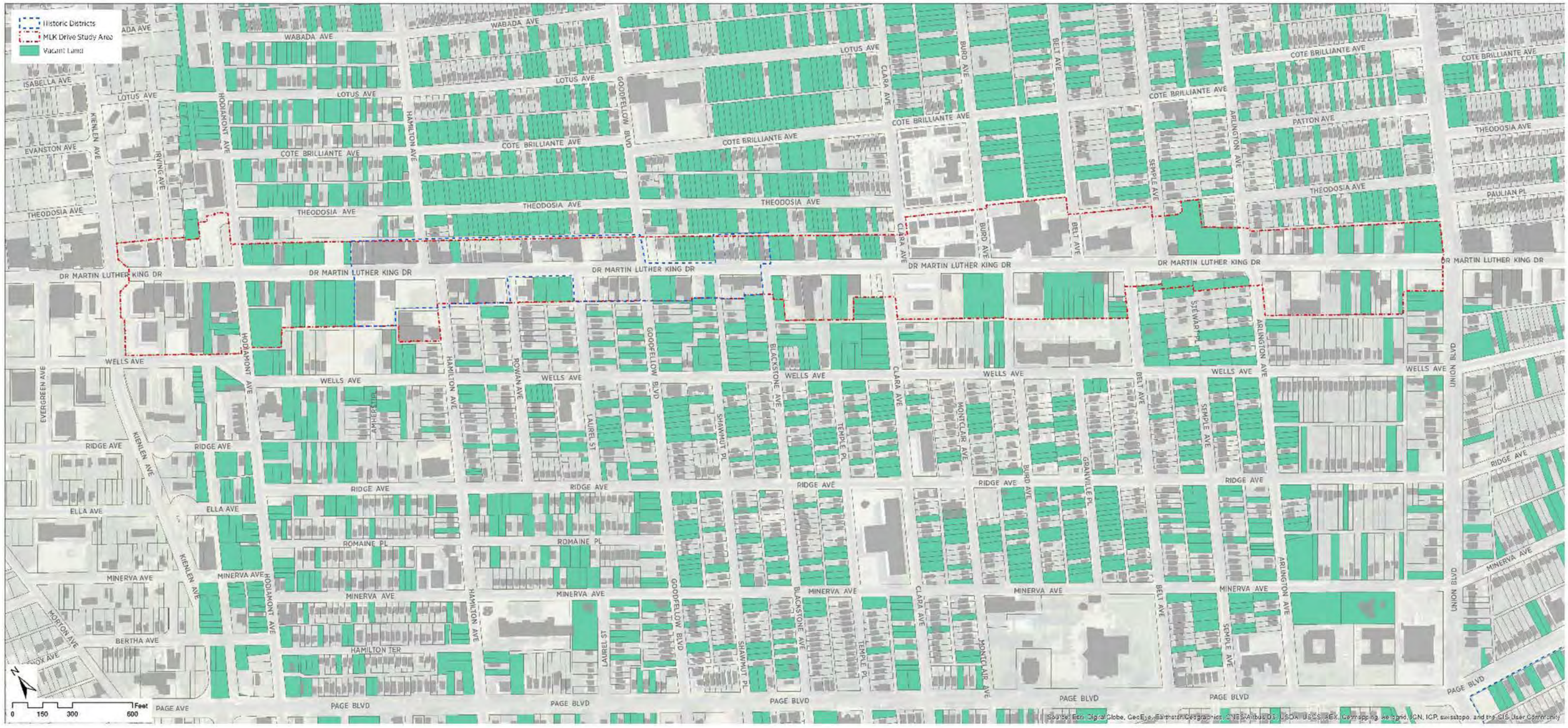
0 500

Feet

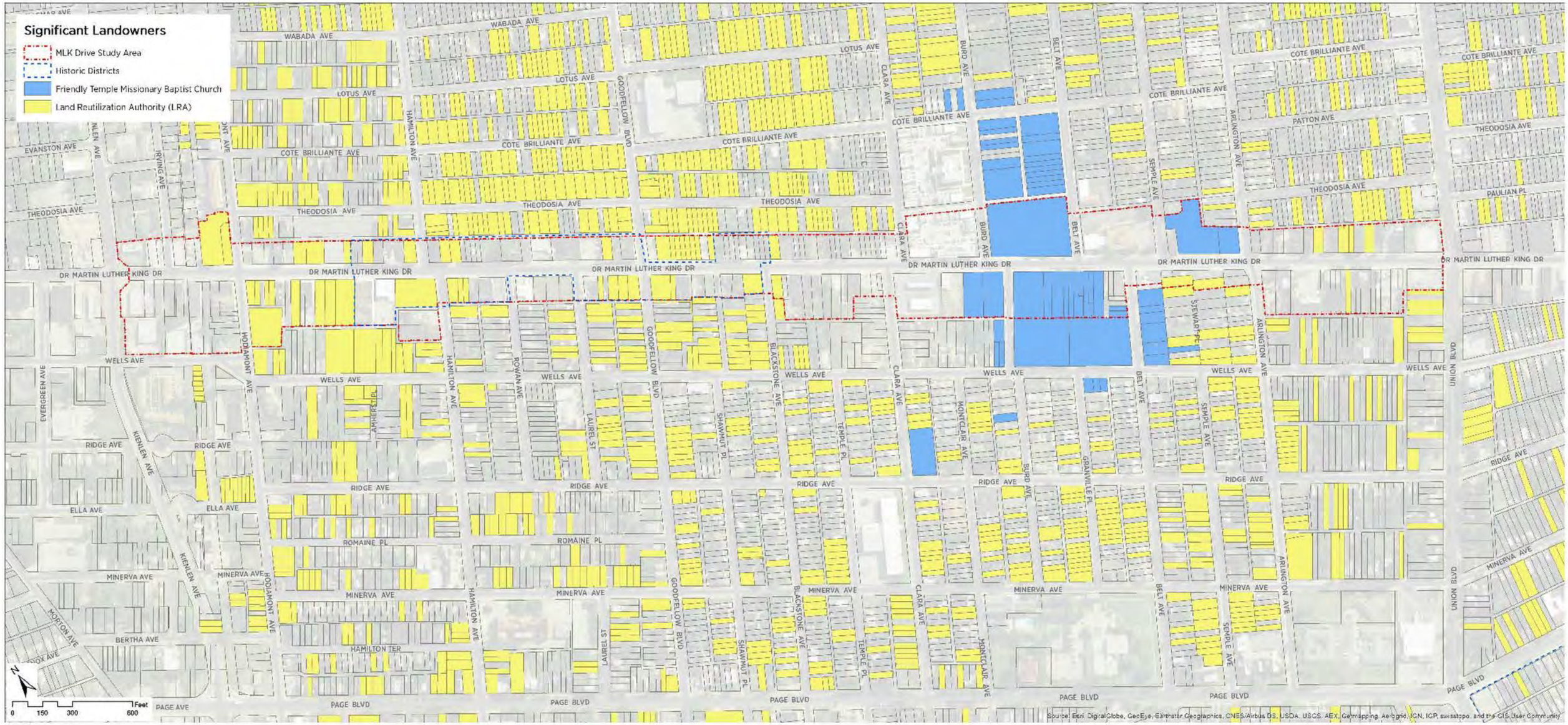
EAST-WEST GATEWAY
Council of Governments


Historic Districts
MLK Drive Study Area
Current Land Use
Single Family
Two Family
Other Residential
3-4 Family
Multiple Family Units
Light Industry
Heavy Industry
Transportation
Retail/Commercial Services
Prof. Services/Office
Other Commerical
Cemeteries
Civic
Parks & Recreation
Vacant
WABADA AVE
LOTUS AVE
COTE BRILLIANTE AVE
THEODOSIA AVE
PATTON AVE
PAULIAN PL
DR MARTIN LUTHER KING DR
WELLS AVE
RIDGE AVE
ELLA AVE
ROMAINE PL
MINERVA AVE
BERTHA AVE
HAMILTON TER
PAGE BLVD
PAGE AVE
HODIAMONT AVE
IRVING AVE
HAMILTON AVE
GOODFELLOW BLVD
CLARA AVE
BURD AVE
BELT AVE
SEMPLE AVE
ARLINGTON AVE
UNION BLVD
EVERGREEN AVE
KIENLEN AVE
MORTON AVE
ROWAN AVE
LAURELL PL
LAUREL ST
BLACKSTONE AVE
SHAWMUT PL
TEMPLE PL
MONTCLAIR AVE
GRANVILLE PL
STEWART
0 150 300 600 Feet

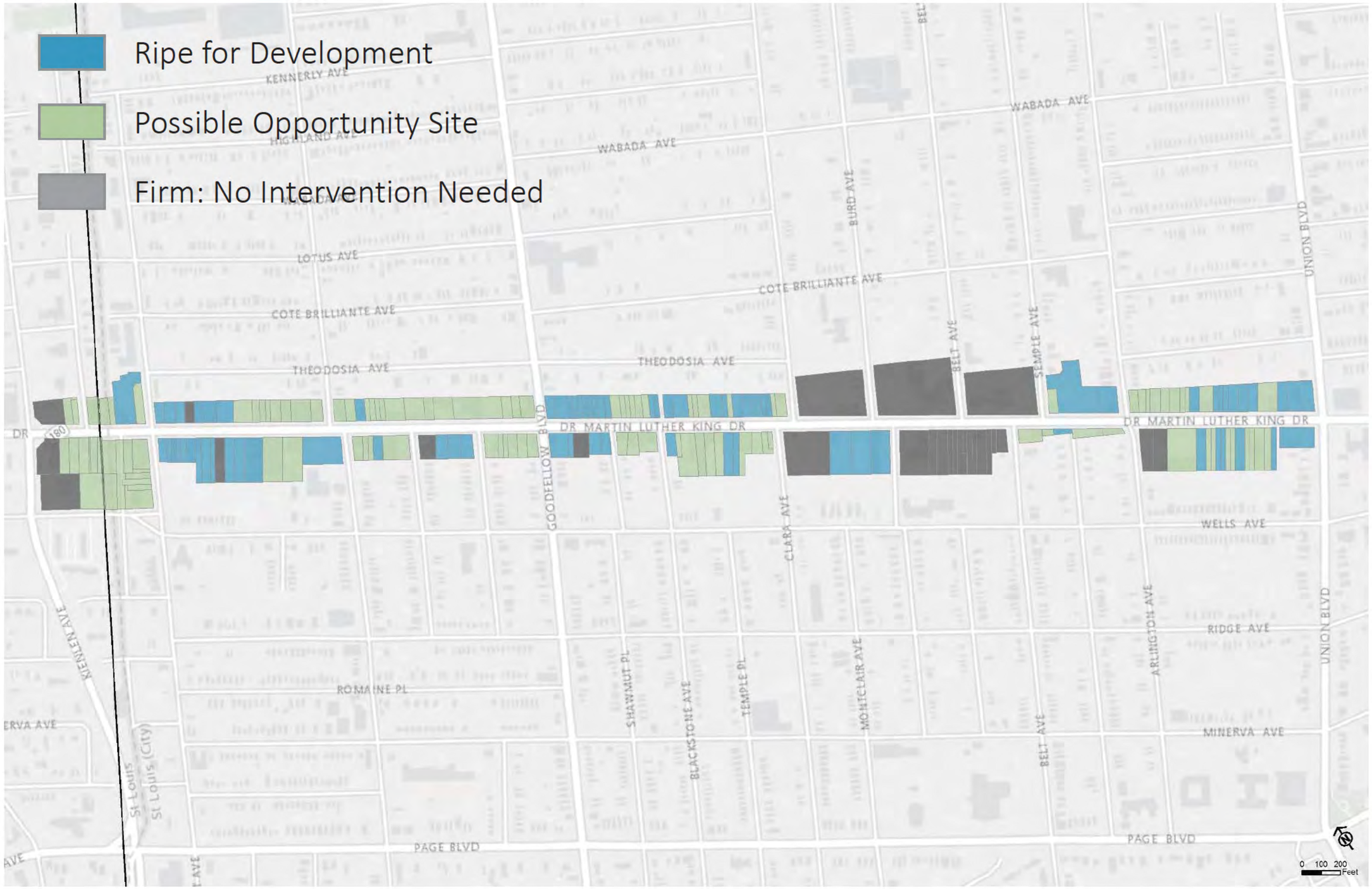
Land Use


Historic Districts
MLK Drive Study Area
Vacant Land
WABADA AVE
LOTUS AVE
ISABELLA AVE
EVANSTON AVE
THEODOSIA AVE
COTE BRILLIANTE AVE
PATTON AVE
PAULIAN PL
DR MARTIN LUTHER KING DR
WELLS AVE
RIDGE AVE
ELLA AVE
ROMAINE PL
MINERVA AVE
BERTHA AVE
HAMILTON TER
PAGE BLVD
PAGE AVE
KIENLEN AVE
IRVING AVE
HODIAMONT AVE
HAMILTON AVE
ROWAN AVE
GOODFELLOW BLVD
LAUREL ST
BLACKSTONE AVE
SHAWMUT PL
TEMPLE PL
CLARA AVE
BURD AVE
BELT AVE
MONTCLAIR AVE
GRANVILLE PL
SEMPLE AVE
ARLINGTON AVE
STEWART PL
UNION BLVD
EVERGREEN AVE
MORTON AVE
FOX AVE
APPERSON
N
0 150 300 600 Feet

Open Land



Significant Land Owners


Ripe for Development
Possible Opportunity Site
Firm: No Intervention Needed
KENNERLY AVE
HIGHLAND AVE
WABADA AVE
WABADA AVE
BURD AVE
UNION BLVD
LOTUS AVE
COTE BRILLIANTE AVE
COTE BRILLIANTE AVE
THEODOSIA AVE
THEODOSIA AVE
BELT AVE
SEMPLE AVE
DR MARTIN LUTHER KING DR
DR MARTIN LUTHER KING DR
GOODFELLOW BLVD
CLARA AVE
WELLS AVE
RIDGE AVE
ARLINGTON AVE
UNION BLVD
KIENLEN AVE
ROMAINE PL
SHAWMUT PL
BLACKSTONE AVE
TEMPLE PL
MONTCLAIR AVE
BELT AVE
MINERVA AVE
St Louis
St Louis (City)
PAGE BLVD
PAGE BLVD
0 100 200
Feet

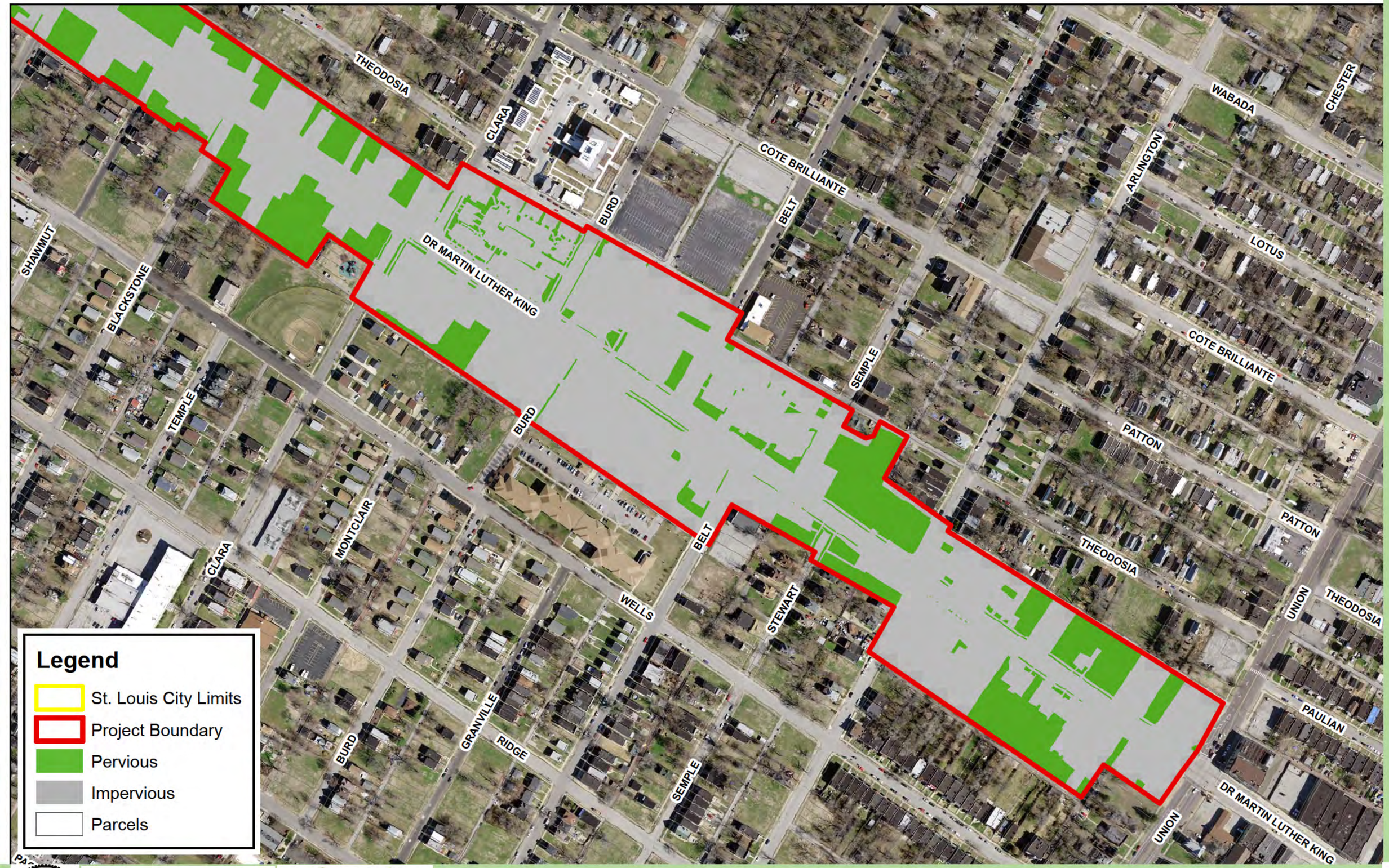
Pervious vs Impervious

CITY OF ST. LOUIS PLANNING & URBAN DESIGN AGENCY

Saint Louis Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD

Dr. Martin Luther King Drive Great Street

Pervious vs Impervious



CITY OF ST. LOUIS PLANNING & URBAN DESIGN AGENCY

Saint Louis Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD

Dr. Martin Luther King Drive Great Street

Transportation Map - Sheet 1

Functional Classifications

- = Local Road
- = Major Collector
- = Minor Arterial
- = Principal Arterial

Kienlen Ave

Irving Ave

Hodiamont Ave

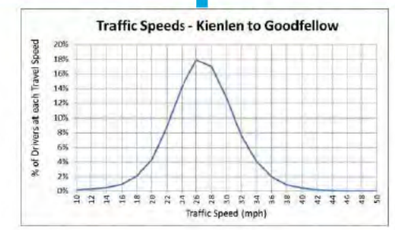
Dr. Martin Luther King Drive

- 11 Crashes
- 5 with Injuries

- 9 Crashes
- 2 with Injuries
- 1 Pedestrian Crash

Posted Speed: 30 mph
Average Speed: 28 mph
85% Speed: 32 mph

10,500 (11,300) [9,350]



Traffic Volumes Legend

X,XXX = AADT (Annual Average Daily Traffic)
(X,XXX) = AADT Saturday
[X,XXX] = AADT Sunday

Bike Lane Types

- = Bike Lane
- = Shared Traffic Lane
- = Shared Lane Marking
- = Wide Outside Lane

2012-2015 Crashes Involving Injuries

Vehicles
- = 1-10 Crashes
- = 11-20 Crashes
- = 21-30 Crashes

Pedestrians
- = 1 Crash
- = 2 Crash

Bicycles
- = 1 Crash

General Legend

- = Traffic Signal
- = All-Way Stop
- = Side-Street Stop Control
- = Metrobus Bus Stop
- XX = Metrobus Bus Route No.
- = Edge of Pavement
- = Sidewalk
- = Crosswalk
- XX = Pavement Width

16/30 · 16/30 · 32 · 16/30/32 · 16/30/32 · 16/30/32 · 16/30/32 · 16/30/32

57' · 60' · 60' · 60' · 50' · 50' · 50' · 36' · 36'

Wells Ave

16 CITY LIMITS

#32 M. L. King - Chouteau
Effective Date: March 14, 2016

#30 Soulard
Effective Date: March 14, 2016

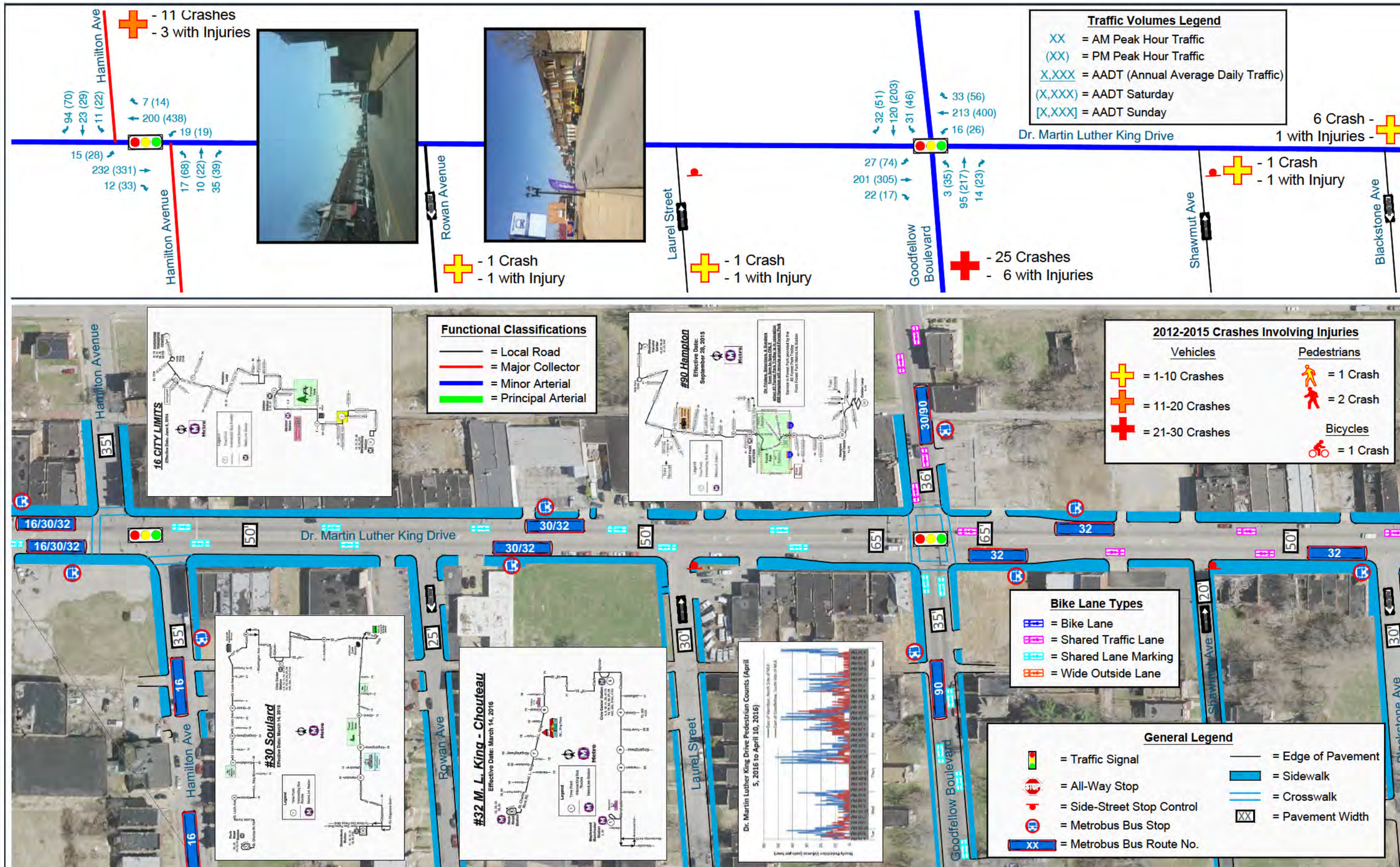
Rev: 04/11/16

CITY OF SAINT LOUIS MISSOURI

Saint Louis Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD

Dr. Martin Luther King Drive Great Streets

Transportation Map - Sheet 2



Rev: 04/11/16

CITY OF SAINT LOUIS MISSOURI

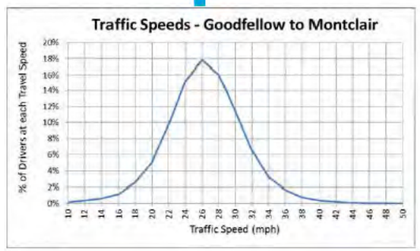
Saint Louis Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD

Dr. Martin Luther King Drive Great Streets

Transportation Map - Sheet 3

Posted Speed: 30 mph
Average Speed: 27 mph
85% Speed: 32 mph

9,500 (10,600) [8,900]



Clara Ave

- 6 Crashes
- 2 with Injuries
- 1 Fatality

- 2 Pedestrian Crashes

Clara Ave

5 Crashes -
3 with Injuries -

1 Pedestrian Crash -

Burd Ave

Burd Ave

Belt Ave

- 8 Crashes
- 2 with Injuries

Belt Ave

Traffic Volumes Legend

X,XXX = AADT (Annual Average Daily Traffic)
(X,XXX) = AADT Saturday
[X,XXX] = AADT Sunday

Functional Classifications

= Local Road
= Major Collector
= Minor Arterial
= Principal Arterial

2012-2015 Crashes Involving Injuries

Vehicles
= 1-10 Crashes
= 11-20 Crashes
= 21-30 Crashes

Pedestrians
= 1 Crash
= 2 Crash

Bicycles
= 1 Crash

Bike Lane Types

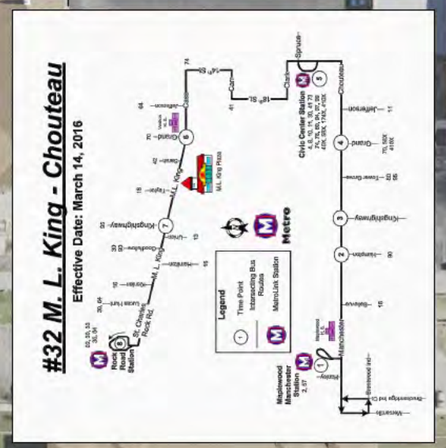
= Bike Lane
= Shared Traffic Lane
= Shared Lane Marking
= Wide Outside Lane

General Legend

= Traffic Signal
= All-Way Stop
= Side-Street Stop Control
= Metrobus Bus Stop
= Metrobus Bus Route No.
= Edge of Pavement
= Sidewalk
= Crosswalk
= Pavement Width

Clara Ave
Burd Ave
Belt Ave
Theodosia Ave
Dr. Martin Luther King Drive
Union Boulevard

32 50' 32 32 50' 32 50' 32 55
30' 30' 36' 36'



Rev: 04/11/16

CITY OF SAINT LOUIS MISSOURI

Saint Louis Great Streets INITIATIVE
LEARN · SHARE · PLAN · BUILD

Dr. Martin Luther King Drive Great Streets

Transportation Map - Sheet 4

Sample Ave

- 6 Crashes
- 3 with Parked Cars

Arlington Ave

Traffic Volumes Legend

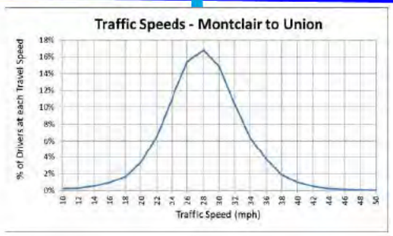
X,XXX = AADT (Annual Average Daily Traffic)
(X,XXX) = AADT Saturday
[X,XXX] = AADT Sunday

- 11 Crashes
- 3 with Injuries

Posted Speed: 30 mph
Average Speed: 29 mph
85% Speed: 34 mph

10,000 (10,900) [9,000]

Dr. Martin Luther King Drive

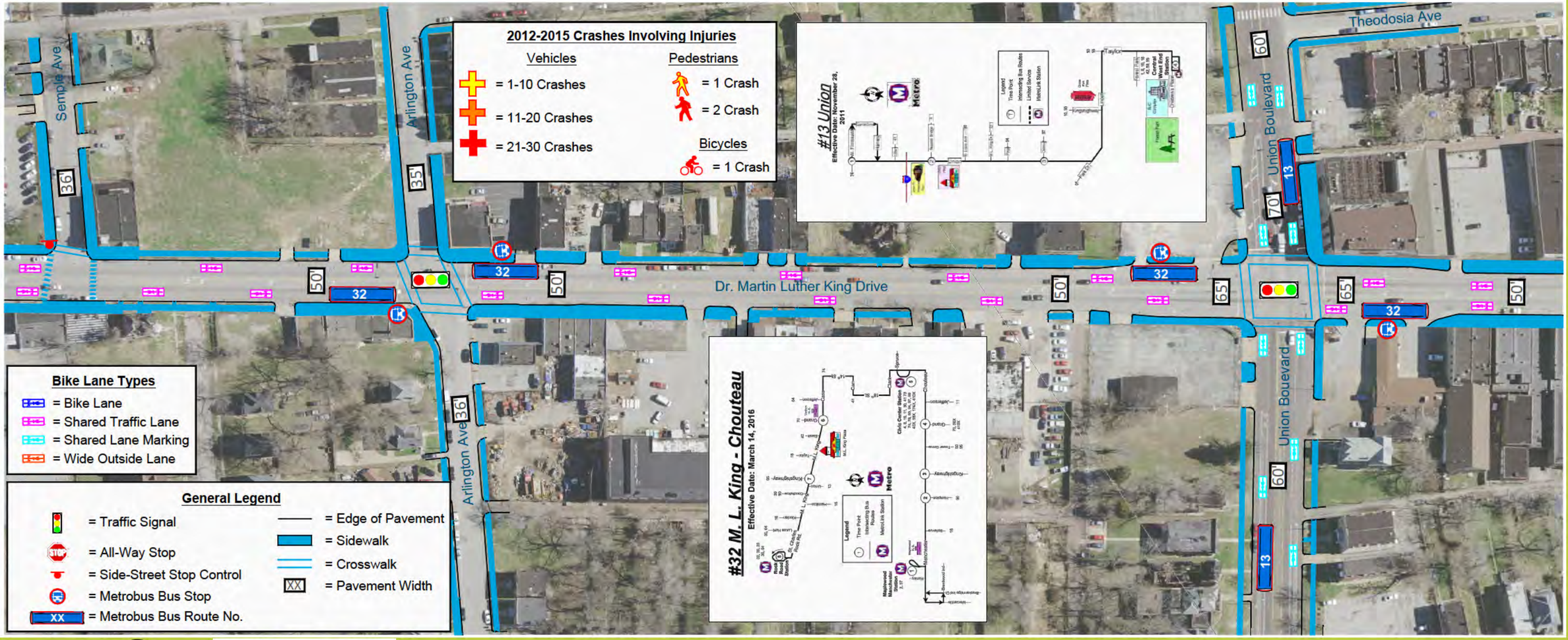


Union Boulevard

Functional Classifications

= Local Road
= Major Collector
= Minor Arterial
= Principal Arterial

- 12 Crashes
- 4 with Injuries
- 1 Bicycle Crash



Rev: 04/11/16

CITY OF SAINT LOUIS MISSOURI

Saint Louis Great Streets INITIATIVE
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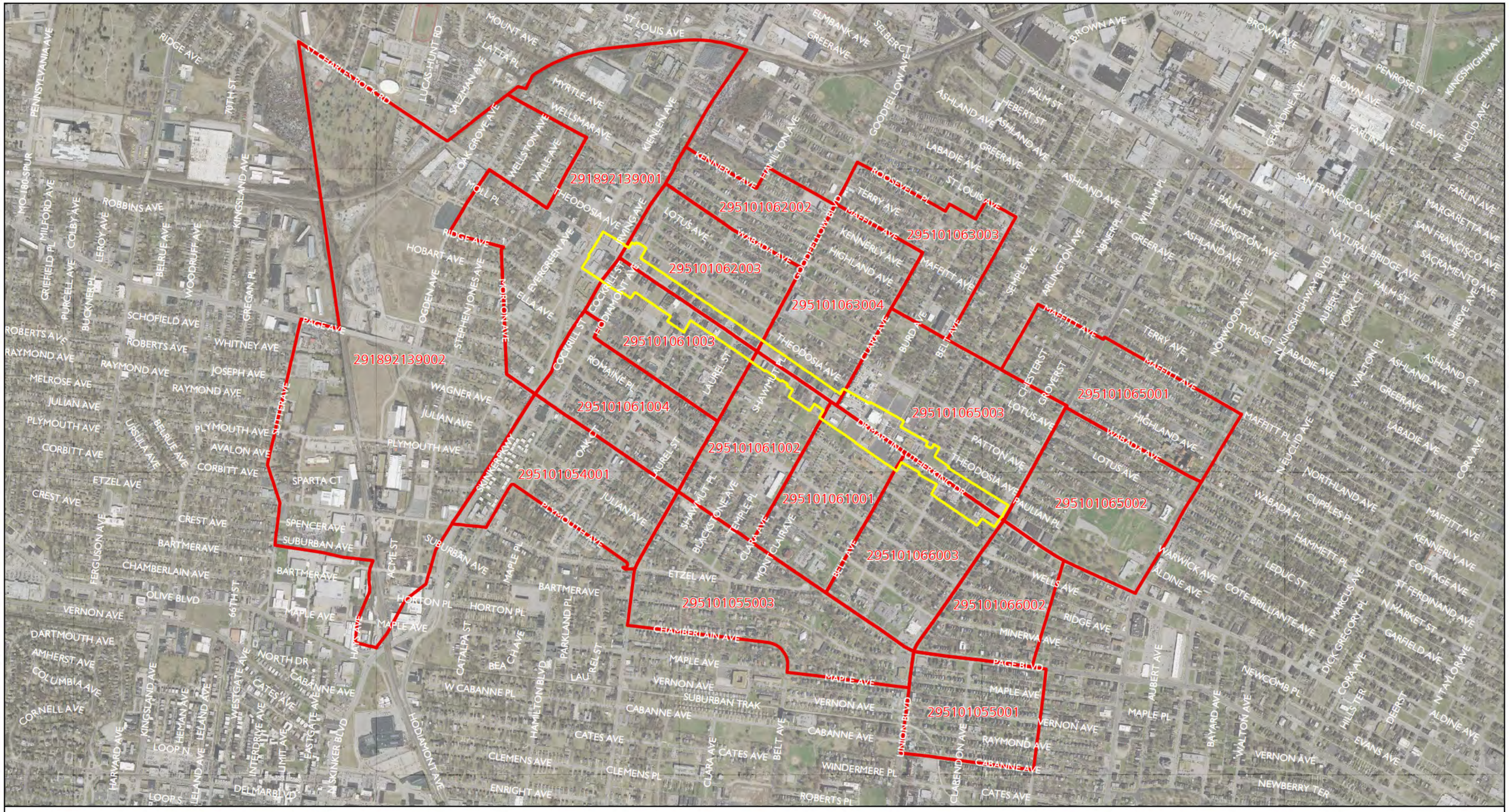
Dr. Martin Luther King Drive Great Streets

Sketch Plan

APPENDIX B

DEMOGRAPHIC DATA



Dr. Martin Luther King Drive Great Streets Project Location

February 2016

LEGEND

Great Streets Project Location

Selected Block Group Boundary

0 500 1,000

Feet

Source: US Census Bureau (2010);
East-West Gateway Council of Governments

EAST-WEST GATEWAY
Council of Governments

MLK Census Data

Table 1: Age					
Block Group	TOTAL	UNDER 18	OVER 65	UNDER 18 PERCENT	OVER 65 PERCENT
291892139001	761	389	30	51.1%	3.9%
291892139002	1,104	459	97	41.6%	8.8%
295101054001	1,208	418	124	34.6%	10.3%
295101055001	725	242	83	33.4%	11.4%
295101055003	1,038	205	111	19.7%	10.7%
295101061001	517	67	126	13.0%	24.4%
295101061002	562	244	36	43.4%	6.4%
295101061003	326	55	51	16.9%	15.6%
295101061004	327	65	99	19.9%	30.3%
295101062002	506	206	57	40.7%	11.3%
295101062003	789	268	93	34.0%	11.8%
295101063003	470	95	88	20.2%	18.7%
295101063004	344	79	65	23.0%	18.9%
295101065001	1,348	294	419	21.8%	31.1%
295101065002	684	116	60	17.0%	8.8%
295101065003	853	240	60	28.1%	7.0%
295101066002	835	300	42	35.9%	5.0%
295101066003	782	130	151	16.6%	19.3%
Total	13,179	3,872	1,792	29.4%	13.6%

Source: 5 year ACS 2014 Table B01001

Table 2A: Race and Ethnicity						
Block Group	Total	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Asian	Non-Hispanic Other	Hispanic
291892139001	761	11	739	0	4	7
291892139002	1,104	10	1,094	0	0	0
295101054001	1,208	49	868	0	52	239
295101055001	725	0	714	0	11	0
295101055003	1,038	55	983	0	0	0
295101061001	517	0	488	0	29	0
295101061002	562	0	562	0	0	0
295101061003	326	0	326	0	0	0
295101061004	327	1	325	0	0	1
295101062002	506	0	506	0	0	0
295101062003	789	8	772	0	9	0
295101063003	470	5	461	4	0	0
295101063004	344	0	334	0	6	4
295101065001	1,348	96	1,252	0	0	0
295101065002	684	6	671	0	0	7
295101065003	853	0	853	0	0	0
295101066002	835	0	824	0	11	0
295101066003	782	14	768	0	0	0
Total	13,179	255	12,540	4	122	258

Source: 5 Year ACS 2014 Table B03002

MLK Census Data

Table 2B: Race and Ethnicity, Percents						
Block Group	Total	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Asian	Non-Hispanic Other	Hispanic
291892139001	100.0%	1.4%	97.1%	0.0%	0.5%	0.9%
291892139002	100.0%	0.9%	99.1%	0.0%	0.0%	0.0%
295101054001	100.0%	4.1%	71.9%	0.0%	4.3%	19.8%
295101055001	100.0%	0.0%	98.5%	0.0%	1.5%	0.0%
295101055003	100.0%	5.3%	94.7%	0.0%	0.0%	0.0%
295101061001	100.0%	0.0%	94.4%	0.0%	5.6%	0.0%
295101061002	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
295101061003	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
295101061004	100.0%	0.3%	99.4%	0.0%	0.0%	0.3%
295101062002	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
295101062003	100.0%	1.0%	97.8%	0.0%	1.1%	0.0%
295101063003	100.0%	1.1%	98.1%	0.9%	0.0%	0.0%
295101063004	100.0%	0.0%	97.1%	0.0%	1.7%	1.2%
295101065001	100.0%	7.1%	92.9%	0.0%	0.0%	0.0%
295101065002	100.0%	0.9%	98.1%	0.0%	0.0%	1.0%
295101065003	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
295101066002	100.0%	0.0%	98.7%	0.0%	1.3%	0.0%
295101066003	100.0%	1.8%	98.2%	0.0%	0.0%	0.0%
Total	100.0%	1.9%	95.2%	0.0%	0.9%	2.0%

Source: 5 Year ACS 2014 Table B03002

Table 3: Household Characteristics					
Block Group	House-holds	Family House-holds	Percent Family House-holds	Zero Vehicle	Percent Zero Vehicle
291892139001	239	175	73.2%	87	36.4%
291892139002	356	209	58.7%	126	35.4%
295101054001	404	246	60.9%	180	44.6%
295101055001	185	146	78.9%	36	19.5%
295101055003	329	250	76.0%	43	13.1%
295101061001	284	103	36.3%	153	53.9%
295101061002	185	110	59.5%	99	53.5%
295101061003	152	73	48.0%	78	51.3%
295101061004	150	78	52.0%	58	38.7%
295101062002	186	116	62.4%	45	24.2%
295101062003	220	136	61.8%	86	39.1%
295101063003	155	97	62.6%	42	27.1%
295101063004	144	62	43.1%	17	11.8%
295101065001	446	235	52.7%	234	52.5%
295101065002	276	140	50.7%	79	28.6%
295101065003	323	208	64.4%	53	16.4%
295101066002	205	164	80.0%	92	44.9%
295101066003	332	150	45.2%	151	45.5%
Total	4,571	2,698	59.0%	1,659	36.3%

Source: 5 year ACS 2014 Tables B11001 and B25044

MLK Census Data

Table 4A: Household Size							
Block Group	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7+Person
291892139001	64	50	50	14	21	22	18
291892139002	130	40	67	41	29	10	39
295101054001	141	91	49	42	62	2	17
295101055001	28	63	31	0	16	47	0
295101055003	79	116	54	61	0	0	19
295101061001	181	30	52	21	0	0	0
295101061002	69	14	43	23	36	0	0
295101061003	79	27	35	11	0	0	0
295101061004	72	54	5	8	0	7	4
295101062002	70	32	37	24	9	0	14
295101062003	66	33	23	75	9	14	0
295101063003	40	55	32	16	0	0	12
295101063004	82	22	0	34	0	6	0
295101065001	204	94	60	67	21	0	0
295101065002	99	111	43	23	0	0	0
295101065003	109	98	43	39	25	9	0
295101066002	41	53	13	37	30	13	18
295101066003	144	91	72	15	0	0	10
Total	1,698	1,074	709	551	258	130	151

Source: 5 year ACS 2014 Table B11016

Table 4B: Household Size, Percents

Block Group	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7+Person
291892139001	26.8%	20.9%	20.9%	5.9%	8.8%	9.2%	7.5%
291892139002	36.5%	11.2%	18.8%	11.5%	8.1%	2.8%	11.0%
295101054001	34.9%	22.5%	12.1%	10.4%	15.3%	0.5%	4.2%
295101055001	15.1%	34.1%	16.8%	0.0%	8.6%	25.4%	0.0%
295101055003	24.0%	35.3%	16.4%	18.5%	0.0%	0.0%	5.8%
295101061001	63.7%	10.6%	18.3%	7.4%	0.0%	0.0%	0.0%
295101061002	37.3%	7.6%	23.2%	12.4%	19.5%	0.0%	0.0%
295101061003	52.0%	17.8%	23.0%	7.2%	0.0%	0.0%	0.0%
295101061004	48.0%	36.0%	3.3%	5.3%	0.0%	4.7%	2.7%
295101062002	37.6%	17.2%	19.9%	12.9%	4.8%	0.0%	7.5%
295101062003	30.0%	15.0%	10.5%	34.1%	4.1%	6.4%	0.0%
295101063003	25.8%	35.5%	20.6%	10.3%	0.0%	0.0%	7.7%
295101063004	56.9%	15.3%	0.0%	23.6%	0.0%	4.2%	0.0%
295101065001	45.7%	21.1%	13.5%	15.0%	4.7%	0.0%	0.0%
295101065002	35.9%	40.2%	15.6%	8.3%	0.0%	0.0%	0.0%
295101065003	33.7%	30.3%	13.3%	12.1%	7.7%	2.8%	0.0%
295101066002	20.0%	25.9%	6.3%	18.0%	14.6%	6.3%	8.8%
295101066003	43.4%	27.4%	21.7%	4.5%	0.0%	0.0%	3.0%
Total	37.1%	23.5%	15.5%	12.1%	5.6%	2.8%	3.3%

Source: 5 year ACS 2014 Table B11016

MLK Census Data

Table 5A: Educational Attainment for Persons Over Age 25						
	Over 25	Less than High School Diploma	High School or GED	Some College/ Associates' Degree	Bachelor's Degree	Post-Graduate Degree
291892139001	311	104	106	77	12	12
291892139002	569	96	294	145	23	11
295101054001	643	149	193	250	26	25
295101055001	383	59	182	103	12	27
295101055003	720	111	192	248	92	77
295101061001	389	157	92	140	0	0
295101061002	265	61	84	91	18	11
295101061003	242	44	104	52	42	0
295101061004	225	67	104	50	1	3
295101062002	284	72	163	28	12	9
295101062003	471	151	176	111	14	19
295101063003	340	39	132	138	31	0
295101063004	195	53	80	62	0	0
295101065001	892	269	379	162	58	24
295101065002	474	75	142	192	46	19
295101065003	541	59	195	226	61	0
295101066002	383	94	101	175	8	5
295101066003	567	162	209	142	54	0
Total	7,894	1,822	2,928	2,392	510	242

Source: 5 Year ACS 2014, Table B15003

Table 5B: Educational Attainment for Persons Over Age 25, Percents						
	Over 25	Less than High School Diploma	High School or GED	Some College/ Associates' Degree	Bachelor's Degree	Post-Graduate Degree
291892139001	100.0%	33.4%	34.1%	24.8%	3.9%	3.9%
291892139002	100.0%	16.9%	51.7%	25.5%	4.0%	1.9%
295101054001	100.0%	23.2%	30.0%	38.9%	4.0%	3.9%
295101055001	100.0%	15.4%	47.5%	26.9%	3.1%	7.0%
295101055003	100.0%	15.4%	26.7%	34.4%	12.8%	10.7%
295101061001	100.0%	40.4%	23.7%	36.0%	0.0%	0.0%
295101061002	100.0%	23.0%	31.7%	34.3%	6.8%	4.2%
295101061003	100.0%	18.2%	43.0%	21.5%	17.4%	0.0%
295101061004	100.0%	29.8%	46.2%	22.2%	0.4%	1.3%
295101062002	100.0%	25.4%	57.4%	9.9%	4.2%	3.2%
295101062003	100.0%	32.1%	37.4%	23.6%	3.0%	4.0%
295101063003	100.0%	11.5%	38.8%	40.6%	9.1%	0.0%
295101063004	100.0%	27.2%	41.0%	31.8%	0.0%	0.0%
295101065001	100.0%	30.2%	42.5%	18.2%	6.5%	2.7%
295101065002	100.0%	15.8%	30.0%	40.5%	9.7%	4.0%
295101065003	100.0%	10.9%	36.0%	41.8%	11.3%	0.0%
295101066002	100.0%	24.5%	26.4%	45.7%	2.1%	1.3%
295101066003	100.0%	28.6%	36.9%	25.0%	9.5%	0.0%
Total	100.0%	23.1%	37.1%	30.3%	6.5%	3.1%

Source: 5 Year ACS 2014, Table B15003

MLK Census Data

Table 6: Limited English Speaking Households as Percent of All Households								
	Speak Spanish		Speak Other Indo-		Speak Asian Language		Speak Other	
Block Group	House-holds	Percent	House-holds	Percent	House-holds	Percent	House-holds	Percent
291892139001	0	0.0%	0	0.0%	0	0.0%	0	0.0%
291892139002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101054001	28	6.9%	6	1.5%	0	0.0%	5	1.2%
295101055001	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101055003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101061001	15	5.3%	0	0.0%	0	0.0%	0	0.0%
295101061002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101061003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101061004	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101062002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101062003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101063003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101063004	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101065001	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101065002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101065003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101066002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101066003	8	2.4%	0	0.0%	0	0.0%	0	0.0%
Total	51	1.1%	6	0.1%	0	0.0%	5	0.1%

Source: 5 Year ACS 2014, Table B16002

Table 7: Persons who Speak English Less than Very Well as Percent of All Persons Over Age 5								
	Speak Spanish		Speak Other Indo-		Speak Asian Language		Speak Other	
Block Group	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent
291892139001	0	0.0%	5	0.7%	0	0.0%	0	0.0%
291892139002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101054001	108	10.5%	27	2.6%	0	0.0%	30	2.9%
295101055001	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101055003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101061001	15	3.0%	0	0.0%	0	0.0%	0	0.0%
295101061002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101061003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101061004	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101062002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101062003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101063003	0	0.0%	0	0.0%	4	0.9%	0	0.0%
295101063004	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101065001	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101065002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101065003	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101066002	0	0.0%	0	0.0%	0	0.0%	0	0.0%
295101066003	8	1.1%	0	0.0%	0	0.0%	0	0.0%
Total	131	1.1%	32	0.3%	4	0.0%	30	0.2%

Source: 5 Year ACS 2014, Table B16004

MLK Census Data

Table 8A: Household Income					
Block Group	Under $25,000	$25,000 - $50,000	$50,000 - $75,000	$75,000 - $100,000	Over $100,000
291892139001	165	51	23	0	0
291892139002	241	85	15	5	10
295101054001	223	106	49	0	26
295101055001	81	45	34	25	0
295101055003	120	99	52	26	32
295101061001	221	29	34	0	0
295101061002	114	21	43	7	0
295101061003	105	33	0	14	0
295101061004	114	14	19	3	0
295101062002	112	41	28	0	5
295101062003	144	22	40	14	0
295101063003	67	24	51	13	0
295101063004	118	16	5	0	5
295101065001	262	116	53	9	6
295101065002	160	77	29	10	0
295101065003	128	120	12	32	31
295101066002	107	58	24	10	6
295101066003	264	55	0	13	0
Total	2,746	1,012	511	181	121

Source: 5 Year ACS 2014, Table B19001

Table 8B: Household Income, Percents					
Block Group	Under $25,000	$25,000 - $50,000	$50,000 - $75,000	$75,000 - $100,000	Over $100,000
291892139001	69.0%	21.3%	9.6%	0.0%	0.0%
291892139002	67.7%	23.9%	4.2%	1.4%	2.8%
295101054001	55.2%	26.2%	12.1%	0.0%	6.4%
295101055001	43.8%	24.3%	18.4%	13.5%	0.0%
295101055003	36.5%	30.1%	15.8%	7.9%	9.7%
295101061001	77.8%	10.2%	12.0%	0.0%	0.0%
295101061002	61.6%	11.4%	23.2%	3.8%	0.0%
295101061003	69.1%	21.7%	0.0%	9.2%	0.0%
295101061004	76.0%	9.3%	12.7%	2.0%	0.0%
295101062002	60.2%	22.0%	15.1%	0.0%	2.7%
295101062003	65.5%	10.0%	18.2%	6.4%	0.0%
295101063003	43.2%	15.5%	32.9%	8.4%	0.0%
295101063004	81.9%	11.1%	3.5%	0.0%	3.5%
295101065001	58.7%	26.0%	11.9%	2.0%	1.3%
295101065002	58.0%	27.9%	10.5%	3.6%	0.0%
295101065003	39.6%	37.2%	3.7%	9.9%	9.6%
295101066002	52.2%	28.3%	11.7%	4.9%	2.9%
295101066003	79.5%	16.6%	0.0%	3.9%	0.0%
Total	60.1%	22.1%	11.2%	4.0%	2.6%

Source: 5 Year ACS 2014, Table B19001

MLK Census Data

Table 9: Labor Force Status								
Block Group	Total Over Age 16	In Labor Force	Civilian Labor Force	Employed	Unemp-loyed	Armed Forces	Not In Labor Force	Percent Unemp-loyed
291892139001	454	229	229	198	31	0	225	13.5%
291892139002	661	407	407	222	185	0	254	45.5%
295101054001	806	394	394	322	72	0	412	18.3%
295101055001	483	337	337	274	63	0	146	18.7%
295101055003	875	635	635	535	100	0	240	15.7%
295101061001	452	217	217	124	93	0	235	42.9%
295101061002	340	213	213	143	70	0	127	32.9%
295101061003	271	75	75	58	17	0	196	22.7%
295101061004	266	112	112	60	52	0	154	46.4%
295101062002	343	155	155	100	55	0	188	35.5%
295101062003	554	267	267	156	111	0	287	41.6%
295101063003	381	143	143	106	37	0	238	25.9%
295101063004	273	122	122	69	53	0	151	43.4%
295101065001	1,134	547	547	401	146	0	587	26.7%
295101065002	590	309	309	256	53	0	281	17.2%
295101065003	635	466	466	388	78	0	169	16.7%
295101066002	543	355	355	209	146	0	188	41.1%
295101066003	660	381	381	199	182	0	279	47.8%
Total	9,721	5,364	5,364	3,820	1,544	0	4,357	28.8%

Source: 5 Year ACS 2014, Table B23025

Table 10: Housing Units						
	Total Units	Occupied	Owner-Occupied	Renter Occupied	Percent Occupied	Owner Occupied (Percent of All Occupied)
291892139001	351	239	57	182	68.1%	23.8%
291892139002	551	356	112	244	64.6%	31.5%
295101054001	662	404	79	325	61.0%	19.6%
295101055001	251	185	127	58	73.7%	68.6%
295101055003	532	329	146	183	61.8%	44.4%
295101061001	304	284	64	220	93.4%	22.5%
295101061002	369	185	39	146	50.1%	21.1%
295101061003	298	152	51	101	51.0%	33.6%
295101061004	324	150	94	56	46.3%	62.7%
295101062002	284	186	85	101	65.5%	45.7%
295101062003	330	220	85	135	66.7%	38.6%
295101063003	276	155	93	62	56.2%	60.0%
295101063004	203	144	98	46	70.9%	68.1%
295101065001	592	446	164	282	75.3%	36.8%
295101065002	495	276	88	188	55.8%	31.9%
295101065003	381	323	196	127	84.8%	60.7%
295101066002	227	205	67	138	90.3%	32.7%
295101066003	522	332	116	216	63.6%	34.9%
Total	6,952	4,571	1,761	2,810	65.8%	38.5%

Source: 5 Year ACS 2014, Tables B25002 and B25003

MLK Census Data

Table 11: Poverty				
	Individ-uals in Poverty	Individual Poverty Rate	Families in Poverty	Family Poverty Rate
291892139001	402	52.8%	89	50.9%
291892139002	713	64.6%	128	61.2%
295101054001	567	46.9%	96	39.0%
295101055001	354	49.6%	47	32.2%
295101055003	196	18.9%	33	13.2%
295101061001	192	37.1%	28	27.2%
295101061002	275	48.9%	60	54.5%
295101061003	130	39.9%	30	41.1%
295101061004	138	42.2%	38	48.7%
295101062002	293	57.9%	50	43.1%
295101062003	314	40.2%	40	29.4%
295101063003	116	24.7%	18	18.6%
295101063004	220	64.0%	41	66.1%
295101065001	421	38.6%	73	31.1%
295101065002	135	22.2%	4	2.9%
295101065003	163	19.5%	27	13.0%
295101066002	455	54.5%	92	56.1%
295101066003	490	65.2%	81	54.0%
Total	5,574	43.6%	975	36.1%

Source: 5 Year ACS 2014, Tables B17010 and B17021

Table 11: Disability			
Tract	Popula-tion basis	Has a Disability	Disability Percent
29189213900	1865	234	12.5
29510105400	2599	364	14.0
29510105500	2909	409	14.1
29510106100	1732	455	26.3
29510106200	1881	324	17.2
29510106300	1287	297	23.1
29510106500	2550	411	16.1
29510106600	1979	541	27.3
Total	16802	3035	18.1

Source: 5 Year ACS 2014, Table B18101

MLK Census Data

Table 12: Employment (Place of Work)

	Employ-ment	Percent of Total
291892139001	480	15.5
291892139002	957	31.0
295101054001	46	1.5
295101055001	81	2.6
295101055003	74	2.4
295101061001	173	5.6
295101061002	70	2.3
295101061003	118	3.8
295101061004	89	2.9
295101062002	50	1.6
295101062003	45	1.5
295101063003	58	1.9
295101063004	22	0.7
295101065001	355	11.5
295101065002	99	3.2
295101065003	245	7.9
295101066002	31	1.0
295101066003	94	3.0
Total	3087	100.0

Source: Dun and Bradstreet

APPENDIX C

PRESENTATIONS & POLLING

NIGHT 1
PRESENTATION

Dr. Martin Luther King Blvd.

EAST-WEST GATEWAY
Council of Governments

Transportation

CBB
TRANSPORTATION ENGINEERS+PLANNERS

Urban Planning

RDg
PLANNING • DESIGN

Environmental

PDS
Planning Design Studio

Market Planning

DEVELOPMENT STRATEGIES®
guiding effective decisions in real estate, community, and economic development

Saint Louis
Great Streets INITIATIVE

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EAST-WEST GATEWAY
Council of Governments

Creating Solutions Across Jurisdictional Boundaries

Great Streets:

- Are **Great places**
  - local identity & walkability
- **Integrate land use & transportation** planning
  - design to a vision
- Accommodate **all users and modes**
  - trip type - "to, through, & within"
  - accessible for everyone
- Are **economically vibrant**
  - complementary uses
- Are **environmentally responsible**
  - practical
  - more than just storm water
- Rely on **current thinking**
  - adapting what works best
- Are **measurable**
  - performance measures guide the process
  - relate to RTP & funding
- **Develop collaboratively**
  - multi disciplinary team
  - iterative community input

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Great Streets Emphasize:

The Product

- The Plan
- Prepared Local Leadership
- Tools for Implementation

The Process

- Multi-disciplinary consultant team
- Iterative local input
- Envision land use – all else supports that
- Best Practices

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Combining local knowledge

(residents, owners, proprietors, leadership, etc.)

with technical expertise (multi disciplinary team)

Iterative feedback loops

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Benefits:

- The infrastructure and systems are designed to achieve the community's vision for their place
- A better balanced transportation network
- Enhanced community identity
- Economic vitality
- Reduced load on utilities
- Neighborhoods that work better for all ages and capabilities

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"It is not necessary to change. Survival is not mandatory."

W. Edwards Deming

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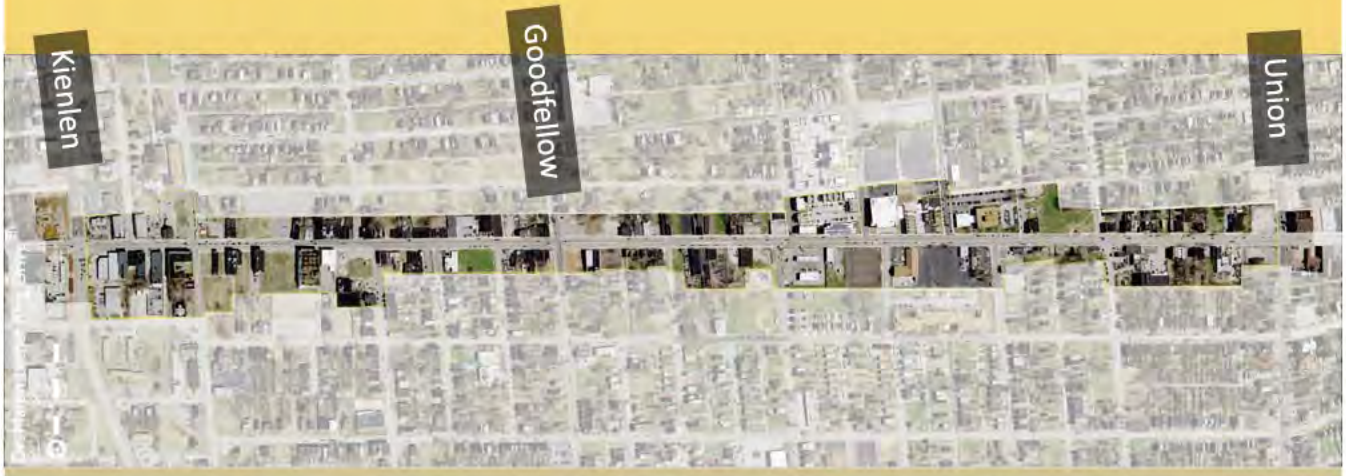
Dr. Martin Luther King Jr. Blvd. Study Area



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Our Scope of Work:

- **The technical team** (market, urban, environmental, and transportation planners) reviews existing conditions and **works with people who know the community** to <u>define a vision forward and a means to achieve it</u>.
- The end product is a technical planning report with specific recommended steps to implement the end goals

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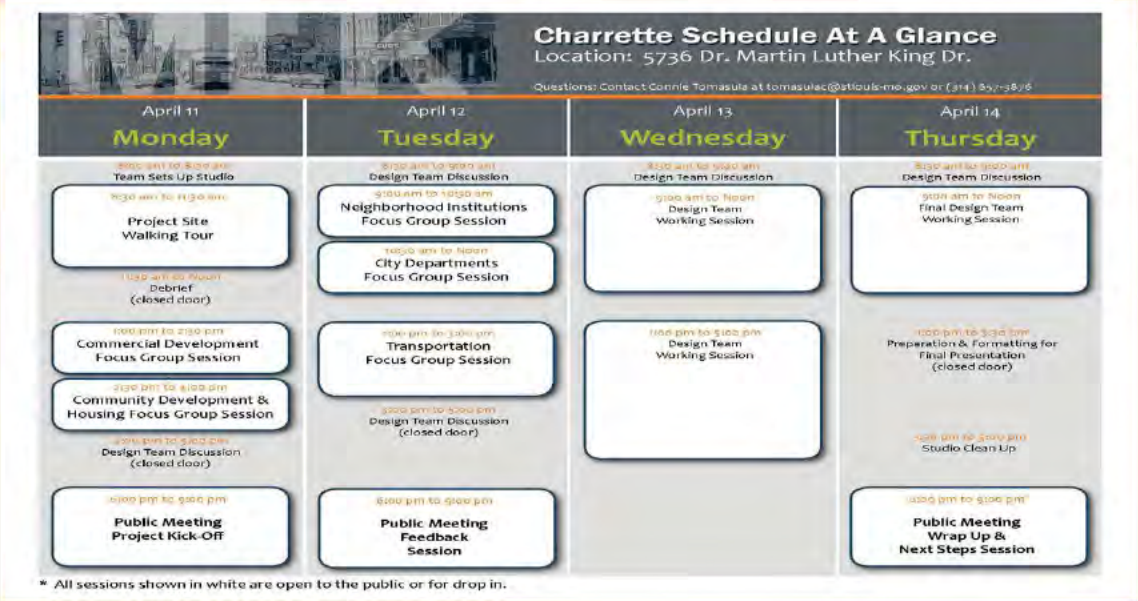
Schedule:

1 **Preparation (February - April)**

2



3 **End Report finished in June**

Strategic Planning Report:

- **The end document will record the "vision" for the corridor**
- **It will state the major issues and goals**
- **It will clarify what decisions were made during this process.**
- **It will detail recommended next steps**
  - **Scope**
  - **Additional Investigation**
  - **Responsibility**
  - **Likely Budget**
  - **Sequence**

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Market Analysis

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Market Analysis Overview

What are "*the numbers*"?

- Socio-Economic
- Demographics
- Real Estate Market
- Local and Regional Trends
- Employment
- Consumer demand

What are "*the assets*"?

- Historic Buildings
- Churches/Institutions
- Local Businesses
- Public Transportation
- Community organizations
- Public space

What are the **OPPORTUNITIES** for the community?

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Neighborhood Revitalization

Identifying opportunities and building on assets

- Housing Development and Redevelopment
- Workforce Development and Education
- Entrepreneurship and Business Development
- Community Services and Resources

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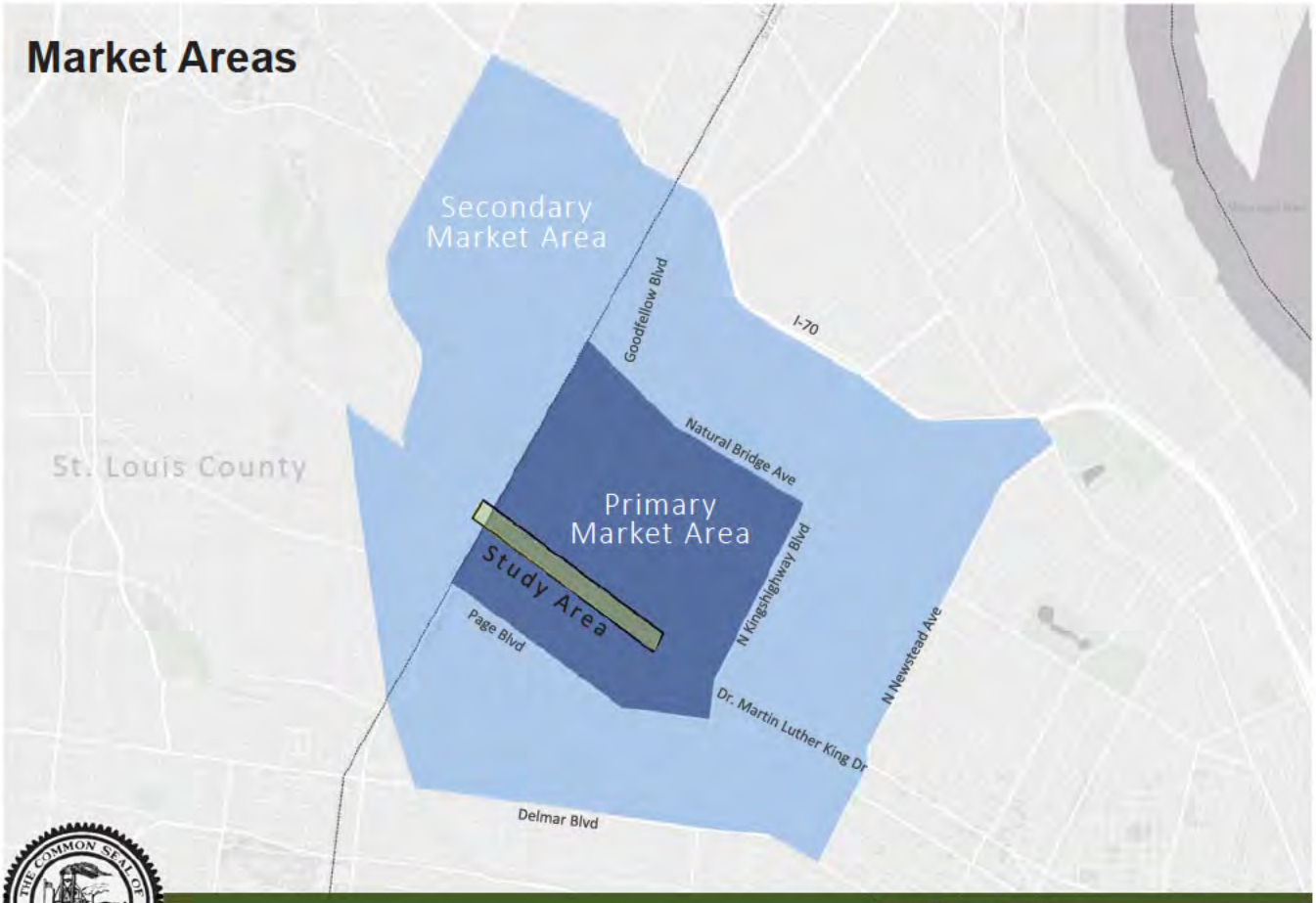
Market Areas



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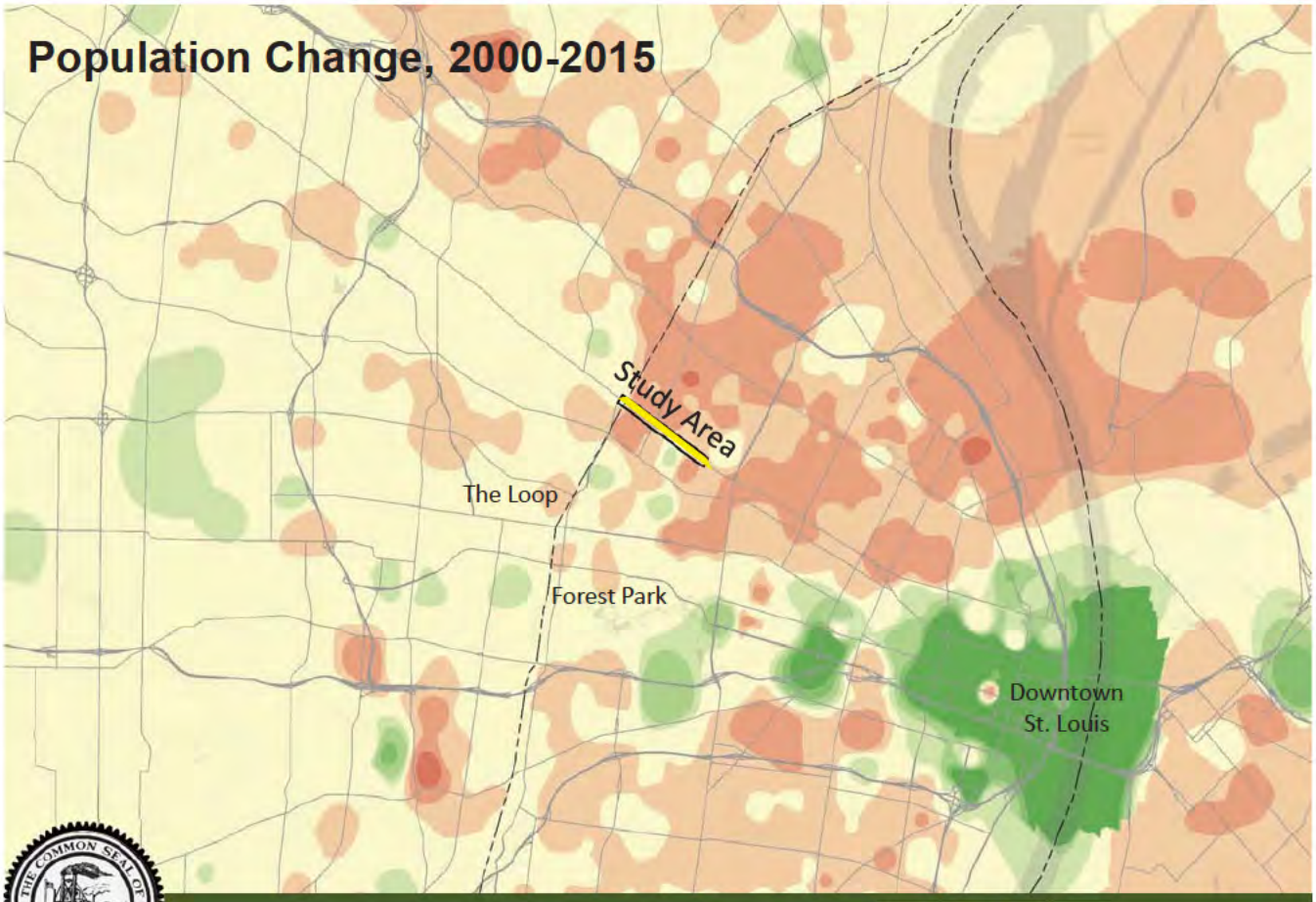

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Initial Findings: Housing

Number of new housing units 2010-2015

PRIMARY MARKET AREA
added ***50 units***
0.7% increase

CITY OF ST. LOUIS
added ***1,374 units***
0.8% increase

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Initial Findings: Housing Tenure

PRIMARY MARKET AREA
42% homeowners
37% moved in before 2000

CITY OF ST. LOUIS
44% homeowners
29% moved in before 2000

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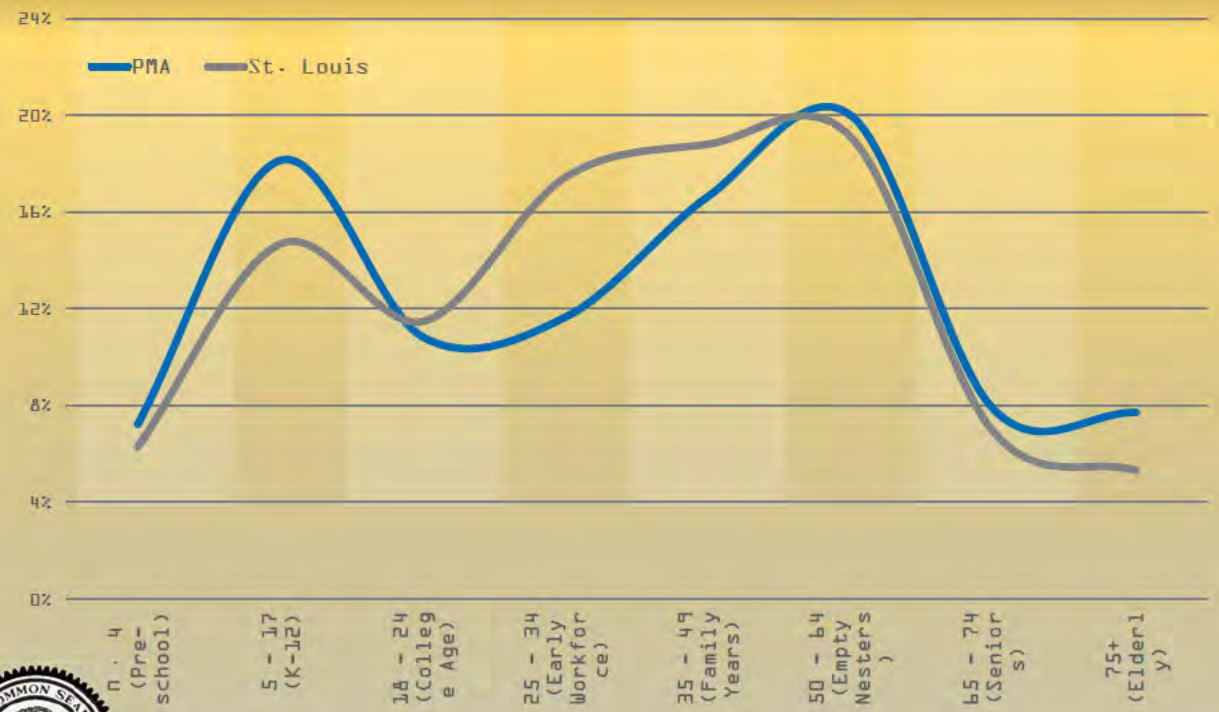
Initial Findings: Residents by Age



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Initial Findings: Transit Ridership

% using public transportation for commute

PRIMARY MARKET AREA	CITY OF ST. LOUIS
19%	*10%*

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Initial Findings: Education

PRIMARY MARKET AREA	CITY OF ST. LOUIS
23% no HS diploma	***15%*** no HS diploma
26% Some college	***22%*** Some college
10% Bachelor's or higher	***31%*** Bachelor's or higher

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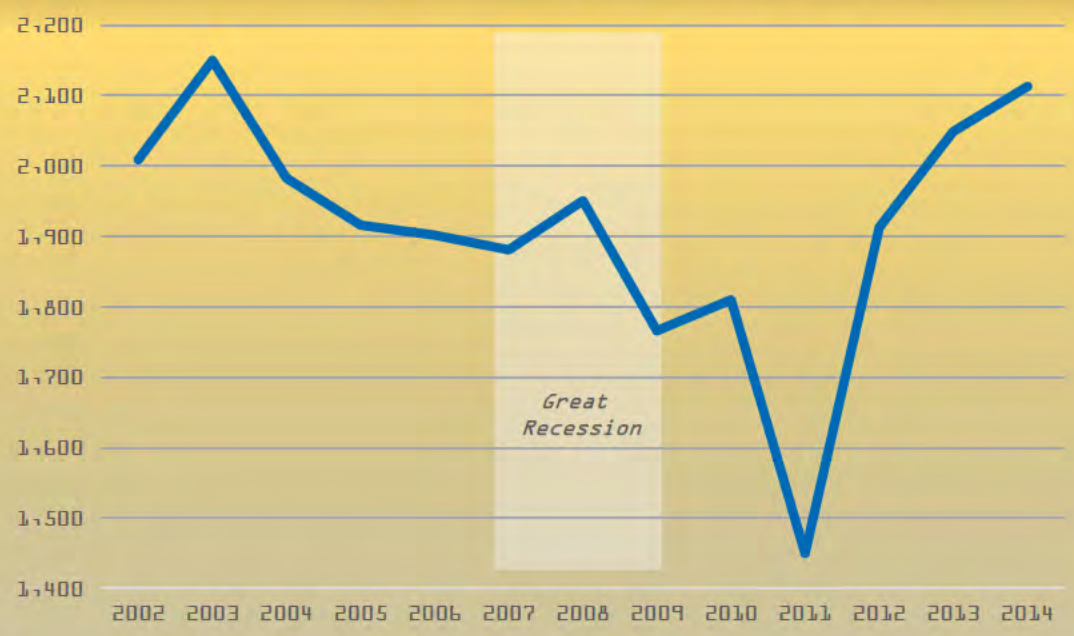
Initial Findings: Employment

Total jobs in the primary market area



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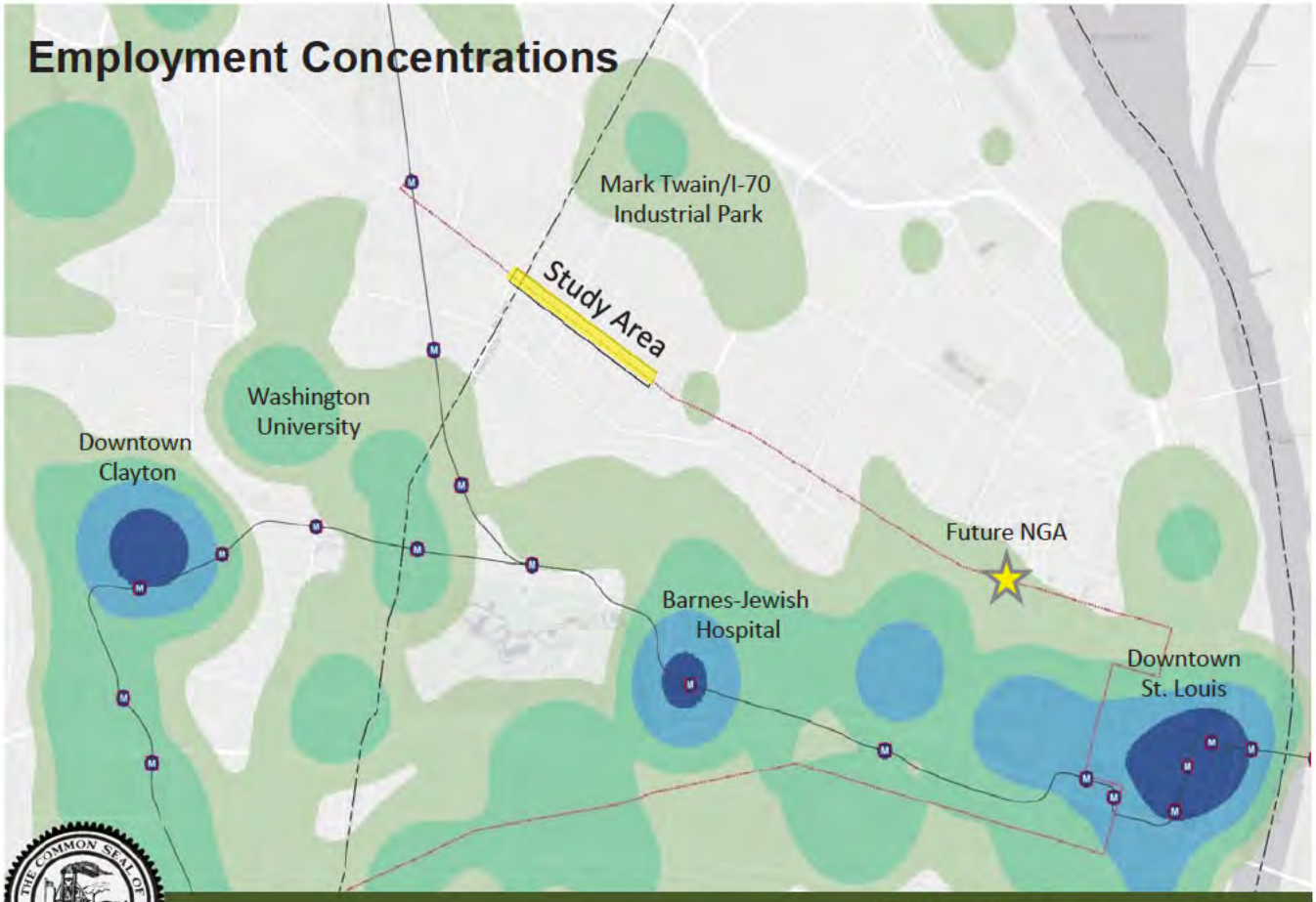
Employment Concentrations



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Initial Findings: Retail Demand

More retail demand than supply

Total Demand	-	Total Supply	=	Gap in Supply
175,000 SF		*100,000 SF*		***75,000 SF***

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Employment Concentrations

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Transportation

Saint Louis Great Streets INITIATIVE
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Transportation: Kienlen to Goodfellow

- Speeds:
  - 30 MPH Posted/28 MPH Average
- Volumes
  - Weekday ADT: 10,500
  - Saturday ADT: 11,300
- Transit Hub:
  - 32 MLK Choteau, 30 Soulard, 16 City Limits, 90 Hampton
- Bicycle/Pedestrian
  - Gateway Bike Plan: Bike Lanes west of Kienlen/shared lane markings east of Kienlen
  - Heavy Pedestrian traffic around Wellston Station
- Intersections – 50% of Crashes/Injuries
  - Goodfellow – Traffic Signal - 25 crashes
  - Kienlen – Traffic Signal - 15 crashes
  - Hamilton – Off-Set Traffic Signal - 11 crashes
  - Hodiamont – 4 Way Stop - 9 crashes

Saint Louis Great Streets INITIATIVE
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Transportation: Shawmut to Semple

- Speeds:
  - 30 MPH Posted/27 MPH Average
- Volumes
  - Weekday ADT: 9,500
  - Saturday ADT: 10,600
- Transit:
  - 32 MLK Choteau
- Bicycle/Pedestrian
  - Gateway Bike Plan: Shared Lane Markings
  - High pedestrian traffic near Friendly Temple
- Intersections
  - 9 "half" intersections in 0.4 miles
  - Several off-set/closely spaced
  - Inconsistent Stop Control
  - Several cross-walks (are people using them?)
  - 32 Crashes, 17 Injuries, 1 Fatal, 3 Pedestrian Crashes

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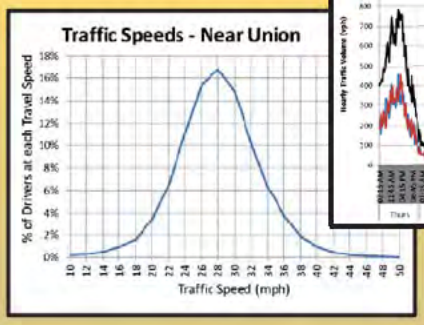
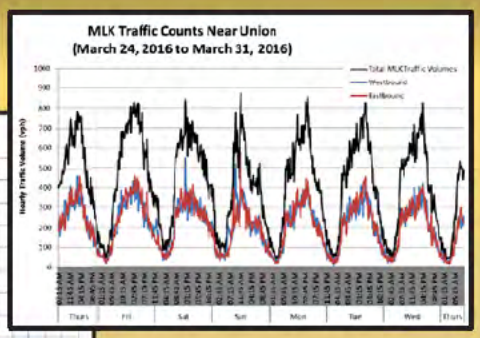
Transportation: Arlington to Union





- Speeds:
  - 30 MPH Posted/29 MPH Average
- Volumes
  - Weekday ADT: 10,000
  - Saturday ADT: 10,900
- Transit:
  - 32 MLK Choteau
  - 13 Union
- Bicycle/Pedestrian
  - Gateway Bike Plan: Shared Lane Markings/Traffic Lane MLK & Union
- Intersections
  - Union – Traffic Signal - 12 crashes
  - Arlington Traffic Signal – 11 crashes

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Environmental Infrastructure

Saint Louis's Great Streets INITIATIVE
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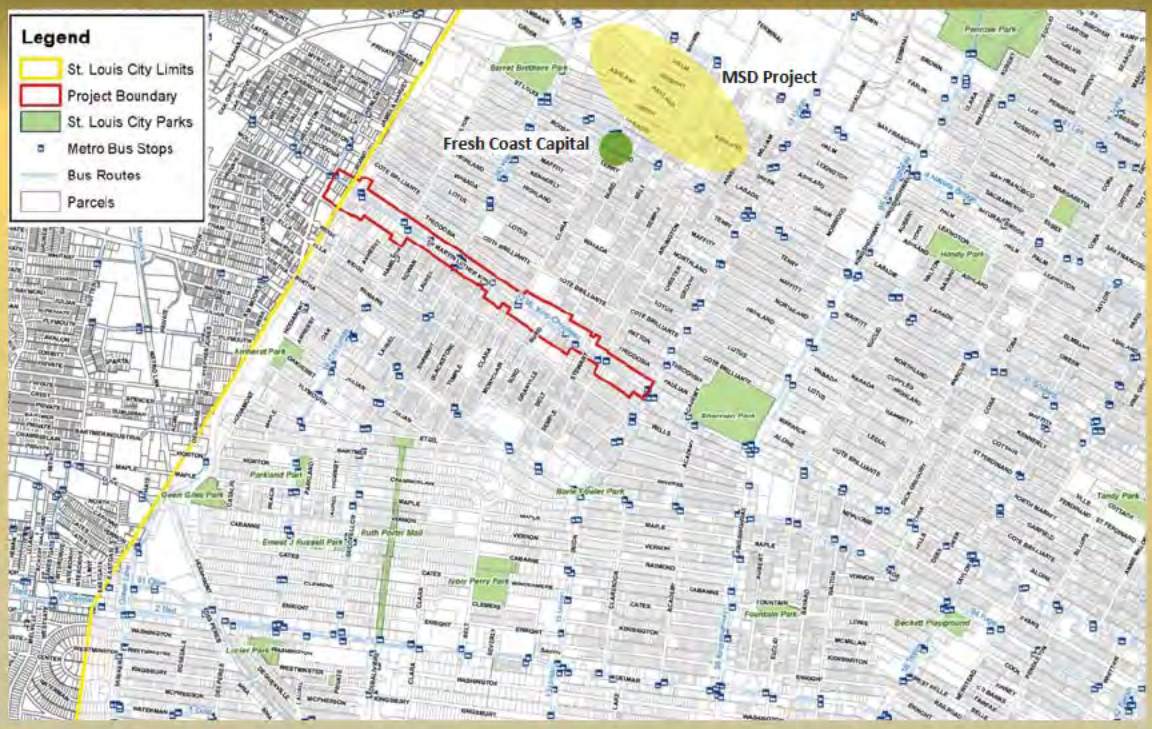
Environmental Infrastructure



Proximity to Parks and Green Infrastructure Projects

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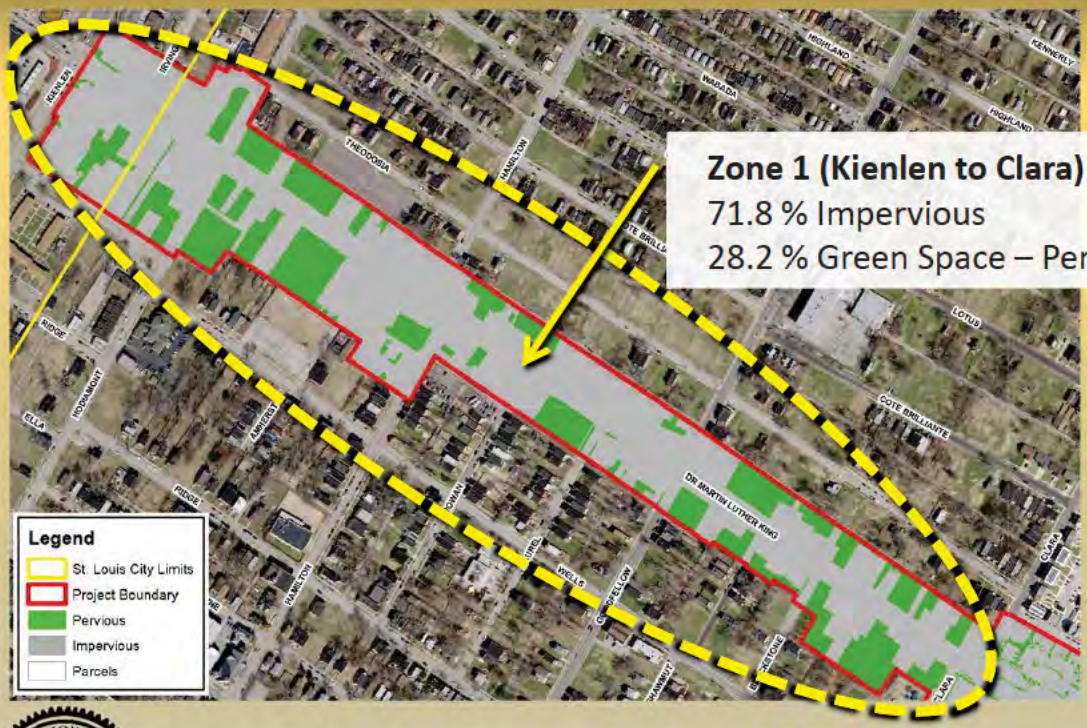
Environmental Infrastructure



Total Project Boundary Pervious = 24.7%

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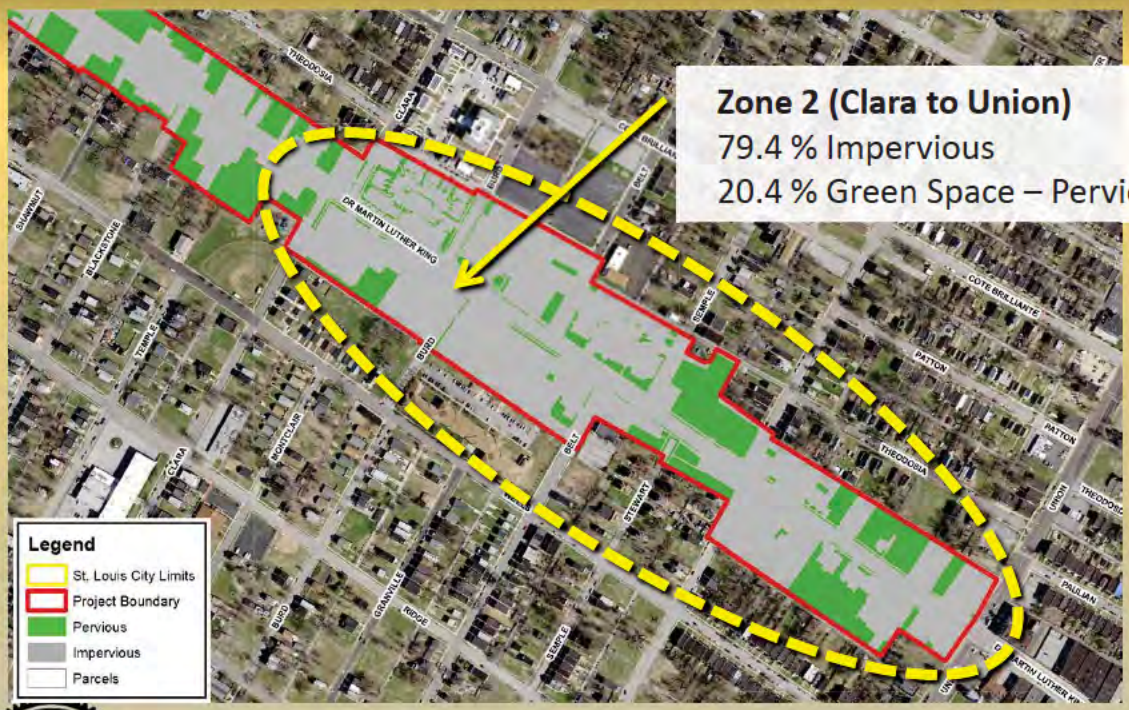
Environmental Infrastructure



Total Project Boundary Pervious = 24.7%

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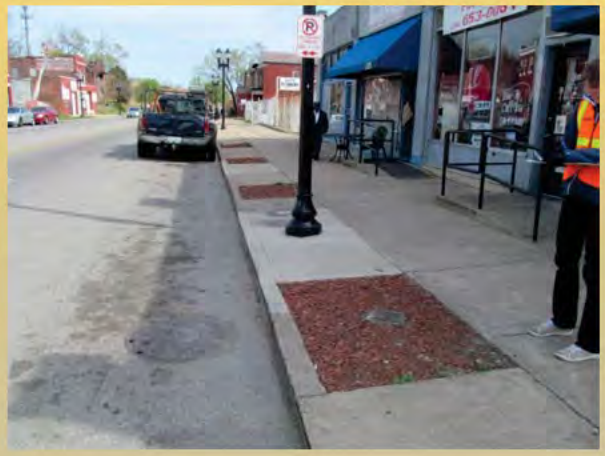
Environmental Infrastructure



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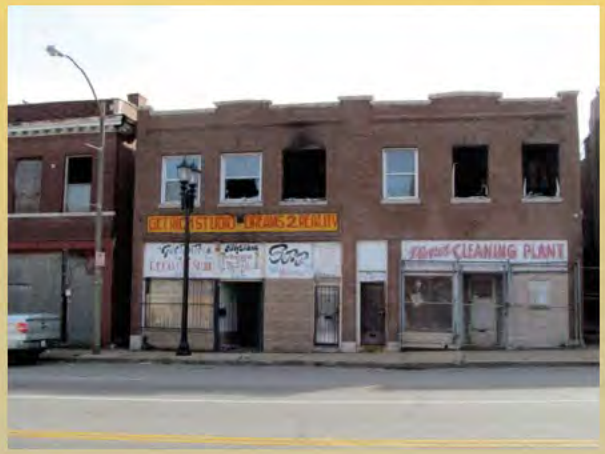
Environmental Infrastructure



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Environmental Infrastructure

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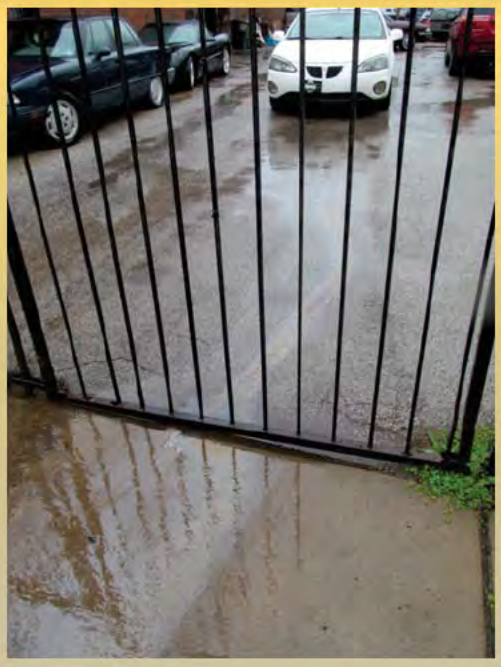
Environmental Infrastructure



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Environmental Infrastructure

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Environmental Infrastructure

Issues

- Limited Street Tree Planting
- Blighted Buildings/Trash
- Impervious Areas
- Soil/Water Contamination Potential - Auto Repair/Salvage & Storage Tanks
- Restricted Openings on some Curb Inlets
- Some Areas Lack Sufficient Night Lighting
- Lack of Native Plant Material

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Urban Planning and Design

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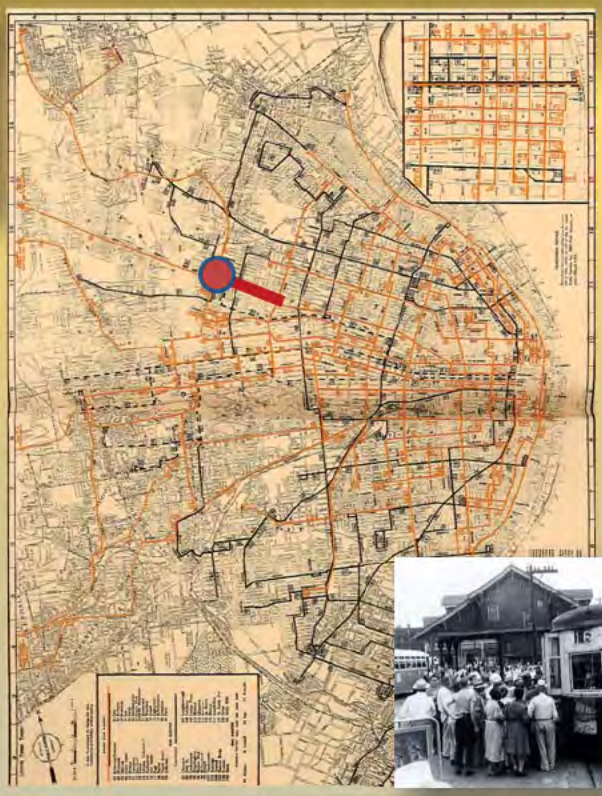
History/Location



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Land Use

MLK Drive in its context

Saint Louis's Great Streets INITIATIVE
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Land Use

MLK in its context

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Land Use

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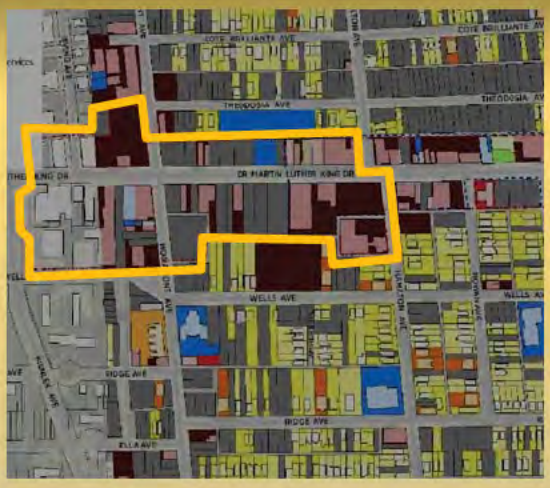
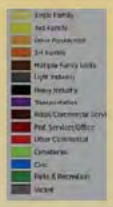
Wellston Loop





- Elements of Downtown Scale
- Significant Activity Node
- Signs of Private Reinvestment
- Distinctive Building Resources
- Substantial Traffic and High Visibility
- Vacant Land Opportunity

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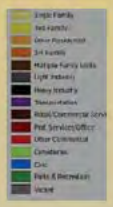
Goodfellow West



- Transition to Neighborhood Scale
- Neighborhood Commercial Services
- Mixed-Use Residential Over Commercial Pattern
- Linear "streetcar strip"
- Some reinvestment initiatives
- Large vacant areas to the north, along Theodosia

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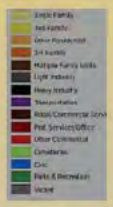
Goodfellow East



- Continues neighborhood scale
- More limited commercial
- Spotty development pattern, building deterioration
- Significant reinvestment/building stabilization
- Significant neighborhood architecture
- Interface with anchor district

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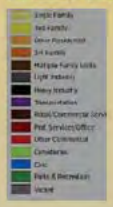
Anchor District



- Major community anchors in Friendly Temple, health clinic
- Substantial land holdings in "Friendly" hands with commitment to community building
- Major new urban residential at Arlington Grove and FT senior housing
- Convenience commercial hub
- Substantial positive community activity, including evenings
- Intact surrounding residential
- High parking demand at specific times

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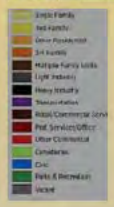
Union Boulevard



- Civic/club quality at and near Union Blvd intersection
- Intermittent neighborhood service commercial
- Small-scale buildings
- Some very significant but spotty building deterioration
- Substantial vacancy

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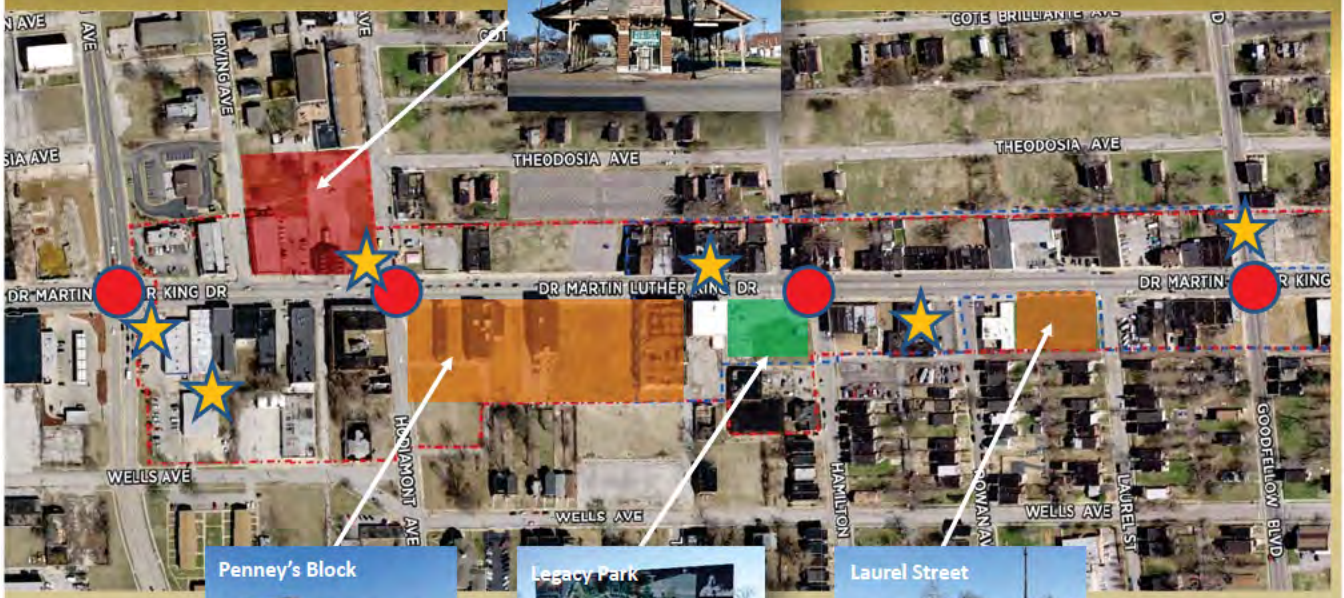
Urban Design "Hot Spots"



Gathering Spots

Key Intersections

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Urban Design "Hot Spots"

Gathering Spots

Key Intersections

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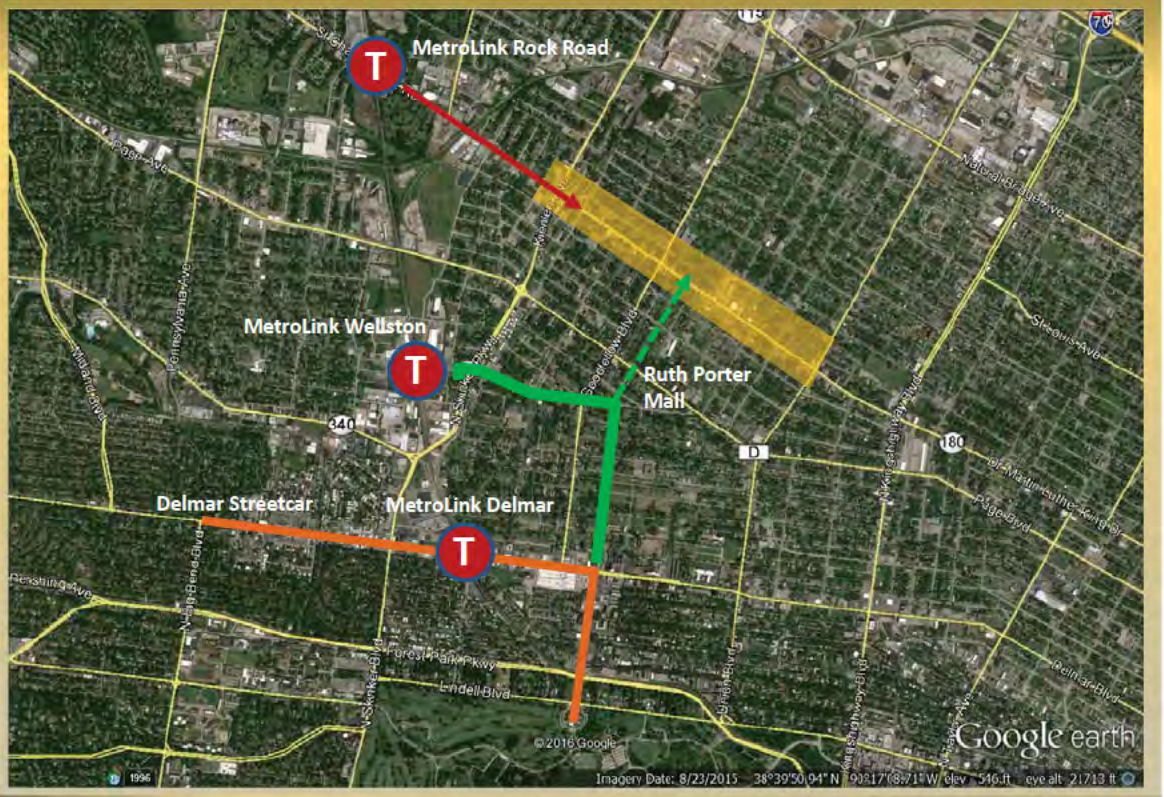
Urban Design: Linkages



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Urban Design: The Street

Street Section/Crossability

Lighting/Street "Furniture"

Sidewalks/ Pedestrian Quality

Graphics and Image

"Multi-Modality"

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Opportunities: A Sense of Mission

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Opportunities: Reinvestment

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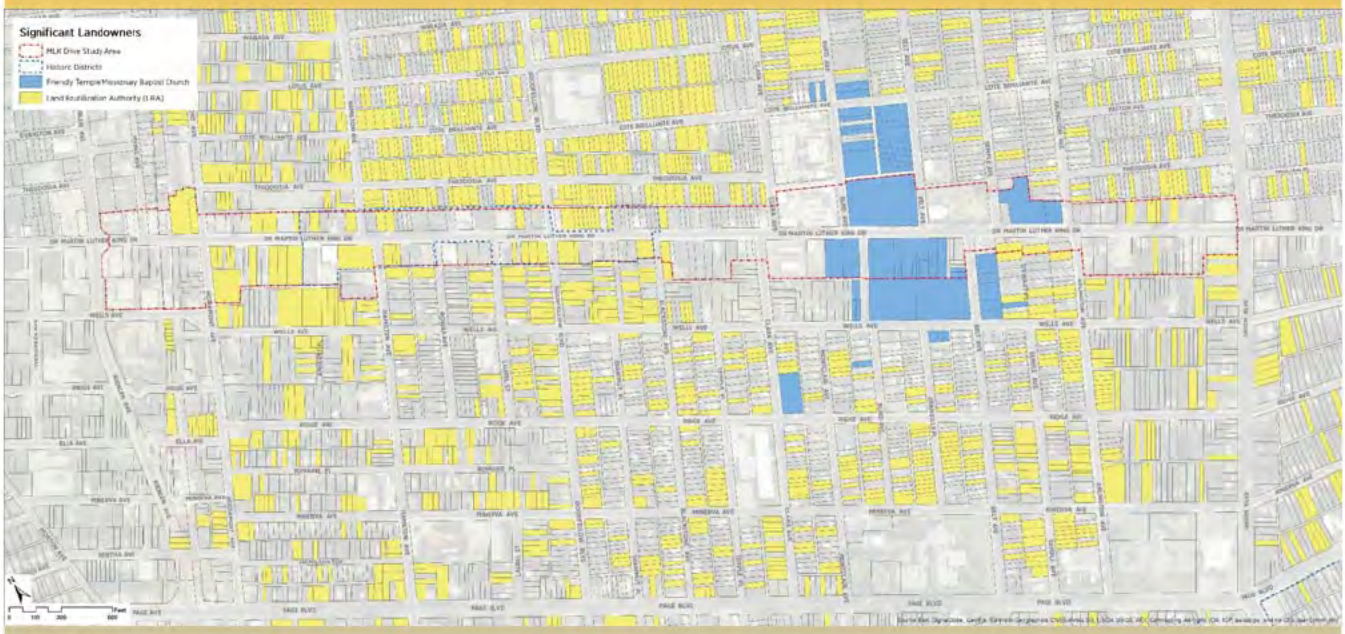
Opportunities: Land Assembly



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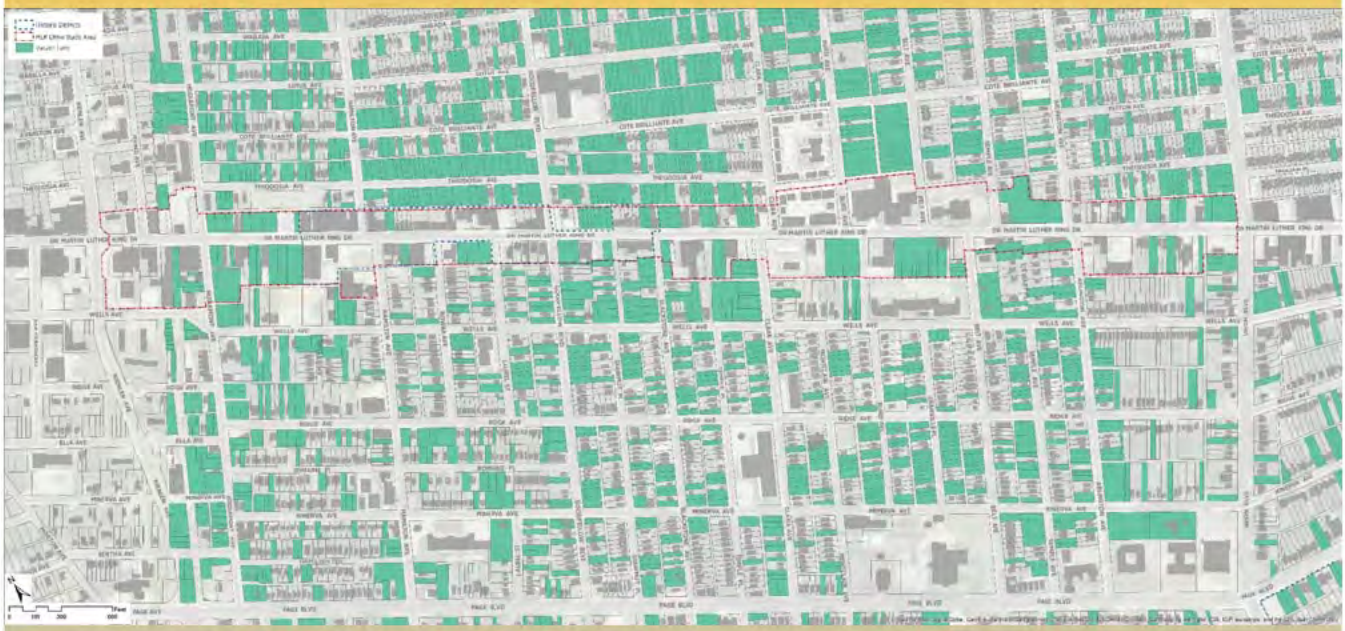
Opportunities: Open Land



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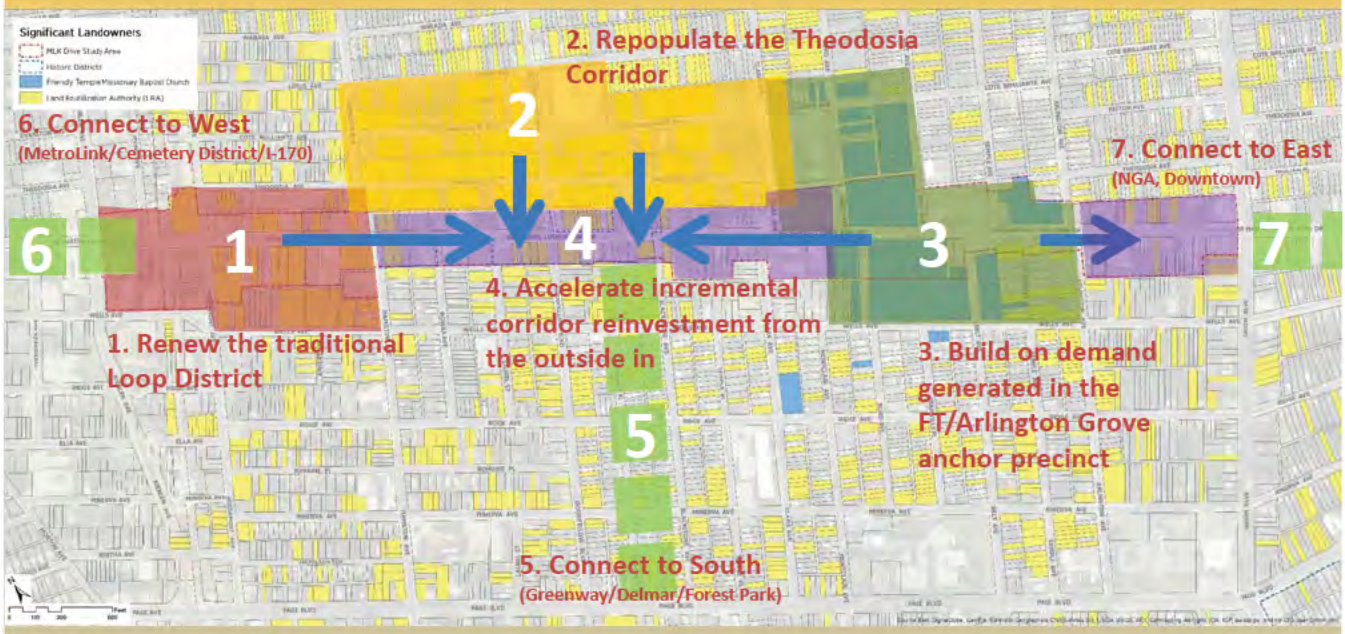
Opportunities: A Potential Strategy



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Keypad Polling

&

Questions/Comments

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Who will win the NL Central this year?

0%	1. Brewers
100%	2. Cards
0%	3. Cubs
0%	4. Pirates
0%	5. Reds

What is your age?

0%	1. 20 or younger
0%	2. 21-30
0%	3. 31-40
25%	4. 41-50
38%	5. 51-60
38%	6. 61-70
0%	7. 71 or older

Where do you live?

22%	1. Neighborhood north of study area
44%	2. Neighborhood south of study area
22%	3. East of Union in St. Louis City
0%	4. West of Kienlen in Wellston
0%	5. Elsewhere in St. Louis City
11%	6. Elsewhere in St. Louis County
0%	7. Somewhere else

Where do you work?

22%	1. On MLK in the study area
22%	2. Elsewhere in the City
0%	3. Wellston
11%	4. Elsewhere in St. Louis County
0%	5. Somewhere else
44%	6. I'm not currently employed

How do you travel MLK?

Click all that apply

89%	1. Drive
11%	2. Bus
0%	3. Bike
56%	4. Walk

How safe do you feel driving MLK?

13%	1. Very safe
38%	2. Usually fine, sometimes not
13%	3. OK, but not great
13%	4. I need to be very attentive
13%	5. There are regular issues
13%	6. I avoid driving the road

How safe do you feel walking MLK? (Goodfellow to Kienlen)

0%	1. Very safe
22%	2. Usually fine, sometimes not
33%	3. OK, but not great
22%	4. I need to be very attentive
0%	5. There are regular issues
22%	6. I avoid walking on MLK
0%	7. I would walk more if it were safer

How safe do you feel walking MLK? (Friendly Temple area)

33% 1. Very safe
22% 2. Usually fine, sometimes not
22% 3. OK, but not great
11% 4. I need to be very attentive
0% 5. There are regular issues
11% 6. I avoid walking on MLK
0% 7. I would walk more if it were safer

Would you agree that there are three basic areas of our study? Kienlen to Goodfellow, Friendly Temple area, and the space in between

33% 1. Yes
33% 2. Maybe, with some exceptions
33% 3. No, let's talk

Do you frequent the businesses in the study area?

Click all that apply

0% 1. Yes, at the west end
13% 2. Yes, in the Friendly Temple area
13% 3. Yes, for basic necessities
25% 4. Yes, for dining and entertainment
63% 5. Not really (less than once a month)

What additional types of businesses would you like to see in the corridor?

14% 1. Job training
0% 2. Youth activities
29% 3. Dining / entertainment
0% 4. Convenience shopping
29% 5. Basic necessity shopping
14% 6. Small office
0% 7. Day care / other community services
14% 8. Small manufacturing

If you had to pick one place to start it would be . . .

33%	1. Wellston Loop building area
11%	2. Friendly Temple area
0%	3. Union Blvd. intersection
22%	4. 5900 / 6000 block
11%	5. Hamilton Ave. intersection
11%	6. Goodfellow Blvd. intersection area
0%	7. Other – let's talk
11%	8. Vacant land north of MLK

What improvements should be made to the streets / sidewalks

0%	1. Better crosswalks
22%	2. Better lighting
22%	3. More trees / landscaping
33%	4. Benches / trash cans
11%	5. Repaired / rebuilt sidewalks
0%	6. Wider sidewalks
0%	7. Bike lanes
0%	8. Traffic calming
11%	9. Other – talk to me
0%	10. Reduce offset intersections

NIGHT 2
PRESENTATION

Dr. Martin Luther King Blvd.

EAST-WEST GATEWAY
Council of Governments

Transportation

CBB
TRANSPORTATION ENGINEERS+PLANNERS

Urban Planning

RDg...
PLANNING • DESIGN

Environmental

PDS
Planning Design Studio

Market Planning

DEVELOPMENT STRATEGIES®
guiding effective decisions in real estate, community, and economic development

"To design a street according to its probable use is a reasonable but uncommon practice."

Harland Bartholomew - City of St. Louis Plan (1917)

Dr. Martin Luther King Jr. Blvd. Study Area

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Schedule:

1 **Preparation (February - April)**

2

Monday	Tuesday	Wednesday	Thursday
8:00 am to 8:30 am Team Sets Up Studio	8:30 am to 9:00 am Design Team Discussion	8:30 am to 9:00 am Design Team Discussion	8:30 am to 9:00 am Design Team Discussion
8:30 am to 11:30 am Project Site Walking Tour	9:00 am to 10:30 am Neighborhood Institutions Focus Group Session	9:00 am to Noon Design Team Working Session	9:00 am to Noon Final Design Team Working Session
11:30 am to Noon Debrief (closed door)	10:30 am to Noon City Departments Focus Group Session		
1:00 pm to 2:30 pm Commercial Development Focus Group Session	1:00 pm to 3:00 pm Transportation Focus Group Session	1:00 pm to 5:00 pm Design Team Working Session	1:00 pm to 3:30 pm Preparation & Formatting for Final Presentation (closed door)
2:30 pm to 4:00 pm Community Development & Housing Focus Group Session	3:00 pm to 5:00 pm Design Team Discussion (closed door)		3:30 pm to 5:00 pm Studio Clean Up
4:00 pm to 5:00 pm Design Team Discussion (closed door)			
6:00 pm to 9:00 pm **Public Meeting Project Kick-Off**	6:00 pm to 9:00 pm **Public Meeting Feedback Session**		6:00 pm to 9:00 pm **Public Meeting Wrap Up & Next Steps Session**

3 **End Report finished in June**

What we've learned:

- Most residents drive MLK, more than half walk MLK, almost 20% commute by bus.
- There are two pedestrian "centers": Wellston Loop and Friendly Temple area
- Few residents shop on MLK
- There's a desire to keep Friendly Temple area family focused
- Wellston Loop building is precious

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What we've learned:

- Vehicular traffic generally behaves, but most accidents occur in west end of area
- The Wellston Loop area cannot be what it once was, but can be something new and successful
- A local organization needs to champion and advance the corridor and neighborhoods
- Long standing businesses and residents are essential assets

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What we've learned:

- Friendly Temple area has intense "event" traffic that needs to be addressed
- People want additional services and conveniences along MLK
- There is too much built retail space
- There is market for more business in the area
- Beautification improvements need a maintenance strategy going in

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What we've learned:

- Parking seems sufficient in most areas (except Friendly Temple on Sundays)
- Bike lanes aren't a priority
- Walkers at west end don't feel very safe
- Trash is a problem.
- Lighting doesn't work
- Several "Movers" are active in the area. Their priorities may or may not align.

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Jobs:

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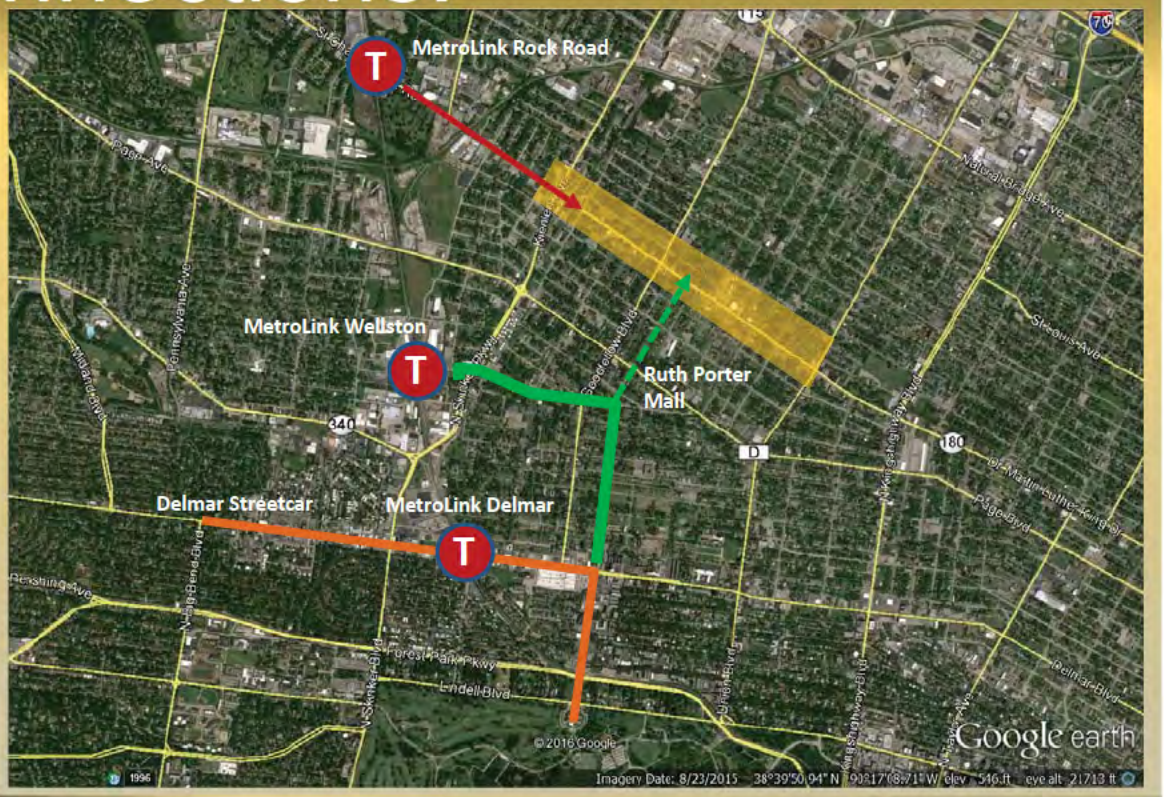
Connections:



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Access:

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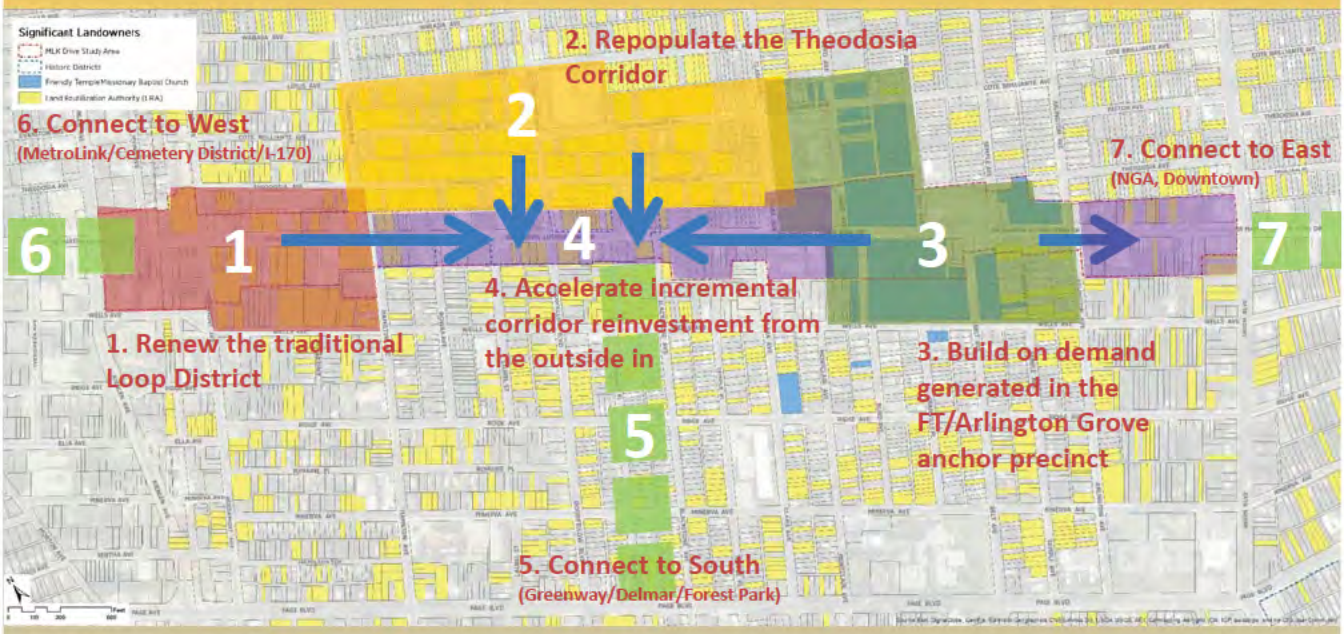
Opportunities: A Potential Strategy



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"If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get **people and places**."

- Project for Public Spaces

Neighborhood Revitalization

Identifying opportunities and building on assets

- Housing Development and Redevelopment
- Workforce Development and Education
- Entrepreneurship and Business Development
- Community Services and Resources

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Governance

Setting foundation for future growth

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Governance

Neighborhood Business Association

Goal: Continue to improve coordination among local businesses

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Governance
Special Assessment District

Goal: Develop mechanism to generate revenue to support local initiatives

- Community Improvement District (CID)
- Business Improvement District (BID)
- Transportation Development District (TDD)
- Tax Increment Financing (TIF)

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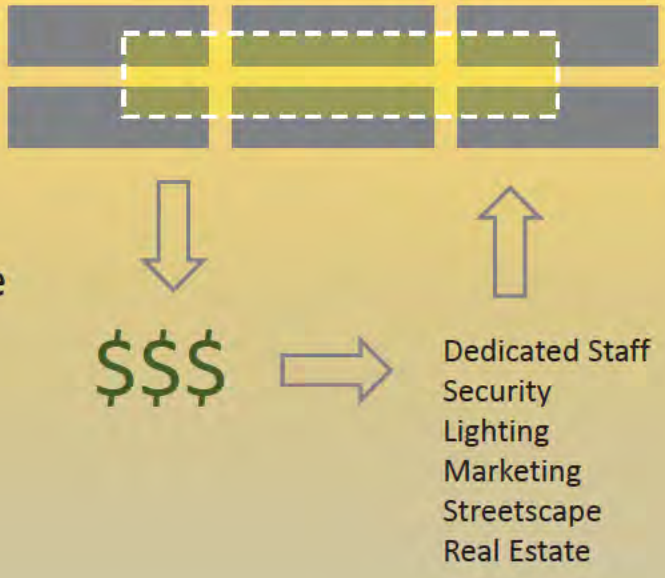
Governance
Special Assessment District

1. Establish a district



2. Generate Tax Revenue (sales or property tax)

3. Reinvest in District

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Governance
Community Development

Goal: Develop organization (or form partnerships) that can coordinate housing and economic development efforts



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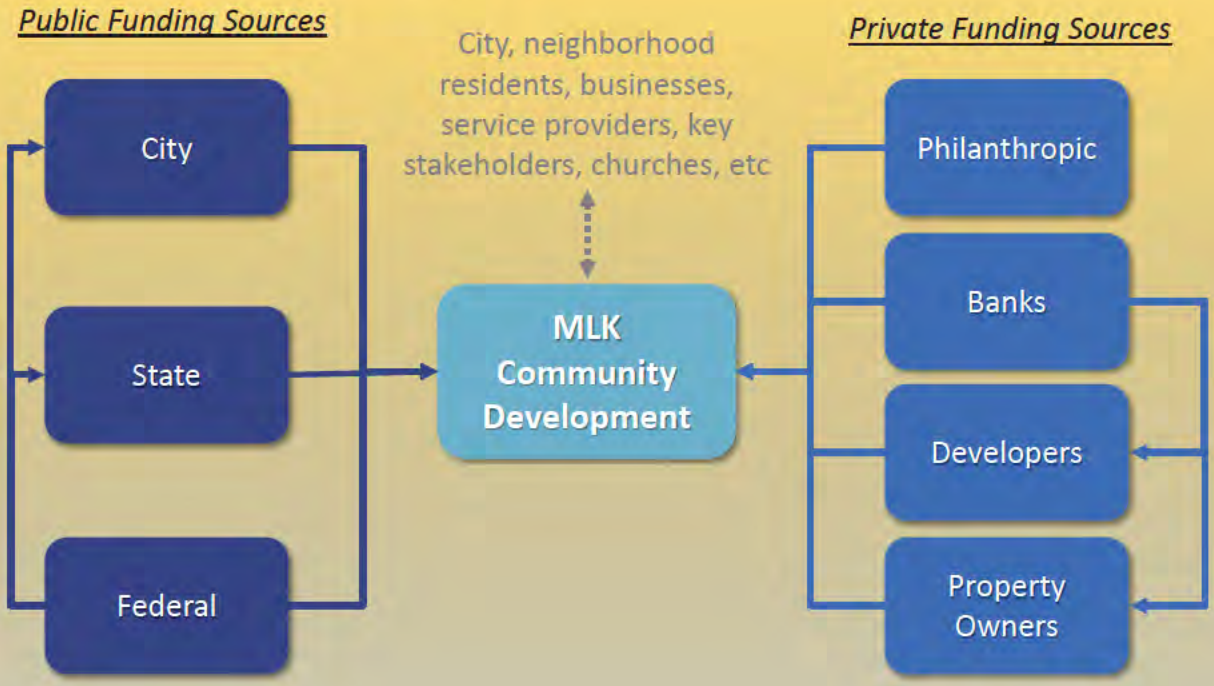
Governance
Community Development

Flow of Neighborhood Investment



Development Site Analysis

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Potential Opportunities

Public Market

Goal: Create vibrancy at Wellston Loop Building to serve neighborhood residents and attract visitors

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Potential Opportunities
Business Incubator

Goal: Provide space and resources that supports entrepreneurial activity and activates underutilized properties



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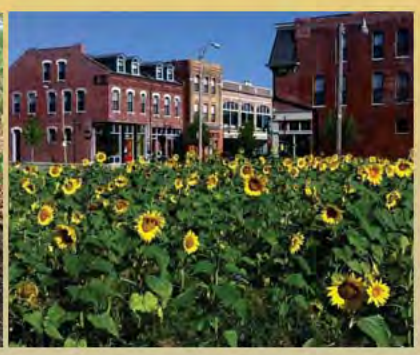
Potential Opportunities
Urban Agriculture

Goal: Continue supporting local urban agriculture efforts to promote workforce development, healthy eating, community empowerment, and development of vacant land





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Wellston Loop area

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Main Points

- Architectural assets and challenges
- Vacancies / disrepair
- Active place with rich history
- Needs a new "identity" to fill space
- Long term / multi step process
- Transit a positive

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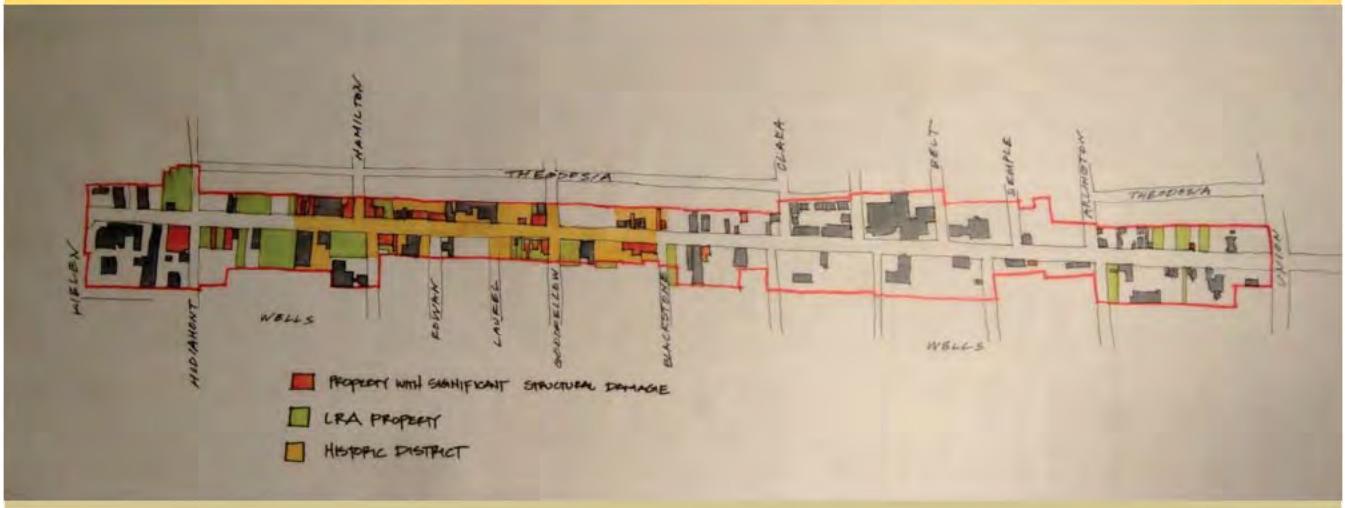
Building Stock Assessment



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MLK @ Goodfellow

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Wellston Loop area

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Central Neighborhood

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Main Points

- **Vacancies**
- **Adjacent investments**
- **Unique character potential**
- **Offset intersections**

Central Neighborhood

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MLK & Hamilton alignment

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Blackstone North

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Central Neighborhood

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Friendly Temple area

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Main Points

- Neighborhood anchor with strong mission
- Intensive functions
- Sunday / event traffic
- Service / retail needs

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Pedestrian Campus

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Circulation Plan

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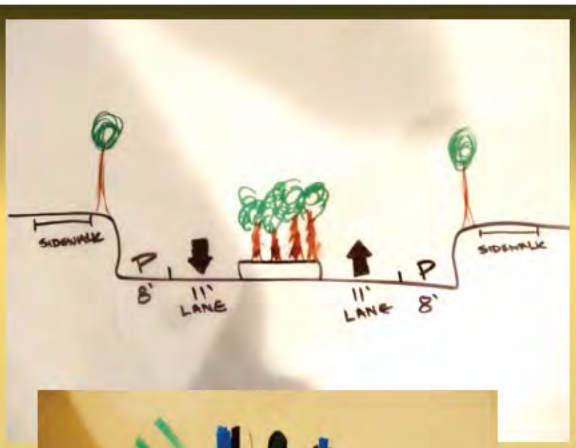

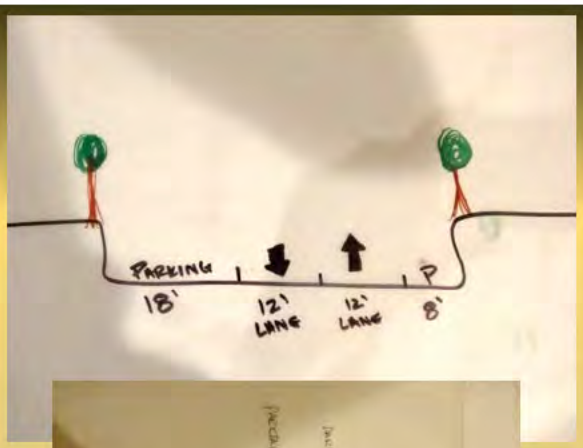

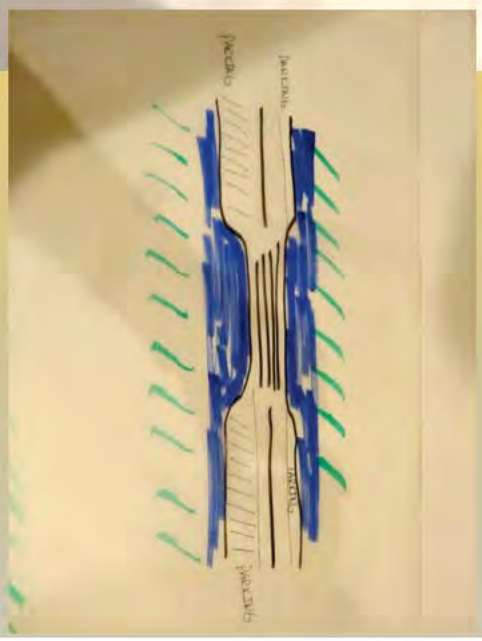

Friendly Temple area

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Keypad Polling Questions

How is Dr. MLK Drive Important to you?

(choose all that apply)

69%	1. I live on or near Dr. MLK Drive
31%	2. I work on or near Dr. MLK Drive
62%	3. I own property on or near Dr. MLK Drive
31%	4. I grew up on or near Dr. MLK Drive
15%	5. I own a business on or near Dr. MLK Drive
31%	6. I attend church on or near Dr. MLK Drive
15%	7. Other

How did you get here tonight?

100%	1. I drove my car
0%	2. I rode with a friend
0%	3. I walked
0%	4. I rode the bus
0%	5. I rode my bike
0%	6. Other

Wellston Loop Questions

How *SAFE* do you feel walking in the Wellston Loop area

8% 1. Very safe - I walk there often
42% 2. Somewhat safe
33% 3. I only feel safe during the day
17% 4. I never feel safe in that area

The lighting in the Wellston Loop area is…

0% 1. More than adequate
17% 2. Adequate
50% 3. Not adequate
33% 4. What lighting?

How *SECURE* do you feel walking in the Wellston Loop area

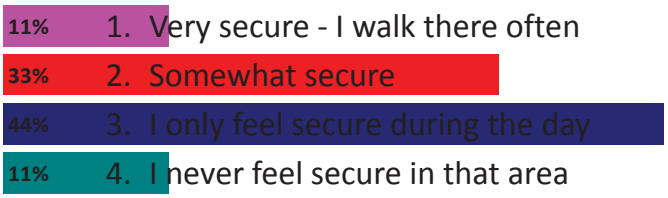
9% 1. Very secure - I walk there often
27% 2. Somewhat secure
36% 3. I only feel secure during the day
27% 4. I never feel secure in that area

The 2 most pressing issues in the Wellston Loop area are…

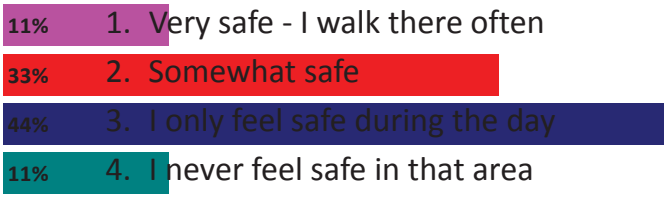
25% 1. Affordable high-quality housing
58% 2. More businesses and services
8% 3. Better transit availability
0% 4. More pedestrian friendly
8% 5. Move vehicle traffic more efficiently
75% 6. Target crime
8% 7. Preserve historic buildings
8% 8. Adding trees, plantings, benches, etc.

Central Neighborhood Questions

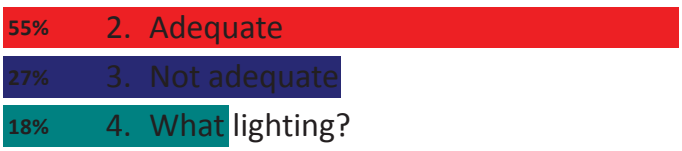
How *SECURE* do you feel walking in the Central Neighborhood area? (Hamilton to Clara)



How *SAFE* do you feel walking in the Central Neighborhood area? (Hamilton to Clara)



The lighting in the Central Neighborhood area is…



The 2 most pressing issues in the Central Neighborhood area are...

45%	1. Affordable high-quality housing
73%	2. More businesses and services
0%	3. Better transit availability
0%	4. More pedestrian friendly
9%	5. Move vehicle traffic more efficiently
64%	6. Target crime
0%	7. Preserve historic buildings
0%	8. Adding trees, plantings, benches, etc.

How SAFE do you feel walking in the Friendly Temple area? (Clara to Union)

43%	1. Very safe - I walk there often
43%	2. Somewhat safe
14%	3. I only feel safe during the day
0%	4. I never feel safe in that area

Friendly Temple Area Questions

How SECURE do you feel walking in the Friendly Temple area? (Clara to Union)

43%	1. Very secure - I walk there often
29%	2. Somewhat secure
14%	3. I only feel secure during the day
14%	4. I never feel secure in that area

The lighting in the Friendly Temple area is…

38%	1. More than adequate
63%	2. Adequate
0%	3. Not adequate
0%	4. What lighting?

The 2 most pressing issues in the Friendly Temple area are…

20%	• Affordable high-quality housing
20%	• More businesses and services
0%	• Better transit availability
10%	• More pedestrian friendly
20%	• Move vehicle traffic more efficiently
20%	• Target crime
0%	• Preserve historic buildings
10%	• Adding trees, trash cans, benches, etc.

NIGHT 3
PRESENTATION

Dr. Martin Luther King Blvd.

EAST-WEST GATEWAY
Council of Governments

Transportation

CBB
TRANSPORTATION ENGINEERS+PLANNERS

Urban Planning

RDG
PLANNING • DESIGN

Environmental

PDS
Planning Design Studio

Market Planning

DEVELOPMENT STRATEGIES

Dr. Martin Luther King Jr. Blvd.
Study Area

Saint Louis
Great Streets INITIATIVE
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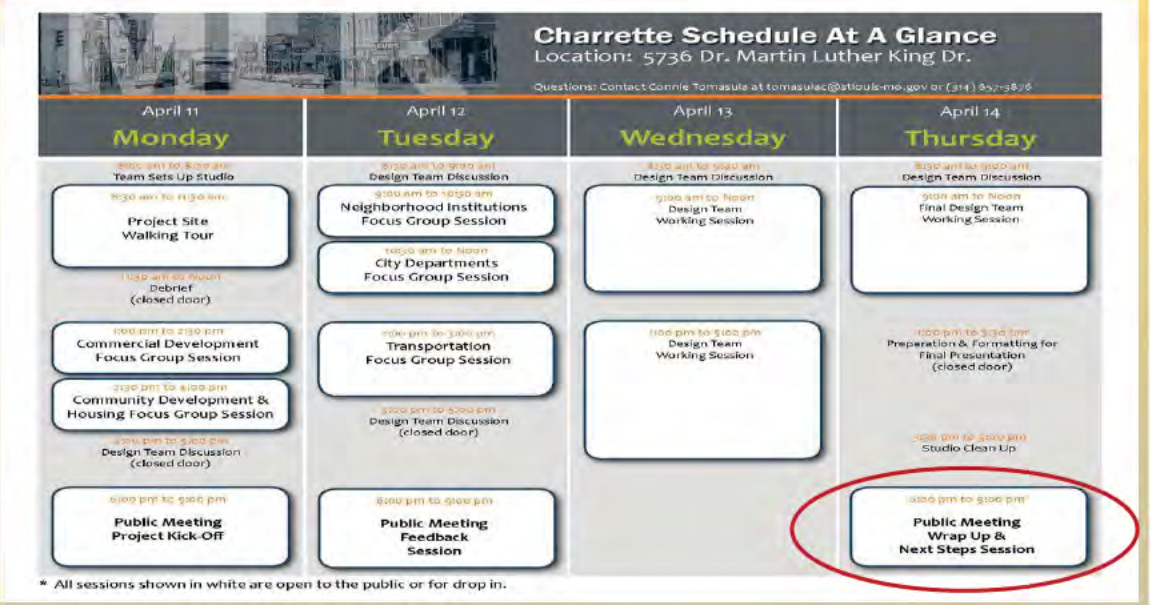
Schedule:

1 **Preparation (February - April)**

2



3 **End Report finished in June**

You've told us…

- MLK should be a beautiful street
- Neighborhoods need to be stabilized and improved
- Services & amenities are needed so neighborhoods can grow – schools, grocery stores, childcare, dining, etc.
- New development must be balanced with supporting existing residents and businesses
- Historic preservation must be balanced with today's building needs
- Traffic – good and bad

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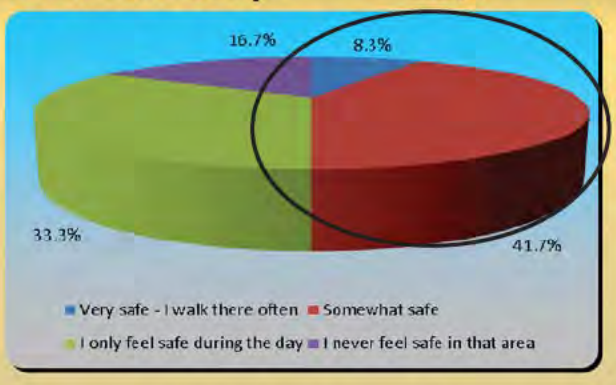
You've told us…

- Community spaces are important
- Residents shop primarily outside the area
- Vacant lots and buildings are plentiful and not well maintained
- Garbage and illegal dumping are a problem
- Crime is a problem – real and perceived
- A lot of talking takes place about the problems on MLK – but not much gets done

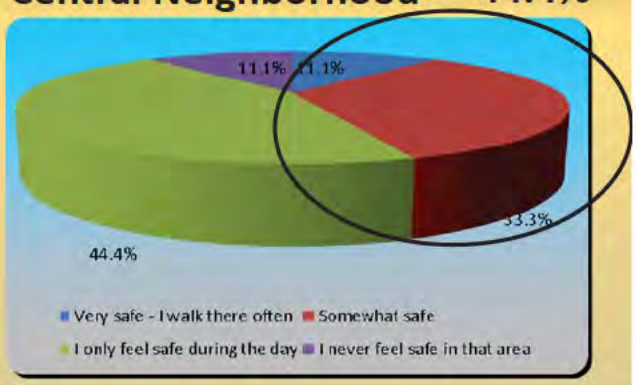
Great Streets INITIATIVE

How *SAFE* do you feel walking…

Wellston Loop **50%**



Central Neighborhood **44.4%**

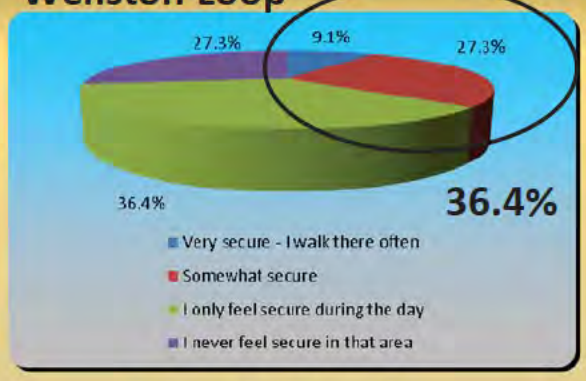


Friendl. Tem. le **85.8%**

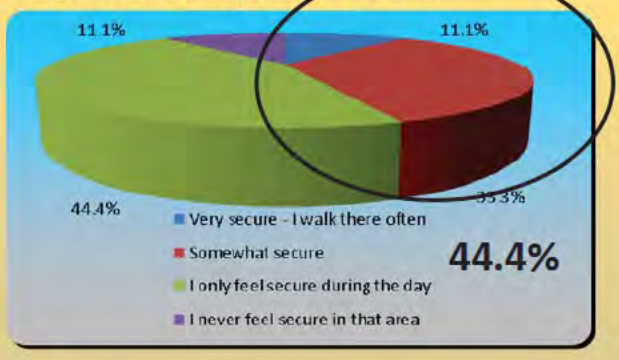
Great Streets INITIATIVE

How *SECURE* do you feel walking...

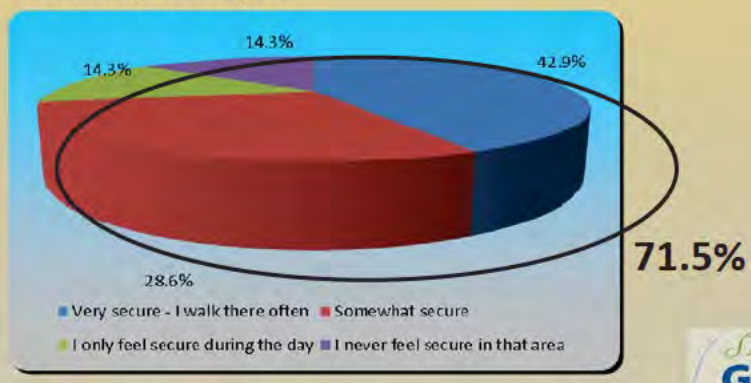
Wellston Loop



Central Neighborhood



Friendly Temple



Great Streets INITIATIVE

The 2 Most pressing issues in each area

Wellston Loop –

- **Target Crime – 39.1%**
- **More Businesses/services – 30.4%**

Central Neighborhood –

- **More Businesses/Services – 38.1%**
- **Affordable High-Quality Housing – 23.8%**

Friendly Temple –

- **More Businesses/Services – 20%**
- **Affordable High-Quality Housing – 20%**
- **Target Crime – 20%**
- **Move Vehicle Traffic More Efficiently – 20%**

Great Streets INITIATIVE

Corridor Plan

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Market Analysis

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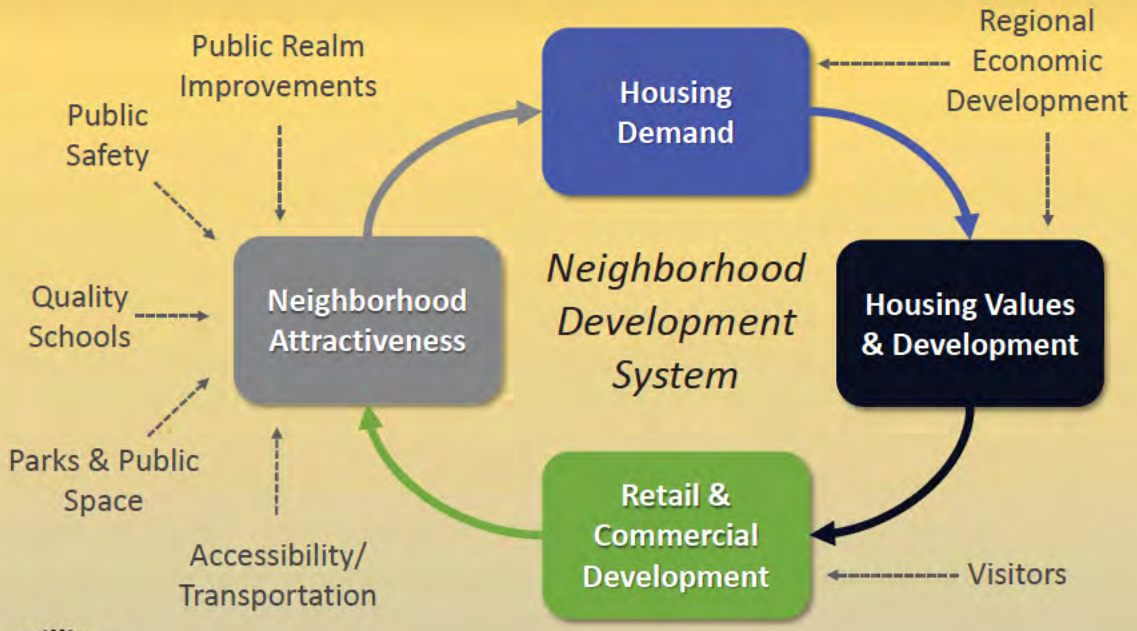
Market Analysis

Identifying needs, challenges, and opportunities



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Market Areas

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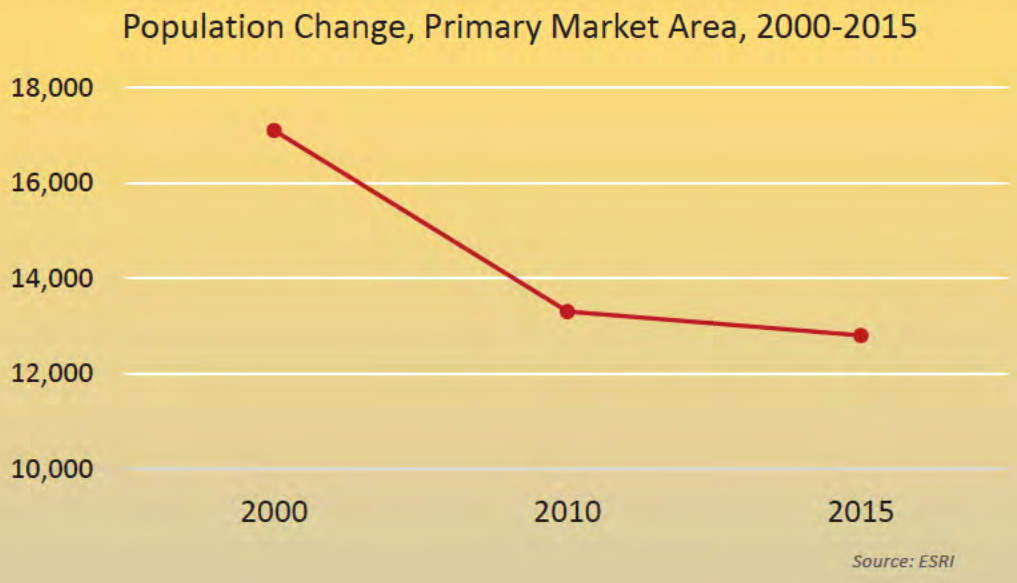
Market Analysis

There is a need to attract more residents.



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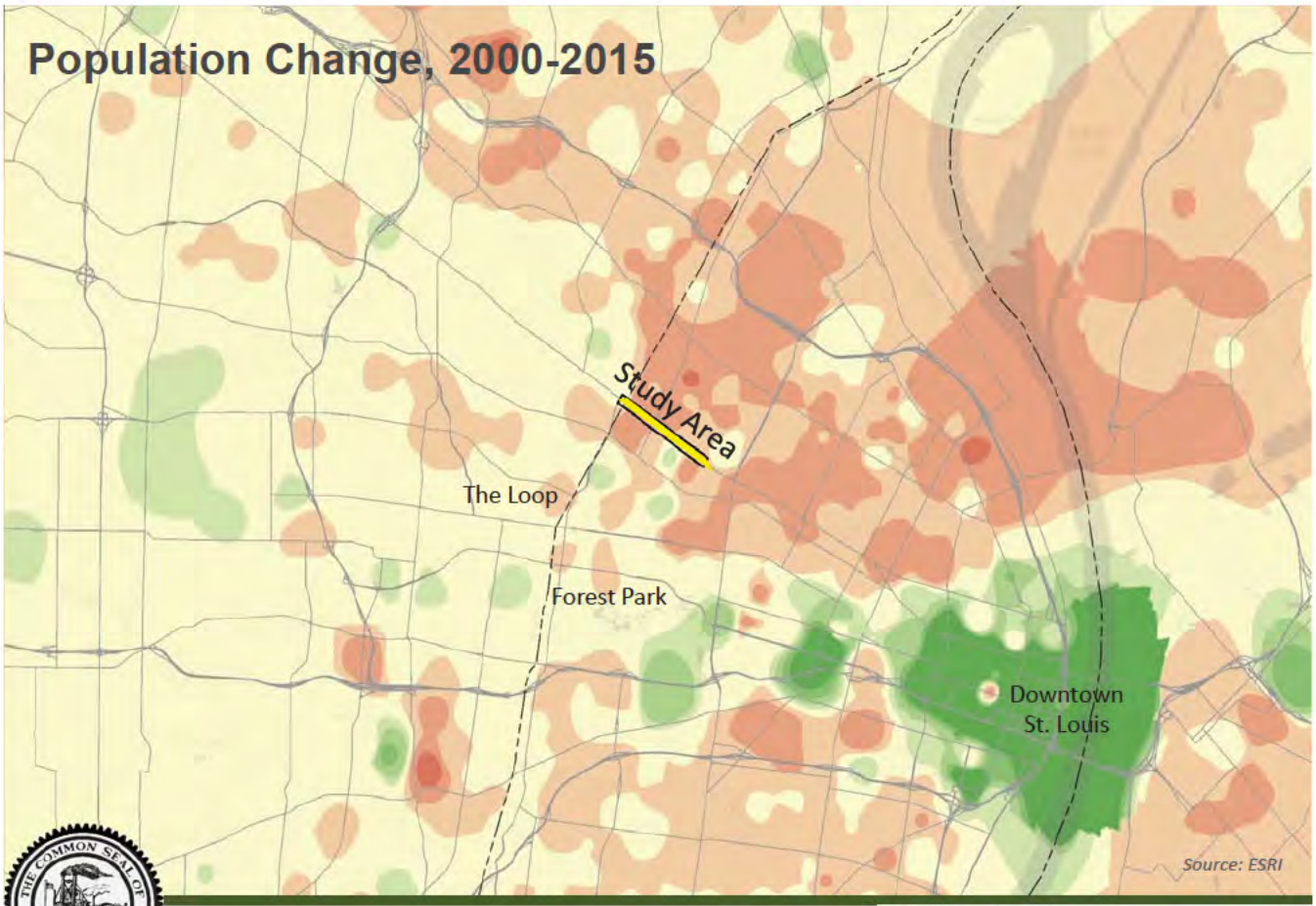

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Market Analysis

There is a need to support existing residents.

PRIMARY MARKET AREA	CITY OF ST. LOUIS
42% homeowners	***44%*** homeowners
37% moved in before 2000	***29%*** moved in before 2000



Source: ESRI

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Market Analysis

There is a need to develop new housing.

PRIMARY MARKET AREA	CITY OF ST. LOUIS
Housing Units	Housing Units
2000-2010 ***11% decrease***	2000-2010 ***0.2% decrease***
2010-2015 ***0.7% increase***	2010-2015 ***0.8% increase***



Source: ESRI

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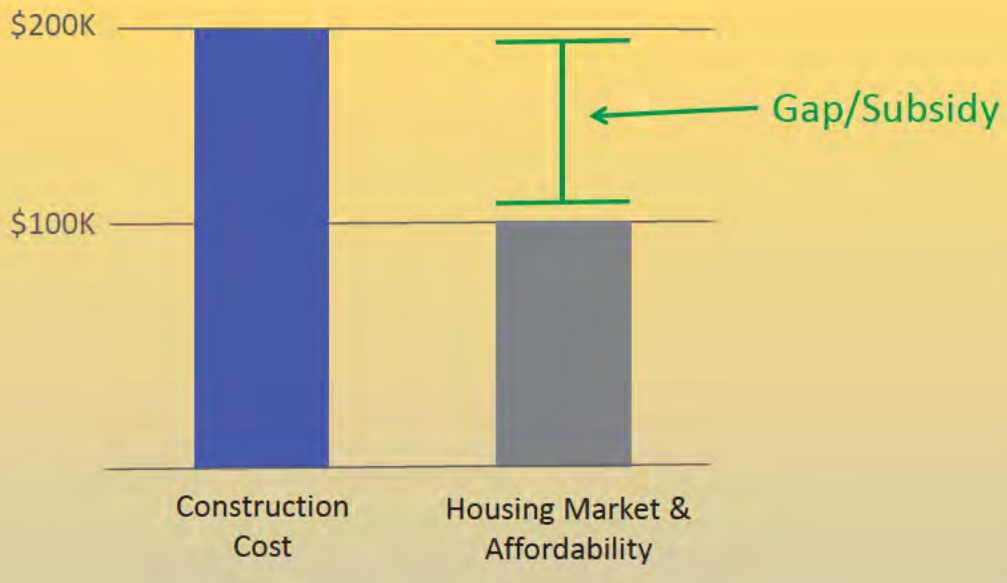
Market Analysis

There is a need to keep housing affordable.



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Market Analysis

There is a need to reinvest in the existing housing stock.

PRIMARY MARKET AREA
36% vacancy

CITY OF ST. LOUIS
20% vacancy



Source: ESRI

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Market Analysis

There is a need to create better accessibility to employment opportunities.

PRIMARY MARKET AREA
20.9% unemployment rate

CITY OF ST. LOUIS
11.5% unemployment rate

Source: ESRI

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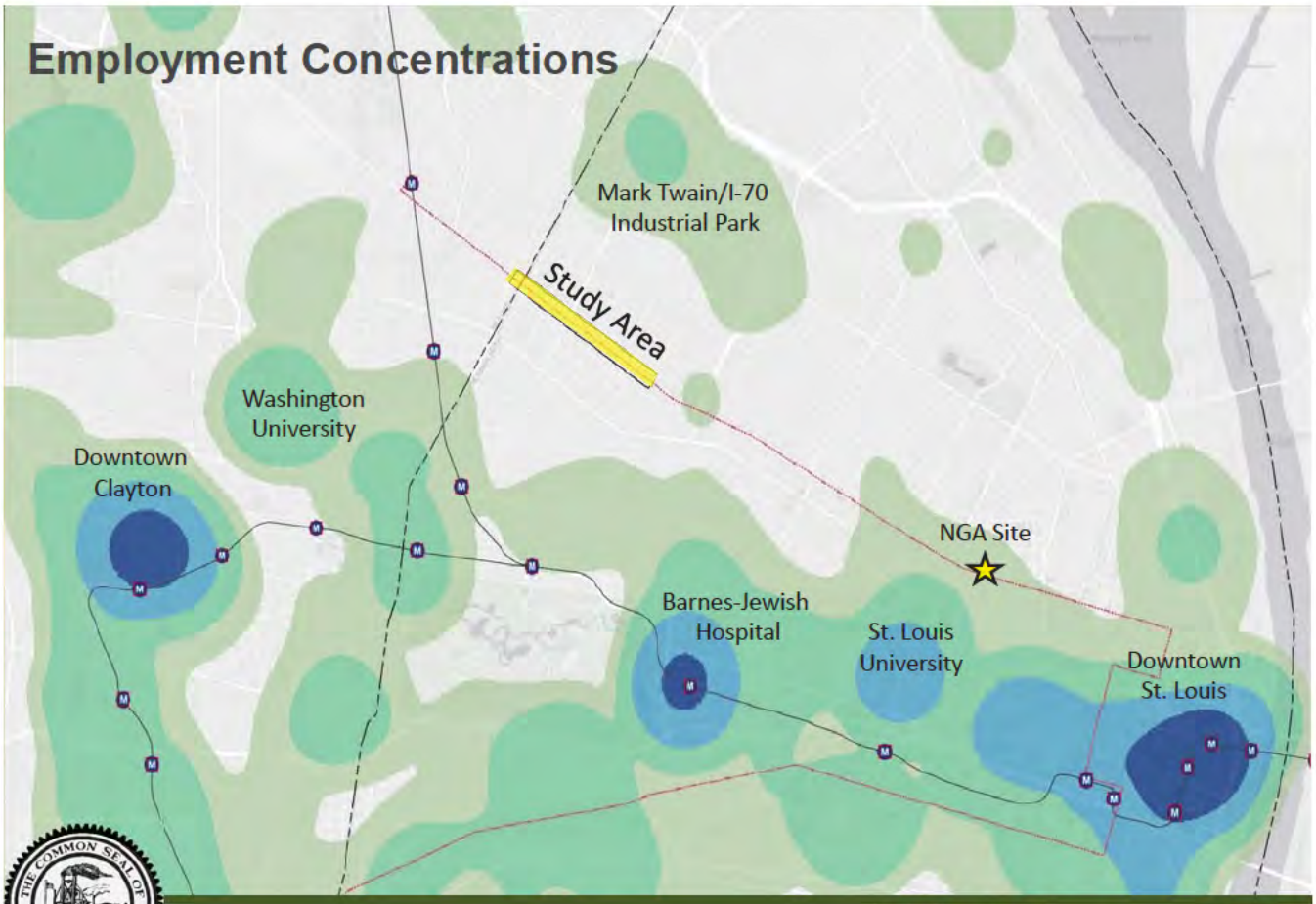
Employment Concentrations



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Market Analysis

There is a need to provide more educational and job training resources.

PRIMARY MARKET AREA	CITY OF ST. LOUIS
23% no HS diploma	***15%*** no HS diploma
26% Some college	***22%*** Some college
10% Bachelor's or higher	***31%*** Bachelor's or higher

Source: ESRI

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Market Analysis

There is a need to continue investing in public transportation.

PRIMARY MARKET AREA
19% commute by transit

CITY OF ST. LOUIS
10% commute by transit


Source: ESRI

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Market Analysis

There is a need to continue providing (and improving) resources for youth.

PRIMARY MARKET AREA
Households w/ children 33%
25% of pop. under 18

CITY OF ST. LOUIS
Households w/ children 25%
21% of pop. under 18


Source: ESRI

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Market Analysis

There is a need to attract more retail businesses.

Total Demand	-	Total Supply	=	Gap in Supply
175,000 SF		*100,000 SF*		***75,000 SF***



Source: ESRI, Development Strategies

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Market Analysis

There is a need to make more retail space move-in ready.

- Approximately 1/3 of buildings along corridor are vacant
- Retail business often can't afford rehab costs


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Environmental

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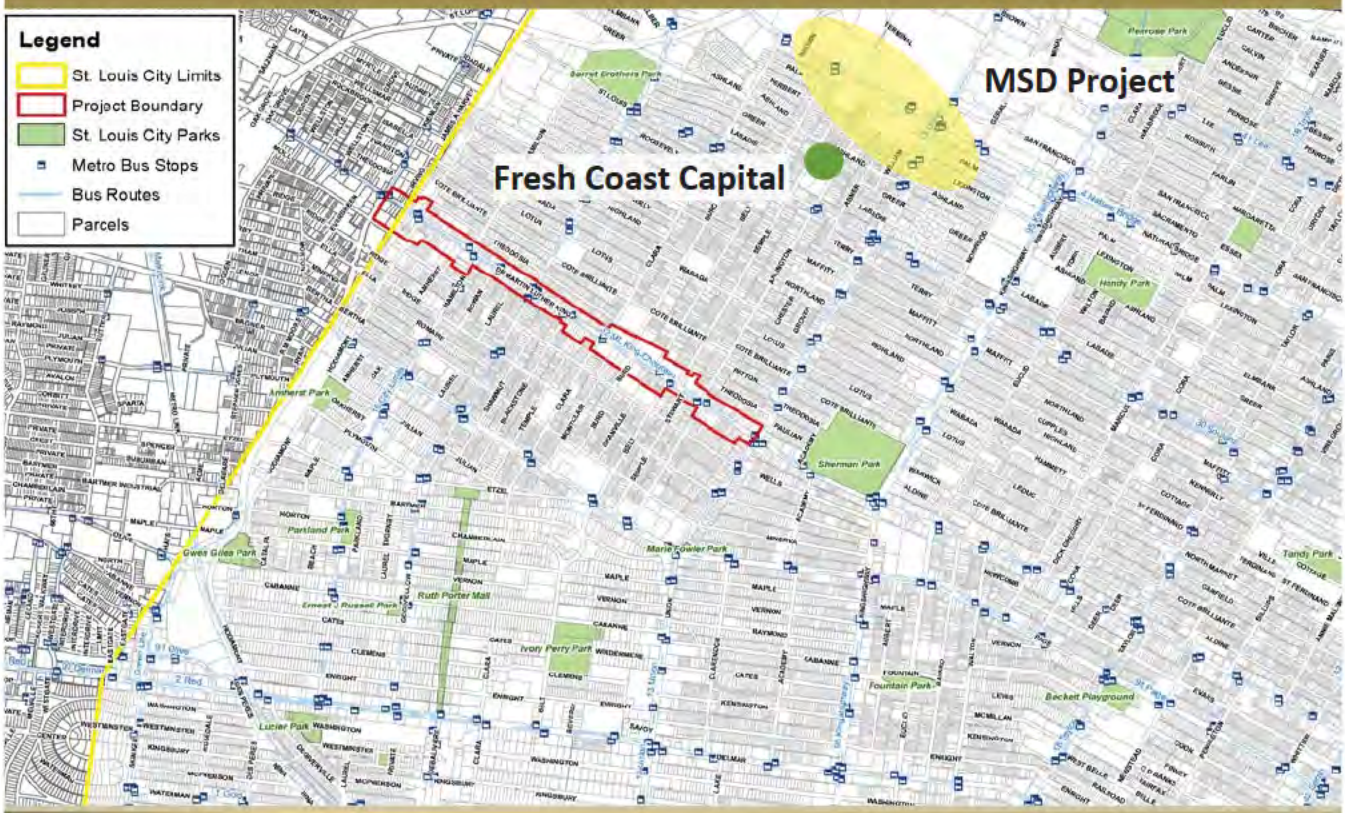
Proximity to Parks and Green Infrastructure Projects



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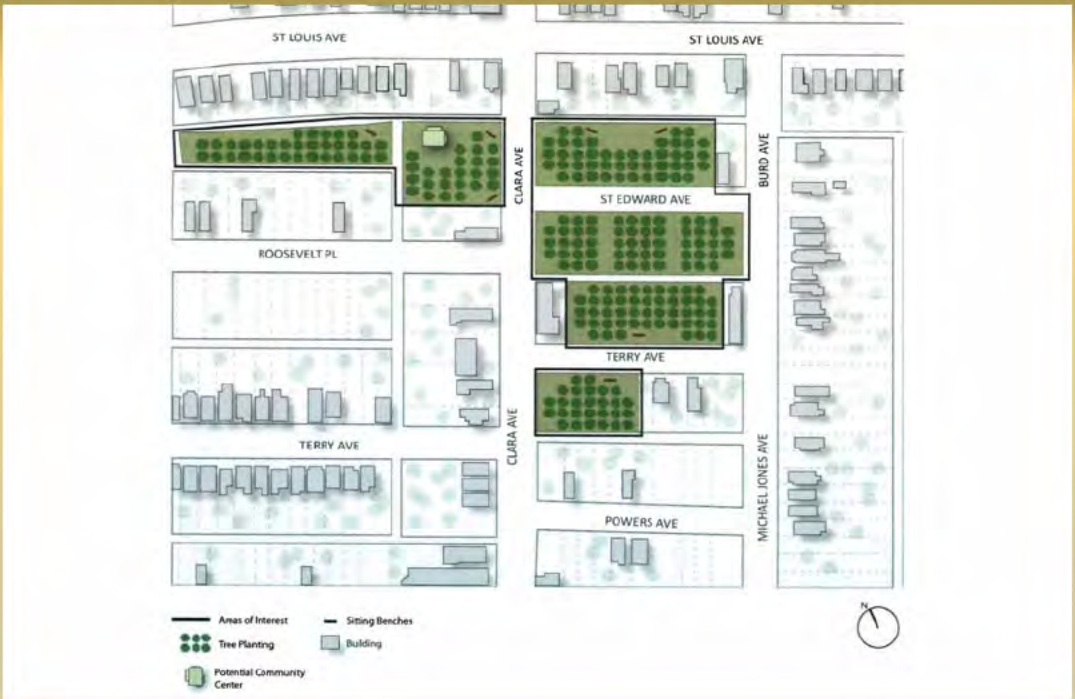
Fresh Coast Capital Tree Farming Project



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Great Rivers Greenway – River Ring Plan

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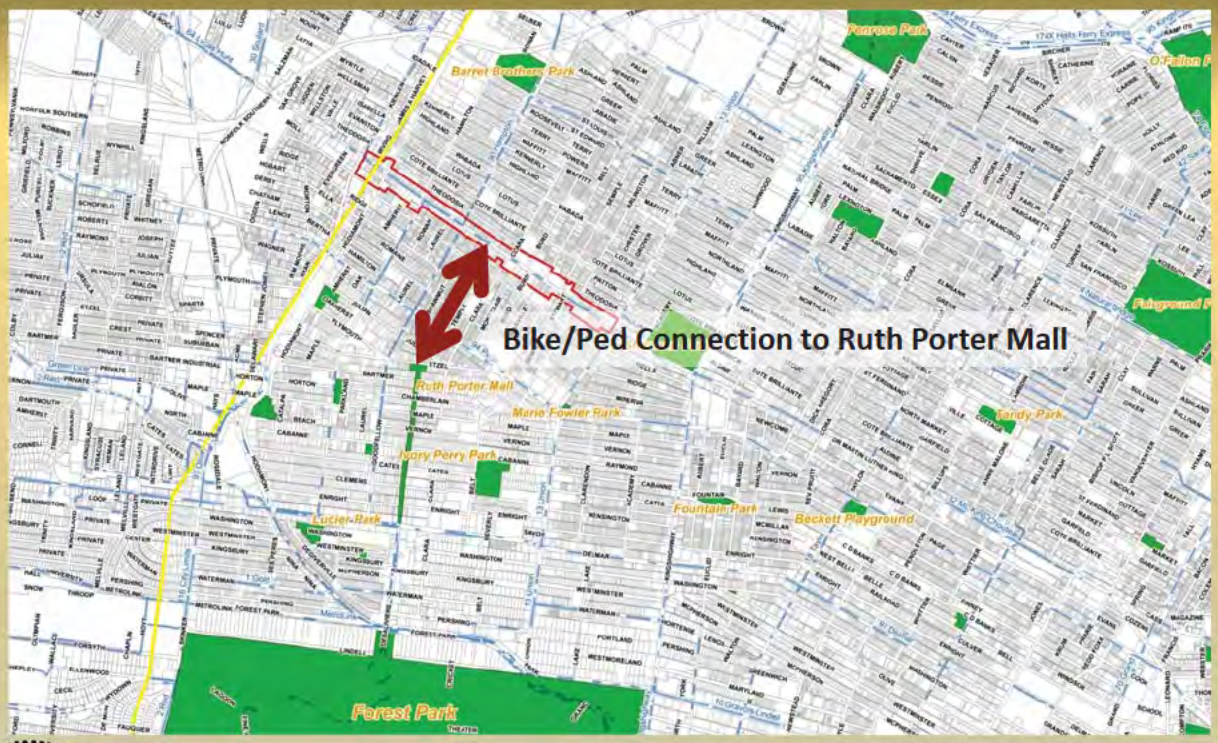
Linkages



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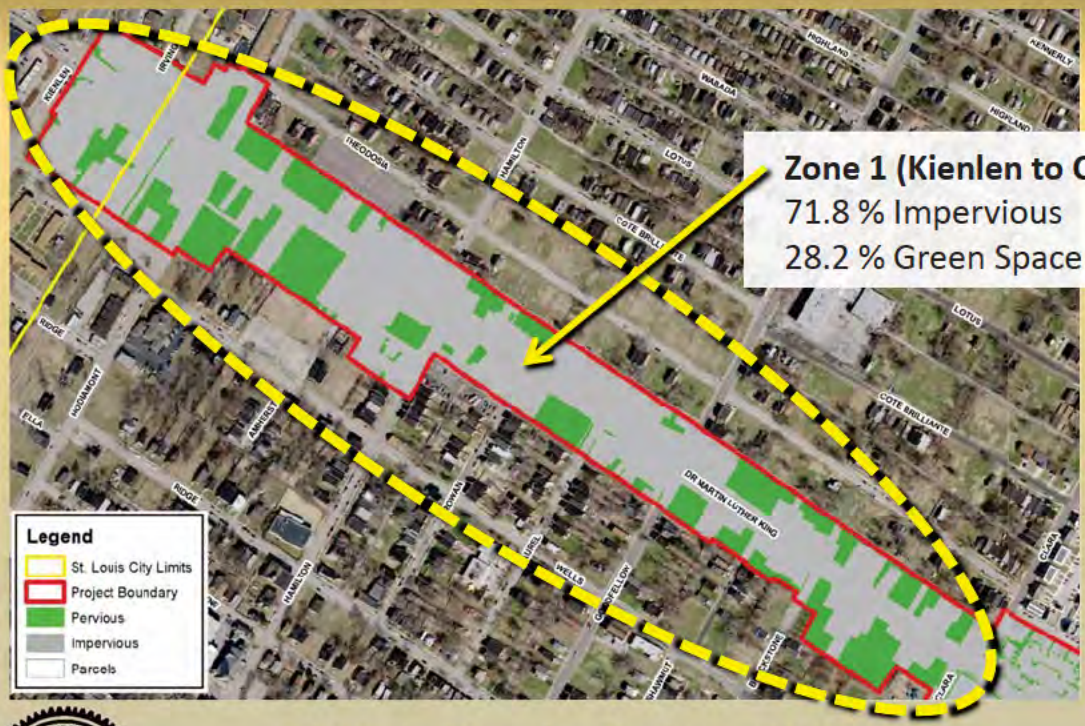
Impervious vs Pervious Analysis



Total Project Boundary Pervious = 24.7%

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Impervious vs Pervious Analysis

Total Project Boundary Pervious = 24.7%

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Environmental Infrastructure

Issues

- Limited Street Tree Planting
- Blighted Buildings/Trash
- Impervious Areas
- Soil/Water Contamination Potential - Auto Repair/Salvage & Storage Tanks
- Restricted Openings on some Curb Inlets
- Some Areas Lack Sufficient Night Lighting
- Lack of Native Plant Material

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Building Condition Analysis

Building Condition 5

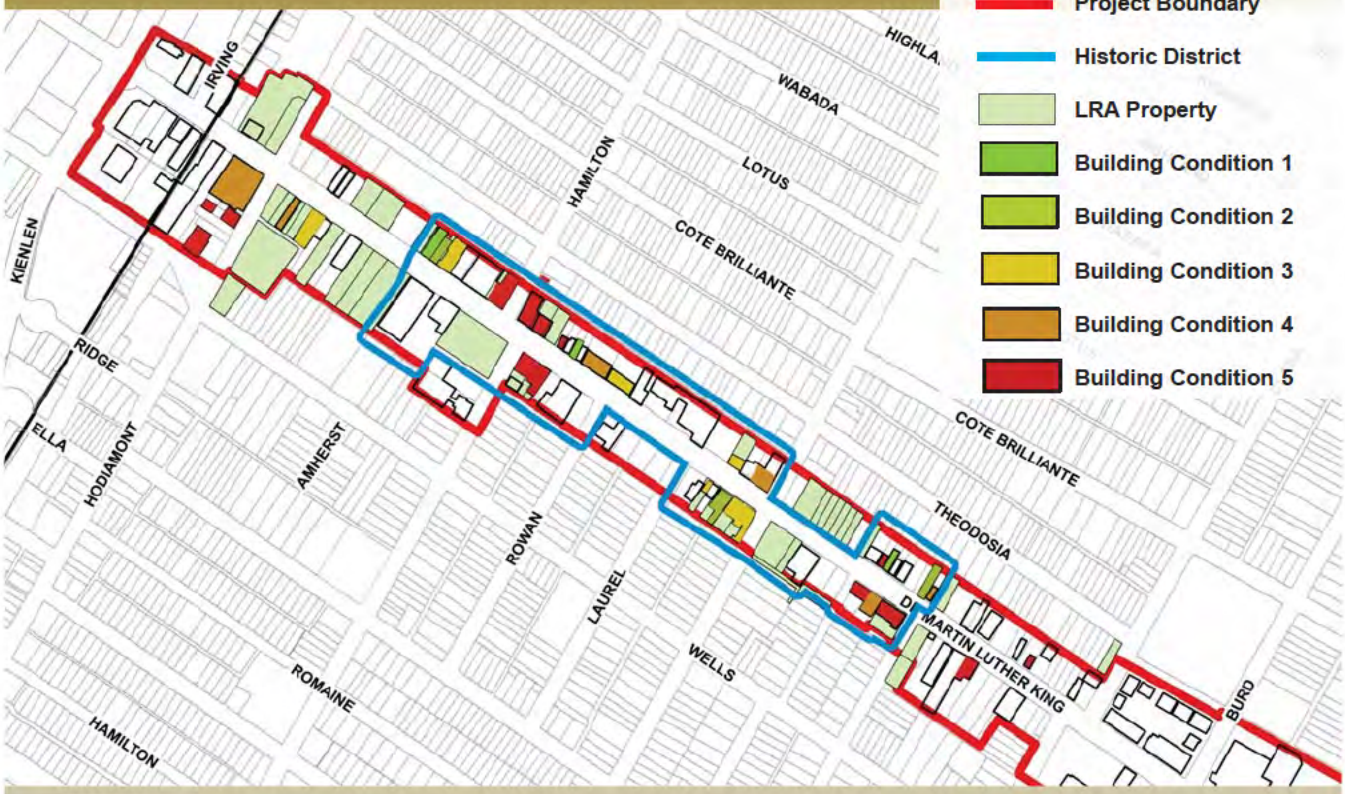
Building Condition 4

Building Condition 3

Building Condition 2

Building Condition 1

Building Condition Analysis



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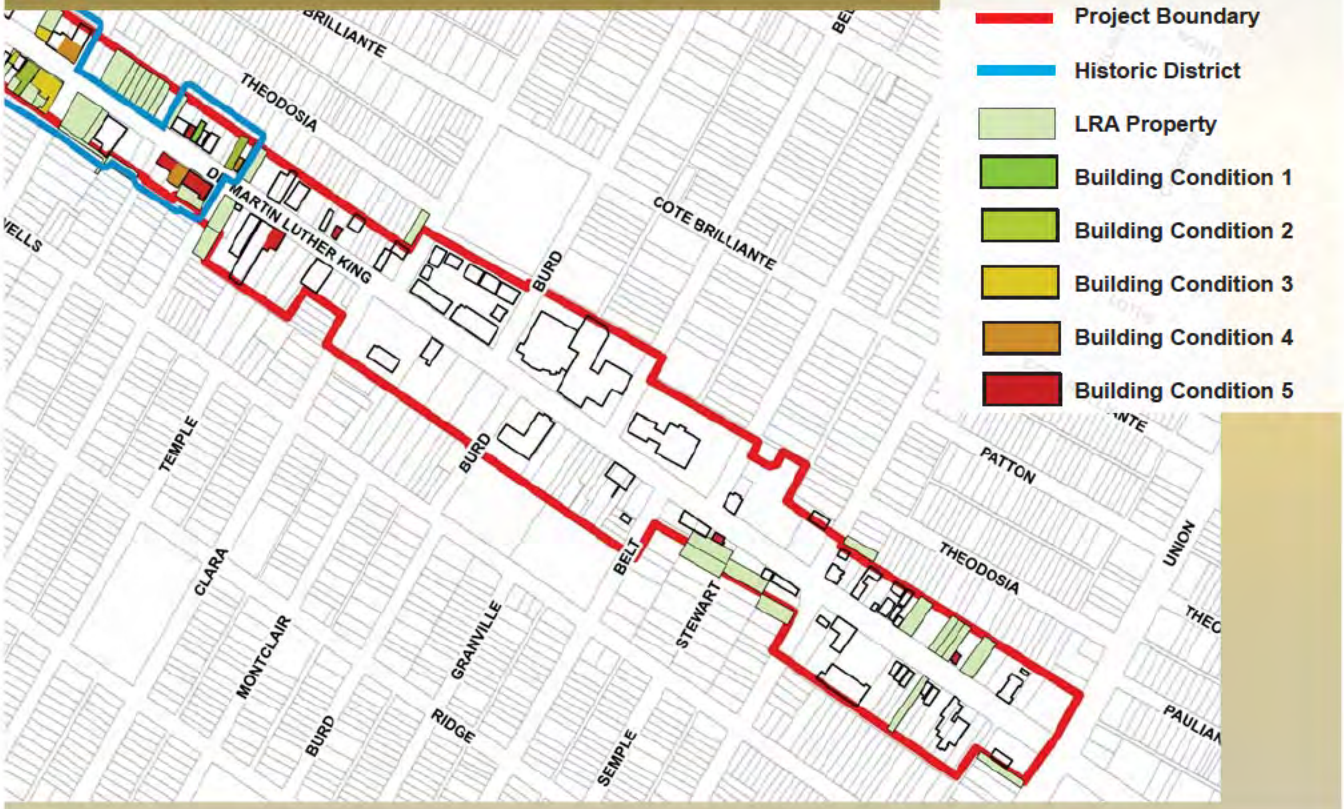
Building Condition Analysis



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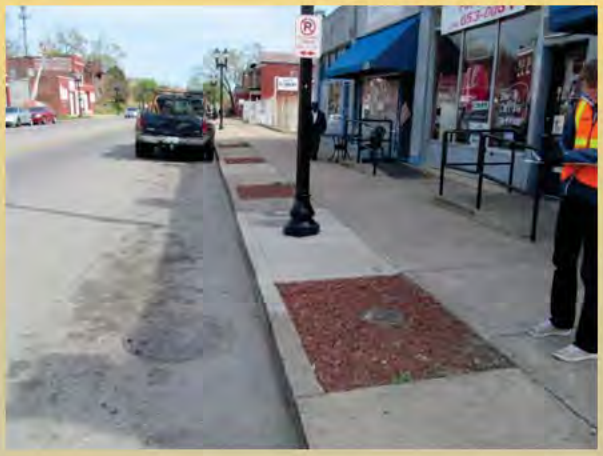
Environmental Infrastructure



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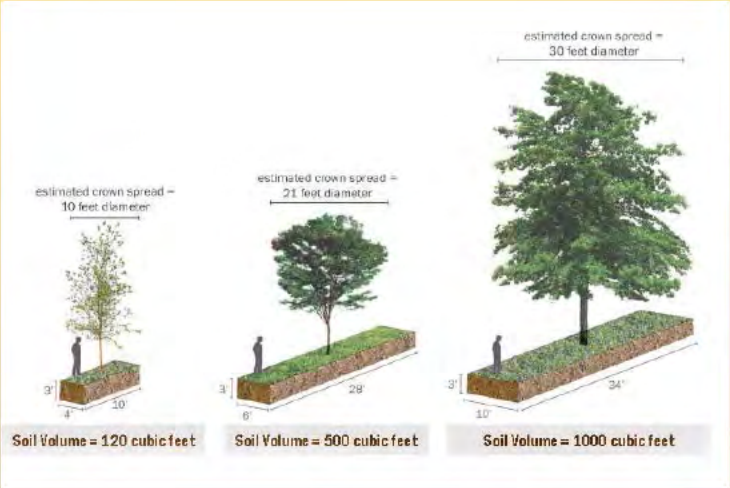
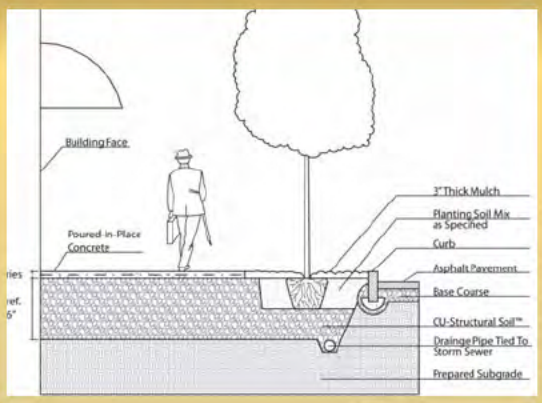
Environmental Infrastructure





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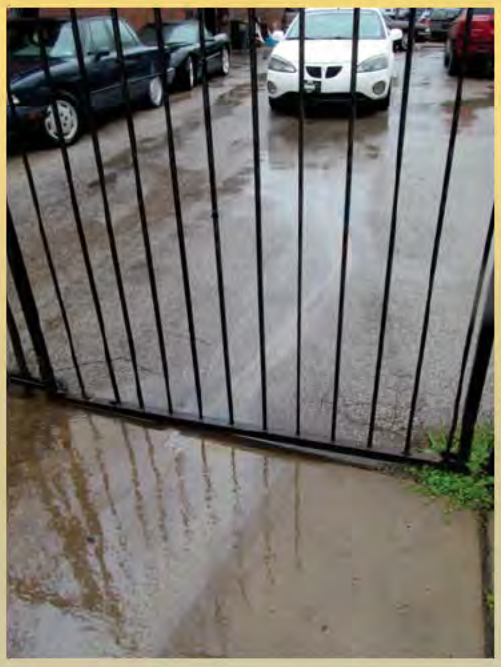
Environmental Infrastructure



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Environmental Infrastructure

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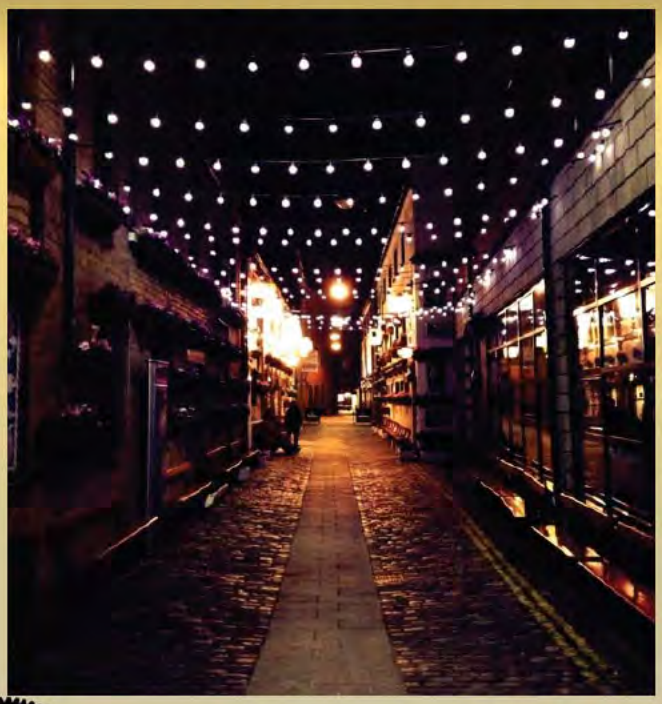

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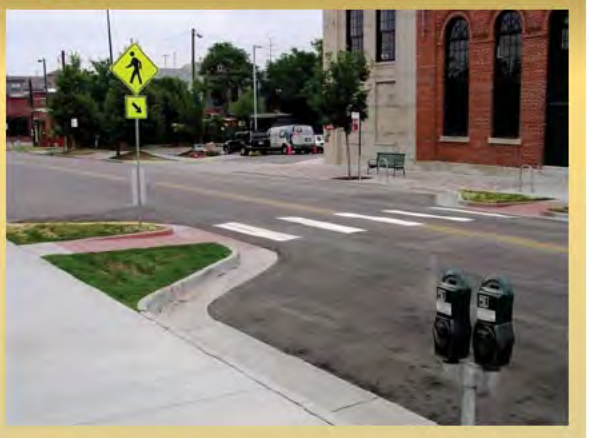
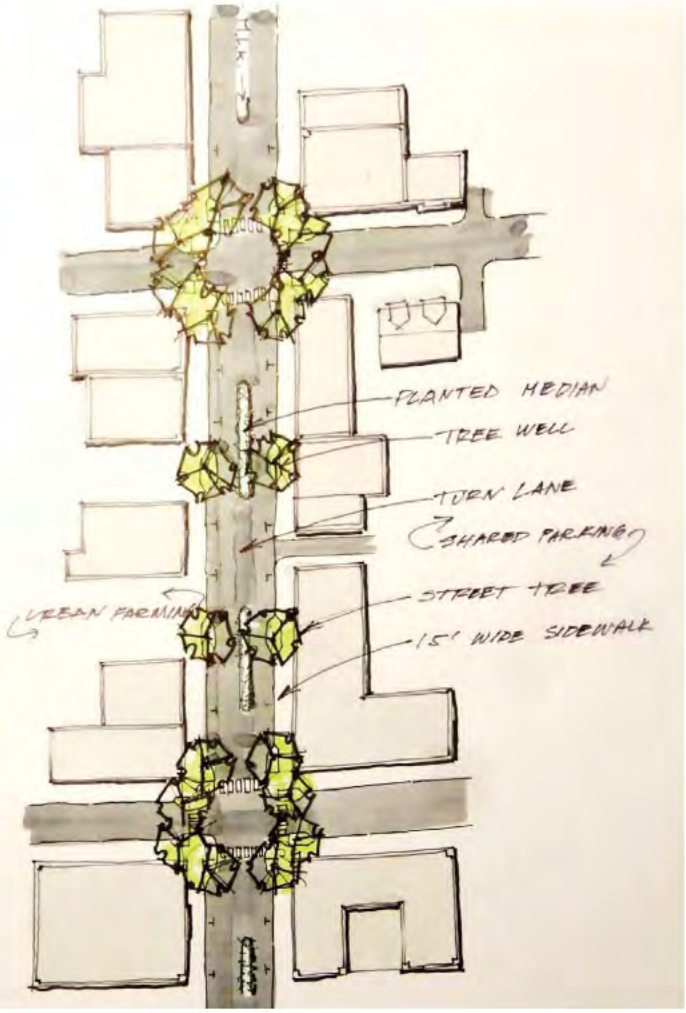
Typical Block





Environmental Infrastructure

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Transportation

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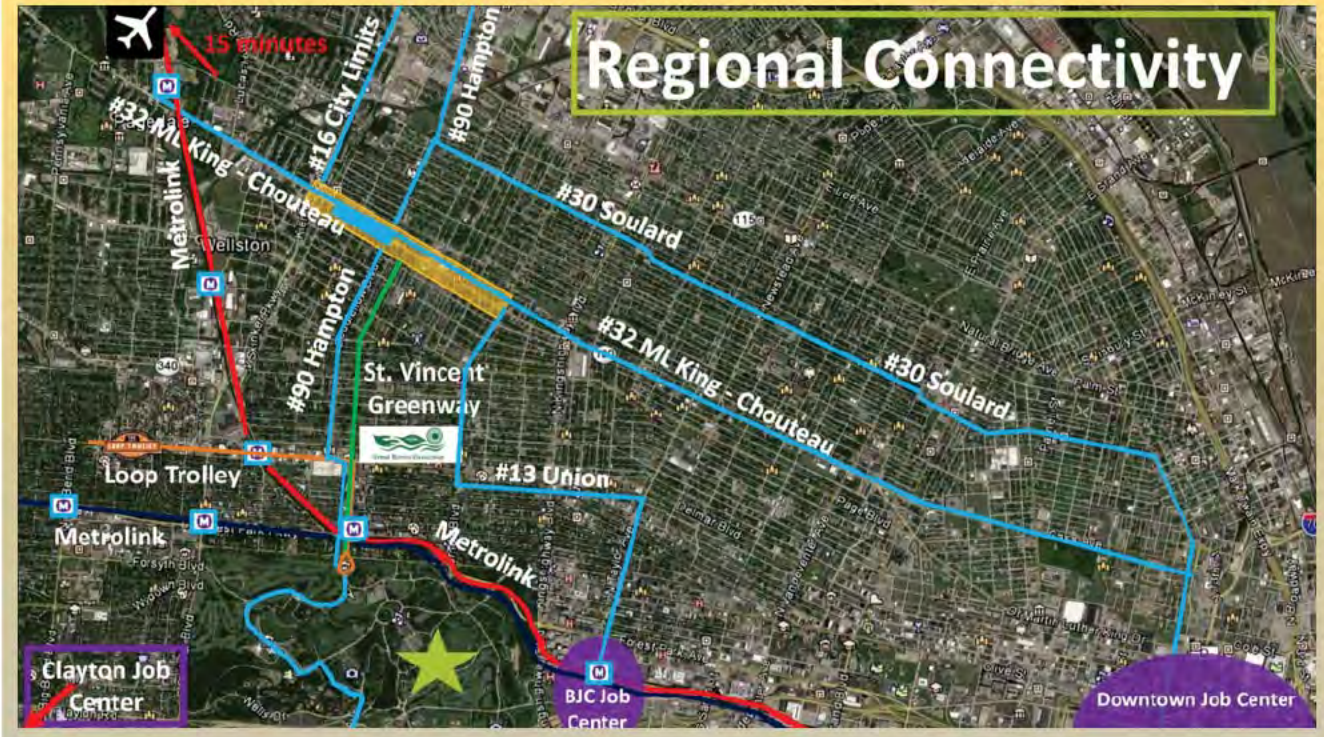

Dr. Martin Luther King Jr. Blvd. Transportation Issues

- Outdated signal equipment
- Broken/missing pedestrian equipment
- ADA Compliance issues
- Broken lighting
- Personal safety concerns
- Kienlen to Goodfellow – 50% of crashes

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Dr. Martin Luther King Jr. Blvd. Transportation Issues

- Offset, closely spaced intersections
- Inconsistent stop control
- Poor stop sign compliance
- Difficult pedestrian crossings
- Pedestrian – vehicular conflict during 'events'
- Clara & Burd 75% of pedestrian crashes

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Wellston Loop

Wellston Loop Area

Dr. Martin Luther King Jr. Blvd. Traffic Control – West End

- Improve Signals (Fiber Interconnect /Coordination, Detection, Timing)
- Bump outs/Edge line Striping
- Enhanced Ped Crossings
- Mid-Block Crossing (with proposed park)

Dr. Martin Luther King Jr. Blvd. Hamilton Intersection

- Realign Intersection
- Improve Signal (Detection, Timing)
- Bump outs/Edge line Striping
- Enhanced Crosswalks

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Dr. Martin Luther King Jr. Blvd.
Goodfellow Intersection

- Improve Signal (Coordination, Fiber Interconnect, Timing, Detection).
- Bump outs/Edge line Striping
- Enhanced Crosswalks

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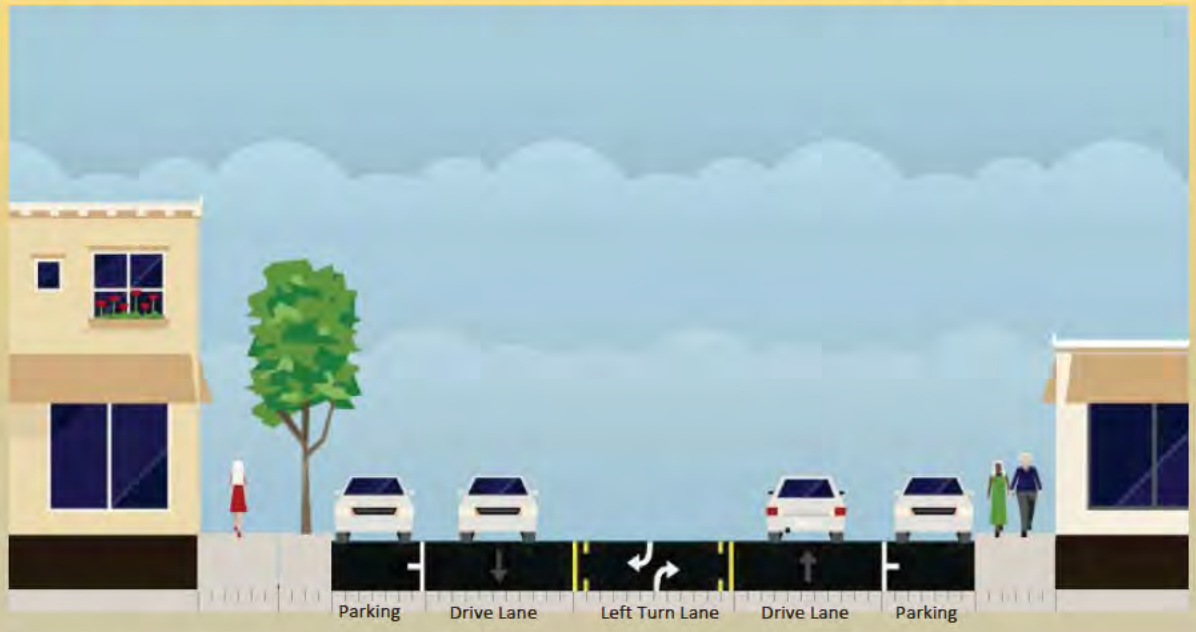
Typical West Cross Section



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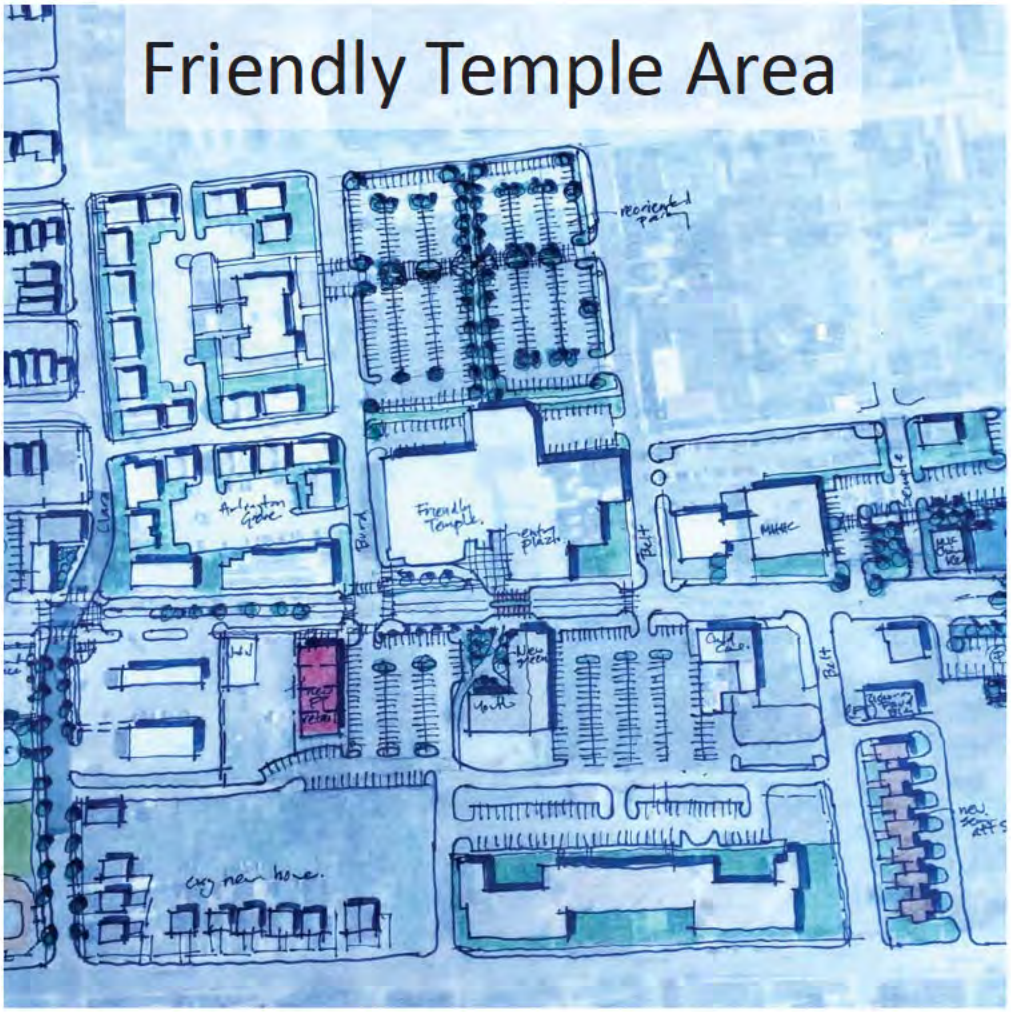
Blackstone Pkwy

Blackstone North Parkway

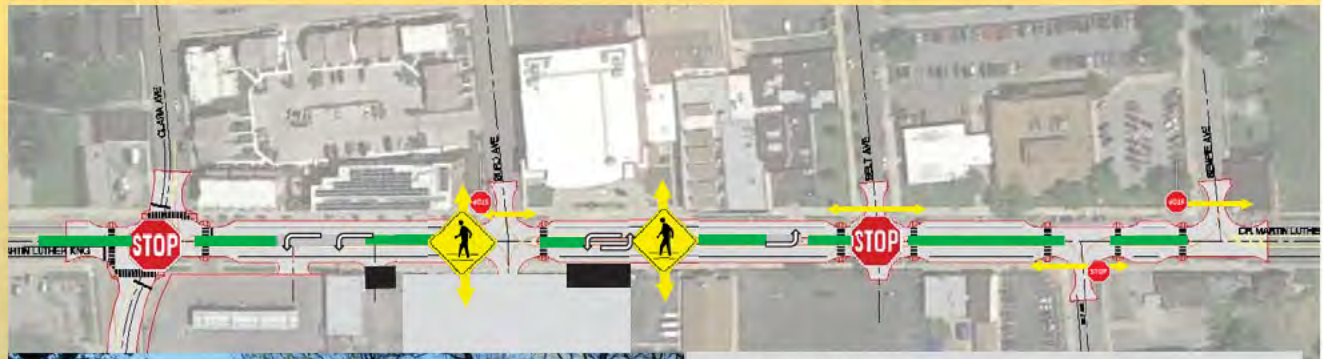
Dr. Martin Luther King Jr. Blvd. Study Area – Blackstone Pkwy

Friendly Temple


Friendly Temple Area
Friendly Temple
Clara
Burd
Belt


Dr. Martin Luther King Jr. Blvd.
Study Area – East End
Goodfellow
Cote Brilliante
ONE WAY
Theodosia
Clara
Burd
Belt
Semple
Arlington
Wells
STOP
• From west use Clara
• From east use Arlington (south) or Belt (north)

Dr. Martin Luther King Jr. Blvd. Friendly Temple Area – Full Build



- Consolidate Stop Signs
- Realign Clara
- Close Burd (south) at MLK
- Center Landscaped Median
- Midblock pedestrian crossings
- Bump outs/Edge line Striping
- Improve Signals/Enhance Ped Crossings

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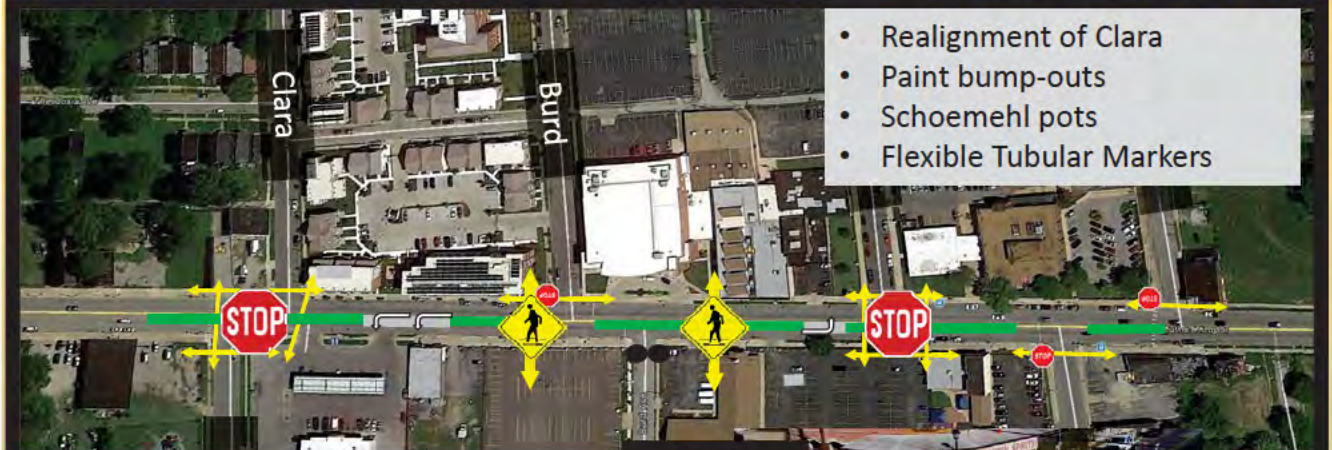
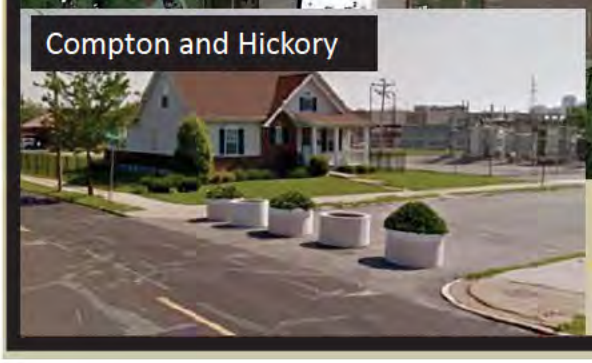
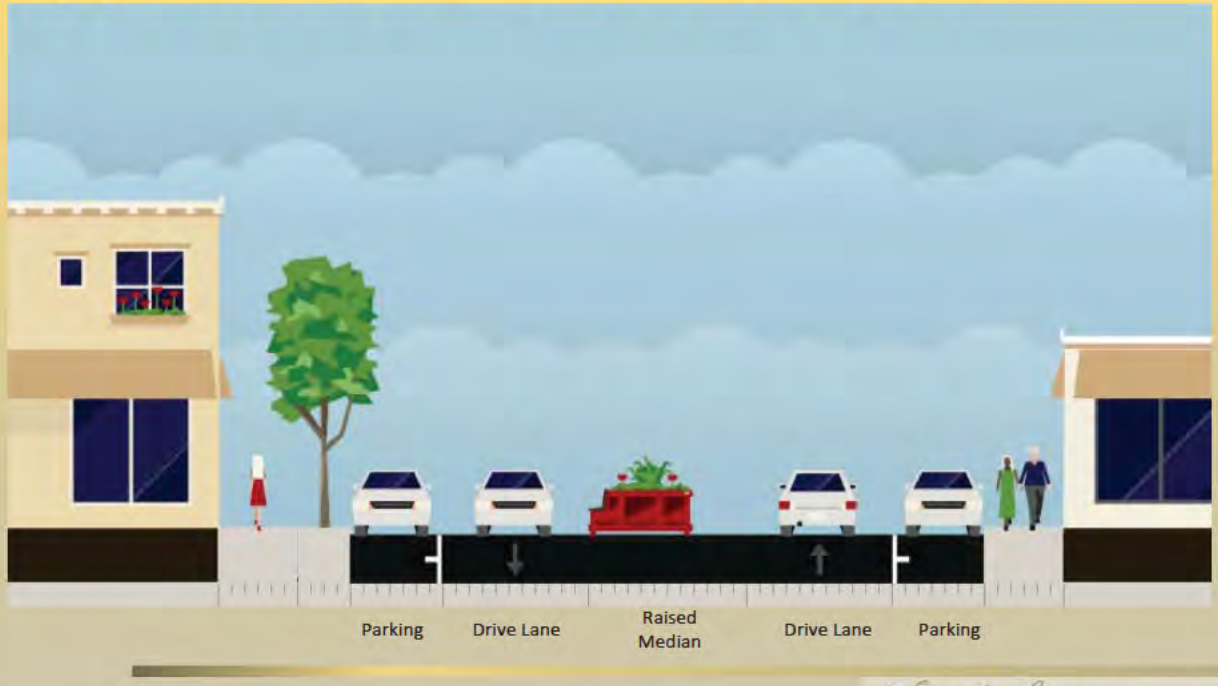
Dr. Martin Luther King Jr. Blvd. Friendly Temple Area – Lower Cost



- Realignment of Clara
- Paint bump-outs
- Schoemehl pots
- Flexible Tubular Markers



Dr. Martin Luther King Jr. Blvd.
Typical East Cross Section



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Dr. Martin Luther King Jr. Blvd.
Union Intersection

- Improve Signals (Coordination, Interconnect, Timing, Detection)
- Enhanced Ped Crossings
- Bump outs/Edge line Striping

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Hardscape Park




Streets are Community Spaces



Dual use spaces

Weekdays

Events

Dual Use Spaces

Weekdays

Events

Parking Converted

Before

After

Vision & Strategy

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Neighborhood Revitalization

Identifying opportunities and building on assets

- Housing Development and Redevelopment
- Workforce Development and Education
- Entrepreneurship and Business Development
- Community Services and Resources

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Implementation Strategies

Setting the foundation for future growth

1. Form community organization or strategic partnerships
2. Develop special district(s)
3. Invest in and maintain public realm
4. Leverage historic district, Arlington Grove redevelopment plan, and tax abatement programs

Implementation Strategies

Setting the foundation for future growth

5. Pursue all available housing subsidy/assistance programs (for development and homeowners)
6. Increase pedestrian activity and attract visitors with public markets or other community events
7. Support entrepreneurs and the local business community
8. Support urban agriculture

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Implementation Strategies

Setting the foundation for future growth

9. Make retail spaces move-in ready to attract new businesses to the corridor

10. Link residents with workforce development and job training programs

11. Invest in quality schools and community amenities and support services

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Potential Opportunities

Create vibrancy at Wellston Loop Building to serve neighborhood residents and attract visitors

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Potential Opportunities

Provide space and resources that supports entrepreneurial activity and activates underutilized properties

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Potential Opportunities

Continue supporting local urban agriculture efforts to promote workforce development, healthy eating, beautification, and development of vacant land

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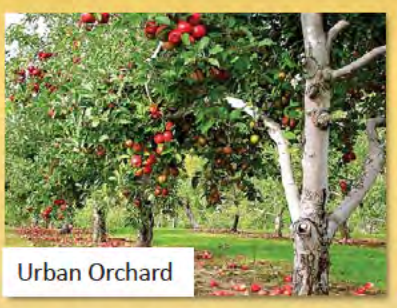
Potential Opportunities

Urban Agriculture

Community Gardens


Urban Orchard


Sunflower Garden


Greenhouse


Hydroponic/Aquaponics


Urban Farm

Implementation

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Governance

Establishing the "steward" of the plan

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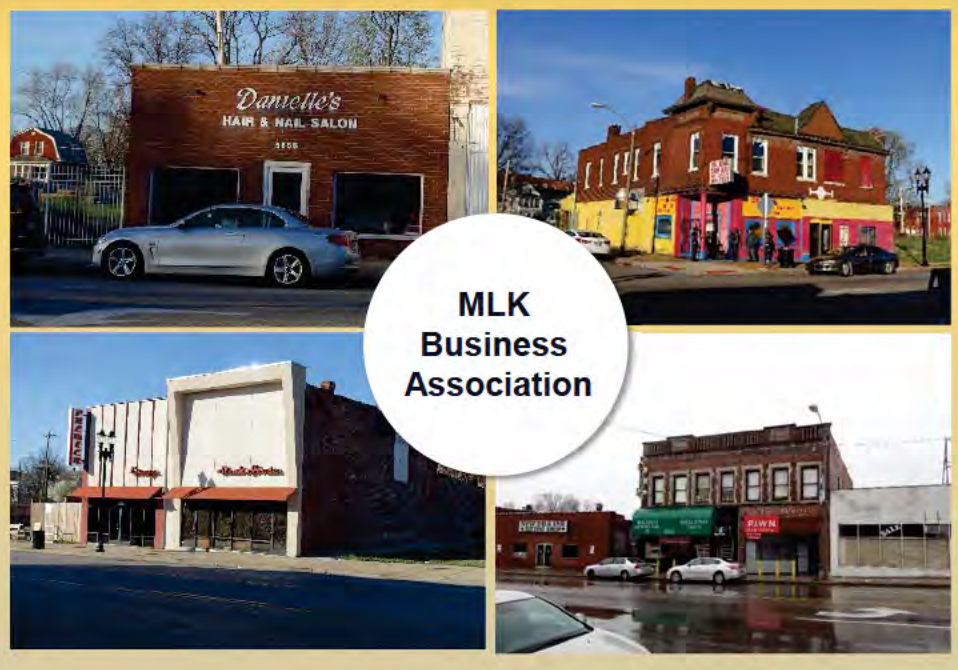
Governance

Continue to improve coordination among local businesses



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Governance

Develop mechanism to generate revenue to support local initiatives

- Community Improvement District (CID)
- Business Improvement District (BID)
- Transportation Development District (TDD)
- Tax Increment Financing (TIF)

Governance

Special Assessment District

1. Establish a district

2. Generate Tax Revenue (sales or property tax)

3. Reinvest in District

- *Dedicated Staff*
- *Security*
- *Lighting*
- *Marketing*
- *Streetscape*
- *Real Estate Imprv.*

Community Development

Develop organization (or form partnerships) that can coordinate housing and economic development efforts and pursue public and private funding

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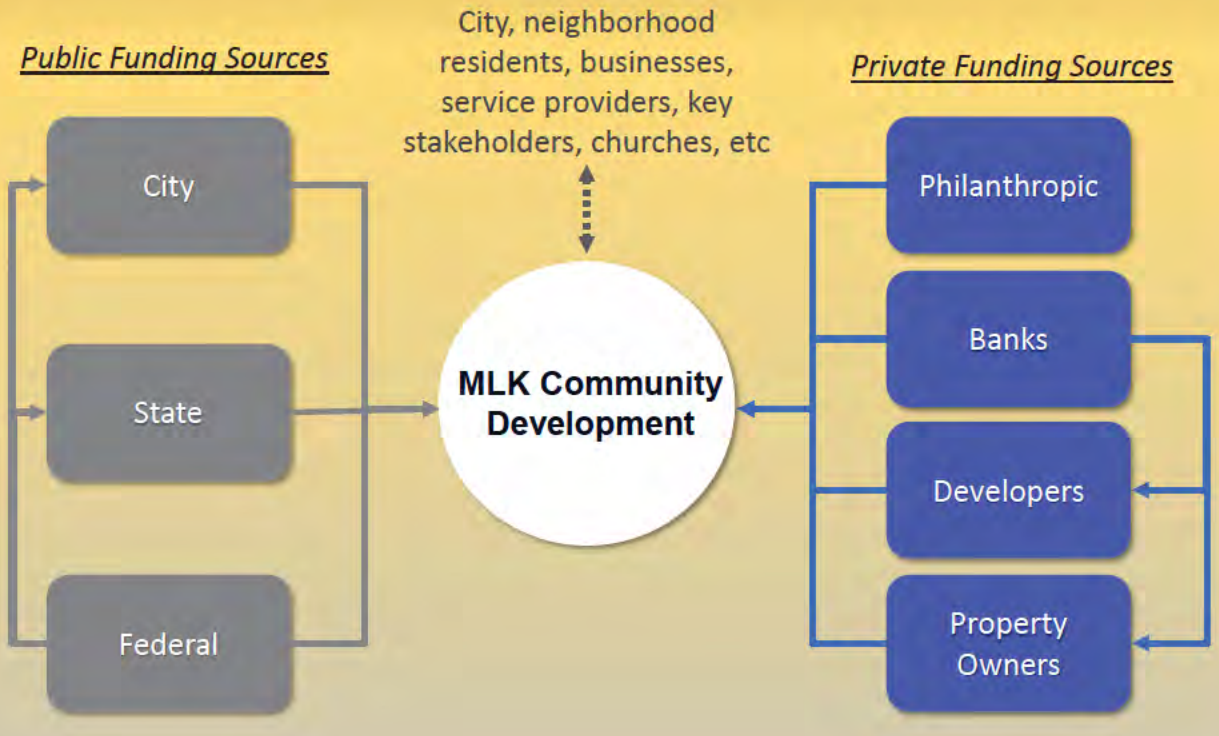
Community Development

Flow of Neighborhood Investment



Potential Opportunities

Funding and Assistance

Housing Development/Redevelopment

- Low Income Housing Tax Credits
- Historic Tax Credits
- HOME Funds
- Neighborhood Stabilization Funds
- Community Development Block Grant
- Tax Abatement

Homeownership/Repairs

- Healthy Home Repair Program (City of St. Louis)
- Down Payment & Closing Cost Assistance (Beyond Housing/Better Family Life)
- LIFT Program (Wells Fargo)
- First-Time Homebuyer Programs (Justine PETERSEN)

Potential Opportunities

Funding and Assistance (cont.)

Business Development

- Façade Program (City of St. Louis)
- Microlending (Justine PETERSEN)
- Business Assistance Center (City of St. Louis)
- Minority Business Development Agency Business Center (U.S. Dept of Com.)
- Missouri Small Business Development Center (State of Missouri)

Job Training

- MET Center
- Better Family Life
- St. Louis Job Corps Center
- Missouri Career Center
- St. Louis Community College
- Rankin Tech

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Where does the $ come from?

- District?
- Transportation funding
- Grants
- Possible partnerships (such as GRG, MoDOT, County)
- Local

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APPENDIX D

WHITE PAPERS

ENVIRONMENTAL

Dr. Martin Luther King Great Streets
Environmental Infrastructure and Analysis

Introduction

This section focuses on environmental infrastructure issues and concepts related to the Dr. Martin Luther King (MLK) Drive Great Streets project. The project boundary for the analysis includes approximately sixty-five acres along the MLK Drive corridor. The eastern boundary of the project area is the Union Boulevard intersection and the western boundary is the Kienlen Avenue intersection. For the purposes of this environmental discussion the project area was subdivided into two zones separated by the following cross streets, Kienlen Avenue to Clara Avenue (West Zone), Clara Avenue to Union Boulevard (East Zone). See illustration below for the zone locations.

MLK Drive Existing Conditions

1. **Environmental / Utility Summary** –The following is a brief discussion of environmental infrastructure related existing conditions along MLK Drive obtained from a review of background information and interviews during the charrette.
    a. **Pervious/Impervious** – An analysis of the existing pervious and impervious surfaces was completed within the 65 acre project boundary for MLK Drive. The calculation included a review of impervious paved and roof structure areas and pervious turf areas. The result of the investigation indicated that there was approximately 48.8 acres or 75.3% impervious and 16 acres or 24.7% pervious within the project boundary. See the table below for a breakdown of pervious versus impervious for each of the zones.

    Typical commercial areas across the nation have an impervious percentage of around 85% as compared to 75% for Industrial areas, 35% for Residential areas and 15% for Park areas. The percentage of impervious for the MLK Drive corridor is similar to the average national Industrial area impervious percentage. However, impervious surfaces lead to more stormwater runoff that is concentrated in the storm sewers during heavy rain events leading to the potential for flooding.

    See the table below for a breakdown of pervious versus impervious for each zone.

Table E-1

Zones	Acres Total	Pervious Acres	Impervious
West	36.20	10.20	71.8%
East	28.60	5.82	79.4%

Pervious vs Impervious

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Dr. Martin Luther King Drive Great Street

Pervious vs Impervious

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Dr. Martin Luther King Drive Great Street

b. **Utilities** – Local utility companies Ameren, Laclede Gas and MSD who provide services in the area were interviewed to obtain information regarding issues and future projects.

i. Ameren – The existing overhead power lines are located both north and south of MLK Drive adjacent to the alleys that run parallel to the street. The power lines include 4160 volt three phase primary lines at the top of the pole. Single phase secondary lines below the primary include a neutral and two 120-240 volt lines. The poles also include transformers and lines for cable TV and telephone. The wood power poles are inspected on a four year cycle. The lifespan of the poles is typically 30-50 years.

Ameren provides 2400 volts to the street lights which are comprised of high pressure sodium cobra head lights and pedestrian scale lights. The decorative pedestrian scale lights were installed in the last few years. Ameren indicated that the City of St. Louis owns and maintains the lights. During the night time field visits the planning team noticed that some of the lights were not functioning or not turned on. This is an issue particularly at the intersection of MLK and Hodiamont Ave towards the western end of the corridor which is dark. During the charrette Keith Shelby at the City of St. Louis Street Light Department was notified of the issue.

Ameren is phasing out all of the HPS lamps in the cobra head style street lights and replacing them with LED in the next 3-5 years. The newer pedestrian scale lights will not be included in the LED lamp replacement program. No capacity or other electrical issues were identified. Ameren does not have any plans for new projects in this area.

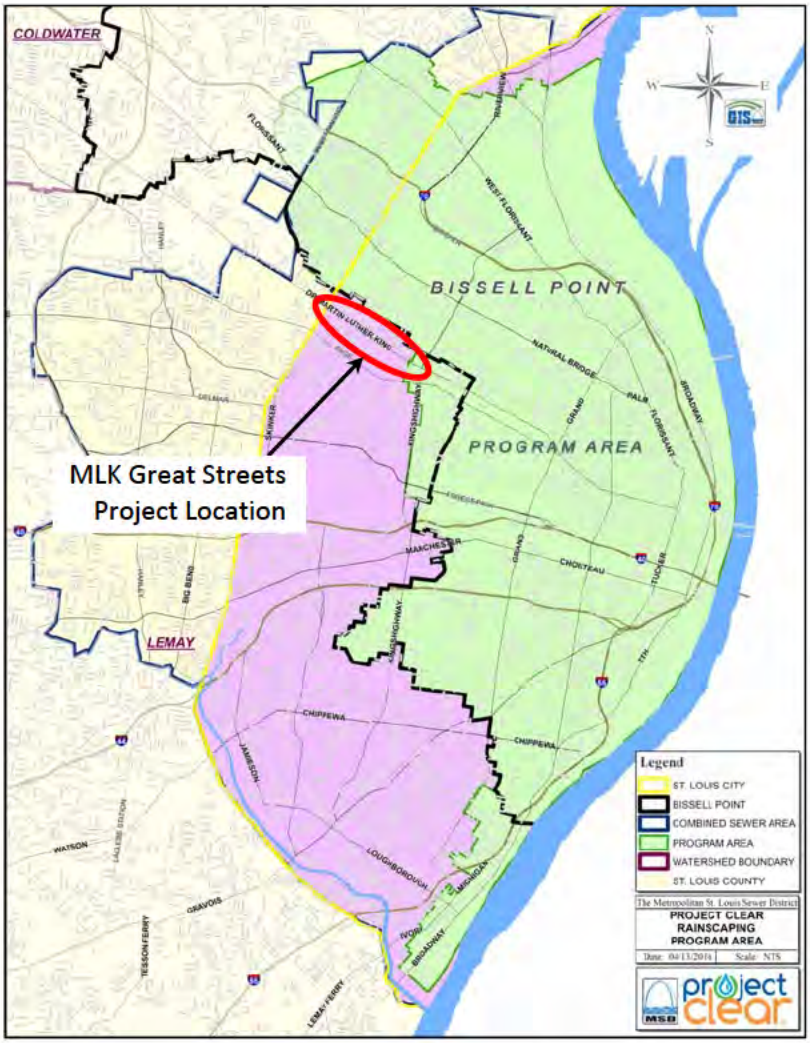
ii. Laclede Gas – Laclede Gas was contacted regarding the project. They provided mapping of the existing gas lines along MLK Drive. Starting from the western end of the project boundary there is a 2” plastic intermediate pressure gas line that runs along the north side of MLK from Clara Ave west to Kienlen Ave. Between Hodiamont Ave and Clara Ave 6” cast iron low pressure gas lines are located on both the north and south side of the street within the ROW. A 4” plastic medium pressure line is located between Clara east to Belt Ave. 6” cast iron low pressure gas lines are located on both the north and south side of the street within the ROW between Belt Ave and Union Ave. No issues with the existing gas service or future projects were identified.

iii. Metropolitan St. Louis Sewer District (MSD) – MSD was interviewed and they provided mapping of the existing combined sewer system in the study area. Most sewer pipes along MLK Drive are made of clay and built prior to the 1950s. MSD indicated that they have done some manhole inspections in the area but have not completed any video inspections of the pipes. The only issues indicated were a few complaints related to missing manhole covers and blocked curb inlets. There is no planned sewer work in the area.

In 2012 MSD, the EPA, and the Missouri Coalition for the Environment entered into an agreement called a consent decree that is intended to address the issue of overflows and other sewer system improvements. According to MSD’s website…”there are hundreds of points where a combination of stormwater and wastewater discharges into local waterways from the sewer system during moderate to heavy rainstorms. These sewer overflow points act as relief valves when too much stormwater enters the sewer system, and without them, our community could experience thousands of basement backups and/or extensive street flooding”.

MSD initiated the Project Clear program as a long term solution to address the combined sewer system. Project Clear is a $4.7 billion dollar and 23 year program that includes:

- Get the Rain Out
- Repair & Maintain
- Build System Improvements



The "Get the Rain Out" initiative includes stormwater disconnects and rainscaping grants for green infrastructure projects. MSD has established a focus area for those green infrastructure projects in the Bissell Point Water shed. MSD grant programs only apply to the Bissell Point watershed which is not within the project boundary of MLK Great Streets.

During the project walkthrough it was raining and we noticed several instances with water ponding on private property. We did not observe any issues with ponding or flooding in the street. Near some of the automotive repair shops along MLK Drive a sheen of oil was noticed in the water runoff. When we met with MSD and discussed this issue they indicated that the property owners should address this runoff to keep the oil out of the sewers. The MSD engineer suggested that the businesses could direct the runoff to a filter like a bioretention basin and/or pervious pavements which would help this issue. Any of those treatments would require regular maintenance and permission from MoDOT to be located within the ROW. Perhaps the MLK Business district could provide grants to automotive business owners to help defray the costs of the improvements to address the runoff.

Construction started and is still underway on an 11 acre detention basin north of the MLK Great Streets project area near the intersection of Natural Bridge and Union Boulevard. Sewers in the surrounding area of this "dry" detention basin are being rerouted to that location to help reduce the amount of runoff heading to the treatment plant. The detention basin will fill up in heavy rains, but drain completely in a short amount of time so mosquitoes should not be a problem.

MSD suggested that amended soils would be an appropriate green infrastructure treatment to improve water quality in the MLK Great Streets project area. The areas with amended soils can be covered with turf grass and therefore is easier to maintain as compared to another typical BMP treatment, rain gardens.

c. **Blighted Buildings Visual Summary** – As part of the charrette process a visual analysis was completed of the existing buildings that front MLK Drive within the project boundary. This analysis was necessary to identify potential areas for redevelopment as well as identify those structures that are a priority to be addressed due to the poor or hazardous condition of the structure.

The blighted analysis was completed by identifying those structures that looked vacant then making a determination regarding the condition. This analysis was based upon a cursory visual inspection and therefore was not an extensive or exhaustive effort. Further investigation into the condition of the buildings within the project planning area is recommended.

A rating scale was assigned to the apparently vacant structures from one to five. A rating of one represents those structures that appear to require minimal investment to be occupied and a rating of five represents those structures that appear to require significant investment or should be demolished due to the hazard they currently present. See the examples of the buildings and their corresponding rating.

Example of Building Condition 1

Example of Building Condition 5

The following graphic illustrates the condition rating for buildings within the project boundary. Properties that belong to the City of St. Louis Land Redevelopment Authority (LRA) are highlighted in green. The boundary of the existing historic district is shown with a blue line.

a. **Vegetation** – The MLK Drive street tree planting is mostly nonexistent along the corridor so there is very little shade. There are a few existing street trees that are generally located in small rectangular tree wells in the concrete sidewalks near Friendly Temple. This lack of shade is an issue due to the urban heat island effect which results from large areas of impervious surfaces like asphalt roads and concrete sidewalks absorbing heat from the sun and then gradually releasing that heat overnight. Research shows that the heat island effect can make an urban area 3-5 degrees hotter at night leading to increased electrical loads for cooling and increasing water consumption. Street trees can reduce the negative impact of the heat island effect through shade and through transpiration (cooling of the air temperature from evaporation of the water in the tree).

Tree species that have been planted adjacent to the street include a few Bradford Pears and Chinese Elms. Most of the trees show signs of environmental stress. This could be due to limited maintenance, compacted soils and/or the lack of access to adequate soil volumes. To address the issue with compacted soils many urban areas are using suspended pavement systems such as Silva Cells. The Silva Cell system is a below grade structural support system that allows pavement to be supported without typical compaction of the sub-base. It promotes growth of large trees and provides an opportunity for bioretention to improve water quality and reduce peak overflow.

2. Site Tour Observations

a. The visual character of MLK Drive is diverse from the west to the east portion. West of Clara Avenue there is little or no occupied residential. Groupings of predominantly two story storefront structures face MLK Drive. Some of those structures were designed to have retail on the ground floor and residential on the top floor. Vacant lots and parking lots both functional and abandoned are intermixed between the structures. Businesses that are active in this area include auto repairs, resale shops, night clubs, a market, laundry, beauty supply, cell phone and institutional uses like churches. A majority of the LRA owned property is in this area as well as the majority of the structures that were identified as blighted. The most historic building in this section of the MLK corridor is the Wellston Loop building. It is in need of significant renovation and stabilization work. The City of St. Louis has earmarked funds to stabilize the building in hopes that a developer will be able to complete the renovation in order to make the structure viable again as a business.

Env Photo – Wellston Loop building

The sidewalk with in this area is approximately 14' wide with no tree lawn or street trees. The street lighting is provided by taller concrete pole cobra head lights and lower historic looking pedestrian scale lights.

East of Clara Avenue the corridor changes to include more residential, institutional and commercial uses. In this area there are significant paved areas for the Friendly Temple parking. Most of the buildings that face MLK Drive are set back from the sidewalk. The exception to that condition is the Arlington Grove development. Most of the sidewalk areas east of Clara Ave include a 4-5 foot tree lawn and a six foot wide sidewalk. There are a few street trees in this area but they are mostly undesirable Bradford Pears. Only a few blighted building exist in this area. The Friendly Temple owns and maintains much of the property in this area which is a benefit to the visual quality of the street.

Env Photo – Bradford Pear Street Tree planting

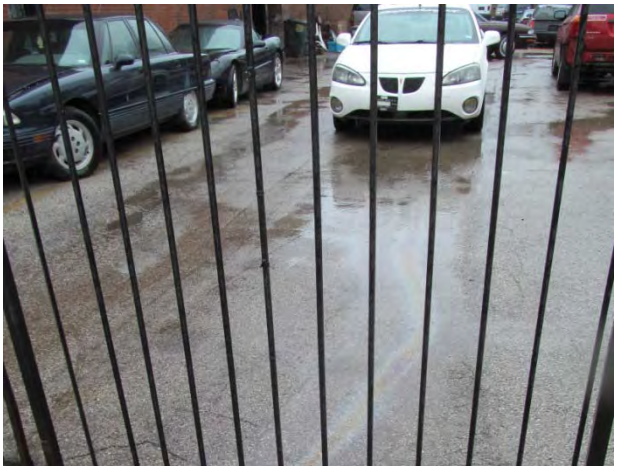
Env Photo – Small tree wells devoid of trees

Env Photo – Arlington Grove residential development near Friendly Temple

Env Photo – Example of Blighted buildings that could be renovated with a moderate investment

Env Photo – Poor concrete patch work is potential tripping hazard

Env Photo – Cobra head street light not plumb (vertical)



Env Photo – Oil sheen in storm water runoff in auto repair lot

Env Photo – Soil erosion from empty lot

3. Analysis

a. Opportunities & Constraints – Through the review of the background data, input from City Officials, stakeholders and residents the following opportunities and constraints related to the Environmental Infrastructure were developed.

Opportunities

- Renovation of blighted buildings
- Clean up of trash in vacant land
- Increase shade with street tree planting – reduce heat island effect
- Use of Native Plant material
- Reduce impervious pavement
- Development of roof gardens
- West of Clara – Remove pavement to develop tree lawn
- Opportunities for Urban Gardening in Vacant Land
- Use of Recycled materials in site furnishings

Constraints

- Limited resources and other priorities limit focus on environmental issues
- High cost of renovations for some buildings
- Limited capacity of City for maintenance of green space
- Frequent curb cuts limit street tree planting areas

b. Best practices in Environmental Design for Great Streets – One of the goals of the EWG Great Streets program is to encourage environmentally responsible design in the development of Great Streets projects. The goal of the environmental infrastructure recommendations is to be based upon accepted science, to address a range of measurable elements, to be practical and to help make the street reflect the local identity. Typical environmental best practices fall into the following categories of improvements including increasing native vegetation, reducing noise pollution, reducing light pollution, improving stormwater management, facilitating non-motorized alternatives, reducing energy consumption and reduction of waste management. The aforementioned categories of environmental infrastructure improvements were considered for MLK Drive. The following discussion identifies the strategies suggested for the two zones within the project boundary.

4. Goals/Vision

a. Overview of Sustainable Strategies

i. West Area – With the availability of vacant land and blighted buildings in the MLK corridor west of Clara Ave there is an opportunity to develop Urban Farming in several areas in the west area of MLK Drive near the intersection of Hodiamont Avenue. Urban Farming operations can help restore the soil quality and provide an opportunity for a small business to sell the locally grown produce in a farmers market that could be located in open space adjacent to the Wellston Loop building. The areas highlighted in dark green illustrate locations of parcels that could include Urban Farming.

North of the MLK corridor at the intersection of Clara Ave and St. Louis Ave an organization called Fresh Coast Capital is developing a tree farm on several blocks of vacant land. The tree farm will grow Poplar trees that can be harvested for production of plywood and other wood composite materials. Entrepreneurial endeavors to plant trees like the Fresh Coast Capital development should be investigated for vacant properties adjacent to MLK Drive. The trees will help improve the soil and can have a positive impact on the air quality as well as give purpose to the vacant land.

Other opportunities to reduce impervious surfaces are suggested for MLK Drive west of Clara Ave. Within the street right of way there is an opportunity to create curbed bump outs for street trees and other plantings. These bump outs would be located mostly at the intersections to narrow the street width to make it safer for pedestrians to cross the street. Bump outs could also be located mid block. For additional water quality treatment pervious pavers could be installed in the parking areas adjacent to the street.

Env Photo – Illustration of typical bump outs from the NACTO Urban Street Design Guide

East Area – East of Clara the curbed bump outs, street trees and median plantings would continue where feasible to the intersection of Union Boulevard. To reduce the impervious surfaces in the large Friendly Temple parking lots north and south of MLK Drive, planting islands, shade trees and rain gardens could be included. Friendly Temple should be contacted as implementation of streetscape improvements are being considered to verify if they have the resources to maintain raingardens and other landscape improvements in these areas.

b. Community / City Admin Preferences – Input on the suggested environmental infrastructure strategies identified above was received via comments from City of St. Louis staff and the

community during the public meetings at the charrette. There was also support for the idea of planted bump outs in the corridor. The Urban Farming concepts seem to be supported by the residents in attendance as long as there was the ability to sell the produce locally. The business and municipal stakeholders were more skeptical of the Urban Farming concepts.

5. Alternatives Considered

Several alternatives were considered for the suggested environmental infrastructure recommendations for the MLK Drive Great Streets project. To reduce impervious pavement and improve water quality pervious pavement is recommended. Alternatives exist for paving materials that will provide permeability. The recommendation is to take out asphalt and include pervious pavers in parking areas where possible. An alternative considered was the use of porous concrete in those parking areas. This material has started to be used more in the St. Louis area. It is better suited for pedestrian areas rather than vehicle traffic due to the way the concrete is poured which could lead to aggregate flaking off from vehicle tire turning movements. An example of the successful use of porous concrete in pedestrian areas is the South Grand Great Street development. As an alternative to tree lawns in heavy pedestrian traffic areas pervious pavers could be used. This will allow water to percolate and provide a surface that can be walked on.

In the future as this area redevelopments, the need for increasing amounts of pervious and bioretention will be more pronounced. Vacant lots now will include buildings and paved parking areas in the future. Incentives/requirements for developers to incorporate green infrastructure into their projects in this area should be developed. Within the ROW the strategy to address environmental infrastructure includes pavement reduction with planted bump outs to protect on-street parking areas, street tree planting and the use of a suspended pavement support system like Silva Cells.

Roof gardens were considered as an alternative for some existing structures within the project boundary. The former JC Penney building near Hodiamont Ave is well suited for a roof top garden. The owner of the building indicated that the concrete structure of that building would make a roof garden feasible.

6. Environmental Infrastructure Recommendations

<u>Phasing of Improvements/Estimate of Development Cost</u> - The environmental infrastructure priority for the MLK Drive great street is to focus the efforts on addressing the blighted buildings and trash clean up. Efforts to accomplish this are a priority and should be accomplished in the next one to three years. The next environmental infrastructure priority would be street tree planting and tree lawns to create shade and reduce the heat island effect. Those improvements should be accomplished in the next 3-8 years with priority given to those areas where there is existing development or active redevelopment.

Any green infrastructure improvements that are considered for MLK Drive need to include a strategy for getting those improvements implemented and providing for long term maintenance. The MLK Great Streets corridor can't rely on the City of St. Louis to do all of that maintenance. Several alternatives for implementation and maintenance are suggested below:

- Work with the City of St. Louis to fund improvements.
- Continue to work with East West Gateway Council of Governments for grants to accomplish the work.
- Work with MoDOT to get funding for improvements.
- Work with great Rivers Greenway to get funding for improvements.
- Engage professionals including architects, engineers and landscape architects to develop detailed plans to address the priority improvements.
- Establish a "Friends of MLK Drive" volunteer group that could pull weeds and pick up trash.
- Use funding from a MLK Business district to hire a contractor to assist with the maintenance.

- Have local community leaders meet with the City of St. Louis to urge them to make MLK Drive a priority for City maintenance efforts.
- Seek corporate sponsorship to help fund the hiring of a contractor to assist with maintenance. The corporation could be a local business or a business that sells products of interest to residents in the area.

The following is an order of magnitude cost for the suggested improvements described in this white paper in 2016 dollars. If the project is built in future years then an inflation factor will need to be added to the costs.

EWG - MLK Drive - Great Streets Plan

Environmental Infrastructure Cost Estimate

6/20/2016

ITEM	UNIT OF MEASURE	QUANTITY	UNIT PRICE		COST
West Zone					
Site Earthwork & Grading & Demolition					
Demolition - Existing Asphalt Pavement	Square Yard	4,959	$3.50		$ 17,358.06
Demolition - Existing Concrete Pavement	Square Yard	89	$19.75		$ 1,755.56
Demolition - Existing Curbs	Linear Feet	2,055	$6.00		$ 12,330.00
Demolition - Existing Buildings	Cubic Feet	907,883	$0.55		$ 499,335.65
Utilities& Drainage					
Utility Relocation (Allocation)	Each	4	$50,000.00		$ 200,000.00
Drainage Adjustments (Allocation)	Each	10	$7,500.00		$ 75,000.00
Paving					
Stamped & Colored Concrete	Square Feet	20,789	$12.00		$ 249,468.00
Concrete Sidewalk & Base	Square Feet	640	$8.00		$ 5,120.00
Pervious Paver Parking	Square Feet	15,624	$18.00		$ 281,232.00
Site Amenities					
Gateway Feature	Lump Sum	1	$75,000.00		$ 75,000.00
Wayfinding Signage	Lump Sum	6	$25,000.00		$ 150,000.00
Decorative Lighting	Each	27	$10,000.00		$ 270,000.00
Plant Material					
Soil Prep for Urban Gardens	Square Feet	103,591	$0.40		$ 41,436.40
Street Trees	Each	52	$350.00		$ 18,200.00
Soil for Trees & Planting Islands	Cubic Yard	659	$15.00		$ 9,885.00
Suspended Pavement Support System	Square Feet	2,624	$45.00		$ 118,080.00
Shrubs (Allocation based upon Areas)	Each	30	$3,000.00		$ 90,000.00
Native Grasses	Acres	0	$4,500.00		$ -
Amended Soils	Cubic Yard	0	$65.00		$ -
SUBTOTAL					**$ 2,114,200.66**
East Zone					
Site Earthwork & Grading & Demolition					
Demolition - Existing Asphalt Pavement	Square Yard	4,136	$3.50		$ 14,475.22
Demolition - Existing Concrete Pavement	Square Yard	44	$19.75		$ 877.78
Demolition - Existing Curbs	Linear Feet	1,459	$6.00		$ 8,754.00
Demolition - Existing Buildings	Cubic Feet	46,350	$0.55		$ 25,492.50
Utilities& Drainage					
Utility Relocation (Allocation)	Each	2	$50,000.00		$ 100,000.00
Drainage Adjustments (Allocation)	Each	4	$7,500.00		$ 30,000.00
Paving					
Stamped & Colored Concrete	Square Feet	1,258	$12.00		$ 15,096.00
Concrete Sidewalk & Base	Square Feet	320	$8.00		$ 2,560.00
Pervious Paver Parking	Square Feet	9,613	$18.00		$ 173,034.00
Site Amenities					
Gateway Feature	Lump Sum	1	$75,000.00		$ 75,000.00
Wayfinding Signage	Lump Sum	4	$25,000.00		$ 100,000.00
Decorative Lighting	Each	4	$10,000.00		$ 40,000.00
Plant Material					
Soil Prep for Urban Gardens	Square Feet	0	$0.40		$ -
Street Trees	Each	35	$350.00		$ 12,250.00
Soil for Trees & Planting Islands	Cubic Yard	396	$15.00		$ 5,940.00
Suspended Pavement Support System	Square Feet	1,728	$45.00		$ 77,760.00
Shrubs (Allocation based upon Areas)	Each	20	$3,000.00		$ 60,000.00
Native Grasses	Acres	0	$4,500.00		$ -
Amended Soils	Cubic Yard	0	$65.00		$ -
SUBTOTAL					**$ 741,239.50**
SUBTOTAL ZONES: 1 & 2					**$ 2,855,440.16**
Contractor Contingency	Lump Sum	4%			$ 114,217.61
Construction Layout	Lump Sum	1%			$ 28,554.40
Mobilization	Lump Sum	5%			$ 142,772.01
Project Contingency	Lump Sum	20%			$ 571,088.03
TOTAL					**$ 3,712,072.21**

Note - Other project costs can be estimated at a percentage of the construction budget. See below.			
- Geotechnical Engineering	1%	$	28,554.40
- Survey	1%	$	28,554.40
- Design and Bidding Services	9%	$	256,989.61
- Construction Period Services	4%	$	114,217.61
TOTAL		**$**	**428,316.02**

Cost estimate does not include investigation and/or removal of potential environmental and building material hazards.

MARKET ANALYSIS & SOCIO-ECONOMIC

MARKET & ECONOMIC DEVELOPMENT WHITE PAPER

GREAT STREETS
DR. MARTIN LUTHER KING DRIVE

ST. LOUIS, MISSOURI

JUNE 24, 2016

PREPARED FOR

City of St. Louis
East-West Gateway Council of Governments

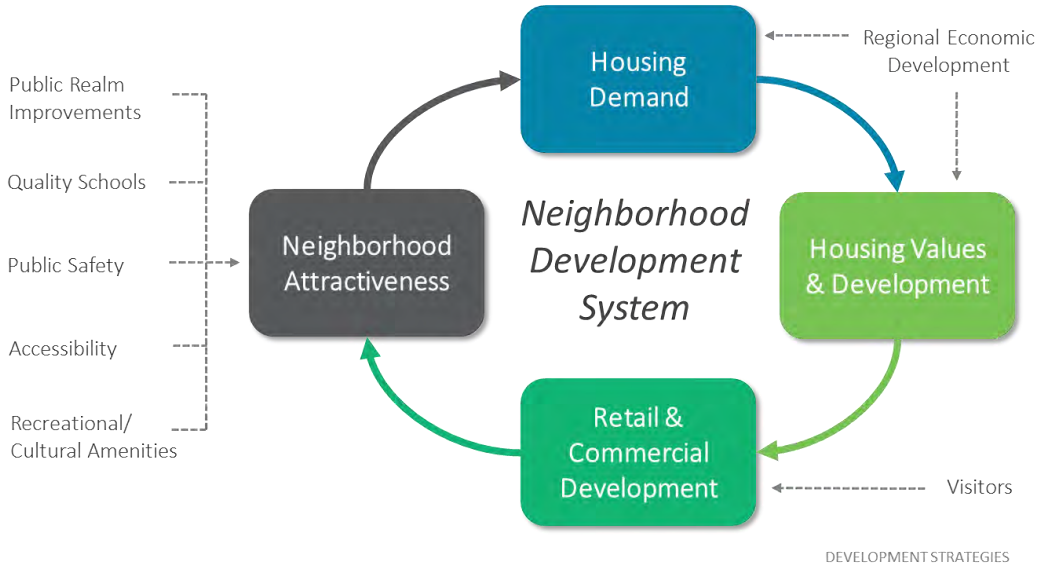
DEVELOPMENT STRATEGIES®
guiding effective decisions in
real estate, community, and economic development

Table of Contents

MARKET ANALYSIS OVERVIEW

The evolution, marketability, and development potential of a mixed-use, urban neighborhood is contingent on a number of factors, from housing to retail to the overall attractiveness of the area. Demand for housing in a given neighborhood drives up housing values, and given limited supply, catalyzes new housing development. Urban neighborhoods with viable commercial retail corridors can then support more retail with the increasing population and attractiveness of the neighborhood. As neighborhoods become more attractive, this drives further housing demand and the cycle continues. Interventions by the public sector or community can increase neighborhood attractiveness, which can include improving accessibility and transportation, recreational amenities, and expanding quality schools and educational options. As part of this *Neighborhood Development System*, other external forces influencing housing demand and values are regional economic development activities and job growth, while visitors/tourists in an area can also influence the retail environment.

This *Neighborhood Development System* in the neighborhoods bisected by the MLK Corridor Study Area, Wells-Goodfellow and Hamilton Heights, is in disrepair after decades of disinvestment, population loss, and declining neighborhood conditions. Much like other areas in North St. Louis City and adjacent neighborhoods in North St. Louis County, there is a need to rebuild this system through a series of long-term investments, strategies, and market interventions, since the market alone cannot catalyze future development and generate a successful recovery. Market analyses typically study the current trends in a community, city or region and identify challenges, barriers, and opportunities for market rate development. However, in cases like the MLK Corridor, when there are little to no market opportunities, it is critical to develop a more comprehensive market strategy to address underlying conditions and identify potentially catalytic development opportunities using targeted subsidy and other resources. Though public realm improvements along the MLK Corridor could improve overall marketability and attractiveness, these investments must go hand-in-hand with a more comprehensive investment strategy to improve housing, transportation, educational outcomes, and community services.



DEMOGRAPHIC CONTEXT

MARKET AREAS

Market areas were established to evaluate the socio-economic conditions in the neighborhoods surrounding the MLK study area corridor, but also to identify residential neighborhoods that are the primary "users" of the MLK corridor. Market areas are typically defined by natural and manmade barriers such as rivers, highways, railroads, or major arteries as well as any notable difference in the socioeconomic makeup of the neighborhood or area. Much of North St. Louis City shares similar socio-economic conditions and challenges with a well-documented demarcation of socio-economic conditions to the north and south of Delmar Boulevard. The Delmar Loop retail district to the southwest of the MLK corridor study area carries a considerable draw in retail customer demand and is also a factor in determining an appropriate market area. In other words, those households living closer to Delmar Boulevard would more likely use The Loop as their primary shopping and entertainment destination, as opposed to the MLK study area.

The primary market area (PMA) for the present study is defined by the St. Louis city limits to the west, Page Boulevard to the south, Kingshighway Boulevard to the east, and Natural Bridge Road to the north. A secondary market area (SMA) was established to evaluate the market potential for expanded commercial or service uses along MLK drawing from a broader area. The SMA is defined by North Newstead Avenue to the east, Delmar Boulevard to the south, the Metrolink tracks and Lucas and Hunt Road to the west, and Interstate 70 to the north. Additionally, for the purposes of this analysis, North St. Louis City ("North City") is defined by the areas north of Delmar Boulevard, east of the city limits, and south and west of Interstate 70 and North Broadway.

POPULATION

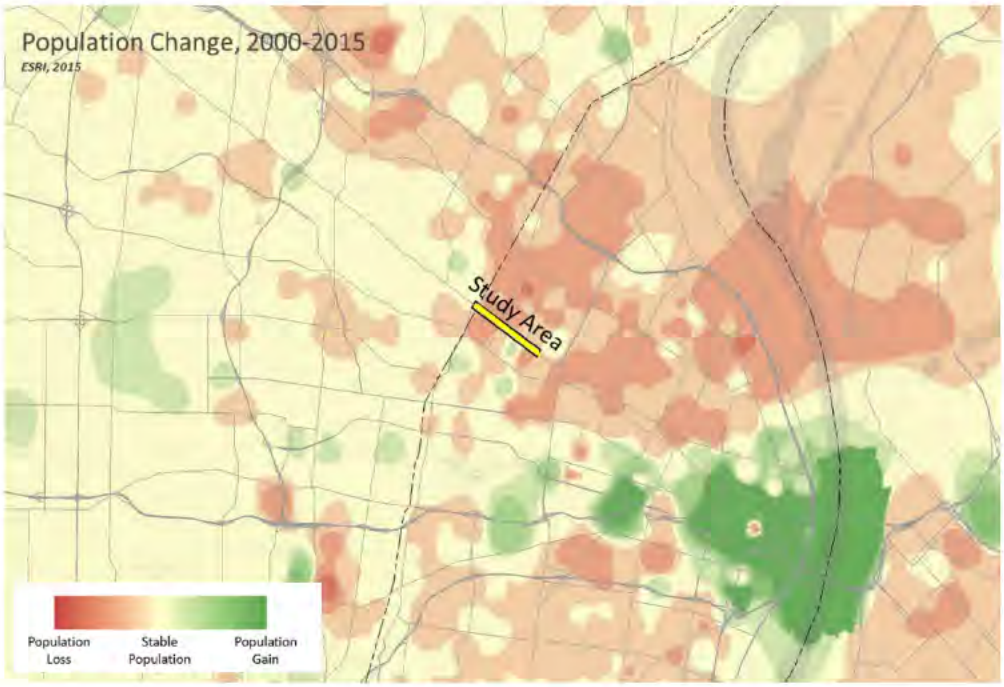
From 2000 to 2010, the PMA experienced considerable population loss decreasing by over 21 percent, outpacing population losses in the city of St. Louis (-8.3 percent). The St. Louis Metropolitan Statistical Area (MSA)[1], however, grew by over four percent during this time period. Although there has been a decrease by just under three percent in the PMA since 2010, population decline has somewhat stabilized. Population loss continues to be an issue for the city of St. Louis, which has lost population every decade since 1950.

Population, 2000-2015

	PMA	SMA	St. Louis City	St. Louis MSA
2000 Census	5,100	64,000	348,200	2,675,300
2010 Census	4,000	54,200	319,300	2,787,700
2015 Estimate	3,900	51,800	316,700	2,798,300
% Change 2000-2010	-21.6%	-15.3%	-8.3%	4.2%
% Change 2010-2015	-2.5%	-4.4%	-0.8%	0.4%

Source: ESRI

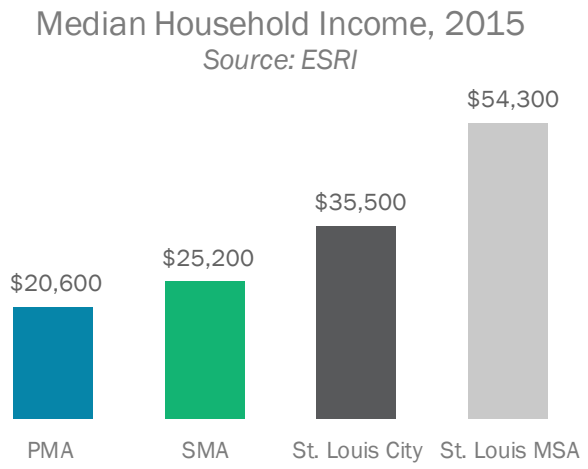
Looking at the spatial patterns of population change, the areas to the north and east of the study area experienced population decline over the last 15 years, although the areas further south and west were somewhat stable. There were select pockets of population growth in the area to the south. Other than Downtown St Louis and the Central West End neighborhood, much of the city of St. Louis experienced population decline over the last 15 years.



[1] The St. Louis Metropolitan Statistical Area (MSA) is defined by the United States Census Bureau to include a 15-county region consisting of St. Louis City and St. Louis, St. Charles, Jefferson, Franklin, Lincoln, and Warren counties in Missouri and Bond, Calhoun, Macoupin, Madison, St. Clair, Clinton, Monroe, and Jersey counties in Illinois.

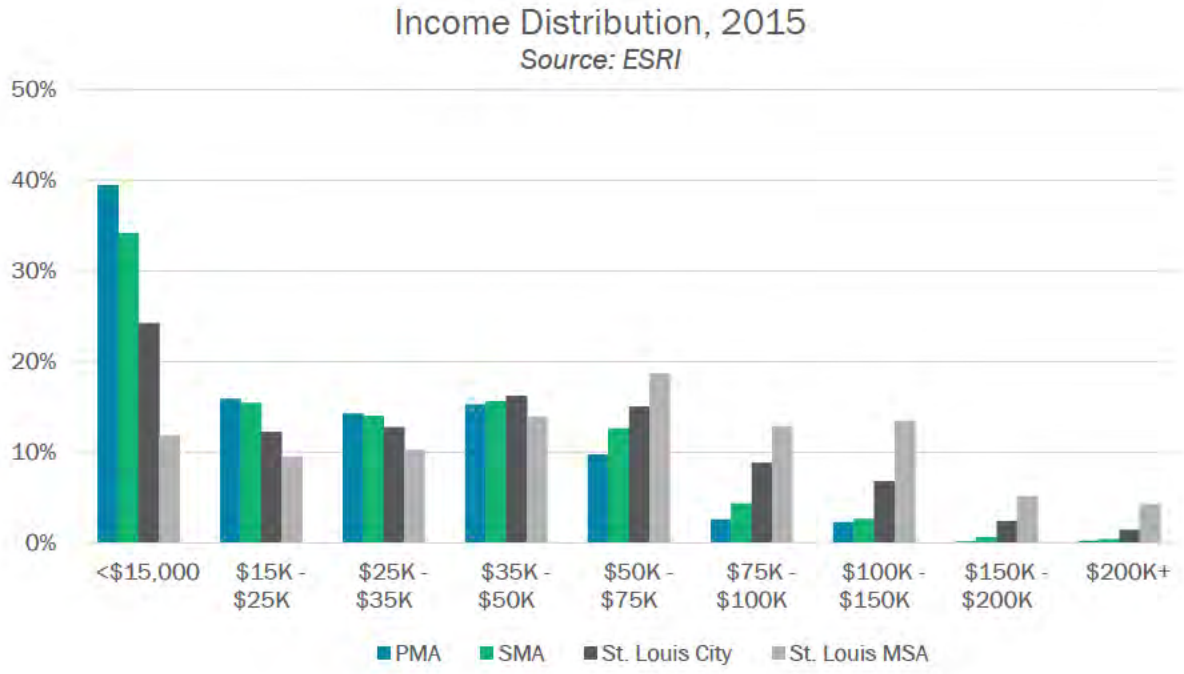
HOUSEHOLD INCOME

According to Esri[2], the estimated median household income in the PMA is $20,648, which is about 42 percent lower than the city ($39,686) and 62 percent lower than the MSA ($54,317). Each study area is projected to see increases in median household income through 2020. The PMA median household income is projected to grow 7.6 percent to $22,217, while the SMA income is projected to grow 8.3 percent to $27,307. The city and MSA incomes are expected to grow at faster rates, increasing 11.8 and 15.5 percent, respectively, through 2020. The graph to the right compares the 2015 median household incomes in the PMA, SMA, city, and MSA.

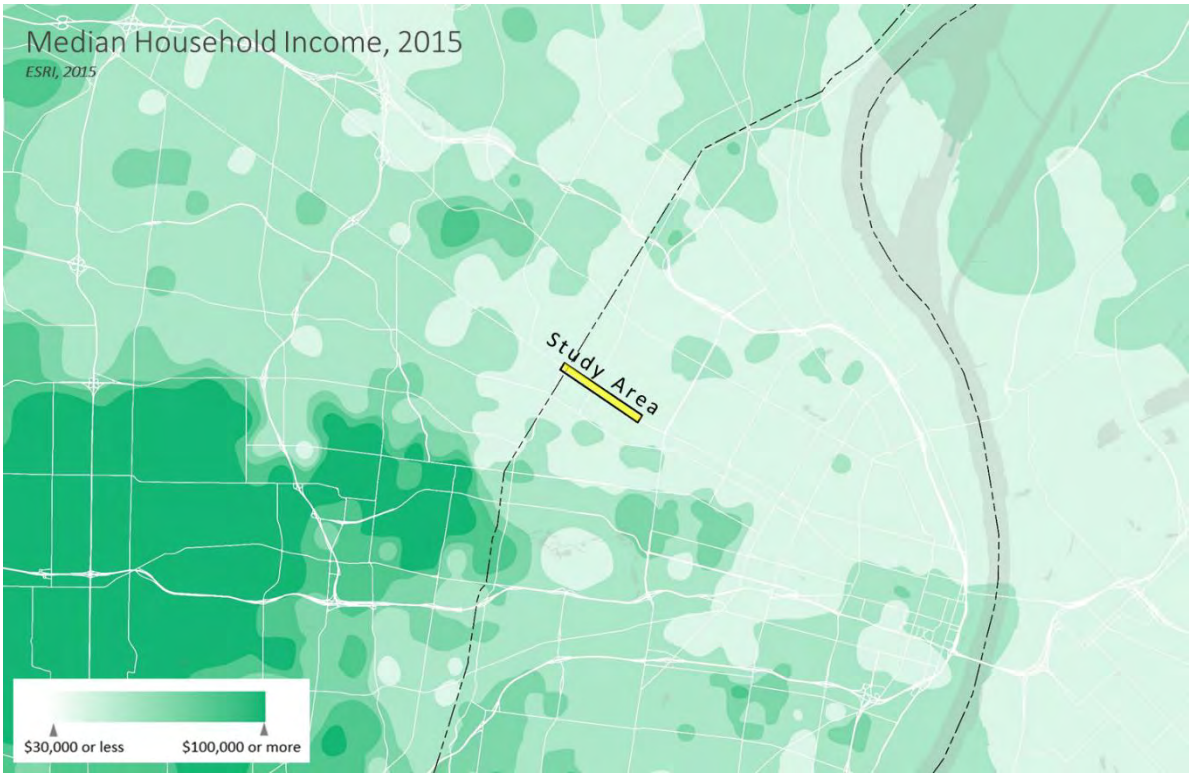


Over half of the households in the PMA earn less than $25,000 a year. Specifically, about 39 percent of households earn under $15,000 a year in the PMA, compared to 24 percent in the city and twelve percent in the MSA. An additional 16 percent of households in the PMA earn $15,000 to $24,000 annually. Conversely, in the MSA over half of the households earn more than $50,000 a year.

[2] Esri is an international Geographic Information Systems (GIS) software company that also provides a web-based platform for demographic, housing, and socio-economic data and geospatial analytics through its Business Analyst tool.

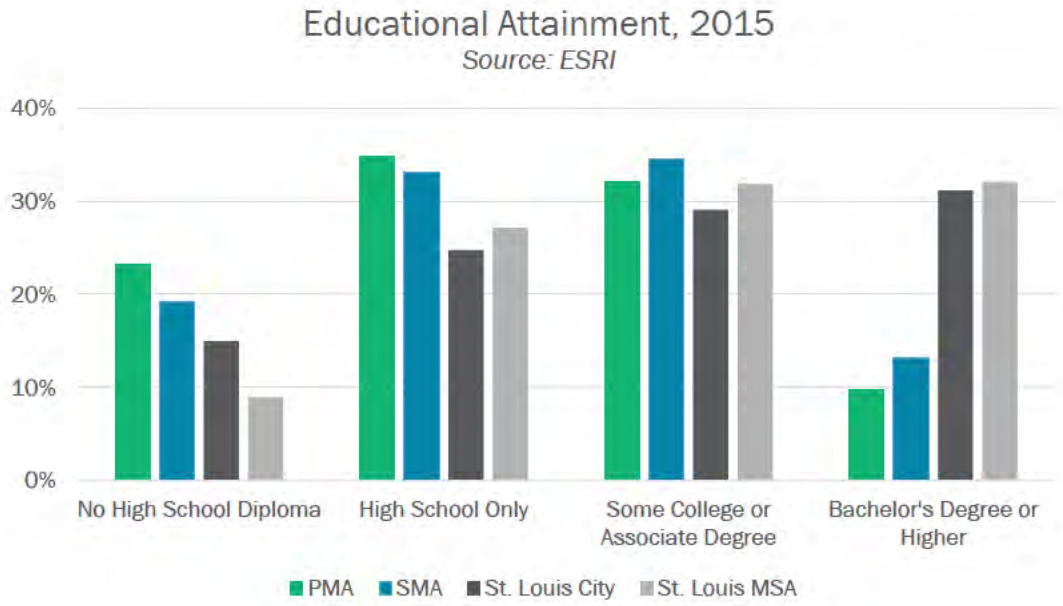


The following map depicts median household income in the region—lighter shades of green represent lower income, while darker shades represent higher income. Income levels in the study area are generally comparable to other parts of North St. Louis with relatively high concentrations on income in the areas to the southwest, just south of Delmar Boulevard.



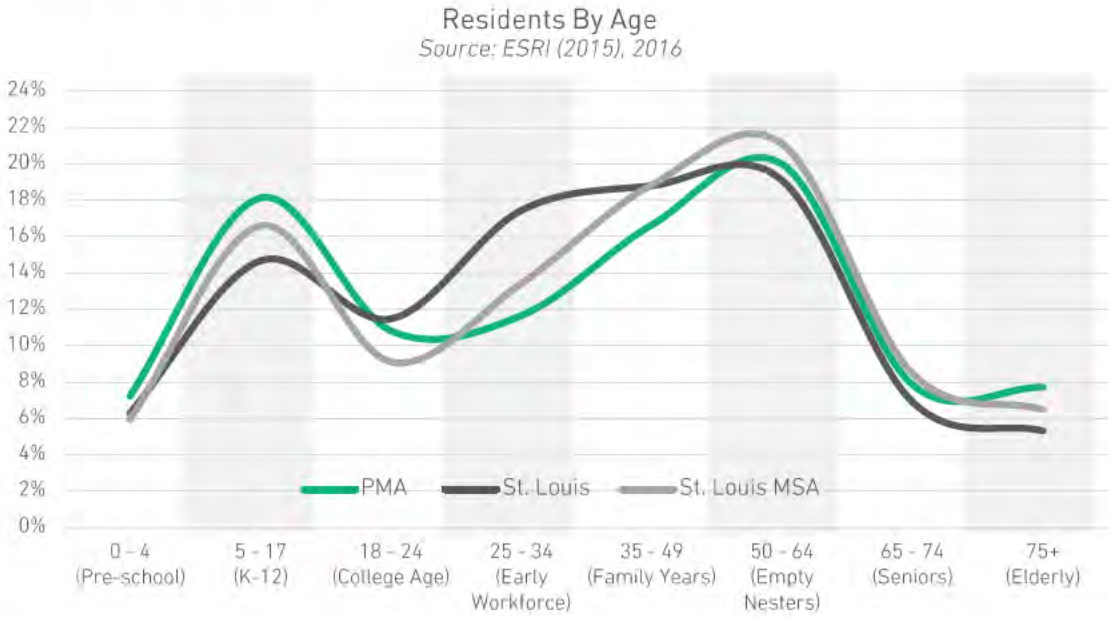
EDUCATION

The MSA has the largest proportion of residents with a bachelor's degree or higher (32 percent), followed by the city (31 percent). The PMA and SMA have notably smaller proportions of residents with a bachelor's degree (10 and 13 percent, respectively). All study areas have a similar proportion of residents with some college or an associate's degree, ranging from 29 percent in the city to 35 percent in the SMA. The PMA and SMA have the largest amount of residents with just a high school diploma (35 and 33 percent respectively), and more residents without a high school diploma (23 and 19 percent respectively). Overall, residents in the MSA and city have higher levels of educational attainment, compared to the PMA and SMA. The graph below compares educational attainment in the PMA, SMA, city, and MSA.



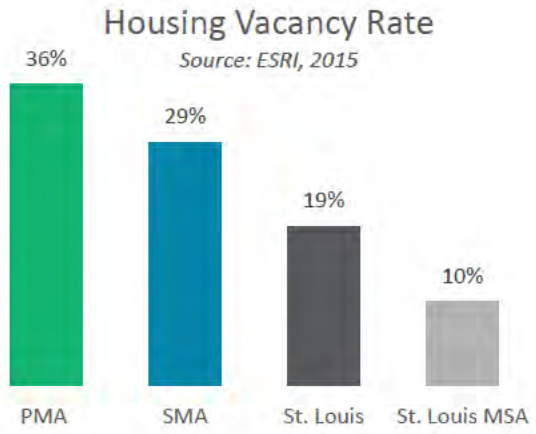
AGE

The age distributions in the PMA, city, and MSA are all very similar. The study areas have large proportions of the *K - 12* (ages five to 17), *Family Years* (ages 35 to 49), and *Empty Nesters* (ages 50 to 64) cohorts. Specifically, in the PMA the *Empty Nesters* cohort accounts for 20 percent of the total population, followed by the *K - 12* cohort, comprising 18 percent of the total population. The Family Years cohort accounts for 17 percent of the total PMA population. The city has a higher proportion of the *Early Workforce* (ages 25 to 34) cohort than the other study areas, resulting in a slightly younger median age of 35, compared to 37 in the PMA and 39 in the MSA. The graph below depicts the age distributions for the PMA, city, and MSA.

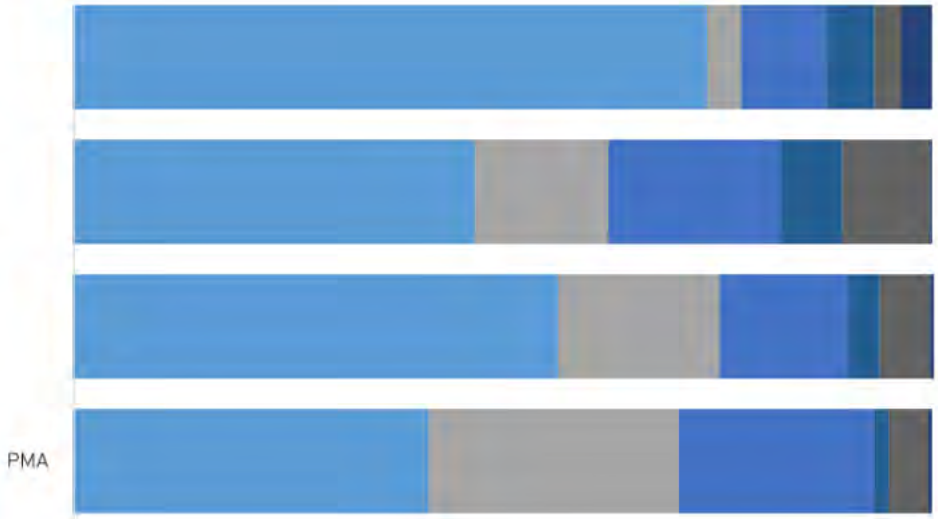


HOUSEHOLD CHARACTERISTICS

There are an estimated 7,550 housing units in the PMA with a vacancy rate of 36 percent. This vacancy rate is higher than the SMA (29 percent) and significantly higher than the city (19 percent) and MSA (10 percent).

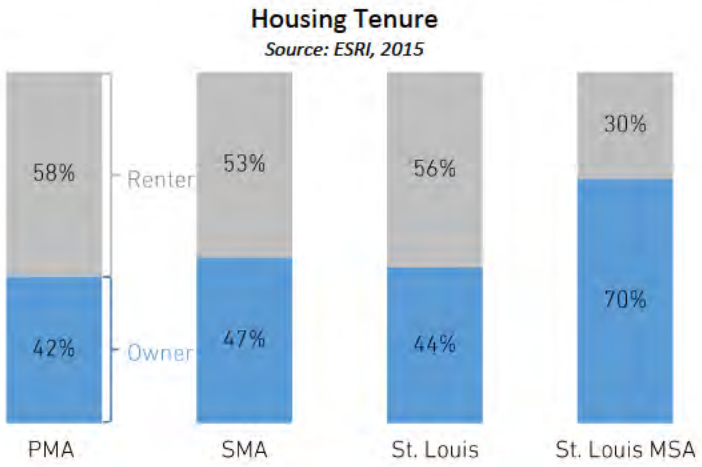


The majority of homes in the SMA and MSA are single-family (56 and 74 percent respectively). Conversely, the PMA and City have higher proportions of multi-family homes. Specifically, the PMA has a large proportion of duplexes (29 percent) and multi-family homes with three to nine units (23 percent). The PMA and SMA have the lowest median housing values at $66,638 and $76,224, respectively, compared to $154,313 in the city and $187,166 in the MSA. The graph below details the housing units by type in each study area.



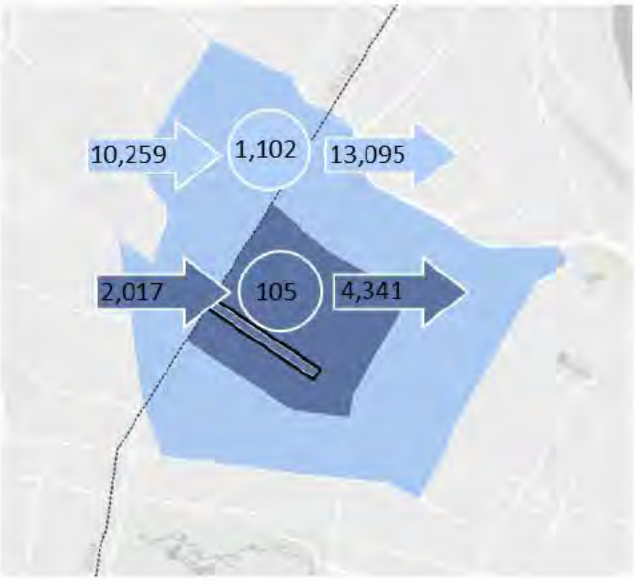
HOUSING TENURE

In the PMA, SMA, and city, the majority of housing units are renter occupied. The PMA has the highest proportion of renters (58 percent), followed by the city (56 percent), and the SMA (53 percent). Conversely, the MSA is comprised of mostly owner occupied housing units (70 percent). The proportions of renter and owner occupied housing in each study area have not changed significantly since 2010 and are projected to remain the same through 2020. The graph below depicts housing tenure for the four study areas.



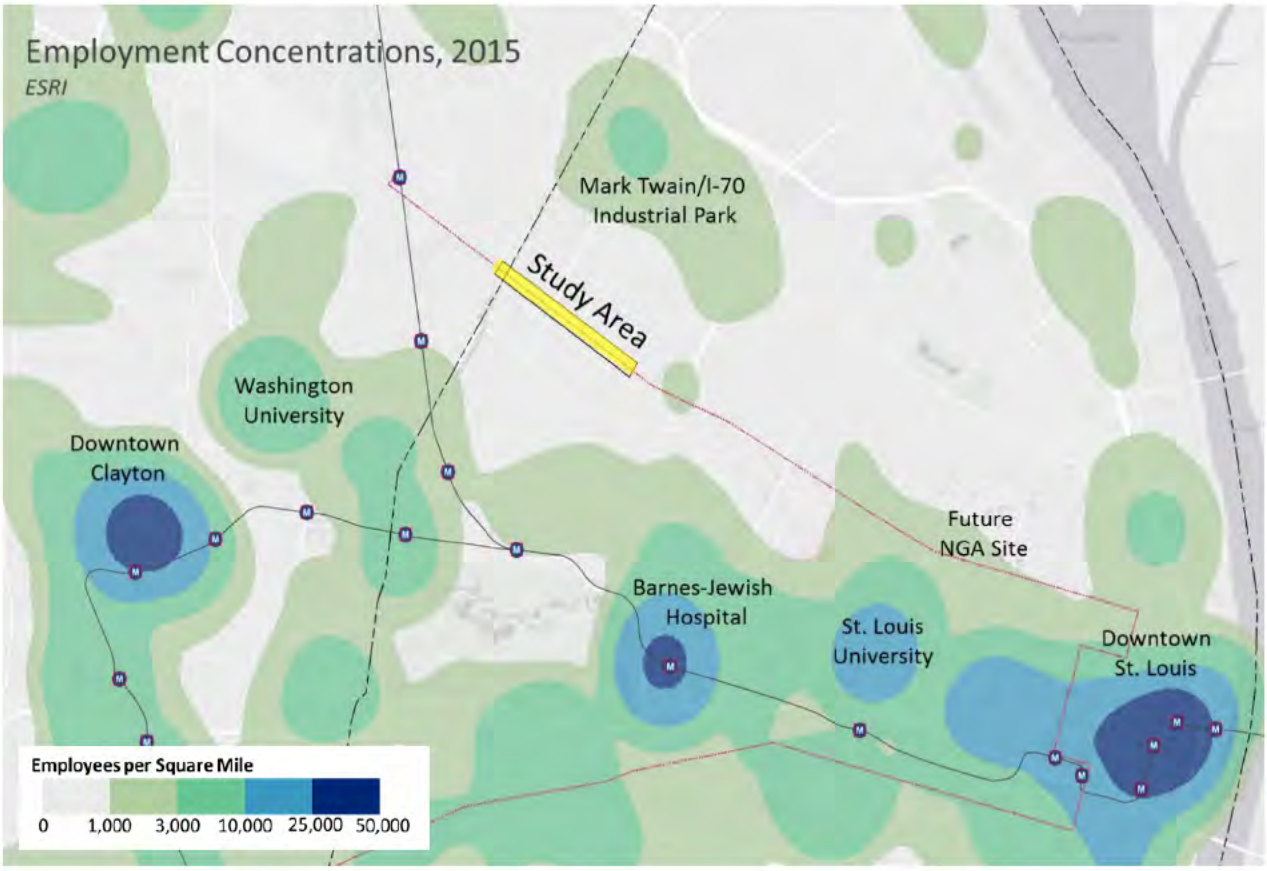
EMPLOYMENT AND LABOR FORCE

According to the US Census, about 10,259 employees work in the SMA, but do not live in the SMA, while 13,095 residents of the SMA leave the market area to work elsewhere. An estimated 1,102 live and work in the SMA. About 2,017 employees work in the PMA, but live elsewhere, and 4,341 residents live in the PMA but work elsewhere. An estimated 105 people live and work in the PMA. Overall, there is a net loss of 3,953 workers in the PMA and SMA. Specifically, in the PMA there is a net loss of 2,219 employees and in the SMA there is a net loss of 1,734 employees. The picture to the right illustrates the employment trends in the market areas.



EMPLOYMENT CONCENTRATIONS AND ACCESSIBILITY

Though there are limited employment concentrations within the study area, Metrobus and Metrolink offer direct access to the region's top employment centers, including Downtown St. Louis, St. Louis University, BJC Healthcare, Washington University, Downtown Clayton, and the future site of the National Geospatial Intelligence Agency (NGA).



MARKETABILITY EVALUATION

In addition to socio-economic and demographic data, there are also qualitative attributes that contribute to, or detract from, the overall marketability of the corridor and surrounding neighborhoods.

STRENGTHS

Access to Public Transportation and Employment Centers

The study area is well-located, with access to Metrobus and the Wellston Metrolink Station (within one mile), which provide access to the region's top employment centers in Downtown St. Louis, Downtown Clayton, BJC hospital district, Washington University, Mark Twain I-70 Industrial Park, and the future site of the National Geospatial-Intelligence Agency (NGA).

Service Providers

Unlike many comparable neighborhoods in North St. Louis, the study area has excellent access to healthcare, with the Myrtle Hillary Davis Comprehensive Health Center located nearby. There are also a number of organizations that provide educational, workforce development, and other community resources, including Friendly Temple Missionary Baptist Church, Better Family Life, and other local faith-based organizations and churches.

Friendly Temple Missionary Baptist Church

Friendly Temple is a primary anchor, activity center, and key stakeholder in the neighborhood with Sunday service drawing over 3,500 followers, of which approximately 65 percent live outside of St. Louis City. This, in addition to ongoing services throughout the week, including funerals, sporting events, and other community activities, not only increases pedestrian activity and safety, but creates a market opportunity for more retail. Friendly Temple was also instrumental in the development of the adjacent Arlington Grove and it continues to acquire land to expand community service initiatives and explore the possibilities of market rate housing and retail development.

Historic Building Stock

Though many buildings are vacant or in significant disrepair, the historic character offers potential for improving the overall marketability of the corridor and neighborhood. The Wellston Loop Historic District, in the areas to the west of the corridor, was formed to make available state and federal historic tax credits (HTC) to aid in preservation and redevelopment.

Wellston Loop Building

Though the Wellston Loop Building has limited market-based redevelopment potential, the building is a source of identity for the corridor and community and offers an opportunity to create a vibrant public space for markets, performances, and other gatherings. The City of St. Louis' commitment to stabilize the structure is the first step in bringing this iconic structure back to some productive use. The City of St. Louis has also allocated additional funds for the stabilization of other significant structures in the area, although specific properties have not been identified at this time.

Arlington Grove

This development has not only provided much needed quality affordable housing to the neighborhood, but also serves as a stabilizing presence, enhances safety, and increases development potential of neighboring blocks/parcels. The development has been very successful with a mix of over 100 public housing, Low-Income Housing Tax Credit (LIHTC), and market rate units that are typically fully occupied with a lengthy waiting list.

Recent Streetscape Improvements

The recent implementation of new streetlights has improved visibility and enhanced safety in the corridor, but has also contributed to ongoing placemaking efforts, which has increased corridor marketability and gives the community a sense of pride and progress.

Façade Improvement Programn

St. Louis Development Corporation (SLDC) has been active in the MLK Corridor with its façade improvement program, which can grant up to $50,000 for façade improvements, including window replacement, door replacement, storefront improvements, and signage. Essentially, it can be applied to any visible property improvements. For example, City Plumbing Supply Company recently utilized this program to repave their front parking lot.

Promise Zone

The MLK corridor is within the federal Promise Zone boundaries, which encompasses much of North St. Louis City and County. This designation gives projects in the zone priority for grants and other funding from the U.S. Economic Development Administration (EDA) over the next ten years.

Anchor Retailors

There are a number of family-owned businesses in the corridor that have been in business for decades, which gives the businesses long-standing roots and staying power within the community. These types of retailors, if working in concert, can be the pioneers of business expansion creating a unique retail identity for the corridor. However, it is critical that these businesses have viable succession plans across multiple generations and that the newer generations are able and willing to form new partnerships and alliances.

Arlington Grove Phase II Redevelopment Area

In June 2013, the city of St. Louis designated the areas adjacent to Arlington Grove as the Arlington Grove Phase II Redevelopment Area, allowing for a ten-year tax abatement in the district, among other incentives, to encourage new development. There has been interested expressed by SLDC to issue an RFQ for the potential development of this site.

WEAKNESSES

Crime and Negative Perceptions

Whether perceived or actual, crime has a negative effect on the overall marketability of a community. Crime continues to be an issue in the neighborhood, much of it visible in the western parts of the corridor, including

drugs and prostitution. Increasing retail and pedestrian activity can have a positive influence on crime reduction; however, there is a need for more targeted enforcement measures and initiatives.

Lack of Coordination

The MLK Corridor and surrounding neighborhoods have a number of individuals and organizations dedicated to community development and improving the quality of life of local residents including, but not limited to, Friendly Temple, Alderman Boyd's office, Better Family Life, Hamilton Heights Neighborhood Organization, International Institute, and Beloved Streets of America; however, there is a lack of coordination and many of these entities work independently without a unified vision. Given these tremendous assets in the community, their work and missions would be more impactful if they could coordinate their efforts.

Retail Leakage

Based on macro-level retail supply and household spending data, there is an under-supply of retail in the primary market area and residents have to leave the area to satisfy many of their retail needs. According to this data, there is an oversupply of grocery stores; however, the quality of these stores varies considerably and many residents still elect to shop outside of the primary market area to find higher quality fresh foods.

Length of Corridor

Given changes to retail preferences and demand since the 1950s, the MLK corridor from Union to Kienlen Avenue is overbuilt to support the retail needs of the community and there are limited near-term solutions to fully redevelop/occupy the entire corridor. This emphasizes the need to develop concentrated nodes of investment and promote interim uses, such as urban agriculture and public spaces, but also target the demolition of derelict structures in extreme disrepair.

Lack of move-in ready retail spaces

The weak market characteristics in the corridor and surrounding neighborhoods have contributed to significant vacancy, but in some cases, the dilapidated conditions of many of the buildings have also created a market barrier. Based on conversations with individuals in the community, retailors would be interested in the corridor if there were more move-in ready spaces. Making existing spaces move-in ready is a significant challenge and would more than likely require public funding from tax credits, investment through a Community Development Corporation, or replacement with new construction through public-private partnerships.

Demographic Challenges

As presented in the demographics section, there are significant socio-economic challenges in the primary market area, including population loss, low median household income, low educational attainment, and high unemployment rates. This emphasizes the need to develop a comprehensive strategy to address the socio-economic conditions in the community, in addition to targeted investments along the MLK Corridor.

Housing Vacancy

Approximately 36 percent of housing in the PMA is vacant, compared to 19 percent citywide. This poses significant challenges to maintain the existing housing stock and have enough households to maintain a healthy retail environment along MLK. Additionally, there is approximately 200 acres of vacant parcels throughout the PMA representing around 13 percent of the total land area.

Housing Affordability

Given income levels of existing residents in the market area, in most cases, market rate housing development is not feasible without subsidy, or attracting higher-income households. Future developments similar to Arlington Grove would further stabilize the neighborhood and would provide much needed quality affordable housing, but these types of developments are dependent on funding cycles for Low Income Housing Tax Credits (LIHTC), HOME funds, and other housing subsidies.

Building Deterioration

Though there may be market opportunities for new retail development that leverages the activity generated by Friendly Temple, there are very few, if any, move-in ready retail spaces. Most potential retail tenants (or the building owners themselves) do not have the resources or means to properly maintain the building stock. Additionally, residential property owners also cannot generate the rental revenue to properly maintain their properties, especially for aging, historic structures.

Revenue Generating Properties

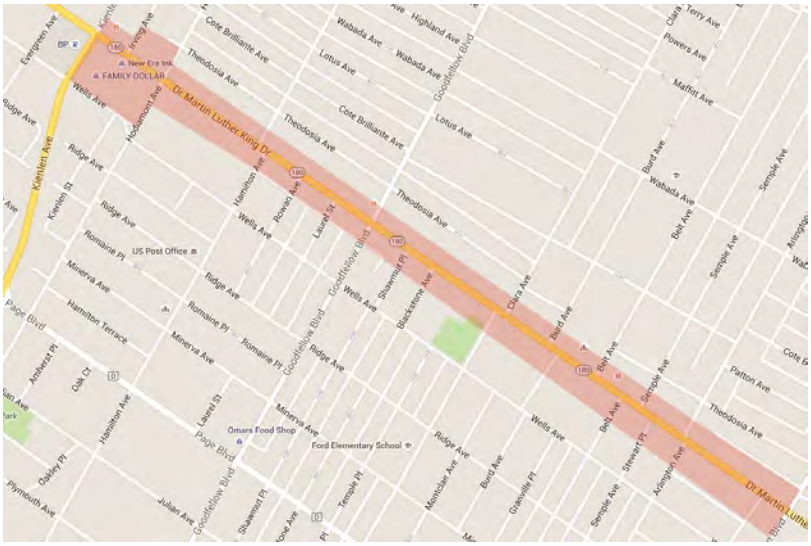
Though the creation of a taxing district is recommended to generate additional revenue for the corridor in the long-term, revenue generation in the near-term would be limited given the number of vacant structures and tax-exempt service providers.

Proliferation of Liquor Stores

Just over 10 percent of retail businesses in the PMA are liquor stores, but citywide, liquor stores only account for 1.5 percent of all retail businesses indicating a need to better diversify the retail offerings.

REAL ESTATE MARKET CONDITIONS

The Martin Luther King corridor is mostly comprised of retail space, but also includes a few industrial buildings and one hotel. Most buildings are considerably older, with building ages of more than 50 years, and most are either off-line due to vacancy or require significant repair to remain competitive. Conditions along the corridor appeared to have deteriorated and the corridor has experienced high vacancy rates and negative absorption rates.



According to CoStar, there is around 100,000 square feet of retail Rentable Building Area (RBA) within the corridor with an average rent of $8.00 per square foot, a slight increase from previous years of $7.54 per square foot. The average occupancy rate is 79 percent, which has dropped from its five-year average of 82 percent. In addition to high vacancy, the corridor has experienced a negative absorption rate of 4,200 SF. Negative absorption rates occur when supply is greater than demand, vacancy rates increase, and demolition increases. According to CoStar, there is also one industrial building in the corridor, located at 6121 Wells Avenue. The 15,347 industrial warehouse is for sale at $135,000. Costar data, however, does not take into account vacant properties that are not being actively leased. For example, the former Wellston JC Penny Building with more than 50,000 square feet located at 5930 Dr. Martin Luther King Drive is not included in the CoStar inventory since its space is not being activity marketed for lease.

Key data for office and retail properties in the neighborhood is summarized in the following tables.

Existing Retail Conditions

Total RBA (SF)	101,291
Current Average Occupancy	79%
Average Lease Rate (Gross)	$8.00
2015 Absorption (SF)	(4,200)

Source: CoStar, 2016

CORRIDOR REVINVESTMENT SITE ANALYSIS

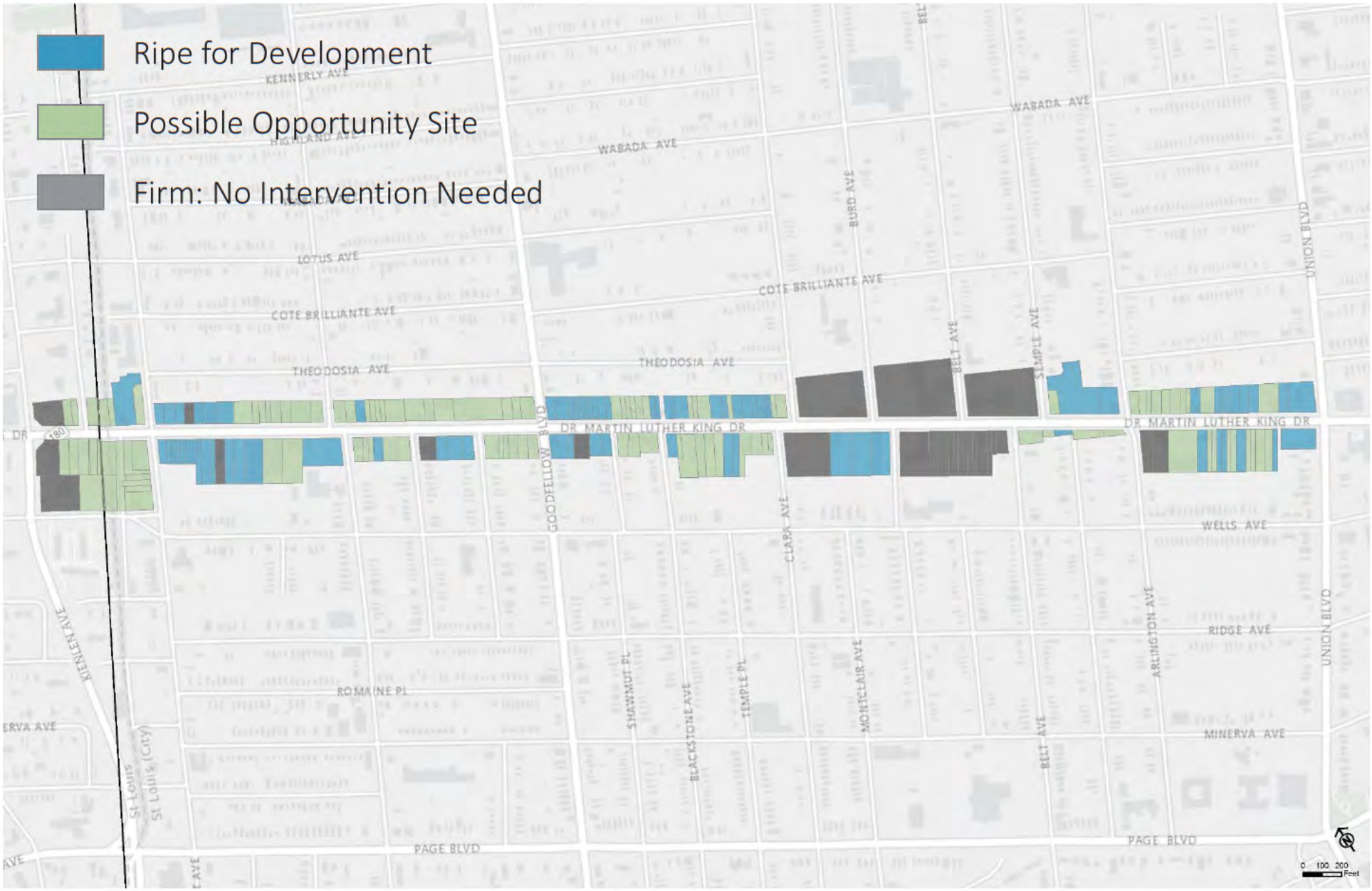
Using the Costar database as a start and combining that with a visual inspection of the properties in the corridor study area and an evaluation of property tax records, each land parcel was evaluated as to its relative potential for development or redevelopment. The map on the following page illustrates three classifications.

1. Gray properties indicate those that do not need significant reinvestment at present. These represent stable or newly constructed businesses and other purposes. Still, a major goal of the Great Streets plan should be to support these "firm" properties with appropriate public and private investments that help to improve their real estate value.
2. Blue properties, conversely, are considered ripe for redevelopment. One indicator of this classification is that the market value of the improvements on some sites is often less than the value of the land, a factor which is often driven by underutilization or building vacancy. Fully functioning buildings generate positive cash flow and, in turn, higher values. Buildings that do not achieve higher values are either occupied by poor businesses or they seem to not be suited for contemporary uses. In either case, the best solution might actually be site clearance in favor of a more functional building.

   Razing of structures, however, has to be balanced against their architectural and historical value in the community. This is of particular concern in the study area. Yes, newer buildings might be more functional and profitable, but a major contributing factor to the special identity of the corridor is the architectural styles of the buildings. On the other hand, many of these structures are in such poor condition that the cost of renovation, even with significant subsidy, would exceed the future value of the property.
3. In between the blue and the gray sites are the green properties. In some ways, these are stable and are not substantially contributing to negative perceptions of the corridor. In other ways, they are not being utilized to their fullest potential. They are tempting locations for public intervention in order to leverage the private market because green sites typically require less costly approaches while increasing the quality of a corridor to attract private investment on other properties. But such public intervention might still not be enough to attract sufficient interest in the green properties. For example, the large stretch of vacant buildings on the north side of MLK from Goodfellow to Hamilton have been identified as green, but investment in just a single property would not improve the market conditions enough to catalyze private investment. Public investment would have the most impact on green buildings that are in close proximity to "ripe" and "firm" sites such as near the Wellston Loop Building and in the areas closer to Friendly Temple.

A typical public reinvestment strategy, therefore, is to take over (purchase) certain blue properties in order to stem further corridor deterioration, and then offer incentives to other property owners and businesses as partners in renovations and occupancy. This should have the effect of reversing negative trends in certain

areas while encouraging private market responses in, especially, the green properties which should not require as many financial resources. (Depending on the robustness of the re-emerging markets, some current blue properties could turn green, thus requiring less or no public intervention.) In turn, these public and private investments help to support the gray properties, where no intervention is yet needed, so that they do not become green or blue over time.


Ripe for Development
Possible Opportunity Site
Firm: No Intervention Needed
KENNERLY AVE
HIGHLAND AVE
WABADA AVE
WABADA AVE
LOTUS AVE
COTE BRILLIANTE AVE
COTE BRILLIANTE AVE
THEODOSIA AVE
THEODOSIA AVE
BURD AVE
BELT AVE
SEMPLE AVE
UNION BLVD
DR MARTIN LUTHER KING DR
DR MARTIN LUTHER KING DR
GOODFELLOW BLVD
CLARA AVE
WELLS AVE
RIDGE AVE
ARLINGTON AVE
UNION BLVD
KIENLEN AVE
ROMAINE PL
SHAWMUT PL
BLACKSTONE AVE
TEMPLE PL
MONTCLAIR AVE
BELT AVE
MINERVA AVE
St Louis
St Louis (City)
PAGE BLVD
PAGE BLVD
0 100 200
Feet

STUDY AREA NEEDS

Since there is such limited market-based development potential for the MLK Corridor, it is critical that any future improvements and investments address the broader needs of the community. The marketability of the corridor for commercial and residential development will only increase with broader community-wide investment. Based on market research and discussions with key stakeholders, in order to re-activate the *Neighborhood Development System* (as discussed on page 1), the following needs should be addressed and are critical for the future success of the corridor.

There is a need to attract more residents

The neighborhoods encompassed by the PMA have been experiencing population decline since the 1960s, but even since 2000, the population has decreased by 1,200 residents, or just under 25 percent. The community has the capacity to absorb new residents, but in order for the MLK Corridor to flourish, there will need to be a net increase of residents.

There is a need to support existing residents

Approximately 42 percent of housing in the PMA is owner-occupied, which is only slightly lower than the city average (44 percent). Additionally, just under 40 percent of all households in the PMA moved in before 2000, while the city average is 27 percent, indicating that the community has a relatively high proportion of long-standing residents in the community. At the same time, this implies that new households are not moving to the neighborhood. This presents an opportunity (and a need) to leverage community support from existing residents and identity potential "champions" for future planning initiatives.

There is a need to develop new housing

In parallel with population decline, there has also been a net decrease in housing units in the PMA over the last five years. Many units have demolished due to vacancy and deterioration with little to no replacement. From 2000 to 2010, there was a net decrease of just under 1,000 housing units, indicating a decrease of 11 percent. However, since 2010, there has been a slight increase in housing units (0.7 percent), which is consistent with the city-wide average during this time (0.8 percent increase).

There is a need to invest in the existing housing stock

Approximately 45 percent of renter households in the PMA can only afford rents of $500 or less, and given achievable rents in the area, there are limited market opportunities for new rental housing development. Additionally, the housing stock, in general, continues to experience declining conditions, with a vacancy rate of 36 percent. Future development will likely require subsidy in some form, but there is also a need to provide the necessary funding and resources for property owners so they can adequately maintain their properties. In many cases, achievable rents are not high enough for even responsible owners to afford proper maintenance.

There is a need to create better accessibility to employment opportunities

Though unemployment data is typically reported on the city or county level, according to data from Esri, the unemployment rate in the PMA is twice that of the city. Higher rates of unemployment are intrinsically linked to levels of educational achievement. It should be recognized that accessibility to employment opportunities includes both physical and skills-based accessibility. The PMA is accessible to several of the region's primary employment hubs via public transportation; therefore, the biggest challenge is linking residents to the necessary skills-training and networking resources to make higher-paying employment opportunities more accessible.

It is critical that the local community continues to access the nearby workforce development, education, and job training resources, including the MET Center, services from Better Family Life, St. Louis Jobs Corps Center, and Missouri Career Center, all within a mile of the corridor. Ranken Technical College, about two miles from the study area, offers a number of scholarship opportunities. Though beyond the scope of the Great Streets project, there is also a need to evaluate the effectiveness of these programs and services to identify any potential service gaps.

There is a need to continue investing in public transportation

Just under 20 percent of the population in the PMA commutes using public transportation, which is about twice as high as the city average of 10 percent. Effective and efficient public transportation is not only critical for existing residents, but the marketability of the area as a whole is greatly influenced by having an efficient public transportation system.

There is a need to continue providing (and improving) resources for youth

Though national and regional trends suggest that household sizes are decreasing and households are having fewer children, there is a much higher proportion of households with children in the PMA (33 percent) compared to the city as a whole (25 percent). Also, the PMA has a much higher proportion of residents aged 17 or younger (25 percent) compared to the citywide average (21 percent), emphasizing the continual need for quality education and community resources for youth.

There is a need to attract more retail businesses by making more space move-in ready

Based on physical observation, roughly one-third of buildings with retail frontage in the study area are vacant. The low retail vacancy is generally attributed to having very few move-in ready retail spaces and negative perceptions of the corridor and surrounding neighborhoods. Based on spending power in the PMA, existing households can support approximately 175,000 square feet of retail, while there is about 100,000 square feet of retail supply (based on annual sales rather than actual retail square footage). In other words, there is retail "leakage," in which residents must leave the area to satisfy their shopping needs. The existing residents could support more local retail, but increasing the local population and attracting more visitors would also have a positive impact on the retail environment.

STRATEGIES TO IMPROVE MARKET CONDITIONS

Despite the many challenges, there are opportunities to improve market conditions and ensure that the MLK Corridor is on a path of growth and prosperity. In some cases, targeted investments in specific real estate projects can catalyze future development in a commercial corridor, but after decades of disinvestment and decline in areas like the MLK Corridor, investment and improvements will need to be incremental over time and must occur in concert with ongoing efforts in the surrounding neighborhoods. Community revitalization efforts in slow-growing regions like St. Louis can often take decades to see significant positive change; however, the following strategies should be considered near-term opportunities to ensure that the proper foundation is in place for sustained growth and prosperity.

Form organization or strategic partnerships to develop a unified voice/mission for MLK and maximize limited resources

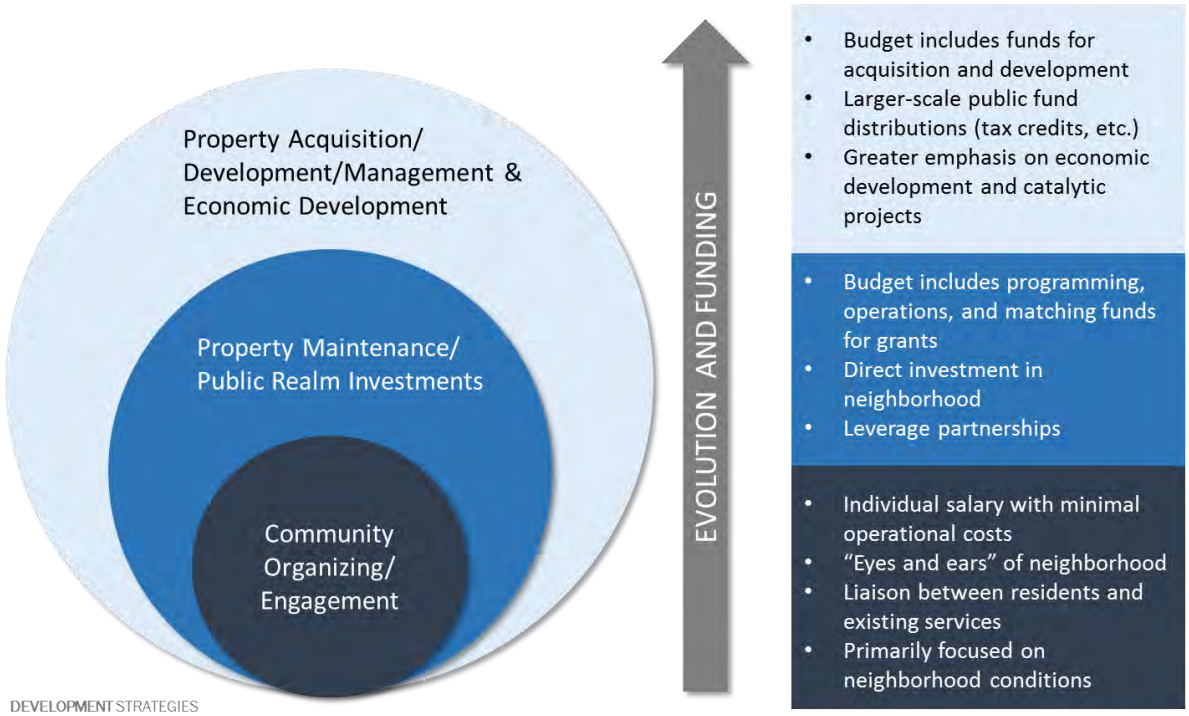
One of the most critical steps in ensuring that the MLK Corridor is on the path of growth and prosperity is forming a dedicated organization or strategic partnership with existing organizations to be the official stewards of future planning efforts, fundraising, and investment. There are a number of community organizations, business owners, faith-based organizations, and neighborhood groups making tremendous strides in improving conditions along the MLK Corridor and in surrounding neighborhoods, including Friendly Temple, the City of St. Louis, Better Family Life, Beloved Streets, MLK Merchants Association, and Hamilton Heights Neighborhood Association to name a few. Given limited resources (especially funding), there is a need to better coordinate these efforts and ensure there is a unified vision for the corridor.

There is also a need to create a better link between efforts along the corridor and community development efforts in the adjacent neighborhoods. As presented in the *Neighborhood Development System* housing demand, retail development and neighborhood conditions are both part of an ongoing cycle, and targeted investments along the corridor will only have minimal impact if the surrounding neighborhoods continue to deteriorate. A dedicated Community Development Corporation (CDC), a 501(c)3 organization, can often balance housing, economic development, and social service needs in a community, and also act as a conduit for public, private, and philanthropic funds. The CDC could pursue all housing subsidy funding sources for new construction, rehabilitation, and homeowner assistance. In addition, this type of organization could coordinate and improve existing services for youth and local economic development initiatives. This type of comprehensive organization would be immensely beneficial to the MLK Corridor; however, given limited resources, in the near term, a formal partnership of the existing stakeholders should be an initial step.

A success (and impactful) CDC generally evolves over time. In many cases, these organizations are formed with a volunteer board and a single staff person to engage in primarily community organizing. This individual is often the liaison to connect residents with existing housing-related programs and begin early stages of fundraising and capacity building. Over time, the CDC can evolve into have a more direct role in property maintenance and

rehabilitation and public realm improvements. This generally requires additional staff and funds to support real estate activities. The fully evolved CDC has the capacity to acquire and develop property leveraged by tax credit programs and focuses more on economic development and catalytic projects. The diagram below demonstrates this evolution.

Community Development Corporation Funding and Capacity



The formation of the board of directors and organization by-laws are the first steps in establishing a local CDC. CDC board of directors typically include members of the finance community, legal expertise, neighborhood organizations, local businesses, and real estate development community. This board would then raise funds for creating an individual full-time salaried position and cover initial operational costs. The operating budget at CDCs can vary considerably depending on the service offerings and "evolution" described above. For example, Seventy-Five North, a CDC that began with a single staff person in a similar low-income community in North Omaha, had operating expenses of around $200,000 in 2013 and has since evolved into an organization with almost $2 million in assets. In 2013, DeSales Community Housing Corporation had expenses of around $700,000 and Old North Restoration Group had expenses of around $250,000. Beyond Housing, a CDC serving North County and parts of South St. Louis City, which started as a smaller community-based organization in 1975, has grown into a comprehensive real estate development, economic development, and family services organization with an annual budget of almost $8 million. These examples illustrate that CDCs tend to start small, and over time, many have the capacity and ability to grow and expand service offerings. Though startup costs can vary, generally a single-

person CDC serving the MLK Corridor would likely require an initial grant from individuals and/or the philanthropic community ranging from roughly $100,000 to $300,000 to cover two-years of operating expenses.

Develop special district(s) to generate local tax revenue for future investment

Establishing special districts is a way to generate a separate pool of tax revenue to be reinvested in the corridor. Community Improvement Districts (CID) have been established in commercial corridors throughout the St. Louis region, when additional sales and/or property taxes are leveed to support district-wide initiatives or amenities such as dedicated district staff, streetscape improvements, marketing materials or events, additional trash pick-up, or additional security. As noted previously, one challenge with the MLK Corridor is that there are relatively few "contributing" uses and many properties are either vacant or tax-exempt (churches, non-profit service providers, or city-owned property). Therefore, a special district, such as a CID, would only have very modest revenues in the near-term, but over time, as development progresses, there could be added revenue sources in the long-term. For Example, according to the Missouri Department of Revenue, the parcels in the study area produced around $157,000 in sales tax in the 4th Quarter of 2015, resulting in an annualized estimate of $628,000. CIDs typically use a one percent sales tax, which in this case, would produce $6,280 in annual revenue. This is a very modest revenue source (for example, the South Grand CID produces around $125,000 annually in CID sales tax revenue), but could still be used for festivals or other marketing materials. As the corridor increases its retail offerings, the annual CID revenue would increase. To contribute to the sales tax revenue, CIDs can also include a special assessment on properties in the district, although funds would also be modest on the near term. At the same time, using a special assessment on property, CID funds would increase over time as the corridor develops.

For the steps in forming a CID, see Appendix I. The most critical component to the process is that it must be community driven. Since the CID increases the tax burden on shoppers and property owners in the district, the community itself needs to champion the process and build consensus on the direction of the district.

Invest in public realm to increase overall attractiveness of corridor

Investing in the public realm, including streetscape improvements and public spaces, will enhance the corridor's overall marketability in the long-run. The effects of placemaking—the act of creating an inviting public realm to which people have a psychological connection—is good policy and good economics. Investing in main streets, historic districts, town centers, and transit stations adds value to communities, increasing tax returns and household equity. However, simply investing in the public realm alone will not lead to enhanced marketability without also making incremental investments in housing and social services. The streetlamps that have been installed over the last few years have given the corridor a much improved sense of place and identity and future improvements should feed off of this momentum.

Concentrate investment in strategic nodes throughout the corridor

With a finite amount of public resources available to encourage redevelopment, a strategy of concentrated investment in a particular area could have an outsized impact on the community as a whole, given the broad impact that great places can have. Based on the site reinvestment analysis, future investment should build off of

strong nodes of activity, which are located in the areas surrounding Friendly Temple/Arlington Grove on the east side of the study area and surrounding the Wellston Loop Building to the west.

Leverage historic district and Arlington Grove Phase II Redevelopment Area to attract private development

Given the economic conditions in the corridor and limited market-based development opportunities, subsidies and/or incentives are necessary to attract private development. The Wellston Loop Commercial Historic District that encompasses the western portion of the study area allows for the eligibility of state and federal Historic Tax Credits (HTC) to partially finance the rehabilitation of existing structures. The Arlington Grove redevelopment plan allows for a tax abatement in which all new development will maintain the current underlying tax assessment for ten years to encourage new development. In many cases, these programs can "fill the gaps" and make new development more attractive.

In order to facilitate larger scale development in this area, SLDC has expressed interest in preparing solicitations for developers in the form of Requests for Proposal (RFP) and include materials that highlights all the available incentives and specifics of the plan that must be met. See Appendix II for the steps to develop an RFP for the site.

Link local businesses with regional business assistance resources

There are numerous resources for small businesses in the St. Louis region and throughout the state. Many businesses do not realize that most of these services are free and accessing these resources only requires their own initiative; however, this also emphasizes the need for a local organization to help businesses along the MLK Corridor navigate these resources. If small businesses on MLK can pursue some of these avenues, there may be great potential for future expansion and job growth in the community. In many cases, a CDC can laisse between the community and existing workforce development resources and services.

> **SCORE St. Louis** (stlouis.score.org) offers free counseling and resources, mentorship programs, low-cost workshops and free business scan services. This is part of a nation-wide small business assistance non-profit supported by the federal Small Business Administration (SBA), which has 340 chapters across the county. The main office for the St. Louis region is located at 222 Spruce Street in St. Louis, with branch offices in St. Charles and Kirkwood and affiliated offices at Justine PETERSEN, St. Louis University Veteran's Business Resource Center, and Hispanic Chamber of Commerce.
>
> **Missouri Small Business and Technology Development Centers** (missouribusiness.net/sbtdc) offers business counseling, training, and resources for starting or growing a business in Missouri, in addition to services for technology development and commercialization, selling to the government, green practices, international trade, and career training.
>
> **STLVentureWorks** (stlventureworks.com) is a regional network of five incubators created and operated by the St. Louis County Economic Council. There is a location in Wellston that offers office space ranging from 144 to 320 square feet and warehouse and production space ranging from 496 to 600 square

feet. Current tenants/businesses provide a wide range of services including HVAC installation and repair, in-home health care services, architecture and design, and educational services.

Justine PETERSEN (www.justinepetersen.org) is based in St. Louis and is the second largest microlending/microfinance organization in the county. It provides small business owners and homeowners with financial assistance, technical support, and credit building opportunities. Justine PETERSEN essentially fills the gap where conventional lending institutions come up short by offering loan products for startups, existing businesses, and individuals with poor credit history. In 2012, it supported 634 individuals and businesses with $5.7 million in financing from hair salons to apparel stores to restaurants. It is an official U.S. Business Administration Microloan Intermediary Lender. Justine PETERSEN also offers business incubator space in St. Louis and East St. Louis.

Develop programs and resources that support entrepreneurs and the local business community such as a business incubator

Local businesses should be supplied with the financial and educational resources they need to grow organically from within the community. By establishing a business incubator that focuses on retail-oriented businesses on MLK, startup businesses would bring additional commercial activity to the corridor, which can trigger creative uses of vacant or underutilized properties.

Though many business incubator models are geared towards promoting IT or service oriented businesses, there are also successful incubator models that focus on retail oriented business in industries such as food production, restaurants, fashion, jewelry, and home decorations and furnishings; essentially any industries that require physical design, production space, and a venue for retail sales. By incorporating a well-integrated and well-functioning business incubator model on MLK, there would create a great opportunity to provide assistance to retail-oriented businesses that can then grow and expand locally. MLK has an abundance of vacant or underutilized buildings that could be put to immediate productive use with an incubator space.

Some examples of these types of spaces include:

Can-Do Kitchen, Kalamzaoo, MI: Located in downtown Kalamazoo, this space offers incubator programs and services for assisting food businesses. It includes a commercial kitchen for rent, workshops, and access to a network of food related businesses. One advantage of the space is that it is connected to a food co-op, which allows start-ups to test market and sell their products. Starting in September 2013, it started awarding scholarships of $8,820 for business startups. One recent graduate just opened a specialty cheese and retail shop and the incubator program provided her with food safety training and helped her obtain a food license. The owner also leveraged networking opportunities and resources. The first graduate started a pre-made vegetarian Indian meal businesses and now has four employees and distributes to local stores, markets, and even a local hospital.

Ventures, Seattle, WA: The Washington Community Alliance for Self-Help (C.A.S.H) combines educational and counseling services for small-businesses in addition to access to capital primarily for low-

income, women, and minority populations in the Seattle region. Eligibility is based on a maximum household income threshold. Program participants can then sell their products in a retail space, Ventures, located in Pike Place Market downtown. The incubator program focuses on retail oriented businesses and it assists participants with techniques in product development, pricing, and display. Ventures is supported by corporate sponsors, foundations and private donors, and public funds and they also accept in-kind donations of office supplies, computers, books, and financial software tools.

LINC Business Incubator, Grand Rapids, MI - LINC began in 2002 as an affordable housing development organization and has since expanded to include economic development initiatives as part of its mission. In addition to investing in commercial development in southeast Grand Rapids, it has recently launched a business incubator and co-workspace to serve as a revitalization tool for an economically distressed commercial corridor in the city. It offers a three-year business training program to startups and existing businesses to foster local organic growth and allow for a direct connection with the business community and local residents of the Madison Square neighborhood. For the retail oriented businesses, the space has a storefront window and is open to the public. Since opening it has helped launch eight new businesses with a total of 40 new jobs. The incubator space is also connected to a co-work space with daily access for individuals at $20 per day and monthly membership for $100 and four-person joint memberships for $350 monthly ($250 for non-profits). The membership includes free wifi, storage, networking events, and shared conference room space. The LINC main offices are also located in the building.

The creation of this type of space would require startup funding, although many business incubators in St. Louis, begun as DIY (do-it-yourself) shared work space. The Missouri Department of Economic Development offers a Small Business Incubator Tax Credit program "to generate private funds to be used to establish a "protective business environment" (incubator) in which a number of small businesses can collectively operate, fostering growth and development during a business' start-up period." Co-working spaces like Nebula near Cherokee Street in South St. Louis are funded by user contributions; however, given the weak market conditions in the MLK Corridor, any business incubator along with corridor would likely require public or philanthropic dollars for the startup funding. Utilizing the JC Penny Building offers a tremendous opportunity to provide an incubator or maker space for the community.

Increase pedestrian activity and attract visitors with public markets or other community events

Public markets in themselves can function as business incubators that promote local entrepreneurialism, production, marketing, and sales. An aspiring retail business can test market their products with very low costs and benefit from traffic generated by businesses banding together. A successful public market can also have a regional draw, stimulating even more spending in the community. Flea markets, farmer's markets or arts and crafts fairs can operate in indoor or outdoor spaces. Open air markets are also successful in catalyzing more pedestrian activity and can still offer retail space options for small businesses partnered with incubator services. Vacant lots

and/or street closures can be utilized to transform an otherwise neglected area into a vibrant center of culture, commerce, and community.

Support urban agriculture as a cost-effective way of putting vacant land back to productive use and creating opportunities for healthy eating, entrepreneurship, job training, youth education, and community beautification

Community gardens and urban farming can empower the community and promote healthy eating and sustainability, but they can also be a viable option for making productive economic use of vacant land or industrial buildings. The development of urban farming, in conjunction with targeted retail business assistance and resources, could help stimulate a local food production industry that can offer educational opportunities, workforce development, and employment opportunities for the community.

A study by Gateway Greening showed better rates of property appreciation, rent growth, occupancy, and homeownership—basic metrics indicating a neighborhood's health—in the vicinity of its community gardens. This demonstrates that, while community-based urban agriculture may not always directly stimulate the economy in the form of jobs and income, it can help stabilize a neighborhood, boosting marketability, desirability, and economic competitiveness.

Make more retail spaces move-in ready to attract new businesses to the corridor

There are relatively few move-in ready retail storefronts in the corridor. Though there may be a market opportunity for new restaurants, a grocery store, or other retail uses, retailors generally cannot afford the costs associated with the substantial rehabilitation of many of the existing structures. Focus investment on properties that require minimal renovation and develop tenanting strategies for some of the anchor properties in the corridor including the former JC Penny Building and Woolworth Building since both are structurally sound and have catalytic development potential. These properties are also eligible for Historic Tax Credits, which would enhance the feasibility of redevelopment.

Expand healthy/fresh food options in the corridor

Building upon the initiatives described above, there are opportunities to leverage public markets, urban agriculture and historic tax credit eligible structures (JC Penny Building and Woolworth Building) to develop a permanent brick and mortar grocery store. Though the retail leakage data suggests that there is an oversupply of grocery stores in the PMA, the quality of these stores vary significantly and there are no fresh food options in the MLK corridor study area. This type of activity can also be spearheaded by a CDC. For example, Beyond Housing was pioneering in facilitating the development of a Save-A-Lot store in Pagedale using public, private, and philanthropic funds.

APPENDIX I.

Steps to form a Community Improvement District

MLK GREAT STREETS INITIATIVE

SLDC RECOMMENDATIONS

Community Improvement District (CID): Recommended Next Steps

1) Identify a **CID steering committee & initial CID boundary** – *0.5 to 1 month*
   - *Goal: Determine champions and geography & retrieve ownership information / data*

2) Conduct **initial feasibility & estimates** for special assessments and sales taxes – *1 to 1.5 month*
   - *Goal: Determine revenue based on other local districts and area activity*

3) Convene CID Steering Committee for **educational and informational session** – *0.5 month*
   - *Goal: Determine capacity for champion-ism / leadership & intended services / improvements*

---------- ***Financial Feasibility Complete*** ----------

4) Conduct **CID steering committee meeting(s)** to develop petition & details – *4 to 6 months (min)*
   - *Goal: Determine CID support, develop detailed petition, and refine boundary*

5) Conduct **CID informational sessions / mailers / door-to-door** in the Community – *included above*
   - *Goal: Determine broad support, build awareness, grow interest, and identify CID supporters*

---------- ***Support Feasibility Complete*** ----------

6) Conduct **CID petitions signing parties** at Community anchors in the district – *1 to 2 months*
   - *Goal: Retrieve signed petitions for 50%+ of Per-Cap Ownership & Total Assessed Value in the District*

7) Conduct **targeted CID outreach** for signatures, support building, and education – *included above*
   - *Goal: Retrieve additional signed petitions*

8) Proceed through the **legislative process with the BOA** to establish CID – *1.5 months in session*
   - *Goal: Obtain adoption of an enabling ordinance(s) for the establishment of the CID / taxation powers*

---------- ***Petition / Legislative Process Complete*** ----------

9) Prepare **resolutions for approval by the board** of the CID – *1.5 to 2 months*
   - *Goal: Complete a variety of resolutions that support the formation such as accounts, sales tax, etc.*

10) Obtain **list of registered voters & send out informational mailer(s)** – *1.5 to 2 months*
    - *Goal: Secure list of voters from Board of Elections and inform residents to the extent possible*

11) Complete formal **ballot process with registered voters** residing in the district – *0.5 months*
    - *Goal: Secure "yes" votes from more than 50% of registered voters through unbiased entity*

---------- ***Sales Tax Process Complete*** ----------

12) Initiate the **administration of the district** by entity, individual, etc. – *as quickly as you can*
    - *Goal: Begin (determined by board) administrative procedure & contract for services & improvements*

13) Collect **revenues from specified funding sources** on an on-going basis – *for the life of the district*
    - *Goal: Collect revenues and initiate the provision of services & improvements in the area*

14) Continue **on-going admin & board oversight** for service provision – *for the life of the district*
    - *Goal: Provide services, respond to issues, adjust services, and complete admin / auditing*

---------- ***Enjoy Your District*** ----------

APPENDIX II.

Steps to Develop RFQ/RFP

MLK GREAT STREETS INITIATIVE

SLDC RECOMMENDATIONS

Request for Proposals: Recommended Next Steps

1) SLDC & PDA to determine **(a) geographic area and specified parcels** for the request, **(b) key project or projects** to be solicited in the request, **(c) specific public improvements or modifications to infrastructure** that should be addressed in the request, and **(d) any other applicable constraints or limitations** for the RFP. – *0.5 to 1 month*

2) SLDC to **develop draft of the RFP for review** by the Alderman from the 22nd Ward, the East-West Gateway Council of Governments, and PDA – amenable to changes and modifications as requested to better serve the intentions of the Great Streets Initiative. – *0.5 month*

3) SLDC to **issue public RFP soliciting prospective developers** to complete a project or projects within the specified geography; and coordinate with the East-West Gateway Council of Governments / PDA to conduct mandatory pre-response meeting. – *1 month*

4) SLDC to **establish an internal selection committee and determine selected respondent(s)** for recommendation for approval by the LCRA board to enter into a Redevelopment Agreement and authorize Chapter 99 Real Estate Tax Abatement (under the Arlington Grove Phase II Redevelopment Area – Ordinance #69610), based on the proposed projects, compliance with the request, and the intentions of the Great Streets Initiative. – *1 month*

5) Selected developer to **prepare conceptual / schematic design drawings and renderings of proposed project(s)** for review by SLDC staff for compliance with RFP and Ordinance #69610; and SLDC to conduct pre-development project review and provide input on modifications – if any – to the proposed project – *Variable months*

6) Selected developer to **submit application for Chapter 99 Real Estate Tax Abatement** and provide all the essential application requirements and attachments (including the updated and modified project, if applicable) for review by SLDC under the program under the Arlington Grove Phase II Redevelopment Area / Ordinance #69610. – *Variable months*

7) Selected developer to **complete project based on approvals** and SLDC to administer Chapter 99 Real Estate Tax Abatement – *2 Months*

TRANSPORTATION

Dr. Martin Luther King Drive Transportation Planning White Paper; July 5, 2016

CBB conducted an evaluation of the existing conditions along the corridor. These items are discussed in the following sections and include:

- Traffic volumes and speeds
- Pedestrian counts
- Transit routes and schedules
- Crash history
- Functional classification
- Physical characteristics such as lane configuration, lane width, and access management (driveways and curb cuts)
- Traffic control such as traffic signals and stop signs
- Pedestrian facilities including sidewalks, crosswalks, and Americans with Disabilities Act (ADA) accommodations
- Trails and greenways, and existing bicycle facilities.

Traffic Counts

Multi-day midblock traffic and speed data was collected at three locations along Dr. Martin Luther King Drive (between Kienlen Avenue and Goodfellow Boulevard, between Goodfellow Boulevard and Clara Avenue, and between Clara Avenue and Union Boulevard). Additionally, peak period traffic turning movement counts were obtained for two of the signalized intersections along the study corridor (Hamilton Avenue and Goodfellow Boulevard). The results are presented below.

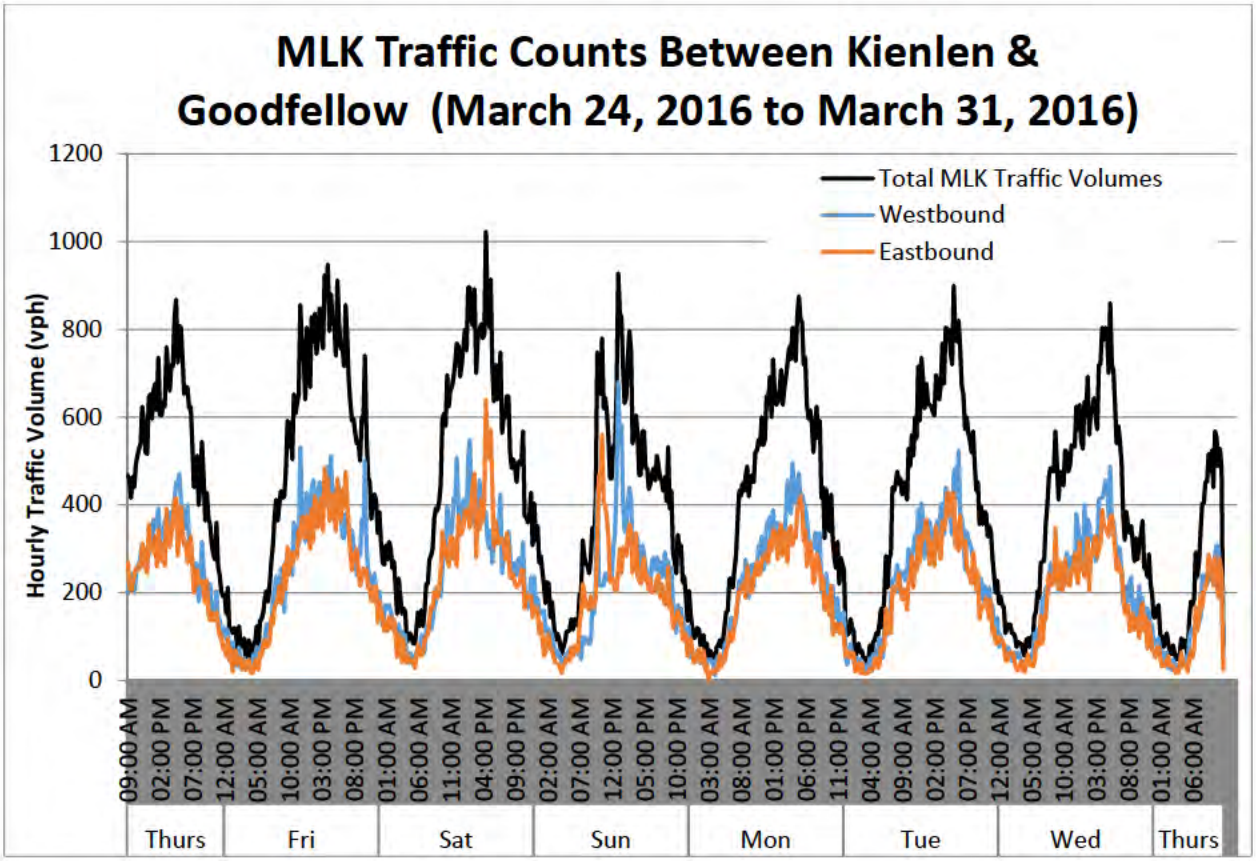
Multi-day Traffic and Speed Data

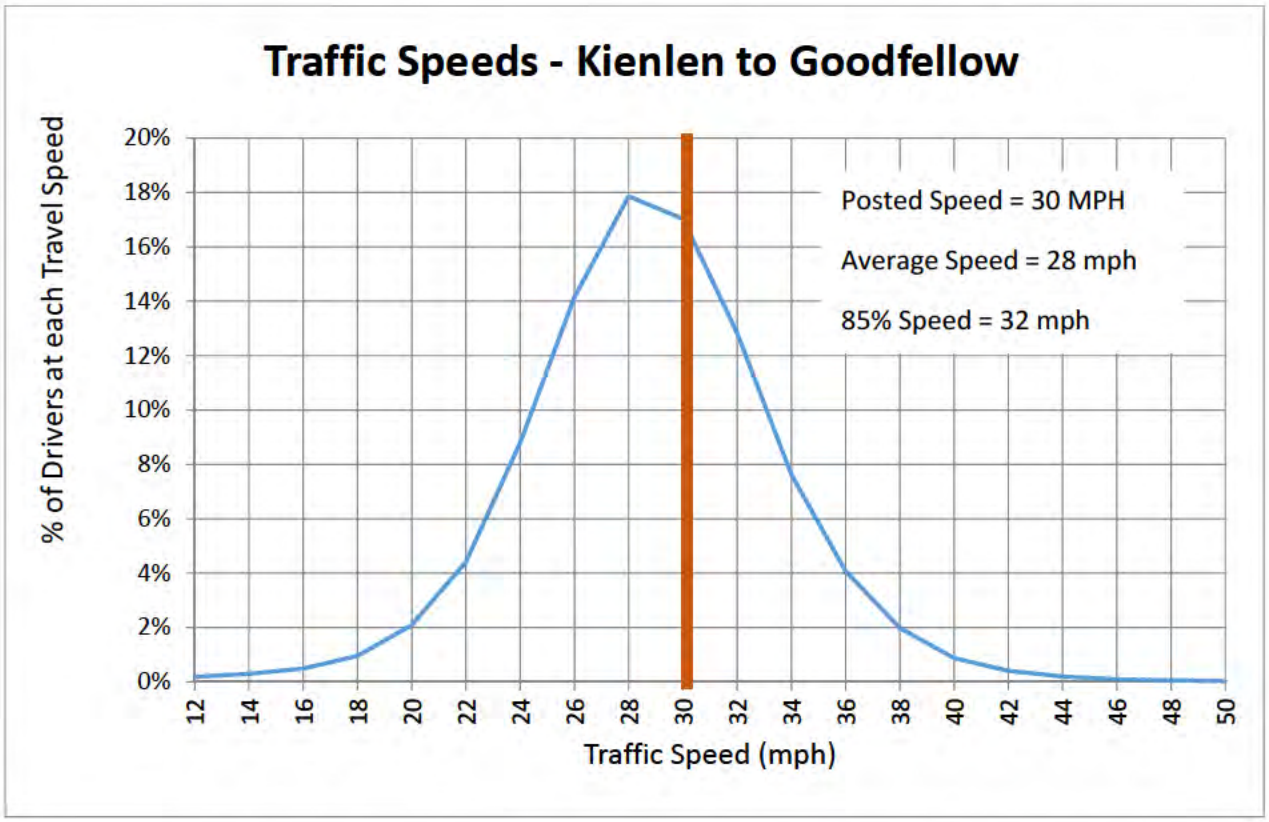
CBB conducted traffic machine counts on Dr. Martin Luther King Drive from Thursday, March 24th, to Thursday March 31st, 2016. The midblock machine counts measure traffic volumes and speeds along the corridor. Summary data is provided in the table and figures below as well as in the attached exhibits. The data shows the average daily volumes between 9,000 vpd and 11,000 vpd in the study segment. Traffic speeds are generally well controlled throughout the study area with averages speeds lower than the posted speeds (30 mph): 28 mph from Kienlen to Goodfellow, 27 from Goodfellow to Clara, and 29 from Clara to Union. 85% speeds (the speed that 85% of drivers will drive at or slower than are 32 mph from Kienlen to Clara, and 34 mph from Clara to Union. Weekend traffic volumes are comparable to the weekday traffic volumes and actually higher on Saturday.

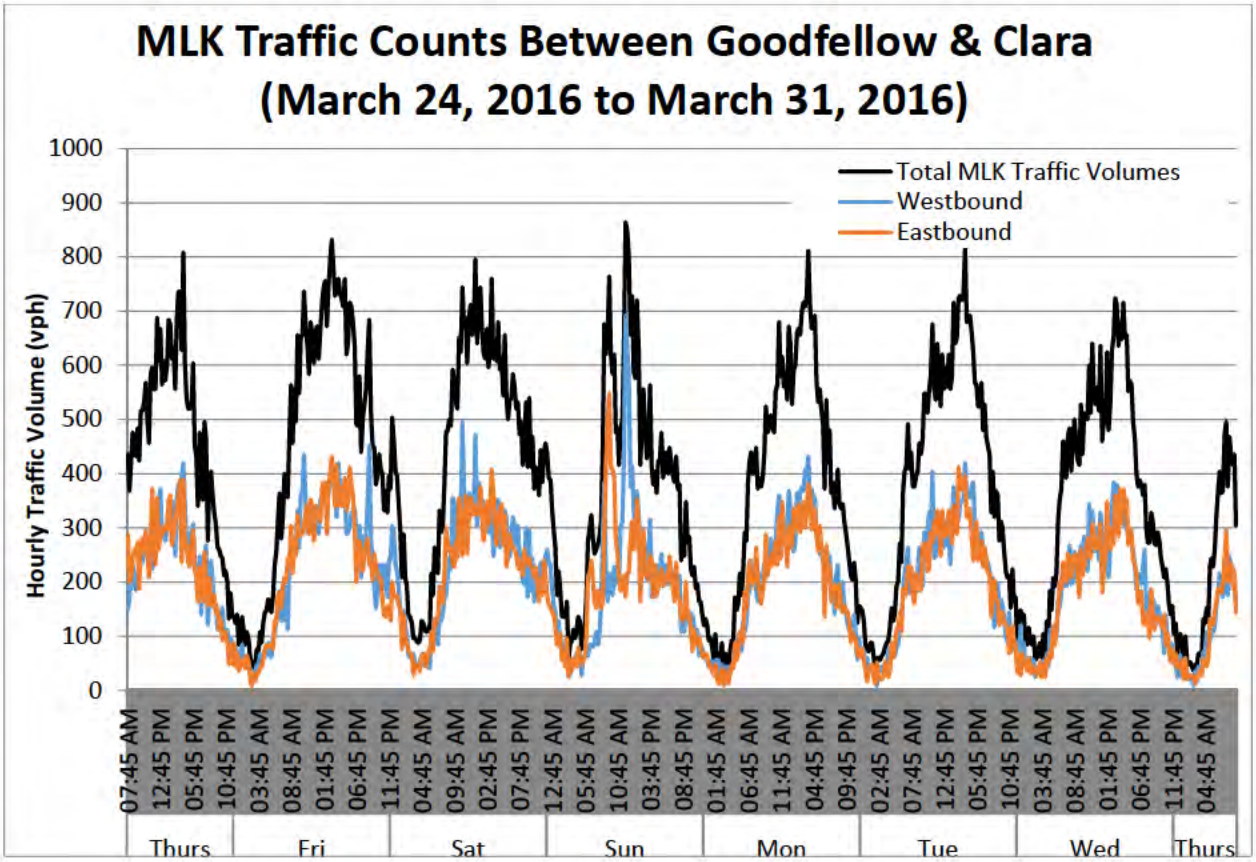
	Kienlen to Goodfellow	Goodfellow to Clara	Clara to Union
Weekday ADT (vpd)	10,500	9,500	10,000
Saturday ADT (vpd)	11,300	10,600	10,900
Sunday ADT (vpd)	9,350	8,900	9,000
Posted Speed (mph)	30	30	30
Average Speed (mph)	28	27	29
85% Speed (mph)	32	32	34

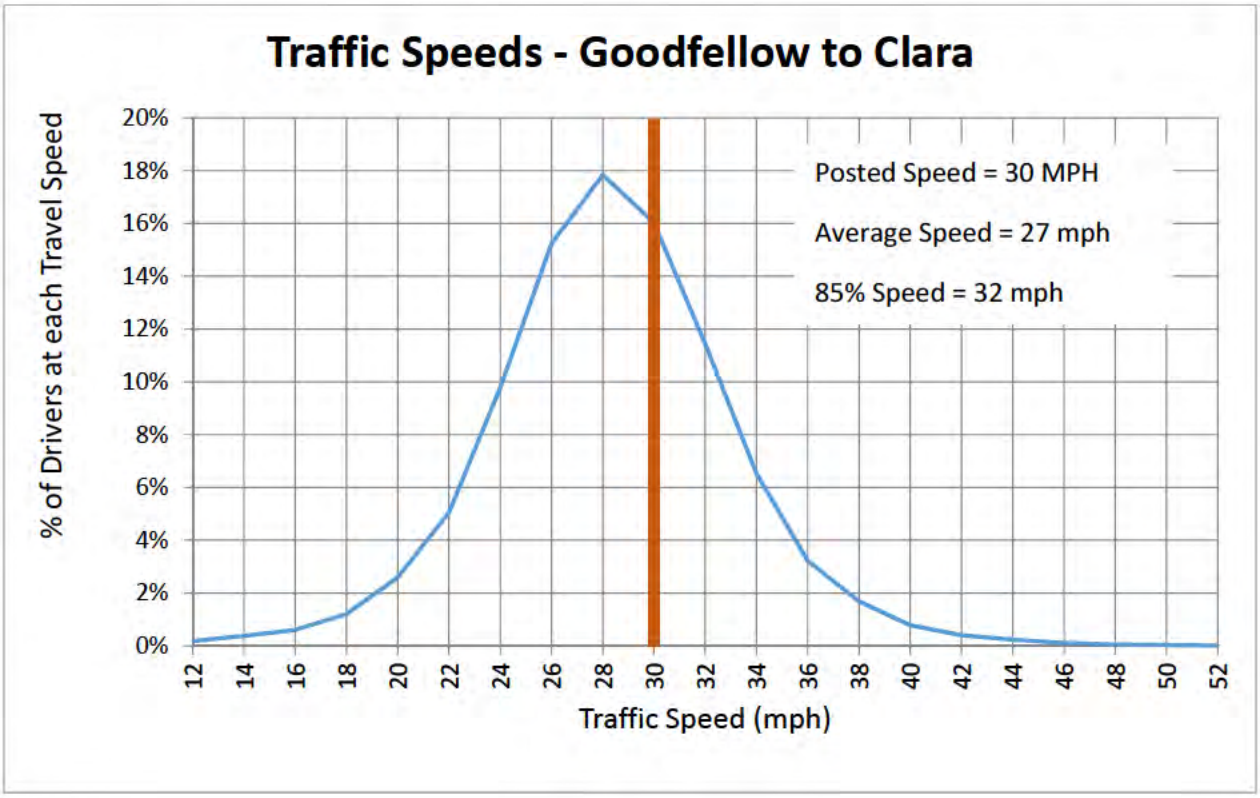
The following ADT ranges are typical volumes for various facility types and show that Dr. Martin Luther King Drive fits in the range for either a 2 or 3-lane roadway.

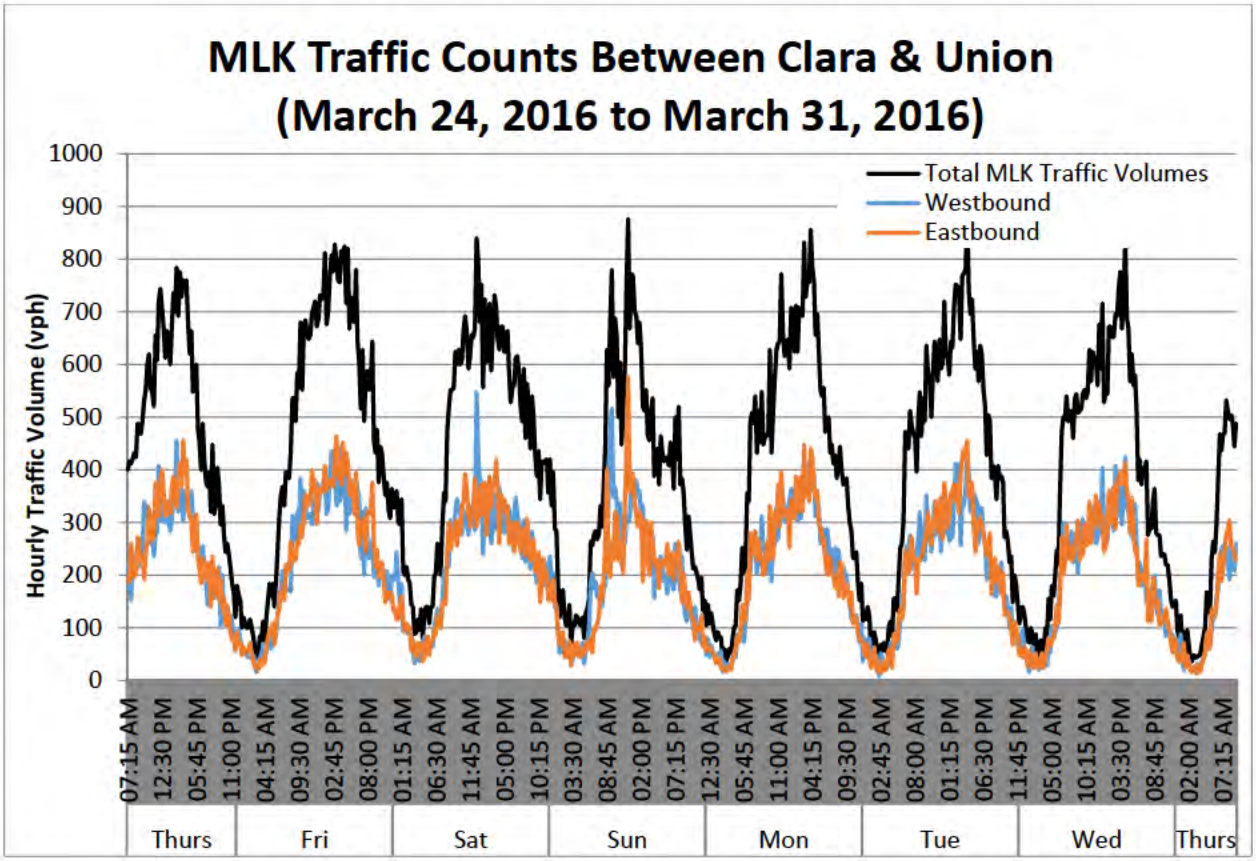
- 2 – Lane Road: Under 15,000 vpd
- 3 – Lane Road: 10,000 to 20,000 vpd
- 4 – Lane Road: 15,000 to 30,000 vpd
- 5 – Lane Road: 20,000 to 45,000 vpd

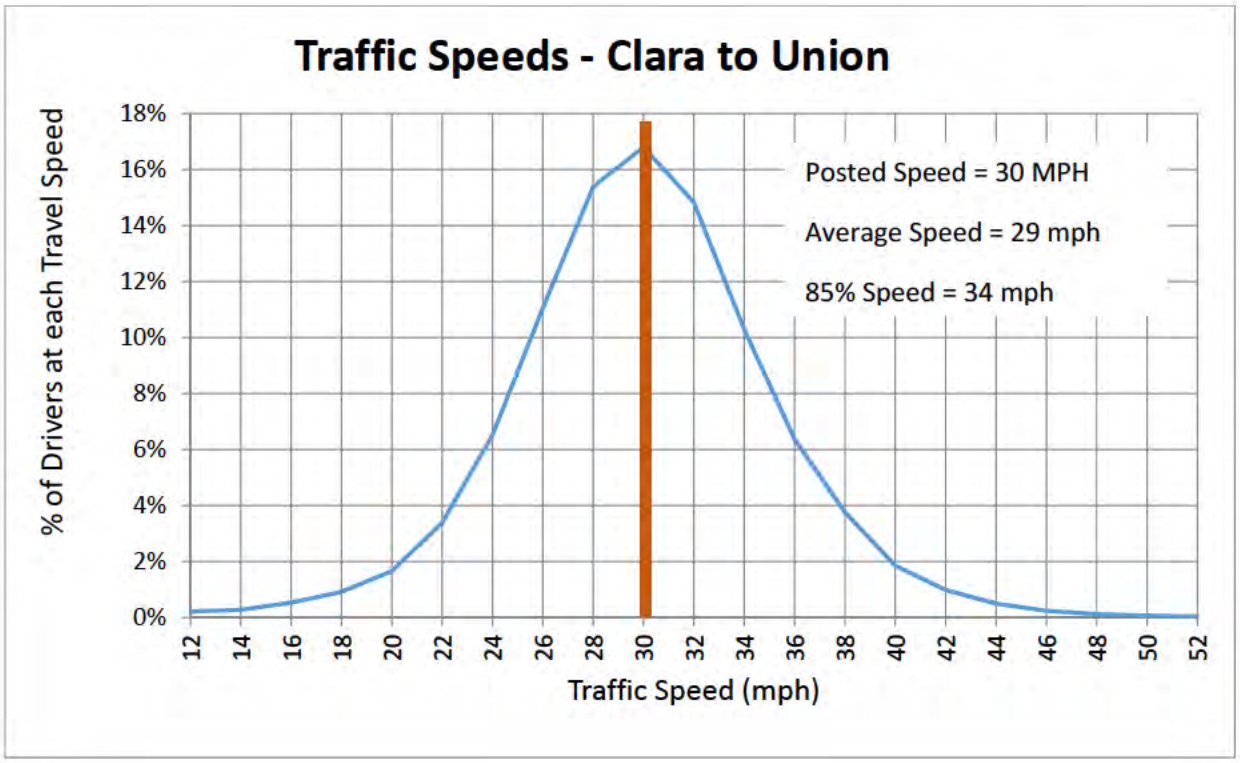

MLK Traffic Counts Between Kienlen & Goodfellow (March 24, 2016 to March 31, 2016)
Hourly Traffic Volume (vph)
1200
1000
800
600
400
200
0
Total MLK Traffic Volumes
Westbound
Eastbound
09:00 AM
02:00 PM
07:00 PM
12:00 AM
05:00 AM
10:00 AM
03:00 PM
08:00 PM
01:00 AM
06:00 AM
11:00 AM
04:00 PM
09:00 PM
02:00 AM
07:00 AM
12:00 PM
05:00 PM
10:00 PM
03:00 AM
08:00 AM
01:00 PM
06:00 PM
11:00 PM
04:00 AM
09:00 AM
02:00 PM
07:00 PM
12:00 AM
05:00 AM
10:00 AM
03:00 PM
08:00 PM
01:00 AM
06:00 AM
Thurs
Fri
Sat
Sun
Mon
Tue
Wed
Thurs


Traffic Speeds - Kienlen to Goodfellow
% of Drivers at each Travel Speed
20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
Posted Speed = 30 MPH
Average Speed = 28 mph
85% Speed = 32 mph
12
14
16
18
20
22
24
26
28
30
32
34
36
38
40
42
44
46
48
50
Traffic Speed (mph)


MLK Traffic Counts Between Goodfellow & Clara
(March 24, 2016 to March 31, 2016)
Hourly Traffic Volume (vph)
Total MLK Traffic Volumes
Westbound
Eastbound
Thurs
Fri
Sat
Sun
Mon
Tue
Wed
Thurs


Traffic Speeds - Goodfellow to Clara
% of Drivers at each Travel Speed
Posted Speed = 30 MPH
Average Speed = 27 mph
85% Speed = 32 mph
Traffic Speed (mph)


MLK Traffic Counts Between Clara & Union
(March 24, 2016 to March 31, 2016)
Hourly Traffic Volume (vph)
1000
900
800
700
600
500
400
300
200
100
0
Total MLK Traffic Volumes
Westbound
Eastbound
07:15 AM
12:30 PM
05:45 PM
11:00 PM
04:15 AM
09:30 AM
02:45 PM
08:00 PM
01:15 AM
06:30 AM
11:45 AM
05:00 PM
10:15 PM
03:30 AM
08:45 AM
02:00 PM
07:15 PM
12:30 AM
05:45 AM
11:00 AM
04:15 PM
09:30 PM
02:45 AM
08:00 AM
01:15 PM
06:30 PM
11:45 PM
05:00 AM
10:15 AM
03:30 PM
08:45 PM
02:00 AM
07:15 AM
Thurs
Fri
Sat
Sun
Mon
Tue
Wed
Thurs

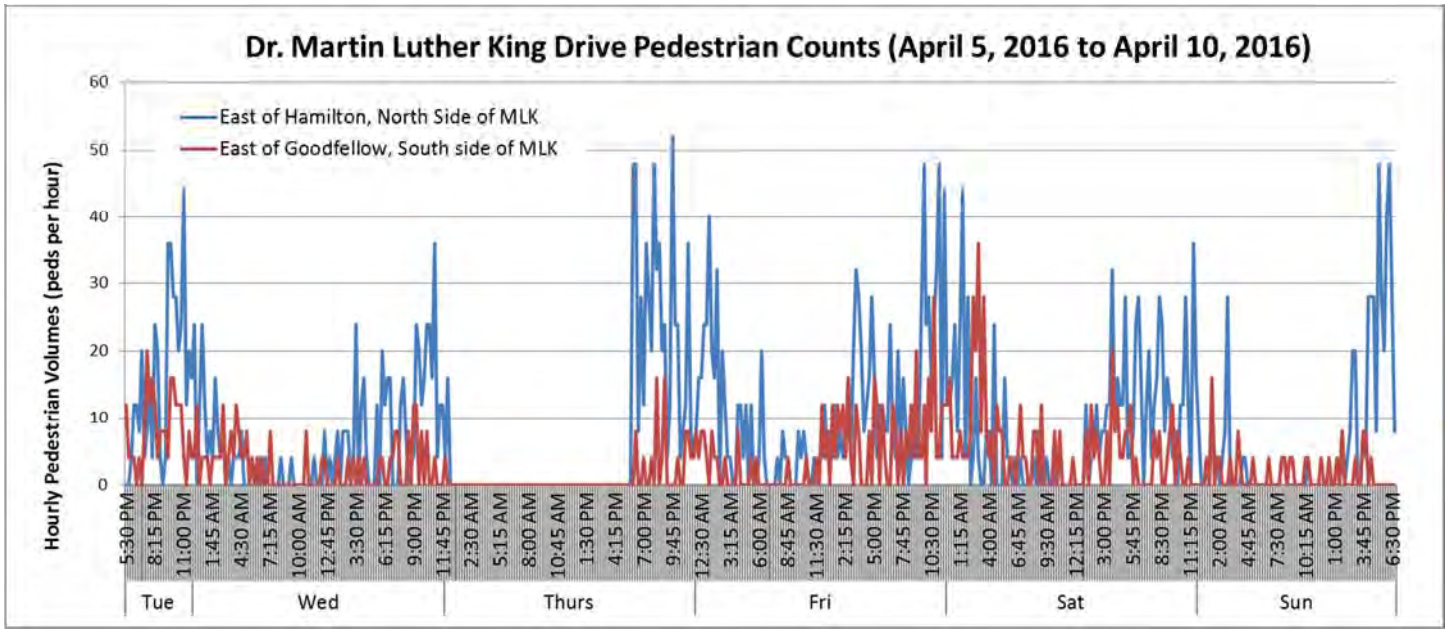

Traffic Speeds - Clara to Union
% of Drivers at each Travel Speed
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
Posted Speed = 30 MPH
Average Speed = 29 mph
85% Speed = 34 mph
12
14
16
18
20
22
24
26
28
30
32
34
36
38
40
42
44
46
48
50
52
Traffic Speed (mph)

Manual Turning Movement Counts

CBB completed peak period traffic turning movement counts for two signalized intersections in the study area (Hamilton Avenue and Goodfellow Boulevard). Traffic counts at Hamilton Avenue were performed on Thursday, April 21, 2016 (7-9 AM) and on Thursday, April 14, 2016 (4-6 PM). Traffic counts at Goodfellow Boulevard were performed on Wednesday, April 21, 2016 (7-9 AM) and on Thursday, April 14, 2016 (4-6 PM). Summary data is provided in the attached exhibits.

Pedestrian Counts

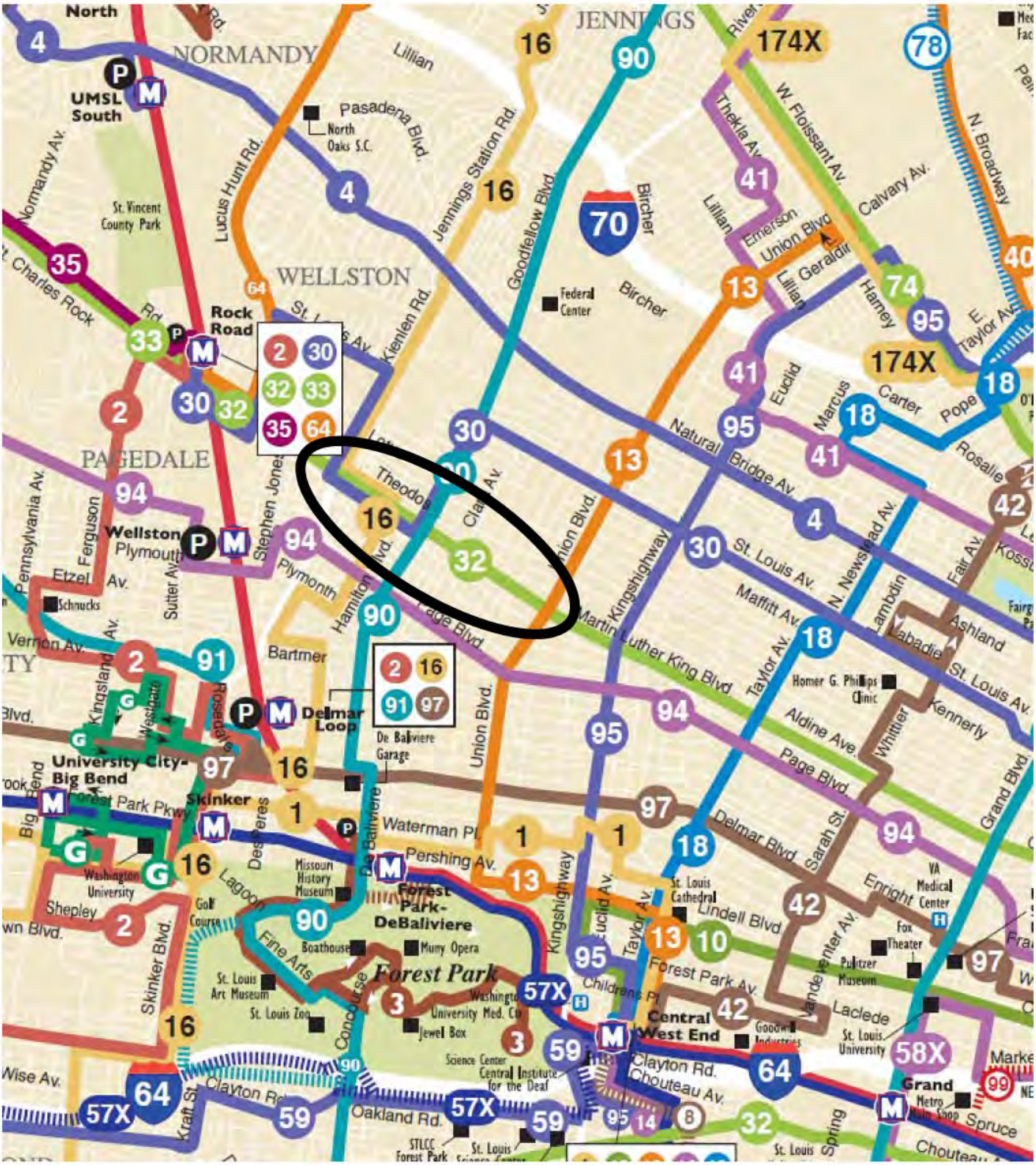
Pedestrian traffic is critical to the multi-modal nature of the study corridor. Pedestrian counts were collected with video counters at two locations: 1) the north sidewalk at 5879 Dr. Martin Luther King Drive (just east of Hamilton Avenue) and 2) the south sidewalk at 5736 Dr. Martin Luther King Drive (just east of Goodfellow Boulevard). Similar to the traffic counts, these sensors were placed on the corridor for several days (Tuesday, April 5 through Sunday, April 10, 2016). Both of these locations experienced peak pedestrian traffic on Friday, April 8 and Saturday, April 9. The sensor at 5879 Dr. Martin Luther King Drive counted over 200 pedestrians per day on April 8-9 and between 100 and 150 pedestrians per day on the remainder of the days. The peak pedestrian traffic at this location occurred between 9 PM and Midnight. The sensor at 5736 Dr. Martin Luther King Drive showed pedestrian volumes of over 100 pedestrians per day on April 8-9, and between 15 and 75 pedestrians per day on the remainder of the days. The data is summarized in the figure below.



CBB performed field observations on the east of the study corridor (near Friendly Temple) after a Sunday Church service, when pedestrian traffic is at its peak. While the number of pedestrians was not counted, the church has an average attendance over 1,000 people for each service. Most of the church members drive to the service, parking near Friendly Temple and walking the short distance between the parking and the church. A few walk in from the neighborhood. Much of the Temple's parking is located on the south side of Dr. Martin Luther King Drive, resulting people crossing Dr. Martin Luther King Drive to access the Temple. Field observations identified significant conflicts between the automobile traffic and the pedestrians crossing Dr. Martin Luther King Drive. Friendly Temple is managing these conflicts by employing two crossing guards in front of the church. However, it was noted that a better circulation plan during Sunday services might improve flow and reduce conflicts between automobiles and pedestrians.

Transit

Dr. Martin Luther King Drive is serviced by 5 Metrobus routes: 13 Union, 16 City Limits, 30 Soulard, 32 ML King – Chouteau, and 90 Hampton. The general context of these routes as they relate to the study area is shown in the figure below. Descriptions of each route are provided in the following section.



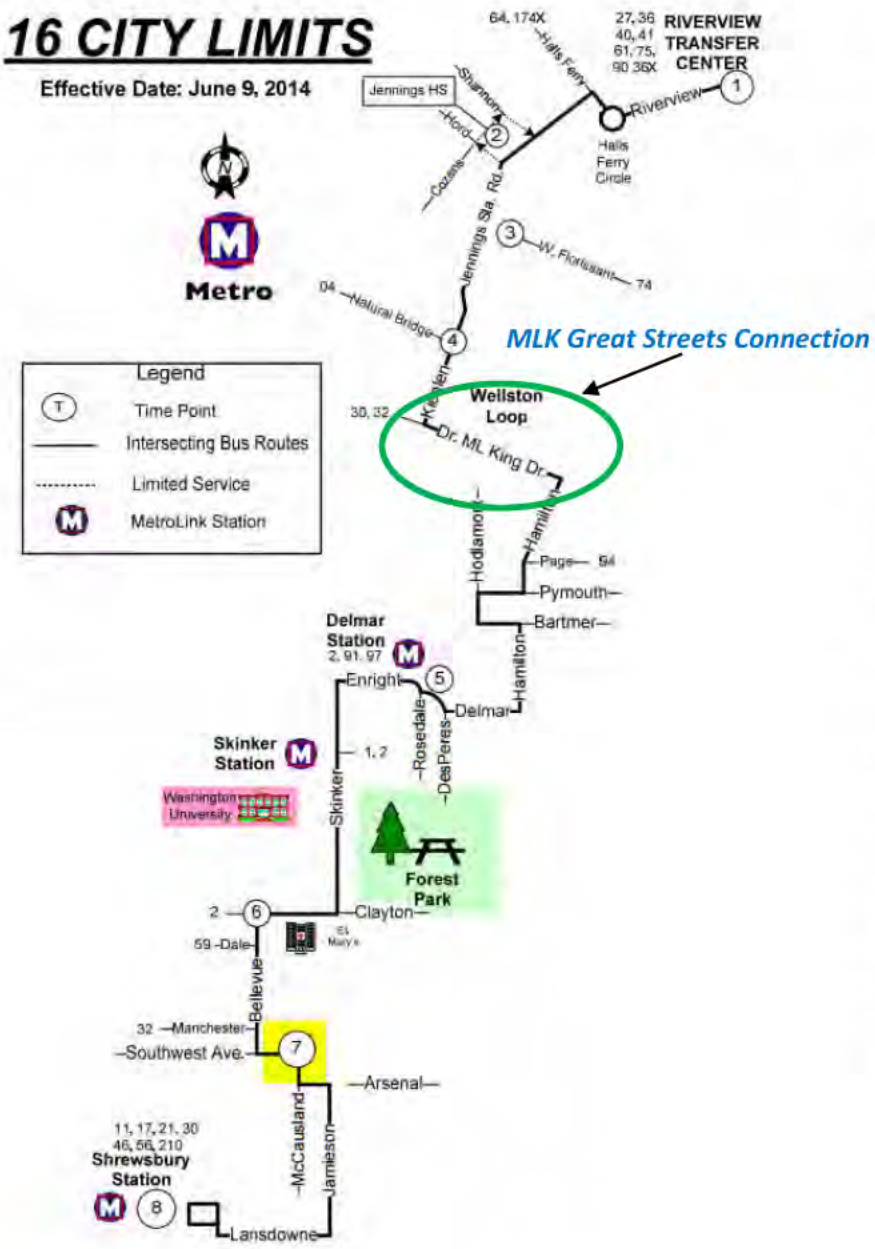
Metrobus 13 – Union

Located at the east end of the corridor, Metrobus 13 has an annual ridership of 250,000 (2015). This route intersects the Dr. Martin Luther King Drive at Union Boulevard. Route 13 starts on West Florissant Avenue, makes a loop to catch Hanley, and continues South on Union to Park Drive, east on Lindell to Taylor, and south on Taylor to the Central West End Metrolink station. The map of the route is below. Route 13 connects people to local businesses, jobs and shopping centers, as well as to the larger Metro Transit System. Major destinations include: Union Seventy Business Park, Union Plaza, the Central West End, and the Washington University/BJC Medical Center. The route starts at approximately 4:00am, and operates on about 35 – 40 minute headways until 12:55am. For more information about the Route visit:

http://www.metrostlouis.org/PlanYourTrip/RouteDescriptions.aspx#3013
http://www.metrostlouis.org/Libraries/Metrobus_Maps/Map13112811.pdf
http://www.metrostlouis.org/Libraries/Metrobus_Schedules/13113015.pdf

Metrobus 16 – City Limits

Metrobus 16 operates on Dr. Martin Luther King Drive from Kienlen to Hamilton, near the Wellston Loop segment of the corridor. The line starts at the Riverview Transfer Center, making its way south on Kienlen to Dr. Martin Luther King Drive, turns east to Hamilton, continues south connecting with the Delmar Station and the Skinker Station, south to Lansdowne where it ends at the Shrewsbury stations. The route serves the Great Streets Corridor from Kienlen to Hamilton on Dr. Martin Luther King Drive. The route has an annual ridership of 800,000 (2015). The Metrobus 16 provides a crucial north to south transit option on major streets that are between the border of St. Louis County and St. Louis City. Additionally, the route offers connections between the Riverview Transit Center and the culminating Blue Metrolink Center at Shrewsbury, with two Metrolink connections at Delmar and Skinker. The route connects residents to jobs services and shopping districts on the western edge of St. Louis County, as well as with the central corridor near the Loop and Forest Park. The route starts at approximately 4:30am and operates until 1:00am with approximately 35 – 40 minute headways. For more information about route visit:



http://www.metrostlouis.org/PlanYourTrip/RouteDescriptions.aspx#3016
http://www.metrostlouis.org/Libraries/Metrobus_Maps/Map16060914.pdf
http://www.metrostlouis.org/Libraries/Metrobus_Schedules/16031615.pdf

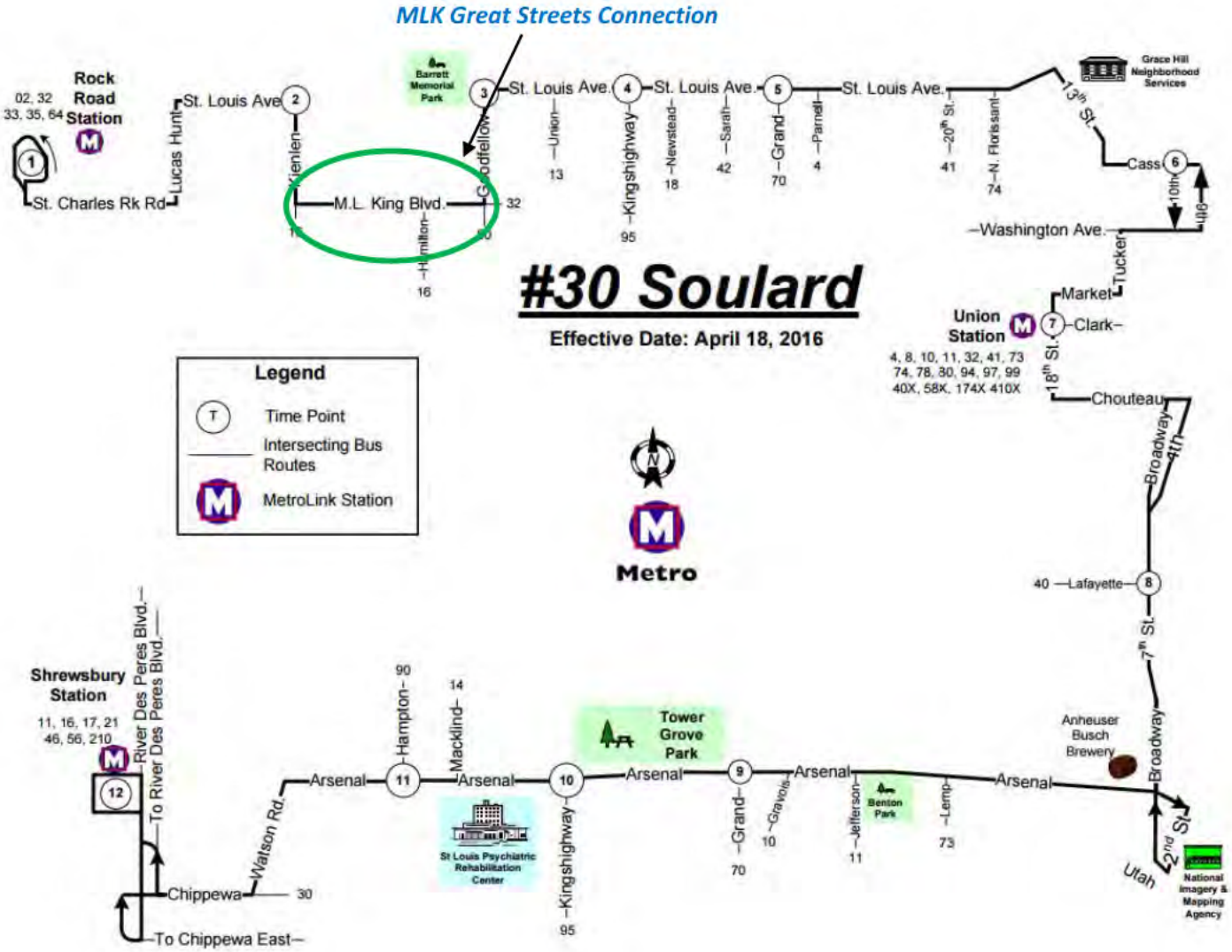
Metrobus 30 – Soulard

Metrobus 30 starts at Rock Road Metrolink station and heads east alternating between St. Louis Avenue and Dr. Martin Luther King Drive. The route continues to 13th Street, heads south with a stop at the Union Station Metrolink Station at 18th, South down Broadway/7th, to Arsenal and west where it culminates at the Shrewsbury Metrolink Station. The route serves the Dr. Martin Luther King Drive Great Streets corridor from Kienlen to Goodfellow. The route serves many within the City of St. Louis with an annual ridership of 850,000 (2015). The Metrobus 30 links numerous City neighborhoods to jobs, services and shopping in North and South St. Louis City, as well as provides a direct connection to downtown St. Louis. It provides connections to many regional attractions, including historic neighborhoods such as, Old North Saint Louis, The Ville, South Grand, Morganford, Soulard, Benton Park, and Tower Grove. The route starts service at 4:00 am and operates until 1:13 am with approximately 30 minute headways. For more information about the route visit:

http://www.metrostlouis.org/PlanYourTrip/RouteDescriptions.aspx#3030

http://www.metrostlouis.org/Libraries/Metrobus_Maps/Map30041816.pdf

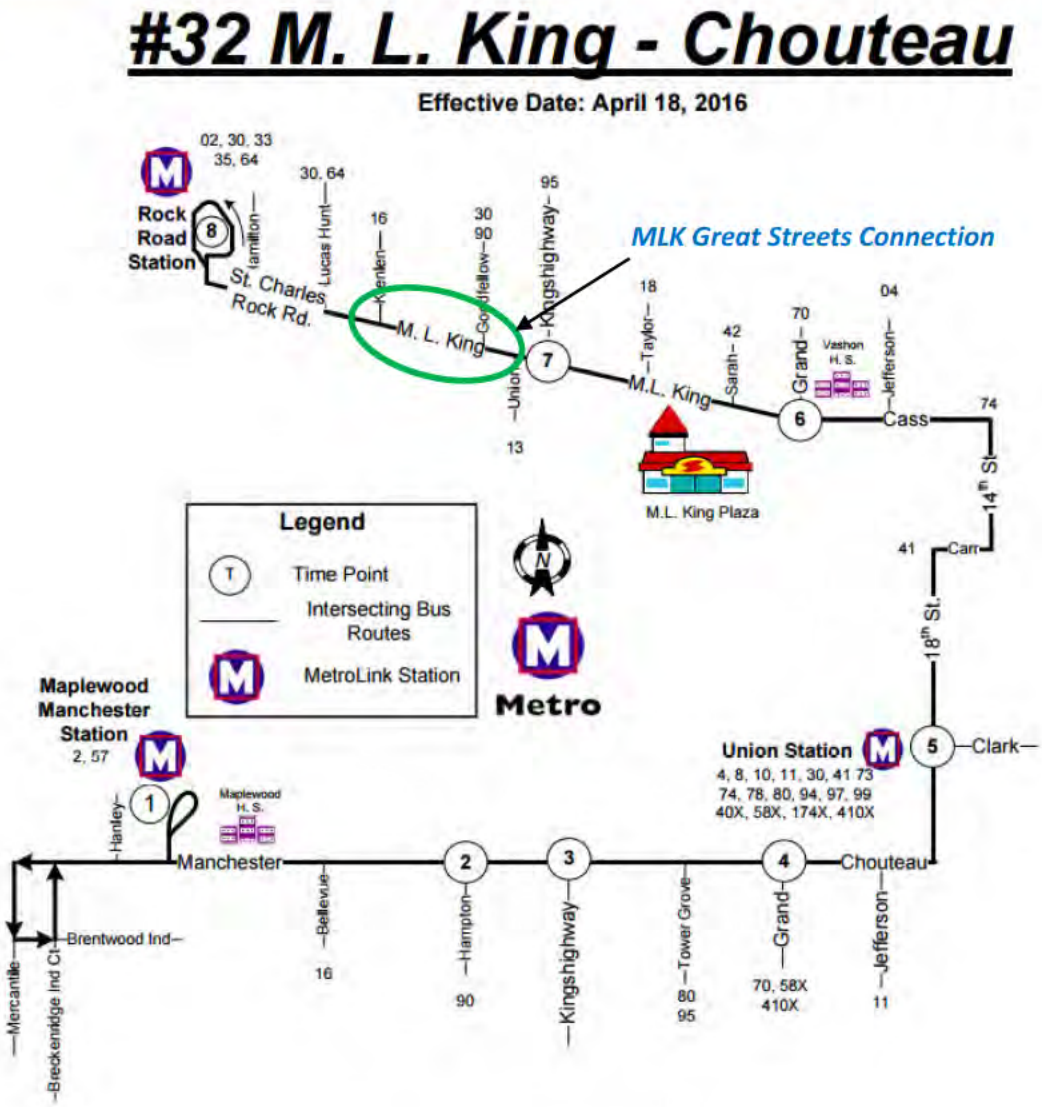
http://www.metrostlouis.org/Libraries/Metrobus_Schedules/30041816.pdf



Metrobus 32 – ML King – Chouteau

Metrobus 32 starts at the Rock Road Metrolink Station and runs east on Dr. Martin Luther King Drive, turns south on 14th Street, further south on 18th Street, stopping at the Union Station Metrolink Station, West on Chouteau and turning around for route culmination at Brentwood, with a stop at the Maplewood Metrolink Station. This is the only Metrobus that serves the entire length of the Dr. Martin Luther King Drive Great Streets corridor. Metrobus 32 serves local travel demand on Dr. Martin Luther King Drive as well as Chouteau Avenue and Manchester Avenue, providing a critical link for residents of St. Louis City with jobs, services and shopping in both North and South St. Louis City. The link from the Rock Road Metrolink Station to the Maplewood Metrolink station ensures riders connections from the core of St. Louis to inner ring suburbs. The route starts at 4:00 am and runs throughout the day to 1:15 am with approximately 40 minute headways. For more information about the route visit:

http://www.metrostlouis.org/PlanYourTrip/RouteDescriptions.aspx#3032
http://www.metrostlouis.org/Libraries/Metrobus_Maps/Map32041816.pdf
http://www.metrostlouis.org/Libraries/Metrobus_Schedules/32041816.pdf



Metrobus 90 – Hampton

Metrobus 90 starts at the Riverview Transfer Center, moves south on Goodfellow, through Forest Park, south on Hampton to the Hampton Transit Center and then culminates at the Catalan Transit Center. Route 90 intersects the Dr. Martin Luther King Drive Great Streets corridor at Goodfellow. A popular Metrobus route, it is a good option for those travelling some of the most heavily travelled roads in the City of St. Louis. The route provides frequent service to an annual ridership of 1,100,000 (2015), and offers connections to residents from numerous North and South Saint Louis City neighborhoods to several unique shopping districts, employers, and large attractions. The route starts operation at 4:00 am and runs through the day until 1:44 am Monday – Friday with approximately 40 minute headways; starts at 4:30 am and runs through 1:30 am on Saturday with approximately 40 minute headways; and starts at 4:30 am and runs through 1:33 am on Sunday with approximately 40 minute headways. For more information, visit:

http://www.metrostlouis.org/PlanYourTrip/RouteDescriptions.aspx#3090
http://www.metrostlouis.org/Libraries/Metrobus_Maps/Map90041816.pdf
http://www.metrostlouis.org/Libraries/Metrobus_Schedules/90041816.pdf

Crash History

CBB obtained crash data from the Missouri State Highway Patrol Website: https://www.mshp.dps.missouri.gov/TR15Map/index.jsp.

A total of 118 crashes, 34 injury crashes, 1 roadway fatality, and 5 crashes with bicyclists or pedestrians occurred in the corridor between 2012 and 2015. A summary is provided in the table below and additional information is available in the attached exhibits.

Cross Street	Traffic Control	Total Crashes	Injury Crashes	Fatal Crashes	Bike/Ped Crashes
KIENLEN	Traffic Signal/Marked Crosswalks	15	5	0	0
HODIAMONT	4 way Stop/Marked Crosswalks	9	2	0	1
HAMILTON	Traffic Signal with Off-Set/Marked Crosswalks	11	3	0	0
ROWAN	T – Side Street Stop	1	1	0	0
LAURE	T – Side Street Stop	1	1	0	0
GOODFELLOW	Traffic Signal/Marked Crosswalks	25	6	0	0
SHAWMUT	T – Side Street Stop	1	1	0	0
BLACKSTONE	T – Side Street Stop	6	1	0	0
CLARA	Side Street Stop with Off-set/Marked Crosswalks	6	2	1	2
BURD	Partial 4-Way Stop with Off-set/Marked Crosswalks	5	3	0	1
BELT	Partial 4-Way Street Stop with Off-set/Marked Crosswalks	8	2	0	0
SEMPLE	T – Side Street Stop/Marked Crosswalks	6	0	0	0
STEWART	Closed	1	0	0	0
ARLINGTON	Traffic Signal/Marked Crosswalks	11	3	0	0
UNION	Traffic Signal/Marked Crosswalks	12	4	0	1
TOTAL		**118**	**34**	**1**	**5**

The August 2014 "Strategic Highway Safety Plan for the City of St. Louis, Missouri" provides the following roadway safety improvement recommendations for Dr. Martin Luther King Drive in the study corridor: Seatbelt Enforcement, Aggressive Driving Enforcement, and Young Driver Licensure Enforcement. In addition, this study recommends implementation of a "Stop-Controlled Intersection Package" the intersection of Dr. Martin Luther King Drive and Belt Avenue. This package includes: "STOP AHEAD" pavement markings, reflective sign post sleeves and LED-outlined STOP signs (at select sites).

This safety analysis provides several specific areas of concern for the study corridor:

- The signalized intersection at Kienlen and Dr. Martin Luther King Drive had 15 crashes in the study period, 5 with injuries. This intersection should be reviewed to ensure all traffic control devices are working and well maintained. While this is a higher crash location in the study corridor, the intersection's crash rate is not untypical for St. Louis Metro area traffic signals.
- The signalized intersection at Goodfellow Boulevard and Dr. Martin Luther King Drive had 25 crashes in the study period, 6 with injuries. This is the highest crash location in the study corridor with a crash rate is higher than typical for St. Louis Metro area traffic signals. This intersection should be reviewed to ensure all traffic control devices are working and well maintained and that adequate sight distance is provided for all traffic movements. Recommendations for improvements at this intersection are provided in this study document.
- The combined stop-controlled intersections of Clara, Burd, and Belt with Dr. Martin Luther King Drive had 19 crashes in the study period, 7 with injuries, and 1 fatality. These intersections also had 3 crashes between automobiles and pedestrians. The combined segment is a higher crash location in the study corridor and the resulting crash rate is higher than typical for St. Louis Metro area arterial roadways. Several recommendations are provided in this report for reconfiguration of this study segment.

- The signalized intersection at Union and Dr. Martin Luther King Drive had 12 crashes in the study period, 4 with injuries. This intersection also had a crash between an automobile and a bicyclist. This intersection should be reviewed to ensure all traffic control devices are working and well maintained and that adequate sight distance is provided for all traffic movements. Recommendations for improvements at this intersection are provided in this study document. While this is a higher crash location in the study corridor the resulting crash rate is not untypical for St. Louis Metro area traffic signals.

Regional Connectivity

The Dr. Martin Luther King Corridor is well connected within the St. Louis region. As indicated previously, five Metrobus routes serve the corridor providing access to jobs in multiple job centers within the City and the region. The Metrobus routes serve Downtown, Cortex/BJC, Clayton and the Lambert International Airport. Additionally, the trail connection on the Ruther Porter Mall Park offers pedestrian and bike access to Forest Park, and the Delmar Loop, as well as the transit opportunities located within those regions. The corridor also has strong connections road connections to many of the region's employment centers (e.g., Clayton and downtown St. Louis) as well as to the regional freeway system.

Roadway Inventory

Data was summarized for roadway width and functional classification, pedestrian facilities, trails and greenways and bicycle facilities.

Description of Study Roadways

The study roadways are described in the following section. The discussion is broken down by functional classification, which is useful for defining how a roadway fits into both the roadway network and community. The study area includes one Principal Arterial (Kienlen Avenue south of Dr. Martin Luther King Drive); 4 Minor arterials (Dr. Martin Luther King Drive, Kienlen Avenue north of Dr. Martin Luther King Drive, Goodfellow Boulevard, and Union Boulevard); 1 Major Collector (Hamilton Avenue); as well as several Local Roads.

- Principal Arterial: Kienlen Avenue is the only principle arterial located in the study corridor. Dr. Martin Luther King Drive is also classified as a principal arterial in St. Louis County, west of Kienlen Avenue and outside the study corridor. Principle arterials serve as major metropolitan centers and provide a high level of mobility. Kienlen is an important connection from North City to Olive Boulevard through University City, and to Skinker in the City of St. Louis, which provides access to Forest Park and the Delmar Loop. Kienlen Avenue is generally 60' wide in the study corridor (4 12-foot lanes with left turn lanes at major intersections).

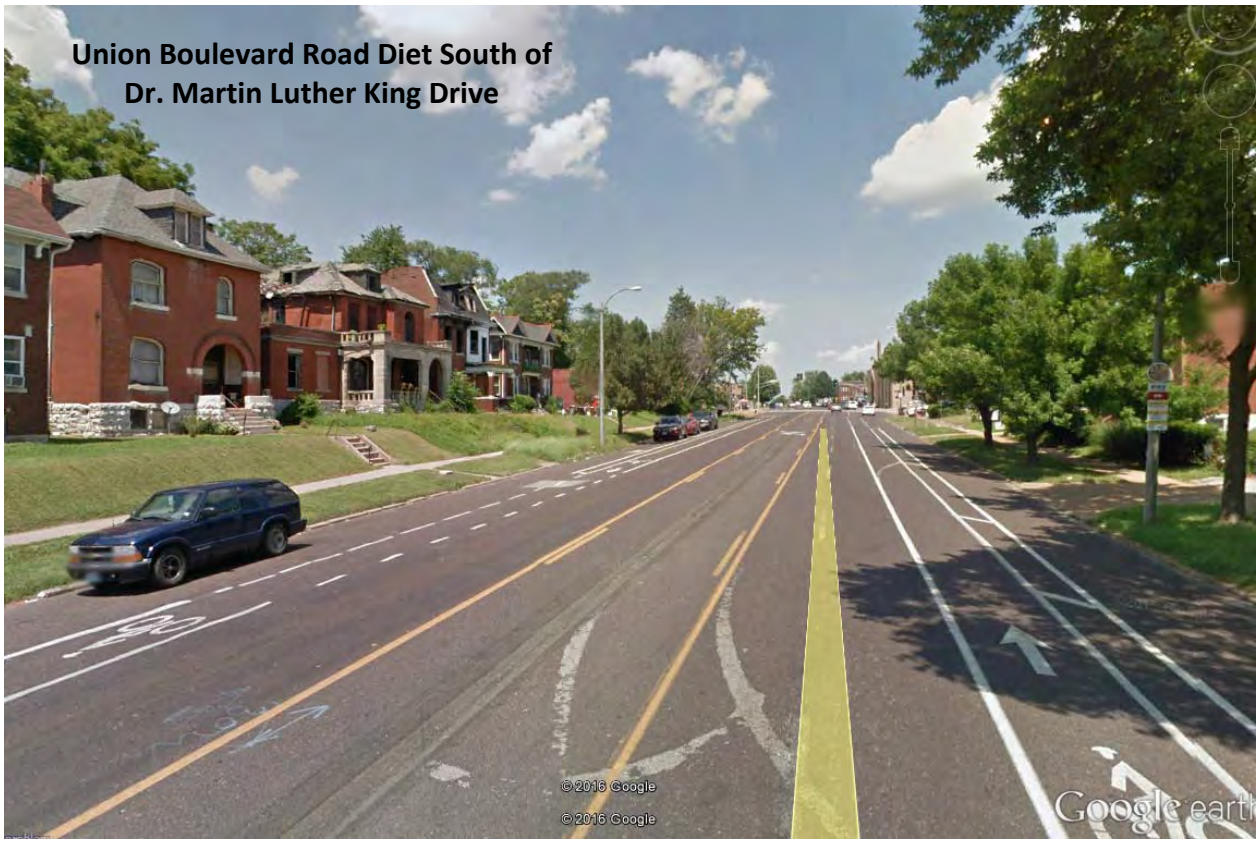
- Minor Arterials: Dr. Martin Luther King Drive, Kienlen Avenue north of Dr. Martin Luther King Drive, Goodfellow Boulevard and Union Boulevard are classified as minor arterials. Minor Arterials serve shorter trips and as compared to principal arterials and offer connections to the larger roads within the system. These help provide connections to and within the community.

    - Martin Luther King Drive: In the study area, Dr. Martin Luther King Drive is a City owned three-lane minor arterial providing a connection through St Louis City to St. Louis County. In St. Louis County, Dr. Martin Luther King Drive continues across I-170, I-70, I-270, and MO 141 as St. Charles Rock Road. There is a center two-way left turn lane through the study corridor, with dedicated right turn lanes at Goodfellow Boulevard and Union Boulevard. Dr. Martin Luther King Drive is generally 50' wide in the study area (1 12-foot through lane in each direction, a 10-foot center turn lane, and 8-foot parking lanes on each side of the street). In the past, Dr. Martin Luther King Drive was a popular commercial center, with the heart of the shopping located in the corridor at the Wellston Loop. Today the street is lined with some commercial properties, as well as a mix of vacant properties and open space.

    - Goodfellow Boulevard: Goodfellow Boulevard is a connection for residents of North City St. Louis to the Delmar Loop. In the area of Dr. Martin Luther King Drive, Goodfellow Boulevard is generally 36 feet wide (1 10-foot lane in each direction with 8-foot parking lanes on each side of the street). The Goodfellow corridor

provides a direct connection to loop trolley, as well as Metrolink stations for expanded opportunity to jobs and recreation in the St. Louis Region.

- Union Boulevard: Union Boulevard serves residents of North St. Louis to Forest Park. The corridor connects from I-70 to the park. Additionally, there is one transit line that serves Union Boulevard (Metrobus 13) and provides access to transit centers within the region. Union Boulevard is generally 60' wide near Dr. Martin Luther King Drive. North of Dr. Martin Luther King Drive, Union Boulevard generally has four lanes. However, the City of St. Louis recently implemented a "road diet" on the section of Union immediately south of Dr. Martin Luther King Drive. This section of roadway currently has three lanes (one through lane in each direction with a center left-turn lane), on-street parking, and bike lanes.



- Major Collectors: Collectors serve as a critical connection by gathering the traffic from the local roads, and moving them to the larger arterial network. These roadways also serve as important local connections within neighborhoods.
  - Hamilton Avenue is the only connector located in the study area. Hamilton Avenue generally 35' wide in the area of Dr. Martin Luther King Drive, with one lane in each direction and on-street parking. The intersection at Hamilton Avenue and Dr. Martin Luther King Drive is offset and under traffic signal control.

- Local Roads: All other roads that feed into Dr. Martin Luther King Drive within the corridor are identified as local roads. These roads are 20-36' wide, with the narrower roads (Rowan, Laurel, Shawmut and Blackstone) allowing only one-way traffic. These roads are not meant for thru traffic, and are intended to serve adjacent land uses. Metro bus traffic typically does not move on any of these local roads, although these roads may carry School Bus traffic. These roads are generally well suited for bicycle and pedestrian usage due to the lower traffic volumes and speeds. Many of the local roads within the corridor have ample room for parking and can serve as pedestrian connections between local neighborhoods and the Dr. Martin Luther King Drive corridor.

Pedestrian Facilities

Dr. Martin Luther King Drive is an important corridor to promote quality pedestrian facilities. 25% - 50% of households in the study corridor do not own a vehicle. Additionally, each transit trip starts and ends with a pedestrian trip, further enhancing the need for high level pedestrian facilities due to the high transit ridership.

- **Wellston Loop:** Pedestrian facilities in this segment of the corridor are largely sufficient for moving people on foot through the corridor. There are sidewalks located the entire length of this segment, and marked crosswalks at Kienlen and Hodiamont. Kienlen is a signalized intersection with pedestrian signals and push buttons. Hodiamont is a four way stop controlled intersection. Pedestrian traffic is high in this segment of the corridor, near the Wellston Loop Building.

- **Neighborhood Area:** The neighborhood segment of the corridor has sidewalks along all of Dr. Martin Luther King Drive. However, there is a need to enhance the opportunity to cross from the north side of the street to the south side of the street, and vice versa. There are three marked crosswalks at the offset, signalized intersection at Hamilton and four marked crosswalks at the signalized Goodfellow intersection. However, there are no marked crosswalks in the quarter-mile between Goodfellow Boulevard and Clara Avenue. Trees are minimal in the neighborhood area.

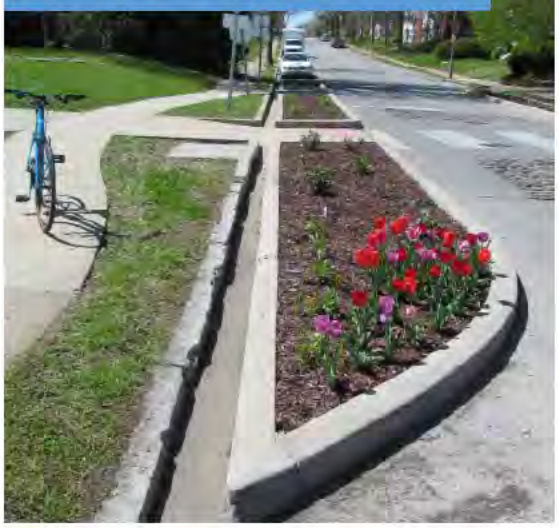
- **Friendly Temple:** The Friendly Temple portion of the corridor has continuous sidewalks along Dr. Martin Luther King Drive. However, there are many offset intersections and inconsistent stop control, making crossing Dr. Martin Luther King Drive challenging for pedestrians. Clara Avenue is offset with only side stop control and a crosswalk on the west side of the intersection. Many drivers fail to yield to pedestrians in this crosswalk. The Cardinals Care Baseball Field at Hamilton Heights Park is located near this intersection, resulting in higher levels of pedestrian traffic, especially children. Burd Avenue is a four way stop controlled, off set intersection, with a crosswalk on the east side of the north Burd. Belt is a four way stop controlled, offset intersection, with a marked crosswalk on the east side of the north Belt. Semple is side stop controlled with continental crosswalks on Dr. Martin Luther King Drive.

- **Arlington Avenue and Union Boulevard:** Arlington is a signalized intersection, with four marked crosswalks. Union is a signalized intersection with four marked crosswalks.

Trails and Greenways

Currently, the Ruth Porter Mall is the closest extension of the St. Vincent Greenway to the study corridor. The trail runs from Skinker on Etzel to Blackstone and south to Forest Park. The connection on Skinker to the St. Vincent Greenway near the University of Missouri in St. Louis is in the design phase currently, and planned for construction in 2018. The Ruth Porter Mall extension is a great pedestrian and bike connection for residents of the neighborhood to access Forest Park and the Delmar Loop. It also provides a connection to the Loop Trolley, and Metro Link Stations. Various traffic calming measures have been implemented on the trail, and is a quiet, easy to use path.

Curb Bump-out at Ruth Porter Mall and Maple Avenue



Bicycle Facilities

Dr. Martin Luther King Drive is identified as a shared route in the Gateway bike plan, and is currently marked with sharrows in the study segment of the corridor. Based on community feedback, we understand that adding bike lanes on the corridor is not a priority currently.

Moving Forward

Once a thriving destination and shopping district, the Dr. Martin Luther King Drive neighborhoods have experienced population decline and years of disinvestment. There are many vacant properties, abandon buildings, and vacant lots. They are looking for a plan to attract people to their neighborhood, while still helping the residents that live there maintain their properties. Many of the residents have lived in the community for a long time, and have a desire to enhance quality of life again.

Recommended Improvements

Recommendations for future improvements start with enhancing the road for all users, including pedestrians. With good regional connectivity, by foot and transit, it is important the corridor serve all users safely and efficiently. Recommendations for these improvements are intended to enhance safety, improve user experience, and promote a better connected corridor.

Corridor-Wide Improvements: Several recommendations are offered that can be applied throughout the study corridor:

- Upgrade signal equipment: The traffic signal at Kienlen Avenue is owned by the Missouri Department of Transportation (MoDOT). The traffic signals at Hamilton Avenue, Goodfellow Boulevard, Arlington Avenue, and Union Boulevard are owned by the City of St. Louis. The traffic signal equipment at Kienlen Avenue, Goodfellow Boulevard, and Union Boulevard appear to have "more modern" traffic control equipment. Some maintenance is required to make sure that the equipment at these intersections (e.g., traffic detection and pedestrian push buttons) is operating correctly. These intersections should also be inspected for ADA compliance. The traffic signal equipment at Hamilton Avenue and Arlington Avenue is outdated and should be replaced. Traffic signal replacements can cost $250,000 per intersection. It may be desirable to conduct a traffic signal warrant study at these two intersections to determine whether or not a traffic signal is still warranted at these locations. Traffic signal warrant studies typically cost on the order of $5,000 to $10,000.

- Connect signals to City Network: The City of St. Louis has a strong fiber optic network that connects many of the City's traffic signals for improved timing and travel efficiency. The fiber optic network ties into the City's Transportation Management Center, located at the Real Time Crime Center. The signals located on the Dr.

Martin Luther King Boulevard corridor in the study area are currently not tied into this system. It is recommended to run fiber optic cable along Dr. Martin Luther King Drive and connect the signals along Dr. Martin Luther King Drive to the City's network. This will improve timing and enhance traffic flow. Connecting these traffic signals to the City's Transportation Management Center may also allow connection to (and coordination with) the MoDOT traffic signals immediately to the west of the study corridor. The costs to install fiber optic cable can vary greatly depending upon utility conflicts and other factors. It is likely that running fiber optic cable along Dr. Martin Luther King Drive from Union Boulevard to the St. Louis City limit could cost between $150,000 and $200,000.

- Bump-outs (Curb Extensions): Bump-outs enhance pedestrian safety as they visually and physically narrow the roadway and shorten cross-walk crossing distances. Bump-outs limit the time a pedestrian is in the roadway, and provide a visual cue to motorists to slow down and be observant for pedestrians crossing. Bump-outs are recommended throughout the corridor at the signalized intersections (Kienlen Avenue, Hamilton Avenue, Goodfellow Boulevard, Arlington Avenue, and Union Boulevard), as well as any other crosswalks across Dr. Martin Luther King Drive. Bump-outs can be created with raised curbs or they can also be creased with paint and flexible tubular markers for a lower cost option. The raised bump-outs can cost as much as $200,000 per intersection to install while installing with paint and flexible tubular markers can cost on the order of $20,000 per intersection.

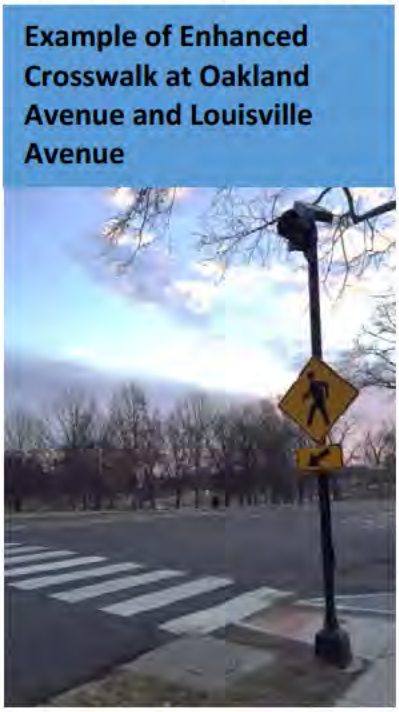

Example of Raised Bump-Outs at 14th and Lafayette


Example of Painted Bump-Outs in Austin Texas

- Edge-line Striping: Edge-line striping should be installed throughout the corridor to differentiate the parking lane from the driving lane on Dr. Martin Luther King Drive. This striping visually narrows the roadway for motorists, which assists with slower speeds throughout. Edge-line striping delineates the parking lane from the driving lane, so that when cars are not parked, the roadway does not feel as wide. Completing edge-line striping along the study segment of Dr. Martin Luther King Drive could cost $25,000 to $50,000.


Example of Edge-line Striping on Macklind Avenue

- Enhanced Pedestrian Crossings: Marked crosswalks currently exist throughout the corridor, but there are many techniques that are recommended to enhance the pedestrian experience. First, continental crosswalks should be installed throughout the corridor. Continental crosswalks are higher visibility, and provide a stronger cue to motorists as compared to traditional crosswalk striping. Continental crosswalks cost on the order of $500 each to install. In addition several mid-block crosswalks are recommended. First, a midblock crossing is recommended to be installed between Hodiamont Avenue and


Example of Enhanced Crosswalk at Oakland Avenue and Louisville Avenue

Hamilton Avenue. This midblock crossing would offer a convenient opportunity for pedestrians to cross Dr. Martin Luther King Drive and would provide access to a proposed Hardscape Park, just behind Dr. Martin Luther King Drive. Additionally, midblock pedestrian crossings should be added near Friendly Temple (Burd Avenue and Belt Avenue), and also at Blackstone Avenue (for increased access to a proposed neighborhood). Pedestrian crossings can be enhanced through signage, flashers, or rectangular rapid flashing beacons (RRFB). Flashers and RRFB installations can cost between $10,000 and $20,000 to install at each crosswalk. Additional cost may be needed to complete curb and sidewalk work to bring the crossing to ADA compliance. Incorporating all of these enhanced pedestrian techniques will provide stronger visual cues to corridor users, motorists and pedestrians.

Intersection Reconfigurations Several intersections are recommended for reconfiguration throughout the study corridor:

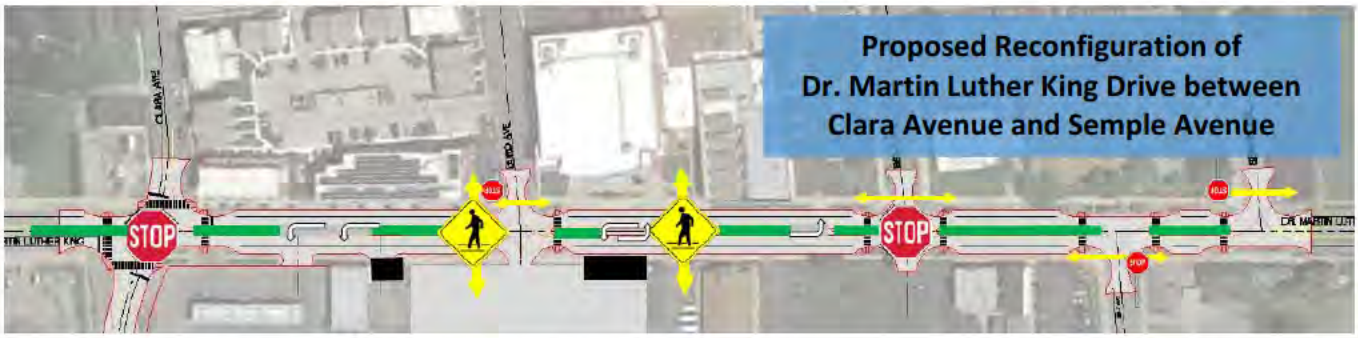
- Hamilton Avenue: Currently the intersection at Hamilton is offset with the north leg of the intersection about 75 feet west of the south leg of the intersection. The intersection is under traffic signal control and is operated as one intersection. Crosswalks are located on the north, east and south intersection approaches. The current intersection configuration is confusing for all users. We recommend the intersection be realigned to bring the north and south legs of Hamilton Avenue together. In addition to the intersection realignment, signals should be upgraded to enhance detection and timing, assisting with traffic flow. Bump-outs and continental crosswalks should be added to the intersection when configured. Bump-outs and continental crosswalks will enhance the pedestrian crossing experience, and provide an additional level of pedestrian safety. It is estimated that the reconfiguration of this intersection could cost on the order of $750,000 (NOT including right-of-way acquisition costs).

Proposed Realignment of the intersection of Dr. Martin Luther King Drive and Hamilton Avenue

- Goodfellow Boulevard: The intersection at Goodfellow Boulevard should also be upgraded for a better user experience. Similar to Hamilton Avenue, we recommend the addition of bump-outs and enhanced crosswalks to increase pedestrian visibility and shorten crossing distances. Signals should be upgraded to improve timing and detection. Additionally, a leading pedestrian interval could be used to reduce conflicts between crossing pedestrians and turning vehicles. These improvements could cost as much as $200,000 to $250,000 for raised bump-outs or as little as $10,000 to $20,000 if paint and flexible tubular markers are used. Traffic signal upgrades at this location could cost an additional $75,000.

Proposed Reconfiguration of the intersection of Dr. Martin Luther King Drive and Goodfellow Boulevard

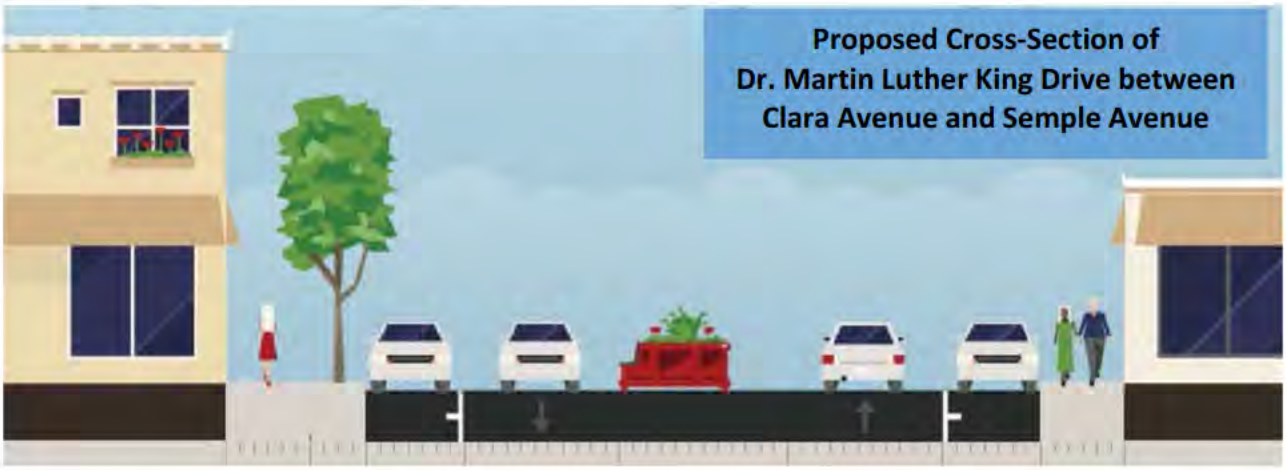
- Clara Avenue to Semple Avenue: The area between Clara Avenue and Semple Avenue has a significant amount of pedestrian traffic due to the Friendly Temple and the Cardinals Care Baseball Field at Hamilton Heights Park. Several changes are recommended in this section of the corridor: 1) consolidate stop signs, 2) realign Clara Avenue, 3) close the south leg of Burd Avenue, 4) install a center landscaped median and midblock pedestrian crossings between Friendly Temple and it's parking lots, and 5) develop a circulation plan for Friendly Temple events that makes better use of back-streets, diverting traffic off of Dr. Martin Luther King Drive at the front of Friendly Temple (and lowering the conflict between automobiles and pedestrians at that location). An overview of the study recommendations for this segment is shown below and the individual improvements are discussed in the following sections.



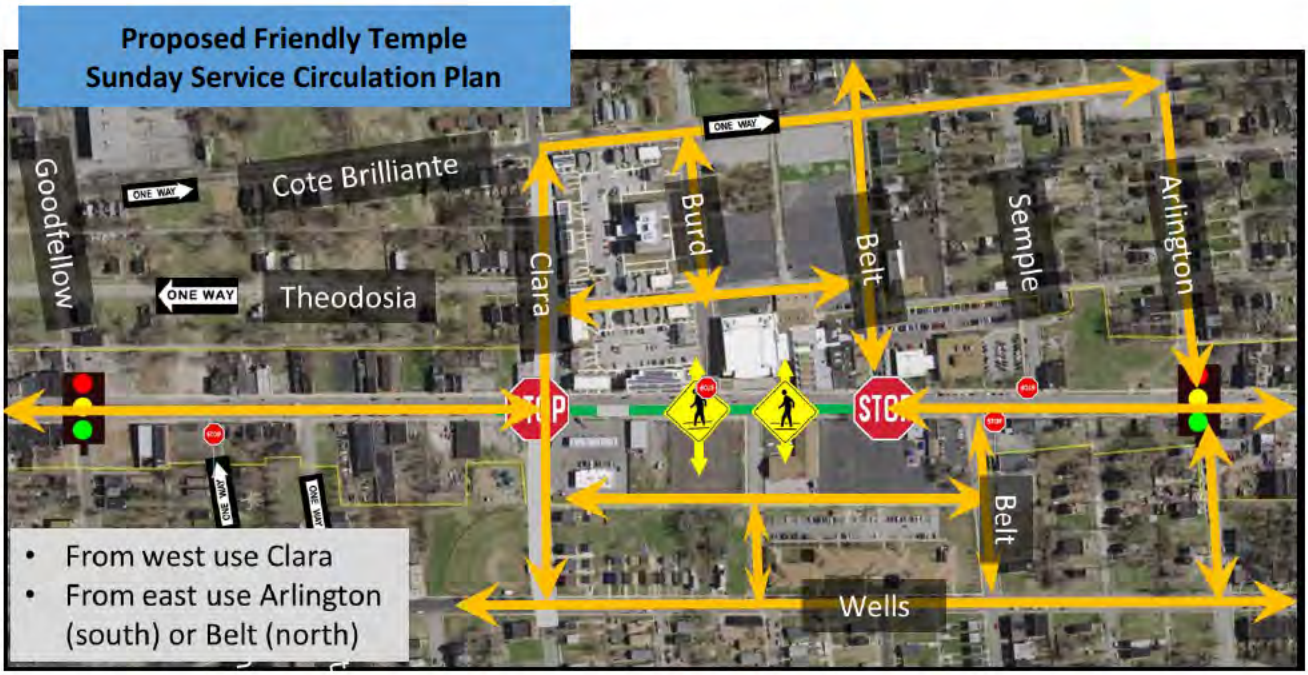
  - *Consolidate Stop Signs*: The existing stop sign placement is inconsistent through this section of the corridor. Specifically, Clara Avenue has no stops on Dr. Martin Luther King Drive (it has a side street stop on Clara Avenue only), Burd Avenue has an all-way stop at the north approach and eastbound/northbound stops only at the south approach, Belt Avenue has an all way stop at the north approach and eastbound/northbound stops only at the south approach, and Semple Avenue has no stops on Dr. Martin Luther King Drive (it has a side street stop on Semple Avenue only). This can cause motorists to run stop signs (knowingly, or not) and create a challenging atmosphere for pedestrians trying to cross. We recommend the following configuration: All-way stop at Clara and the north approach at Belt and side-street stops on all other approaches.
  - *Realign Clara Avenue*: Clara Avenue is an important intersection within the corridor as it is near the Friendly Temple area, provides access to the Cardinals Care Baseball Field at Hamilton Heights Park, and has a convenience store located on the southeast corner of the intersection. The intersection has seen 6 automobile crashes since 2012, 2 with injuries, 1 involving a fatality, and 2 involving pedestrians. The intersection is operated with side stop control and offset such that the south side of the intersection is located approximately 80 feet to the west of the north side of the intersection. In an effort to make this intersection safer for all users, we recommend realigning the intersection and controlling it with an all-way stop. Bump-outs should be added at this location to shorten pedestrian crossing distance and slow traffic as it approaches the intersection. Continental crosswalks will provide a visible cue to motorists this is a crossing location and enhance safety for pedestrians navigating the intersection. The crosswalk across Dr. Martin Luther King Drive could be enhanced through flashers or a rectangular rapid flashing beacon (RRFB). It is estimated that the realignment of Clara Avenue could cost on the order of $650,000 (NOT including right-of-way acquisition costs). If Clara is not realigned the intersection could still be improved by making it an all-way stop and installing enhanced crosswalks. Bump-outs and enhanced cross-walks could cost as much as $200,000 to $250,000 for raised bump-outs or on the order of $25,000 if paint and flexible tubular markers are used.
  - *Close south Burd Avenue approach*: Burd Avenue is an offset intersection that adds to the traffic control inconsistency and makes it difficult for pedestrians to cross Dr. Martin Luther King Drive in order to access Friendly Temple. We recommend closing the south approach of Burd Avenue (south of Dr. Martin Luther King Drive). Friendly Temple parking and other uses would be accessed from Wells Avenue. The closure

of this this intersection would eliminate one off-set intersection and create a safer environment for motorists and pedestrians travelling through this portion of the corridor. The cost for this closure would be on the order of $50,000 if new curb and sidewalk is installed along Dr. Martin Luther King Drive or at a very low cost if treatments such as Schoemehl Pots are used for the closure.

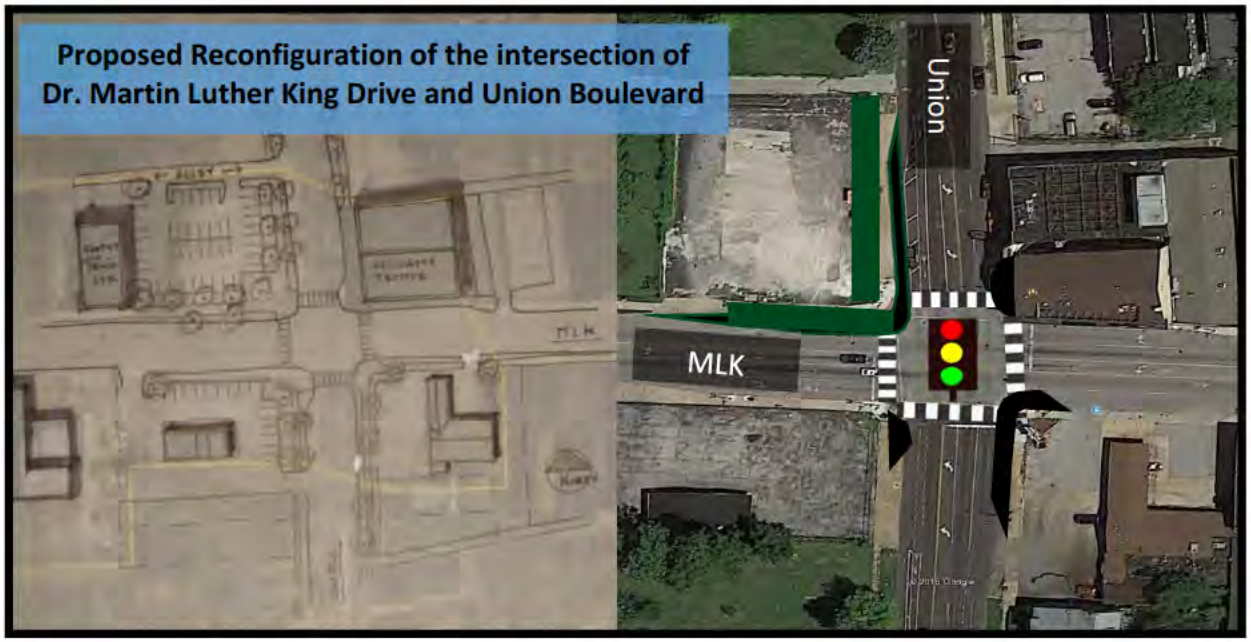
- *Install Center Median with Pedestrian Refuge and Midblock Crossings*: The area from Clara Avenue to Semple Avenue is an important anchor to the surrounding community. This area must function well as a pedestrian friendly environment but still move motorists efficiently and safely. We recommend a center landscaped median through this segment to allow for a protected pedestrian refuge island in the center of Dr. Martin Luther King Drive. This median will slow traffic and also provide a refuge area for pedestrians crossing the street to Friendly Temple from the parking lots on the south side of Dr. Martin Luther King Drive. The landscaping can also help create a stronger sense of place in the corridor, and enhance pedestrian experience. A proposed cross-section is shown in the figure below. The installation of this median could cost as on the order of $150,000 to $500,000 if raised medians (curbs) are used. Costs could be as low as $25,000 if paint and flexible tubular markers are used.



- *Revised Circulation Plan:* The primary access for those attending the Friendly Temple from across the St. Louis region is via Dr. Martin Luther King Drive. Friendly Temple's parking lots are located both north and south of Dr. Martin Luther King Drive. This configuration causes pedestrians to cross Dr. Martin Luther King Drive to access Friendly Temple from the south parking lots. This situation creates significant conflicts between the automobile traffic and the pedestrians crossing Dr. Martin Luther King Drive. Friendly Temple is managing these conflicts by employing two crossing guards in front of the church. However, a better circulation plan during Sunday services and other major events would assist flow within the corridor. Specifically, traffic should be encouraged to make better use of back-streets (e.g., Wells Avenue, Belt Avenue, and Clara Avenue) which would divert traffic off of Dr. Martin Luther King Drive immediately in front of the Friendly Temple. This would lower the conflict between automobiles accessing parking and pedestrians accessing the Temple for services. A recommended circulation plan is shown below.



- Union Boulevard: The City of St. Louis recently implemented a "road diet" on the section of Union Boulevard immediately south of Dr. Martin Luther King Drive. This section of roadway currently has three lanes (one through lane in each direction with a center left-turn lane), on-street parking, and bike lanes. The implementation of this road diet has resulted in excess pavement at the intersection of Union Boulevard and Dr. Martin Luther King Drive. The reconfiguration of this intersection could make pedestrian crossing safer for those attending the Williams Temple located at this intersection. Specifically, we recommend the addition of bump-outs and enhanced crosswalks to increase pedestrian visibility and shorten crossing distances. Signals should be upgraded to improve timing and detection. Additionally, a leading pedestrian interval could be used to reduce conflicts between crossing pedestrians and turning vehicles. These improvements could cost as much as $200,000 to $250,000 for raised bump-outs or $20,000 if paint and flexible tubular markers are used. Traffic signal upgrades could cost an additional $75,000. These improvements are illustrated in the figure below.



Bike Boulevard/Quiet Street

The Ruth Porter Mall is the closest extension of the St. Vincent Greenway to the study corridor. The trail runs from Skinker on Etzel to Blackstone and south to Forest Park. The connection on Skinker to the St. Vincent Greenway near the University of Missouri in St. Louis is in the design phase currently, and planned for construction in 2018. The Ruth Porter Mall extension is a great pedestrian and bike connection for residents of the neighborhood to access Forest Park and the Delmar Loop. It also provides a connection to the Loop Trolley, and Metro Link Stations. Various traffic calming measures have been implemented on the trail, and is a quiet, easy to use path.

North of Dr. Martin Luther King Drive at Blackstone Avenue, there are many vacant properties and open land. During the charrette process, this area emerged as an important area for potential redevelopment, growing from the new housing development located to the east. The connection on Blackstone Avenue to the Ruth Porter Mall provides the opportunity to make an active living community at this location. Thus, we recommend a quiet street on Blackstone Avenue from Dr. Martin Luther King Drive to Etzel Avenue. This stretch of road is approximately ½ mile in length and provides a quick connection to Forest Park and the Delmar Loop. Treatments could be as simple as shared use striping and signage or could be enhanced to include traffic calming features such as bump-outs and/or speed humps/raised crosswalks. Wayfinding signage should also be included to help cyclists navigate. Depending on the design, the cost for this treatment could range between $25,000 and $250,000.

Summary Table

The proposed improvements are summarized in the table below by cost and timeframe for improvement.

Improvement	Cost	Timeframe
Upgrade Signal Equipment	Warrant/Design Study = $5,000 to $10,000 per intersection Traffic Signal Replacement= $250,000 per intersection	Short Term
Connect signals to City Network	$150,000 and $200,000	Short Term
Bump-outs at Signalized Intersections	Low Cost Treatments = $20,000 per intersection	Short Term
	Raised Bump-Outs (Curb Extensions) = $200,000 – $250,000 per Intersection	Mid to Long Term
Edge-line Striping	$25,000 and $50,000 (Study Corridor)	Short Term
Enhanced Pedestrian Crossings	Continental crosswalks = $500 each	Short Term
Flashing Beacons (RRFB)	$10,000 and $20,000 each	In conjunction with community improvements such as parks, housing developments, and

		roadway improvements at Friendly Temple
Hamilton Avenue Reconfiguration	$750,000 (NOT including right-of-way acquisition costs)	Long Term
Goodfellow Boulevard Reconfiguration/Upgrades	$10,000 to $325,000 (depending on scale of improvements)	Traffic signal updates should be short-term improvement with higher cost items mid to long term.
Clara Avenue to Semple Avenue Reconfiguration	Low Cost Treatments = $50,000-$100,000	Short term but in coordination with Friendly Temple
	Raised Bump-Outs/Median= $750,000	Mid to Short term and in coordination with Friendly Temple
	Realign Clara Avenue = $650,000 (NOT including right-of-way acquisition costs)	
Revised Circulation Plan		In coordination with Friendly Temple
Union Boulevard Improvements	Low Cost Treatments = $20,000 per intersection	Short Term
	Raised Bump-Outs (Curb Extensions) = $200,000 – $250,000 per Intersection	Mid to Long Term
	Traffic Signal Upgrades = $75,000	Short Term
Quiet street on Blackstone Avenue from Dr. Martin Luther King Drive to Etzel Avenue	$25,000 to $250,000 (depending on scale of improvements)	Short Term

Summary Exhibits

Summary exhibits of the existing conditions are provided in the following pages.

Transportation Map - Sheet 1

Functional Classifications

- = Local Road
- = Major Collector
- = Minor Arterial
- = Principal Arterial

Kienlen Ave

Irving Ave

Hodiamont Ave

Dr. Martin Luther King Drive

- 11 Crashes
- 5 with Injuries

Traffic Volumes Legend

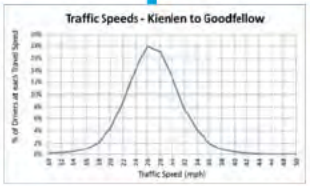
X,XXX = AADT (Annual Average Daily Traffic)
(X,XXX) = AADT Saturday
[X,XXX] = AADT Sunday

- 9 Crashes
- 2 with Injuries
- 1 Pedestrian Crash

Posted Speed: 30 mph
Average Speed: 28 mph
85% Speed: 32 mph

10,500 (11,300) [9,350]

Traffic Speeds - Kienlen to Goodfellow



Bike Lane Types

- = Bike Lane
- = Shared Traffic Lane
- = Shared Lane Marking
- = Wide Outside Lane

2012-2015 Crashes Involving Injuries

Vehicles
- = 1-10 Crashes
- = 11-20 Crashes
- = 21-30 Crashes

Pedestrians
- = 1 Crash
- = 2 Crash

Bicycles
- = 1 Crash

General Legend

- = Traffic Signal
- = All-Way Stop
- = Side-Street Stop Control
- = Metrobus Bus Stop
- = Metrobus Bus Route No.
- = Edge of Pavement
- = Sidewalk
- = Crosswalk
- = Pavement Width

16/30 60 32 16/30/32 57 50 36 Wells Ave

16 CITY LIMITS

#32 M. L. King - Chouteau
Effective Date: March 14, 2016

#30 Soulard

Rev: 04/11/16

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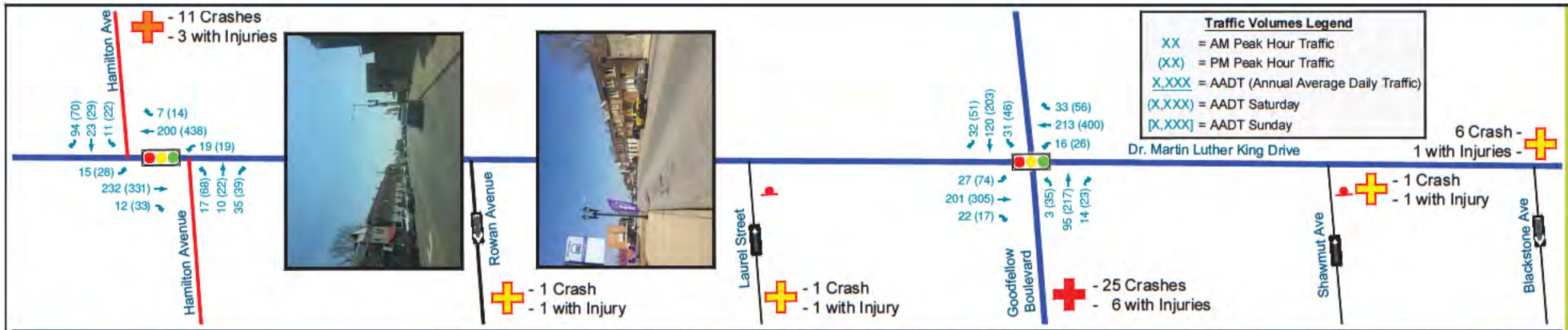
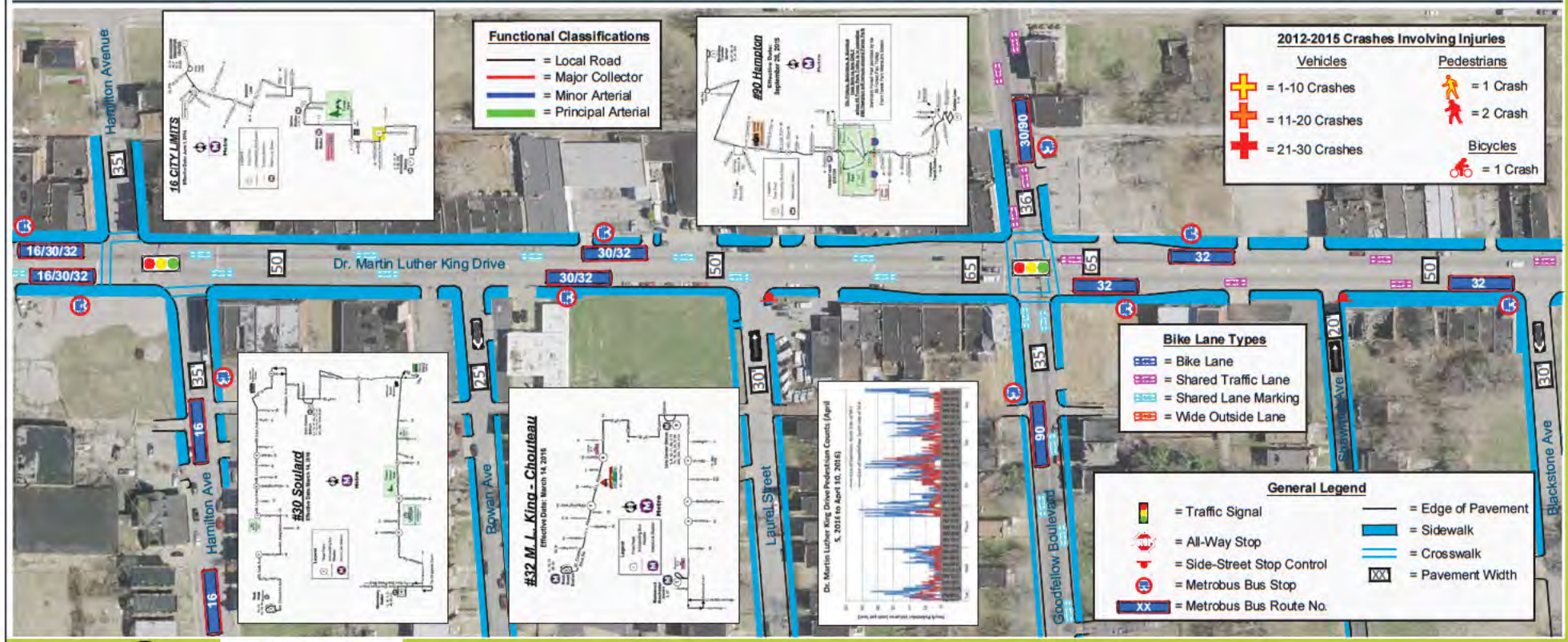
Dr. Martin Luther King Drive Great Streets

Transportation Map - Sheet 2





Rev: 04/11/16

Saint Louis Great Streets INITIATIVE
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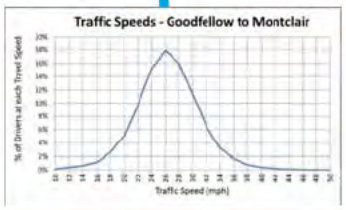
Dr. Martin Luther King Drive Great Streets

Transportation Map - Sheet 3

Posted Speed: 30 mph
Average Speed: 27 mph
85% Speed: 32 mph

9,500 (10,600) [8,900]



Clara Ave

- 6 Crashes
- 2 with Injuries
- 1 Fatality

- 2 Pedestrian Crashes

Clara Ave

5 Crashes -
3 with Injuries -

1 Pedestrian Crash -

Burd Ave

Burd Ave

Belt Ave

- 8 Crashes
- 2 with Injuries

Belt Ave

Traffic Volumes Legend

X,XXX = AADT (Annual Average Daily Traffic)
(X,XXX) = AADT Saturday
[X,XXX] = AADT Sunday

Functional Classifications

= Local Road
= Major Collector
= Minor Arterial
= Principal Arterial

2012-2015 Crashes Involving Injuries

Vehicles
= 1-10 Crashes
= 11-20 Crashes
= 21-30 Crashes

Pedestrians
= 1 Crash
= 2 Crash

Bicycles
= 1 Crash

Clara Ave

Burd Ave

Theodosia Ave

Belt Ave

Dr. Martin Luther King Drive

Union Boulevard

Bike Lane Types

= Bike Lane
= Shared Traffic Lane
= Shared Lane Marking
= Wide Outside Lane

General Legend

= Traffic Signal
= All-Way Stop
= Side-Street Stop Control
= Metrobus Bus Stop
= Metrobus Bus Route No.
= Edge of Pavement
= Sidewalk
= Crosswalk
= Pavement Width

#32 M. L. King - Chouteau

Effective Date: March 14, 2016

Rev: 04/11/16

Saint Louis Great Streets INITIATIVE
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Dr. Martin Luther King Drive Great Streets

Transportation Map - Sheet 4

Semple Ave

- 6 Crashes
- 3 with Parked Cars

Arlington Ave

Traffic Volumes Legend

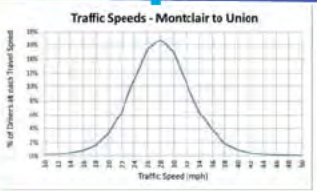
X,XXX = AADT (Annual Average Daily Traffic)
(X,XXX) = AADT Saturday
[X,XXX] = AADT Sunday

Dr. Martin Luther King Drive

- 11 Crashes
- 3 with Injuries

Posted Speed: 30 mph
Average Speed: 29 mph
85% Speed: 34 mph

10,000 (10,900) [9,000]



Union Boulevard

- 12 Crashes
- 4 with Injuries
- 1 Bicycle Crash

Functional Classifications

= Local Road
= Major Collector
= Minor Arterial
= Principal Arterial

2012-2015 Crashes Involving Injuries

Vehicles
= 1-10 Crashes
= 11-20 Crashes
= 21-30 Crashes

Pedestrians
= 1 Crash
= 2 Crash

Bicycles
= 1 Crash

Theodosia Ave

Bike Lane Types

= Bike Lane
= Shared Traffic Lane
= Shared Lane Marking
= Wide Outside Lane

General Legend

= Traffic Signal
= All-Way Stop
= Side-Street Stop Control
= Metrobus Bus Stop
XX = Metrobus Bus Route No.
= Edge of Pavement
= Sidewalk
= Crosswalk
XX = Pavement Width

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Saint Louis Great Streets INITIATIVE
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Dr. Martin Luther King Drive Great Streets

LAND USE & URBAN DESIGN

A LAND USE AND DEVELOPMENT WHITE PAPER

RDG Planning & Design
June, 2016

REVITALIZING MLK

RDG PLANNING • DESIGN

INTRODUCTION AND A BRIEF HISTORY

The land use and development pattern of the Dr. Martin Luther King Drive (Easton Avenue before 1972) corridor is typical of "streetcar strips" – linear mixed use streets emphasizing high density residential and substantial commercial development (often in the same building), influenced by accessibility to fixed rail transit. Despite earlier construction, substantial growth in today's MLK corridor began in 1900 as the United Railway Company laid tracks in Easton Avenue and began electric streetcar service shortly thereafter. The first decade of the twentieth century saw construction of a number of two-story mixed use buildings with residential units over commercial storefronts at street level. United Railways established a significant streetcar transfer point near the intersection of Easton and Hodiamont in 1900, served by a relatively modest station.

By 1910, traffic had grown to the point that United Railways replaced the original station with the iconic Arts and Crafts style structure now known as the Wellston Station or Wellston Loop Building (although that was actually given to the now-demolished multistory commercial building immediately east of the station). The new station was capable of serving two streetcars simultaneously under cover of its roof overhangs, and evolved into one of the busiest passenger nodes in the metropolitan area's extensive urban rail system. Its architectural style also introduced the Arts and Crafts style that characterizes several of the corridor's most important individual structures.

Wellston Loop grew in importance as a point of interchange between the suburban and city components of the Saint Louis transit system, at its peak serving 65,000 streetcar and bus passengers daily. Along with that traffic and the development of adjacent residential areas, the Wellston Loop area evolved during the boom years of the 1920s into the metropolitan area's largest commercial center outside of Downtown Saint Louis. Its commercial role remained stable during the 1930s, and substantial commercial development resumed after the end of World War II. Notable postwar projects included the International style J.C Penney building of 1948. Other new structures, including the streamlined modern Pardue Motor Company and the 1958 vintage grocery (now Ali Market, recently damaged by fire), maintained the street building line but also presaged the growth of the automobile as the region's dominant transportation mode.

Transportation and demographic changes had an enormous impact on the pattern and intensity of land use along the former Easton corridor. With the coming of the car and decentralization of the metropolitan population, the passenger traffic and customer density that supported the Wellston Loop district declined. St. Louis Public Service, the metropolitan area's transit operator, began replacing streetcars with buses during the early 1940s, and this trend accelerated after the war. With declining loads, streetcar lines gradually closed and by the time Public Service was acquired by the Bi-State Development Corporation, a regional public

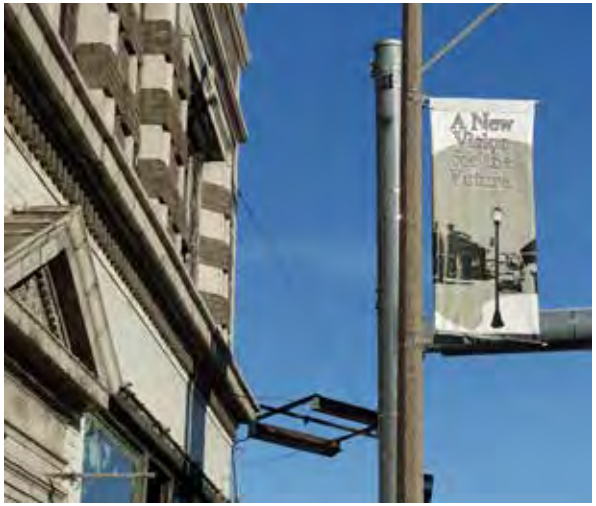
The original Friendly Temple building, formerly the synagogue of Congregation Zichron David.

agency, only a handful of lines remained. The Easton line through Wellston Loop ended service in 1963 and streetcar service through both Wellston Loop and the city as a whole came to an end with the termination of service on the Hodiamont line in 1966. The gradual shrinkage of the retail market culminated with the closure of the Penney's store in 1976.

Along with transportation change, demographic change also dramatically changed on the character of the MLK corridor. Eastern European Jews, fleeing the persecution and pogroms of their homes, immigrated to the United States between about 1880 and 1924. By 1925, the city's Jewish population had reached 55,000, and a major part of that population settled in the Wellston area. The first synagogue was established in this area in 1908 and was soon joined by other congregations, evidenced by the number of former synagogue buildings that continue to serve the religious needs of a different community. Retail businesses that served the Jewish market were a major part of the Wellston retail community. But a process began in the late 1940s, accelerated during the 1950s, and was all but complete by the 1960s that saw the Wellston area's Jewish population migrate first to inner suburbs like University City and later to other parts of St. Louis County. Eventually the stores that served Jewish customers also closed.

As white populations moved out, African-American populations moved into urban neighborhoods like Wellston and the areas around the MLK corridor. Within only 20 years, the Wellston area around MLK Drive had changed from nearly all white to 75% African-American. Lack of access to economic opportunity, the lack of available reinvestment capital, lending practices, and other factors produced disinvestment in aging residential properties and decline in consumer markets, leading to deterioration of structures, commercial vacancy, and ultimately demolition and even collapse of a significant part of the area's building stock. Churches became the anchors of the community, and Friendly Temple, the largest of these institutions, became the largest single private property owner in the study area. The number of people attracted to services and activities of Friendly Temple and other churches creates a potential retail and service market that recalls the commercial demand process

of the early twentieth century. Adjacent to Friendly Temple, the 112-unit Arlington Grove Apartments developed in 2004(?) by McCormack Baron created a residential reinvestment that can help catalyze other new residential and commercial development. These along with other, more incremental reinvestments made by people with homes, businesses, or affinity for this important area, are helping to create new possibilities. The purpose of this white paper is to identify a land use and urban development strategy that can build on this foundation to create a Dr. Martin Luther King Drive corridor that truly honors the great man for whom it is now named.



PART ONE
EXISTING CONDITIONS

The actual MLK Drive study area includes property one or two lot depths north and south of the main corridor and incorporates the Wellston Loop Commercial Historic District, listed on the National Register of Historic Places. The Historic District coincides with the study area between Blackstone Avenue and a line defined by the west wall of the former J.C. Penney store. A major fact (and both a problem and opportunity) is the level of vacancy of both land and buildings with the exception of the area around Friendly Temple and Arlington Grove between Belt and Clara Avenues. Currently, the study area is considered and generally zoned as a commercial district. But its reality is more diverse, with individual segments displaying different characteristics. For the purposes of our analysis here, we can define five land use segments from east to west:

Land Use

- **Wellston Loop** between Hamilton to Kielen Avenues
- **Goodfellow West** between Goodfellow Boulevard and Hamilton Avenue.
- **Goodfellow East** Segment between Clara Avenue and Goodfellow Boulevard.
- **Central Segment** between Semple/Belt and Clara Avenues.
- **East Block** between Union Boulevard and Semple/Belt Avenues.

Wellston Loop

This westernmost segment of the MLK corridor still exhibits some of the scale of its former status as the St. Louis area's second downtown. Here, the streetcar strip pattern of mixed land use and residential upper floors over retail revert to the primarily commercial character of a major shopping center. The building scale also increased to two- to three stories, but a number of these were replaced by single-story storefronts.

Building continuity and occupancy is strongest on the Hodiamont to Kienlen Avenue segment, with remaining fabric becoming much spottier to the east. Here, the Register-listed Wellston Station Building stands at the center of what was an early twentieth century transit-oriented development, and even in its vacant and deteriorated state is an icon and key to the center's revitalization.

The traditional Wellston Loop business district becomes more auto-oriented with fast-food and convenience stores and a contemporary bank at the Kienlen and MLK intersection, with the highest average daily traffic of any

Wellston Loop


I&A Beauty Supply (former First National Bank)


Wellston Station Building


5932-36 MLK Drive

5907-15 MLK Drive


5901-05 MLK Drive

intersection in the district. The blocks on the west side of Kienlen, in St. Louis County, have large vacant sites, able to accommodate significant commercial development.

Building-line continuity also increases within the western part of the Wellston Loop Commercial Historic District, encompassing several lots west of Hamilton Avenue and including the J.C. Penney Building, individually listed on the National Register. On the north site, the 1905 J. Althaus Building at 5901-5905 displays severe structural settlement problems that could be stabilized, while the adjacent Ace Furniture (5907-5915) and Dorothy's TV and Appliance Buildings (5917-5921) have been in stable occupancy and appear to be sound. Across MLK, Beloved Streets of America plans a thematic open space with performance area and historic interpretation, on the southwest corner of Hamilton. Some significant business reinvestment in the area between the Hamilton and Wellston Loop nodes, but vacant land, including a city-owned parking lot, dominates this segment.

Principal non-residential establishment types: Furniture stores, appliances, storefront church, lounge/restaurant (in progress), night club/performance venue, laundromat, beauty supply, fast food, convenience store/gas, check cashing, pawn shop, tattoo shop, take-out food, children's clothes, food market

Segment issues and opportunities:

- Stabilizing and developing the Wellston Station building and surrounding area
- Reinforcing existing activity and business clusters at Hamilton intersection and Wellston Loop area
- Reusing the underutilized but sound J.C. Penney Building
- Stabilizing or removing deteriorated buildings
- Using vacant sites between Hodiamont and the western boundary of the historic district

Goodfellow West

5801-15 MLK Drive

5857-65 MLK Drive

5800 MLK Drive

Goodfellow West

This section continues the pattern of one-story commercial buildings and two-story as-built mixed use structures found east of Goodfellow Boulevard. Commercial storefronts turn the corner of Goodfellow to the north. The original commercial character of the segment becomes more pronounced toward the Hamilton intersection, but buildings here are in particularly poor condition. Despite its serious building deterioration, this section continues


5870 MLK Drive

to offer important neighborhood services.

The district is entirely within the National Register District, and buildings of particular significance include the gambrel-roofed Newe Building (1903) at 5815, the modern J.J. Burke former car dealership (1948) at 5833, the Kinsey rowhouse building (1907) at 5857-5865, the mixed use W.A. Cann building (1906) at 5867-77, and the Silberstein store (1909) at 5806. Its largest single vacant site is on the southwest corner of MLK and Laurel Street. From a transportation system perspective, the misalignment of Hamilton Avenue, a significant collector and signalized at its intersection with MLK, creates a potential safety problem.

Principal non-residential establishment types: Iconic soul food restaurant, barber shop and beauty salon, auto repair shops, free-standing churches, grocery/convenience/variety store, aldermanic headquarters, home health care service, cell phone dealer, alteration shop

Segment issues and opportunities:

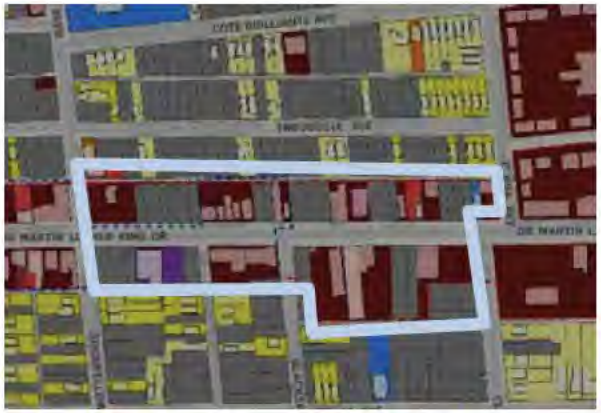
- Stabilization or demolition of deteriorating facades, with priority on Silberstein store.
- Reconstruction and expansion of grocery/convenience store at 5870.
- Rehabilitation of basically sound Kinsey and Cann buildings and the Althaus building on the northwest corner of Goodfellow.
- Realignment of jog of Hamilton Avenue and clearance of collapsing structures on east side of Hamilton.

Goodfellow East

This area has a one and two-story neighborhood building scale with the mixed use pattern of medium-density urban residential, second-story residential over commercial, and single-story retail buildings. Blackstone Avenue marks the eastern edge of the National Register district and this segment includes several buildings of special architectural importance, including the important Arts and Crafts structures on the Blackstone to Shawmut block, which are essentially reduced to facades.

However, this segment has also experienced significant commercial reinvestment, in many cases incremental but steady. It also includes two smaller churches. Opportunities here include continued commercial investment, possible infill development, and stabilization of historic facades for future use. Additionally, Blackstone Avenue provides a possible entrance to extensive LRA-controlled vacant properties along Theodosia and Cote Brilliante, discussed later.

Goodfellow East




5706-08 and 5710-14 MLK Drive


LAL Unique Auto Repair and Williams Flea Market


5716-20 MLK Drive

Principal non-residential establishment types: Auto repair, pool hall, hair and nail salon, consignment shop, restaurant/club, event venue, auto body shop, flea market, small freestanding churches

Segment issues and opportunities:

- Infill development of vacant sites, especially on larger sites between Blackstone and Goodfellow
- Better visibility and connection to Cardinal Care Park
- Stabilizing and maintaining historically important facades between Blackstone and Shawmut on south side of MLK

Central Segment

This segment, from Semple and Belt on the east and Clara on the west is the investment anchor of the MLK study area, and the street frontage is fully developed. The north side includes the major civic uses of the Myrtle Hilliard Community Health Center and Friendly Temple's main building between Belt and Burd, and the mid-rise buildings of the Arlington Grove block between Burd and Clara.

The Arlington Grove Buildings include street-level storefronts dedicated to community uses. The south side MLK frontage includes Friendly Temple's Child Development Center and parking lots and a contemporary gas station/convenience store. This segment has substantial activity, peaking on Sunday morning when Friendly Temple attracts thousands of people to services. This produces conflicts between vehicles and pedestrians, complicated by offset intersections and unexpectedly frequent stop signs on MLK. A combination of church-related evening and weekend activity, residential investment, and some contemporary commercial makes this segment a candidate for some additional new retail and service development.

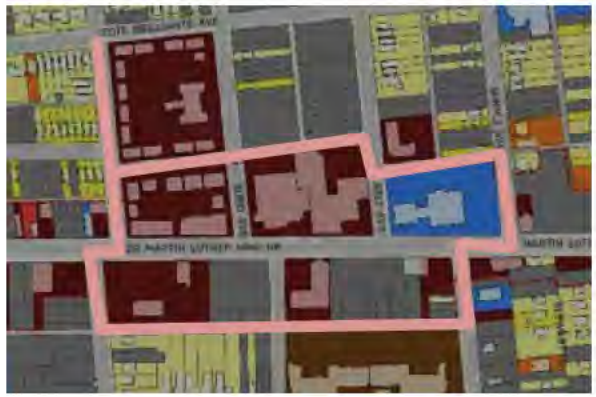
While beyond the boundary of the Great Streets study area, Friendly Temple's north parking lot extends from the church to Cote Brilliante and could also provide a new development possibilities if parking demand does not need all the area.

Principal non-residential establishment types: Myrtle Hilliard Davis Comprehensive Health Center, Friendly Temple Church, civic storefront uses within Arlington Grove, machine shop, contemporary gas station/convenience store, child development center, large surface parking lots

Segment issues and opportunities:

- Commercial development opportunity in

Central Segment




Jeffrey L. Boyd Building at Arlington Grove


Crown Food Mart


Friendly Temple


Myrtle Hilliard Davis Comprehensive Health Center


Friendly Temple Senior Living

area created by new development and major destinations

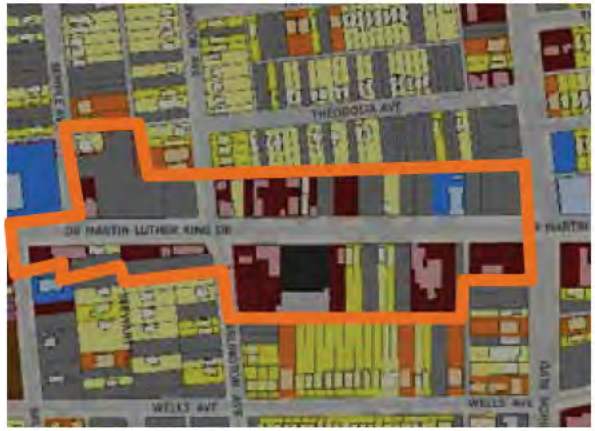
- Traffic management of pedestrian/vehicular conflicts
- More effective use of surplus area in parking lots
- Improved alignment of offset intersections

East Blocks

These blocks include civic uses, including Williams Temple's Neighborhood Outreach Center near the Union Boulevard intersection, but assumes a neighborhood commercial character with relatively good integrity at the Arlington intersection, continuing to Semple Avenue on the north side and Belt Avenue on the south. Vacancy is more extensive on the north side of the street, including substantial sites east and west of the Neighborhood Outreach Center (including the Union Boulevard frontage); and a large development site owned by Friendly Temple on the north side of MLK between Arlington and Semple.

Based on information during the charrette, the Myrtle Hilliard Community Health Center is considering the possibility of developing an administrative office building on this site with Friendly Temple. Remaining buildings along this segment are one and two-story structures, and include some multi-family and residential over commercial occupancy. Two dilapidated houses, one with serious fire damage, present the most significant structural problems in this segment, and both require demolition.

East Blocks




Morrow's Market

East Blocks


Dr. King Chop Suey Restaurant


Williams Temple

City Plumbing Supply

Principal non-residential establishment types: Liquor store, Chinese restaurant, motorcycle club, food/convenience store, car wash and detailing, café, beauty shop and supplies, wholesale plumbing supplies, roofing contractor, neighborhood outreach center, building materials, storefront church

Segment issues and opportunities:

- Demolition of dilapidated houses
- Reuse of Union Boulevard sites
- Reuse of vacant land
- Development of large Friendly Temple-owned site between Arlington and Semple
- Clean-up of small auto salvage sites

LRA Controlled Land (also showing Friendly Temple Holdings

Land Utilization Authority

The Land Reutilization Authority, under the St. Louis Development Corporation (SLDC), has the ability to take control of land and buildings in tax foreclosure and convey them under specific conditions to new owners. A large amount of land in and around the MLK study corridor is controlled by the Authority, expediting assembly of sites for future redevelopment. Most of this land is north of the MLK Drive corridor, along Theodosia, Cote Brilliante, and Lotus between Clara and Hamilton Avenues. Some land is also available along the MLK corridor itself, most of which is vacant land but also including several deteriorated buildings. Some of these structures are important contributors to the quality of the National Register District, making preservation of facades or full structures more possible.

Surrounding Context and Linkages

A linear corridor like Dr. Martin Luther King Drive does not exist in isolation: surrounding land uses and development patterns and the health of the street strongly affect each other. Residential uses, primarily in single-family and small multi-family structures on small lots, once dominated the surrounding blocks, Building disinvestment over the years has taken its toll, and much of the land area of these residential blocks is now vacant. In general, neighborhood fabric is more intact on the blocks south of MLK (between Page Boulevard and MLK) than north (MLK to Wabada). Within this expanded area, the most continuous vacant land is on the Theodosia and Cote Brilliante blocks between Clara and Hamilton and the Lotus and to a lesser degree Wabada blocks between Clara and Goodfellow. Much of this land is in tax foreclosure and its disposition is controlled by St. Louis' Land Reutilization Authority (LRA).

Earlier ideas have envisioned this area as phase two of McCormack Baron's successful Arlington Grove development. This two square block, 112-unit project features mixed densities, a strong street presence, internal surface parking, and residential reuse of the historic Arlington School. It achieves a net residential density in the range of 20 units per acre.

Other newer developments in this surrrounding area include four single-family houses on Cote Brilliante northwest of Arlington Grove (4 du/acre), nine single-family houses along Wells Avenue between Burd and Clara (5 du/acre); the three-story Friendly Village Apartments; a senior living development of Friendly Temple; and six single-family units on Blackstone Avenue south of Wells (8 du/acre); multi-family development along Etzel and Plymouth Avenues between Hamilton and Goodfellow; and 50 single-family units east of the Ruth Porter Mall between Cabanne and Vernon Avenues (5 du/acre). Other multi-family development of various periods, from immediate post World War II to contemporary, have developed in the corridor between Kienlen/Skinker Parkway and Hodiamont Avenue.

Several commercial clusters are located outside the study area but close enough to serve the market and have an impact on demand for new facilities. These include City Plaza, a community commercial center with a Schnuck's supermarket at Natural Bridge and Union, one mile north of MLK Drive; and a Walgreen's Pharmacy and Shur-Sav Market at Page and Union Boulevard, about one-half mile south of MLK.

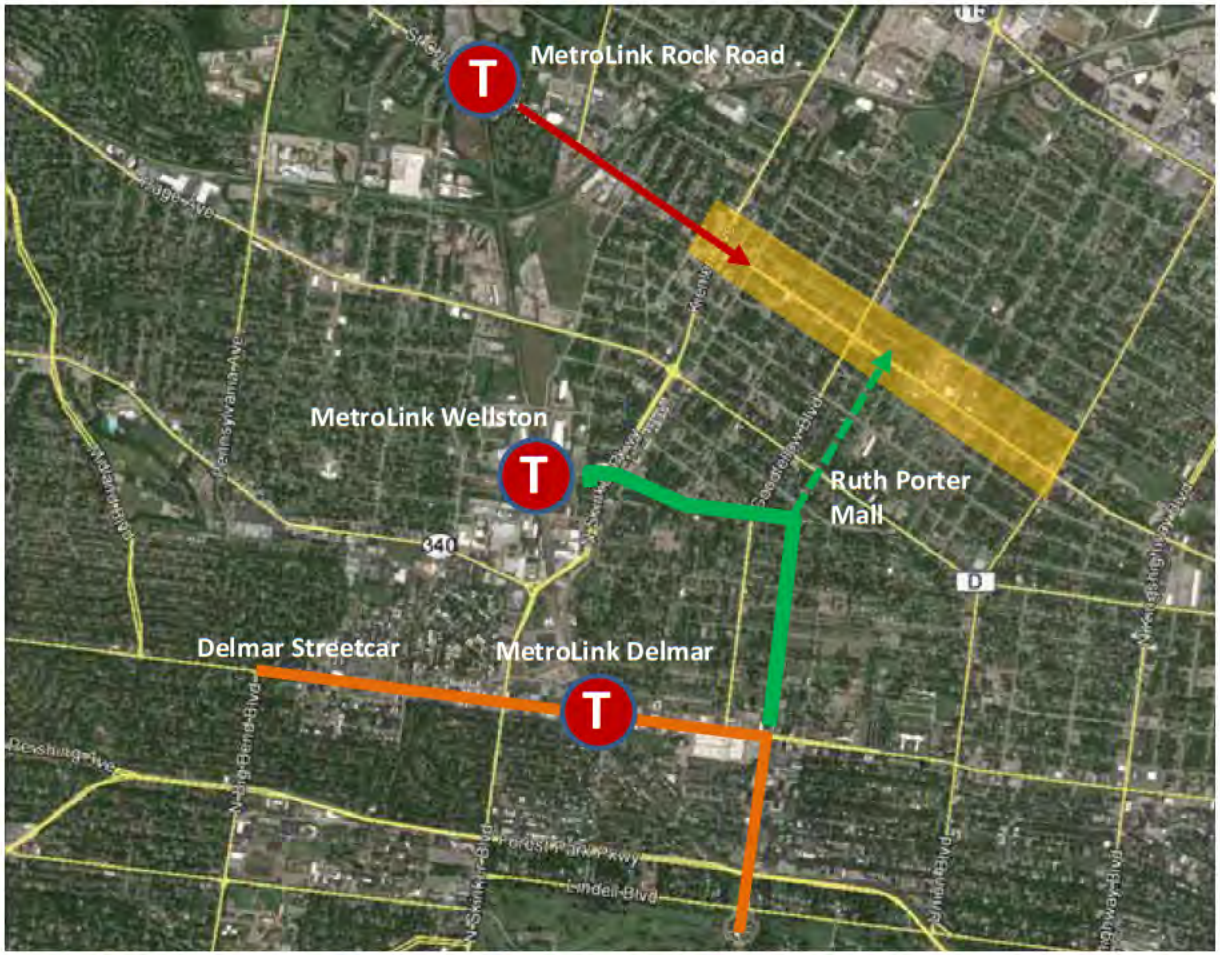
Connections

In many ways, regional connections were the historic *raison d'etre* for Wellston Loop and the MLK Drive (Easton Avenue) study corridor and connections to assets and emerging assets in surrounding areas also present important opportunities today. These include:

- *Proximity to MetroLink.* The Rock Road MetroLink station is one mile from the Wellston Loop building. Three other stations (Wellston, one mile away via Skinker and Plymouth), Delmar (1.7 miles via Goodfellow and Delmar), and Forest Park (1.9 miles via Goodfellow and DeBaliviere) also serve the larger area. Rail service to Delmar Station has helped extend the U City Loop's growth to the east. Beyond Housing, a community development corporation, has developed plans for a transit-oriented development near the Rock Road station.

- *Greenways.* Great Rivers Greenways, the St. Louis regional parks and trails district, has aggressively promoted and developed trails and linear greenspaces, and has expanded on-street transportation alternatives through the Bike St. Louis program of wayfinding signage, shared lanes, and bike lanes. MLK Drive is on the Bike St. Louis system east of Goodfellow Boulevard, with the bike route defined by sharrows (shared lane markings) to Marcus Avenue and bike lanes to Vanderventer Avenue. Bike lanes along Union Boulevard, which have been somewhat controversial, also connect the MLK corridor to Forest Park, with other routes leading to Central West End via Euclid, the Central Grand district, and ultimately to Downtown St. Louis.

Connections



But an even more promising connection resource for a variety of users is the development of the Ruth Porter Mall and St. Vincent Greenway south of MLK Drive but in the corridor's region of influence. Ruth Porter Mall upgraded an older path along the Blackstone Avenue alignment between Etzel Avenue and Delmar Boulevard. This

upgrade included improving the path to contemporary paved trail standards, neighborhood parks and playground equipment, furnishings, and interpretive signage. The continuation of Ruth Porter Mall along DeBaliviere Avenue to Forest Park parallels the new Delmar Streetcar to Forest Park and will be complete by fall, 2016. This creates a direct link between the MLK study corridor to the Missouri History Museum and the center of the park. At its north end, the Mall turns west at Etzel Avenue as the St. Vincent Greenway, now complete to Skinker Parkway. The new Trojan Park is planned for a site at Skinker and Etzel, and the greenway will eventually continue along Engelholm Creek and roughly parallel to the MetroLink airport line to St. Vincent Park, where the completed trail now continues to the University of Missouri at St. Louis.

- *Streetcar Connections.* The Loop Streetcar, moving toward completion, will operate between the Missouri History Museum in Forest Park and the University City Library and intersects the Ruth Porter Mall at DeBaliviere and Delmar. The streetcar is likely to catalyze the continued eastward development of the University City Loop and will help connect MLK Drive to the Loop, Forest Park, the Washington University campus, and other metropolitan assets. These potential linkages reduce the perceived distance between MLK and these popular destinations. The streetcar is also designed to support reinvestment in neighborhoods north of Delmar between Skinker and DeBaliviere.

Ruth Porter Mall

Loop Streetcar (under construction)

Activity Centers and Public Space

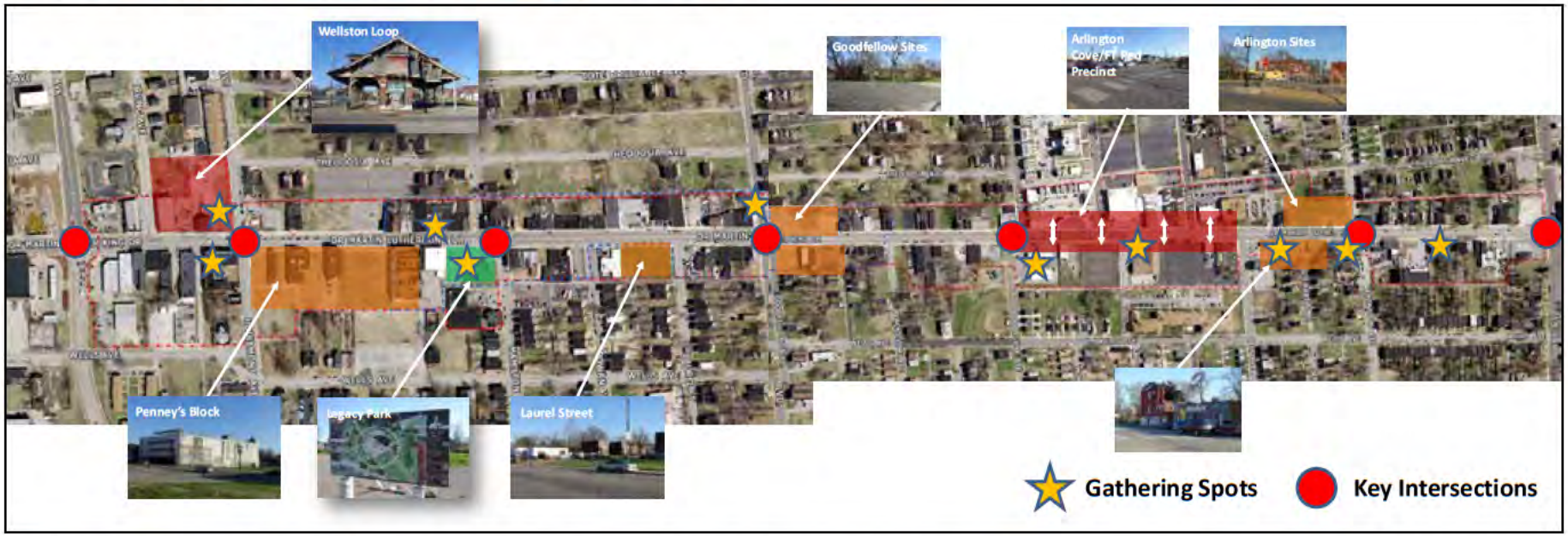
Understanding the nature of activity on the street can produce public realm concepts that reinforce private investment. During our preparation for the Great Streets charrette, we had the opportunity to walk the length of the study area during late afternoon and early evening hours, when street activity would probably be at a maximum. This field snapshot and comments made during stakeholder groups led to observe the locations and characteristics of major concentrations of street activity.

1. Wellston Loop around the Hodiamont intersection. This core of the traditional downtown remains a major activity node – specific sites where people tend to congregate and activity is concentrated. Significant focuses include the vacant land immediately east of the Wellston Loop building, once the site of the famous Katz Drug Store, and the Kresge Building across the street on the southwest corner of MLK and Hodiamont. People selling cell phones often set up an umbrella table on the Wellston Loop Building site. Across the street, three benches and a sheltering awning attract people to the north façade of the vacant Kresge Building. However, this street activity comes at a cost. Stakeholder groups and comments and responses from participants at community presentations during the charrette suggest that concerns about safety and comfort tend to be greatest in this area.

2. The Ace Furniture/Dorothy's Appliance block on the north side of MLK west of Hamilton. Substantial business-related activity includes customer traffic and loading of goods for pick-up or delivery. As discussed earlier, Beloved Streets of America has developed plans for a Dr. Martin Luther King Legacy Park on the southwest corner of Hamilton, but this project has not advanced to date and lacks current activity.

3. The Goodfellow intersection, particularly on the north side of the street. Activity is the result of transit service on both intersecting

Corridor Hot-Spots: Gathering Places, Key Intersections



streets, the popularity of Mom's Soul Food Kitchen, and a parking lot on the east side of Goodfellow. The vacant Althaus building on the northwest corner once housed a Rexall Pharmacy and the neighboring Sportsmen's Barber Shop and Disco Queen Beauty Salon also generate business-related traffic.

4. The Clara Avenue intersection. This intersection derives substantial pedestrian traffic from Arlington Grove and relatively well-populated residential areas to the north, the contemporary Crown Food Market convenience store, and Cardinal Care Park. The convenience store and gas station in the heart of the corridor is in itself a major activity center.

5. The Friendly Temple and Health Center area between Belt Avenue south and Semple Avenue North. This node's primary activity comes from church services and events, with peaks on weekday evenings and weekend (and especially Sunday) mornings. Weekday evening events can attract up to 200 participants and two sequences of Sunday services generate 1,000 to 2,500 congregants. Because participants prefer lots fronting MLK Drive, these concentrated periods also produce heavy pedestrian volumes and significant vehicle/pedestrian conflicts. The Myrtle Hilliard Davis Health Center is also a significant activity center, but creates its traffic during normal weekday business hours.

6. Semple Avenue intersection. The Dr. King Chop Suey restaurant on the northeast corner of MLK and Semple with a covered entry oriented to the street, generates significant business-oriented activity.

7. Terminus of Stewart Place. People tend to gather at the cul-de-sac of this local street, which is adjacent to a seriously fire-damaged house. Ledges here function as street-oriented seating.

8. Arlington Avenue intersection. This significant neighborhood intersection attracts activity because of local establishments such as Marcus Market which offers necessities like coffee and doughnuts and the Regulators Motorcycle Club, where motorcycle parking also generates productive outdoor interest.

Parks and Public Spaces

The MLK corridor lacks parks or outdoor spaces that are designed to function as public places. A public parking lot along the south side of Theodosia Avenue, was originally

developed to support the remnants of the Wellston Loop district. The lot was restriped as recently as 2010, according to our reading of aerial photography. However, its entrances are blocked by "Jersey" barriers. Cardinal Care Park at Wells and Clara and the adjacent playground to the north touch the study area. Other significant public spaces in the vicinity include:

- The proposed Trojan Park at Etzel and Skinker, at the end of the current neighborhood segment of the St. Vincent's Greenway.
- The YMCA campus between Belt and Montclair Avenues from Page Boulevard to Minerva Avenue, three blocks south of MLK Drive.
- Sherman Park at MLK Drive and Academy Avenue, one block east of Union Boulevard.
- Ruth Porter Mall and Ruth Porter Park south of Etzel at Blackstone Avenue.

Streetscape

For the most part, the MLK sidewalk environment is relatively unadorned by streetscape, landscaping, or street furniture. Major enhancements have included recently installed twin light fixtures to replace existing "cobra-head" street lighting, and improvements to some intersections with ADA-compliant crossing ramps. However, some of the new streetlights are not working properly and the cobra-heads remain in place.

The street channel itself is typically 50 feet wide, striped for three-lane traffic with a two-way center left-turn lane and parallel parking on both sides. Sharrows (bicycle shared lane markings) are painted in the center of the direct travel lanes in both directions, with signage identifying the street as part of the Bike St. Louis network.

West of Clara Avenue, Dr. Martin Luther King Drive has a right-of-way varying between 75 and 80 feet, with most traditional development built out to the property line, characteristic of early twentieth century transit-oriented corridors and business districts. Typical sidewalk width is 15 feet, narrowing to ten feet in some situations where right turn only lanes are provided. The right-of-way width is constant throughout the study area, but sidewalk sections and characteristics differ somewhat.

The Arlington Grove and Friendly Temple segment from Clara to Belt Avenues displays a somewhat different pattern. The Arlington Grove block includes 15-foot wide concrete walks with street trees between 30 and 35 feet on center. Sidewalks along the Friendly Temple structure are about 11 feet wide, set back from the curb by a four-foot parkway setback. FT also has a turnout for front door drop-offs, separated from travel lanes by planters. The Crown Mart frontage provides a 6-foot sidewalk, located within a 15-foot sidewalk zone with a 3-foot parkway setback and a 6-foot parking lot buffer to the store's parking apron. This treatment reverts to the standard 15-foot sidewalk of the older parts of the corridor, with the narrower sidewalk reappearing along the church's eastern parking lot.

The 15-foot sidewalk with little embellishment reappears in commercial segments east of Belt Avenue. Many now vacant segments in this area were originally built up in residential use, evidenced by some remaining structures and a residential sidewalk pattern of a 5-foot parkway setback and 5-foot sidewalk

PART TWO

LAND USE AND URBAN DESIGN GOALS AND STRATEGY

The theoretical physicist Geoffrey West of the Santa Fe Institute, noted for work in developing field equations to describe urban patterns, suggested that "the purpose of urban planning is finding a way to minimize our distress while maximizing our interactions." In a way, this describes a unifying policy for a land use and urban development program to help renew Dr. Martin Luther King Drive as a "great street." Indeed, we believe that the key to elevating this troubled but promising corridor is not a traditional land use plan, nor a conventional streetscape or public realm enhancement program, although it includes elements of them. Rather, it is a tactical program that addresses the factors that cause distress and builds on the street's inherent strengths. It is a program that takes a strategic approach that does not try to do everything at once, but understands that it is important to do something significant in the near future. And it further recognizes in a literal sense "the fierce urgency of now" as some important buildings that define the street's history and future are likely to crumble soon if action isn't taken, but their time has yet to come as major development projects.

Conditions that Cause Distress

Typically, assessment processes – the so-called SWOT analysis technique – begin with strengths. Yet on MLK Drive, the conditions that create distress are actually more basic to the overall strategy. It is important to note that root causes of poverty, income inequality, lack of opportunity, education and skill training, and others are even more fundamental and must not be ignored, but are beyond the largely physical approach inherent in the Great Streets program. A development program should speak to these critical issues, but will generally not propose the institutional, policy, and behavioral changes necessary to address them on a larger scale.

From both field observation and discussions with stakeholders, those causes appear to be:

- ***A sense that the MLK Drive environment is unsafe or insecure.*** The point that the street feels "unsafe" and that this was a major obstacle to revitalization was a point made by a number of stakeholders. We suspect that it is an opinion held by many St. Louis metropolitan area residents as well. Many people hastened to add that perception and reality are not the same, and we would add that we never felt unsafe or threatened by anyone on the street. Contributing factors included people gathering or passing time at various places, inadequate night lighting, vacant storefronts, hidden places, and illegal transactions. These perceptions changed at different locations. For example, public participants at charrette meetings re-

ported feeling safest in the area around Friendly Temple, Arlington Grove, and the Myrtle Hilliard Davis Health Center, suggesting that reinvestment and purposeful activity contributed to a feeling of safety. But even here, at a small scale, the issue of security was active. For example, Sunday congregants reportedly prefer parking in the more visible Friendly Temple parking lots along MLK Drive than on the larger lots north of the main church building.

- ***Building deterioration and dilapidation.*** Clearly buildings in a state of collapse or advanced deterioration, or even simply vacant, boarded up, and neglected produce neighborhood distress that depresses both residents' perception of the street and other reinvestment efforts. Building condition and deterioration emerged as important stakeholder concerns. Some properties are controlled by the LRA, but other non-LRA vacant properties are still capable of preservation but are beginning to deteriorate.

- ***Traffic safety.*** Despite a number of traffic controls, including signals at Kienlen, Hamilton, Goodfellow, Arlington, and Union and stop signs at Hodiamont and in the Arlington Grove/Friendly Temple area, stakeholders report concerns over pedestrian safety, particularly at offset intersections from Arlington to Clara Avenues. Here it is not clear who has the right of way, creating potential hazards for pedestrians (including children) crossing MLK Drive at Clara bound for the playground, convenience store, and Cardinal Care Field. In addition, many people cross MLK Drive from Friendly Temple parking lots on the south side of MLK Drive to the church on Sunday morning and for other events, also creating significant pedestrian hazards. The Hamilton Avenue intersection offset also creates a difficult and unclear pedestrian crossing.

Conditions that Maximize Interaction and Build Community

Despite the highly visible issues described above, the MLK Drive study area has a number of both clear and subtle community resources that provide a strong foundation for reconstruction. These significant assets include:

- ***Churches and other institutional anchors.*** The largest of these in size, facility investment, influence, and real estate ownership is Friendly Temple, which, in addition to bringing a tremendous number of people to the area and generating a potential market for business and housing, is a beacon of stability in the neighborhood. Williams Temple across Union Boulevard is also extremely important and anchors the east edge of the corridor. But the relative size of these two churches should not minimize the importance of other churches along the street. Other stabilizing assets such as the Myrtle Hilliard Davis Health Center and the nearby YMCA campus both bring people to the larger neighborhood and strengthen its quality as a living neighborhood.

- ***Reinvestment.*** The largest and most visible

physical development project is Arlington Grove, but other developments including new single-family construction in the immediate area demonstrate confidence in the neighborhoods and the presence of a housing market. In addition to housing and large projects, individual businesspeople and entrepreneurs are continuing to make significant investments in businesses and buildings. The result is a business community that is stronger and more diverse in business types than might be expected.

- ***Linkages.*** The MLK Drive study area, thought by some to be relatively isolated, is in fact very close to such signature assets as Forest Park, the U City Loop, Washington University's North and Danforth Campuses, and ultimately the new NGA facility. The earlier discussion in this paper explored some of the links to these features by trail, rail, bus, and bike as well as the street network.

- ***Neighbors.*** Hamilton Heights had a traditionally cohesive character, much of which remains. Within or adjacent to the study area, clusters of beautifully maintained houses stand even in the middle of large vacant areas. Examples of these clusters occur adjacent to Arlington Grove and on the Theodosia and Cote Brilliante blocks between Clara and Goodfellow. As with viable businesses, these clusters may be viewed as the keystones for rebuilding a neighborhood.

- ***Vacant land.*** While vacant land may be seen as a liability, it is also a major real estate asset in a developing community. The amount of contiguous vacant land along Theodosia and Cote Brilliante can provide the critical mass necessary to build a neighborhood that provides the security of comparable values and the camaraderie of a strong community. In redevelopment areas, the most successful residential projects provide a scale large enough to create a level of comfort but not so large as to overload the potential market. Many of these potential development areas have the added advantage of being in the LRA inventory, making them more immediately available for new development.

- ***Memories***. We suspect that many people in the St. Louis metropolitan area have good memories of Wellston Loop, and undoubtedly some people made their fortunes in the area. This produces the possibility of natural affinities that may be

harnessed to help support important projects such as the restoration of the Wellston Station Building.

Overall MLK Great Street Strategy

As mentioned above, a program for the MLK Drive study area includes traditional land use and urban design elements, but must not be limited by them. Similarly, the program for the street must consider not just its frontage but also the land around it that affects its health and environment. Based on the conversations with stakeholders, public input gained during the charrette process, and our experiences in becoming as familiar as possible with the street, its history, and its current functions, we suggest the following overall strategy.

1. Stabilize and begin the upgrade of the immediate Wellston Loop area, from Hodiamont to Kienlen and some adjacent sites.

This is both the area of greatest activity but also causes the greatest level of insecurity. But its cluster of basically solid, relatively long-standing businesses, new investments like Regions Bank, and traffic volume provide an opportunity for successful business development over time. We believe that the fulcrum for strengthened area development is the Wellston Station Building itself, which has received minimum commitment of $260,000 from the City of St. Louis for stabilization but not restoration.

2. Take advantage of central segment assets (Friendly Temple, Arlington Grove, Crown Food Mart, Myrtle Hilliard Davis Center, Cardinal Care Field) that attract people to create a new commercial beachhead on property available through improved land design.

This approach capitalizes on an available market to create a retail and service amenity that in turn reassures prospective new residents of the value and stability of the MLK area.

3. Begin the re-population of the area by building a new owner-occupied neighborhood.

This starts in the area between MLK and Lotus from Clara to Goodfellow that a concept that respects and sustains the investments that existing residents have made in their homes, building a high quality new neighborhood around them. Such a development becomes feasible because of the financial security and quality offered by adjacency to Arlington Grove and Friendly Temple. The new neighborhood should feature special design quality, a good community setting, and a strong relationship to connections to destinations like Forest park outside the Great Street area. An initial phase should expand westward along Theodosia toward Wellston Loop and south along Blackstone toward Forest Park. The concept of gradual development from the more to less financially secure has worked well in areas such as Delmar east of Skinker, Tower Grove, and Grand Avenue business areas.

4. Maintain current incentives for commercial rehabilitation and business assistance along the MLK corridor, identify and execute key projects in specific buildings to seed further incremental investment, and stabilize and preserve important historic facades for future use as the market emerges.

It is impossible to do everything at once or to absorb all the building and land area available in this study area. Market research done for this study by DSI identified a retail gap of about 75,000 square feet in the primary trade area defined by Page, Natural Bridge, Kingshighway, and Skinker/Kienlen. If as much as a third of this demand were absorbed along MLK Drive, this gap would still generate a demand for only about 25,000 square feet, or about 40% of the floor area in the J.C. Penney Building alone. New population creates new demand by 1) increasing the number of consumers in a market area and 2) improving the image and hence competitive ability of a corridor to attract people from outside the market area. But this process is not fast and valuable will be lost without short-term stabilization.

Similarly, the city of St. Louis added 1,374 housing units between 2010 and 2015, and the study area added 50 units during the same period. These are net gains and construction levels are probably greater to compensate for demolitions and other housing losses. That said, housing additions grew at a level consistent with that for the city, and represents about 4% of the total. If actual city production were about 2,000 units over the next five years, the primary market area would still increase by only about 80 units.

5. Establish low-cost, productive short-term uses for vacant land in the corridor.

Plan Concept

Uses like gardening, urban agriculture, and recreation can put vacant land to productive use. These are unlikely to be permanent uses along an urban corridor like MLK, but can help provide the conditions of interaction, amenity, and community spirit that can make their eventual development more likely.

PART THREE

THE PLAN CONCEPT

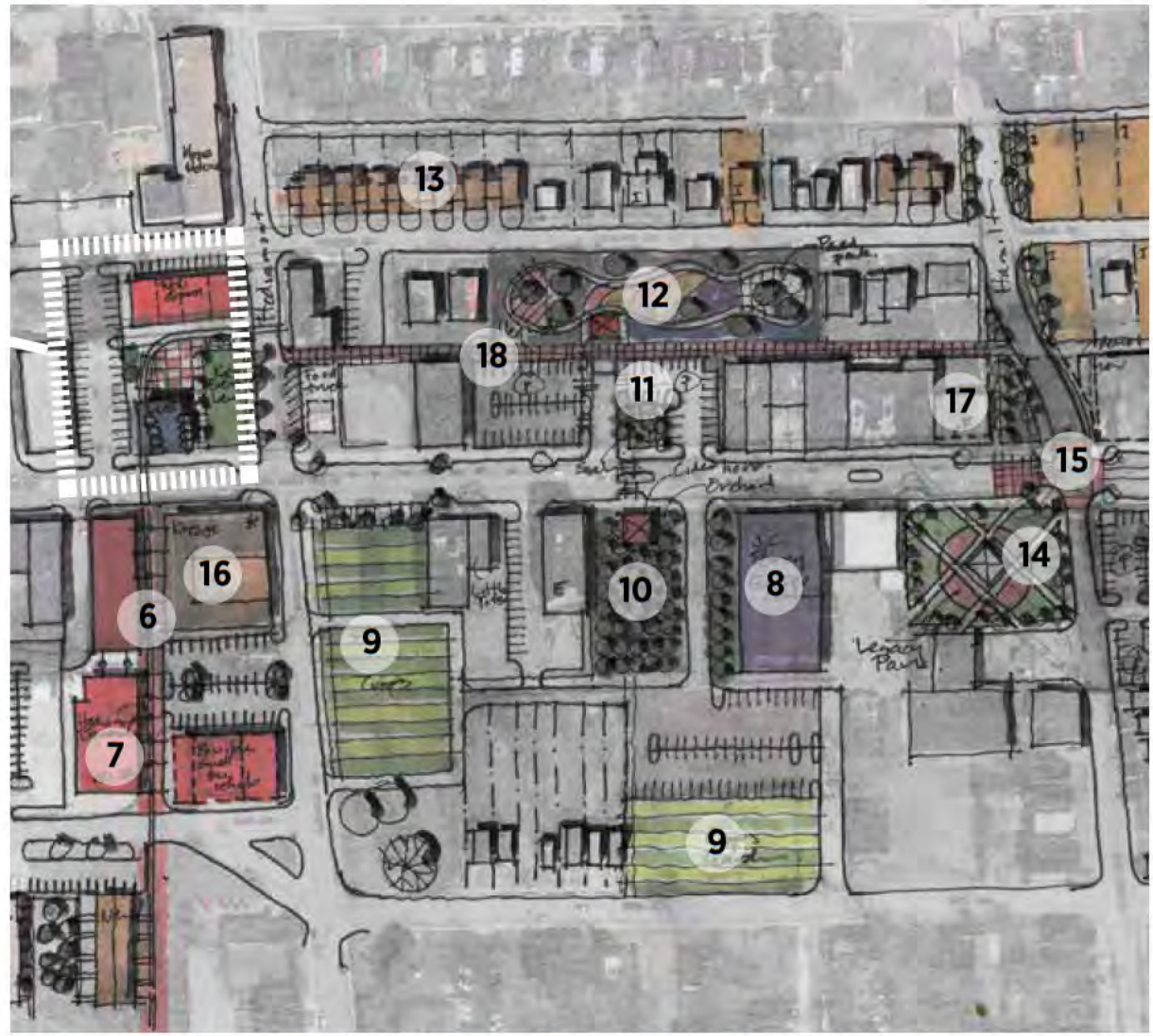
The Plan Concept describes overall ideas for the development of the corridor. These ideas combine aspects of land use, development types, urban design, and transportation, building on the work of the entire planning team and the community members who talked to us. The description will go sector by sector, but will not necessarily follow continuously from west to east. The seminal projects, following the strategic program described above, are 1) Wellston Loop; 2) the Central (Friendly Temple/Arlington Grove) Segment; and 3) the Blackstone Ellipse residential neighborhood, and this discussion will consider their respective sectors in that order.

WELLSTON LOOP

Wellston Station (Hodiamont to Kienlen)

Vision: To revitalize Wellston Loop as an important and productive public place with activity that extends south into the surrounding neighborhood.

Wellston Loop remains the historic image center of the corridor and, in the eyes of many people (especially those old enough to remember) the yardstick against which the current state of the street is measured. Nostalgia notwithstanding, it is also an important place along today's Dr. Martin Luther King Drive and provides a significant opportunity for transformation. This effort begins with the historic Wellston Station Building, with its unique Arts and Crafts style architecture that reaches back 106 years in time. Until relatively recently, despite its condition, the buildings functioned as a focus for activity, as Bus Loop Burgers, its



previous occupant, attracted a lively clientele. But the structure declined to the point that it could not be safely inhabited, and the business closed.

The restoration of this building and reuse of the site around must be an early development priority and can become a symbol for the larger rebirth of the Wellston Loop district. As mentioned above, the City has committed at least $260,000 to stabilizing the building. This allocation will not restore the building, but will only arrest future deterioration for a period, effectively buying time for a future effort. Nevertheless, this funding increases the City's stake in eventually implementing a full reuse project. Such an effort encounters two main obstacles: 1) direct city financing of restoration is improbable given limited public resources; and 2) the building's small footprint and limited leasable space and the area's low market rents make normal private development extremely unlikely.

1	Wellston Station Building Restoration	10	Urban Orchard and Sales
2	Wellston Station Plaza	11	Redesigned Business Parking
3	Katz Drug Lawn and Marketplace	12	Paved Children's Park
4	New Retail/Mixed Use	13	Semi-detached Urban Homes
5	Expanded Parking	14	Legacy Park
6	Hodiamont Alley Promenade	15	Realigned Hamilton Intersection
7	New or Reused Commercial/Industrial	16	Stabilized Kresge Building
8	Penney's Project	17	Stabilized 5901 Building
9	Interim Urban Agriculture	18	Alley Walkway

Here, though, the memories that people have and affinity for Wellston Loop can work in favor of the restoration of the building. We believe that the best path toward restoration is creation of a nonprofit Conservancy (a model used on major projects such as Central Park and the High Line in New York City), that will assemble funds, design and execute restoration, and manage the Wellston Station Building. We suspect that support exists in the St. Louis metropolitan area to accomplish this objective. Occupancy of the building could include a themed café/museum like an enhanced Bus Loop Burgers at street level with private or conservancy offices on the upper level.

A Wellston Loop project should also address the balance of the site. People have suggested use of the site for events such as swap meets and outdoor markets, and this plan concept envisions a public space that would accommodate a program of such activities. We recommend creating a Wellston Station Plaza that reflects some of the site's history by combining open green lawn defined by shade trees with a paved plaza around the building. The lawn could reflect the footprint of the now-demolished Katz Drug building, while pavement patterns would trace the path of the streetcar tracks that once served to building. An open-sided, roofed market structure could define the edge of the open plaza and provide shelter and shade. In a later phase, the concept proposes a mixed use building (retail below, office or residential on a second level) on the north edge of the plaza, with parking provided off a one block extension of Theodosia Avenue between Hodiamont and Irving and a northward

expansion of the parking lot east of the existing Wellston Laundromat building.

An order of magnitude capital drive for a Wellston Station project would fall in the range of $4.5 ($3 million for building restoration and site development, $1.5 million for an operating endowment). This assumes a construction cost of about $300 per square foot for the building and about $30 per square foot for site and open space improvements. As part of establishing a conservancy and defining a budget for a capital drive, we would recommend a design and feasibility study for the project. The design study would be equivalent to the schematic design stage of a project, normally in the range of $45-50,000 based on a $3 million construction project. A feasibility and strategy study for establishing a conservancy would be in the approximate range of $25,000.

The Trust for Public Land is an excellent source of information and guidance on the concept of conservancies and TPL's recent publication, *Private Spaces/Public Money,* is an excellent review of the use of the concept in the United States (www.tpl.org).

The Kresge Building, on the southwest corner of MLK and Hodiamont, defines the south edge of the Wellston Station Plaza and is an important candidate for building stabilization and eventual reuse, and the adjacent King's Food Market should be an early target for façade rehabilitation.

An additional element for consideration might

Alley promenade with overhead lighting. A concept for the future of the Hodiamont right-of-way south of MLK includes such a pedestrian spine.

be a *koban* or Japanese-style "police box." The *koban* is a small police station, typically staffed by two officers for the purpose of providing a friendly police presence, monitoring heavily traveled areas, and providing information and assistance. While not commonly used in the United States, Wellston Loop could be an appropriate location for this traditional concept of community security. Alternatives could include an enhanced community police presence or a strategically located substation. An important start would be a neighborhood consultation effort with the St. Louis Police Department to consider alternatives for improving the sense of safety and security in the Wellston Loop area.

In addition to the eventual repurposing of the Kresge Building, longer term projects that build from the reconstruction of the immediate Wellston Loop area include:

- A pedestrian-oriented spine along the former Hodiamont streetcar right-of-way (now Cockrill Street) between MLK and Ridge Avenue. This spine, intended to connect residential development south of Wells to MLK , would include a new plaza surface using pavement patterns or materials to express the route of the removed streetcar tracks and overhead suspended lighting. Assuming an ultimate development cost of about $50 per square foot, a capital budget for this spine would be in the range of $1.3 million. The cost of a feasibility and schematic design study would be in the range of $25-30,000. Ideally, this project would be part of the redevelopment of an important adjacent building such as the Kresge structure.

- Reuse or redevelopment of two commercial/industrial buildings along Wells west of Hodiamont, most recently the Stewart Building and a thrift store.

- A parking lot between the Kresge and Stewart Building (or its replacement) to support new commercial or light industrial occupancy on the block.

- A new multifamily building along the Hodiamont spine to complete the apartment group south of Wells.

The "Penney Project." From top: J.C. Penney Building and adjacent lot; seasonal shop selling flowers on front of a vacant lot, Downtown Crete, NE

Wellston Loop East Block (Hodiamont to Hamilton)

Vision: To establish a center for community-based enterprises and provide productive short-term use of vacant property.

This block, including such stable businesses as Ace Furniture, Dorothy's TV, and Little Tot's Shop, existing but unused public parking, and the Register-listed J.C. Penney's Building,

5901 MLK. Building is exhibiting structural failure of a center bearing wall but its overall quality and location makes it a candidate for stabilization.

Theodosia Parking Lot. This unused city lot would be converted to a hard-surfaced recreation space. At right: examples of activating paved areas.

provides possibilities for short-term uses such as urban gardening and significant adaptive reuse opportunities. Projects on this block reinforce momentum generated by the Wellston Station Plaza concept and could use land productively until a market emerges for eventual redevelopment. This block has already experienced significant private reinvestment. The plan concept developed during the charrette includes:

- The "Penney Project," Adaptive reuse of the J.C. Penney structure as space for small business starts, innovative entrepreneurs, workshop space, and supporting technical assistance and educational activities. This building's sound concrete structure, open space, and community-oriented ownership makes it a good candidate for employment and business generating uses. An ownership framework should be established that enables socially motivated investors to use historic and new market tax credits, provides good management, and is eligible to accept foundation and private philanthropy. Parking to serve the Penney Project would be provided by the upper level of the lot immediately behind the building. The lower level could accommodate a community garden, and could expand parking if needed.

- An "urban orchard" between the Penney's and E Club Building, continuing a previously started community tree-planting project. The concept envisions a seasonal sales building along MLK that would sell orchard-related products (apples, cider, other neighborhood products), and could be executed with assistance from national groups like the National Arbor Day Foundation, who might be considering special urban programs.

- Urban gardens on vacant land east of Hodiamont between MLK and Wells.

- Improvement of an existing parking lot along MLK to support existing and emerging businesses. The lot design includes a midblock connection linking the urban orchard to the unused city parking lot and the residential block along Theodosia to the north. The connection includes a midblock pedestrian refuge median, built in the center left-turn lane.

- Tactical reuse of the public parking lot as a "paved park," using paint and inexpensive materials to provide such potential features as a roller skating or tricycle track, seating areas, umbrella tables, play equipment in sand beds, shelter, and landscaping.

- Stabilization of the 5901 building if feasible. This building, within the Commercial Historic District, is experiencing major deflection, possibly caused by failure or settlement of a central bearing wall. How-

ever, the structure is an important contributor to the National Register district. The building is currently within the LRA's inventory of available properties.

- Demolition of a collapsing building on the northeast corner of Hamilton and MLK. This removes a structure that appears to be beyond feasible repair and opens space for the realignment of Hamilton Avenue.

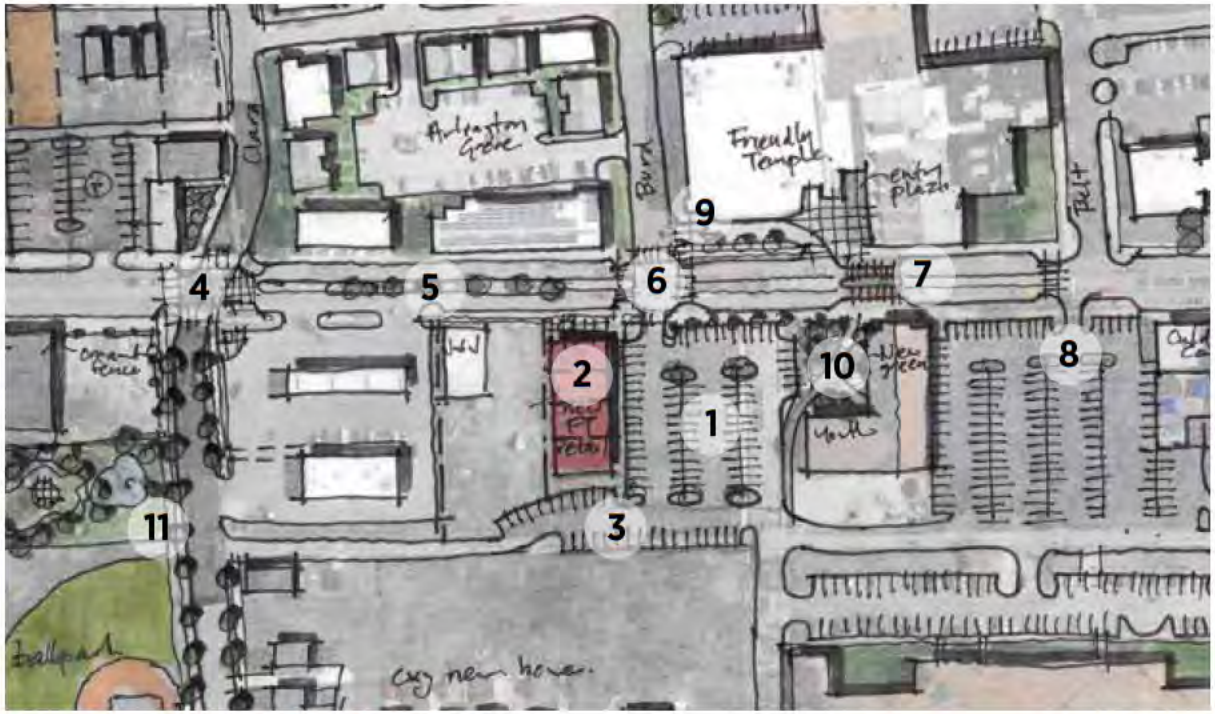
These projects together view the block as a focus for new economic activity, active short- and medium-term uses of vacant sites, and opening greater visibility and connectedness between the residential neighborhood and the MLK Drive corridor. With the exception of the Penney Project, they all involve relatively small capital investments. More capital-intensive, probably longer-range projects in this sector include:

- Implementation of the Dr. Martin Luther King Jr. Legacy Park concept, envisioned by Beloved Streets of America.

- Realignment of Hamilton Avenue to eliminate the awkward and potentially hazardous offset intersection. The realignment provides a small green space adjacent to the 5901 Building, and provides a more generous pedestrian crossing at this key intersection.

- New residential infill, perhaps in a semi-detached urban residential or townhome form, along the north side of Theodosia. With recreational reuse of the public parking lot, this provides views to MLK Drive

1 Parking Lot Redesign
2 New Retail Building
3 Minor Parking Lot Redesign
4 MLK Modifications
5 Clara Ave Intersection Realignment
6 North Parking Lot Redesign/Reorientation
7 Possible Arlington Grove Type Residential
8 Parking Lot Pedestrian Way
9 New Health Center Offices or Major Development
10 New Parking for Area Businesses
11 New Urban Townhomes



Friendly Temple Area Detail

1 MLK West Parking Lot Redesign
2 New Retail Building
3 Alley Realignment and Parking
4 Clara Ave Intersection Realignment and Improved Crosswalks
5 Landscaped Median
6 Burd/Parking Lot Entrance Alignment and Crosswalks
7 Main Pedestrian Crossing with Refuge Median
8 Lot Entrance Relocation to Belt Avenue North Alignment
9 Drop-off Access to Burd
10 Green Space at Youth Building
11 Landscaped Walkway to Playground and Ballfield

for new or rehabilitated housing along Theodosia.

- Improvement of an existing brick alley as a pedestrian way, connecting the Wellston Station Plaza with new residential development east of Hamilton Avenue.

CENTRAL SEGMENT

Vision: To bring new retailing or restaurant to the corridor by taking advantage of the market created by people traveling to major neighborhood destinations. To improve the experience of those people when they visit.

This series of concepts is designed to improve safety and functionality of the Friendly Temple and Arlington Grove areas of influence between Clara and Arlington Avenues and use those substantial assets to open new development opportunities, including new retail space to capitalize on the number of potential consumers who come for church and health-related activities. Several of these initiatives

may help guide future actions by Friendly Temple on its extensive property holdings and facilities. Plan concepts include:

- Redesigning the Friendly Temple parking lots south of MLK to align parking lot entrances with existing streets. The west lot redesign would vacate Burd Avenue south of MLK and incorporate it into the parking lot. It would also relocate the south MLK alley slightly to the north to continue the alley as a drive aisle through the lot and provide additional parking. A security gate could be provided if necessary on the alley.

  This redesign maintains the lot's parking count while providing room for a contemporary commercial building with about 9,000 square feet of retail space. The main building façade is perpendicular to the street, providing both a sidewalk connection, convenient front-door parking, and an outdoor dining area on the street. The urban sidewalk serving sidewalks continues the existing Arlington Grove walk on the west side of Burd Avenue. The concept also suggests converting the parking area in front of the Friendly Temple Youth Building to green space.

- Minor revision of the east lot along MLK Drive to align the primary entrance with Belt Avenue north of the corridor.

- Realigning Clara Avenue to eliminate the offset intersection with MLK, greatly improving pedestrian access to Crown Food Market, Cardinal Care Park, and new retail proposed above. A vacant lot west of New Canaan Church could be improved to provide church parking.

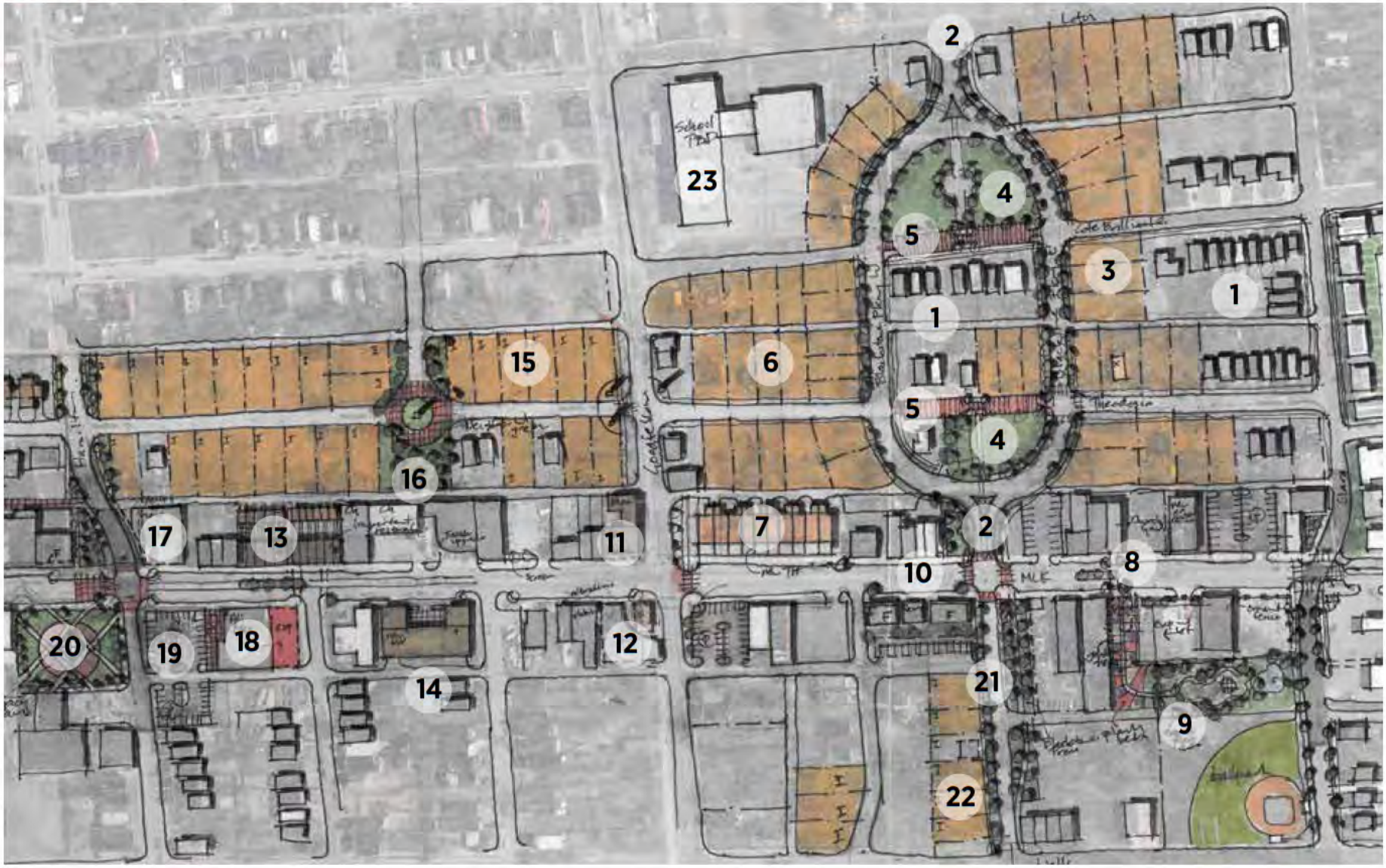
Urban Housing. Semi-detached single-family units attached at garages yield a density of 16 du/acre (Project: Towns at Little Italy by Bluestone Development, Omaha, NE) This configuration should be considered for transitional single-family sites like Theodosia east of Hodiamont and Belt north of Wells.

- Redesigning MLK Drive between Clara and Belt to provide safer and clearer pedestrian access across the street. This includes establishing medians with appropriate pedestrian crossings where left turn movements are not required; changing street surfaces to identify pedestrian priority zones; eliminating or redeploying the unexpectedly frequent stop signs along MLK; and considering redesign of the Friendly Temple drop-off lane to direct traffic to Burd rather than back to MLK. CBB's Transportation White Paper provides a fuller discussion of these concepts.

- Redesigning the north lots of Friendly Temple to a north-south orientation, with a central landscaped walkway that leads to the church's north entrances. The redesign includes two points of access to Burd and Belt, and an east-west landscaped walk that connects to Arlington Grove. This configuration adds parking and orients the lots to the church, helping to reduce the perception that the existing lots are separated from the church and are less secure. Increasing use of these lots would reduce existing traffic problems and pedestrian conflicts caused by the current preference by congregants to park in the MLK-oriented facilities.

  If the parking supply is not necessary, the north side of the lot could be developed with new housing continuing the building line of Arlington Grove along the south side of Theodosia. This could further increase a sense of enclosure in the north parking lots and add to the neighborhood's housing inventory.

- Demolishing the fire-destroyed house at the closed Semple Avenue intersection.



1	Existing Home Rehab (as needed)	10	5706 and 5716 Facade Preservation	18	Food Mart Expansion
2	Blackstone Ellipse Loop	11	5801 Rehabilitation Target	19	Business District Parking
3	Phase 1 Lots	12	5804 Facade Preservation	20	MLK Legacy Park
4	Neighborhood Greens	13	Kinsey and Cann Building Rehab	21	Blackstone Neighborhood Greenway to Ruth Porter Mall
5	Cobblestone Streets	14	New Multifamily Building	22	Infill Housing on Blackstone
6	Phase 2 Lots	15	Ellipse Theodosia Extension Lots	23	Future School Site Reuse
7	New Rowhouses	16	New Street Link, Roundabout, and Neighbor hood Green		
8	MLK Link to Playground and Ballfield	17	New Mixed Use Building		
9	Playground and Ballfield Extension				

Other development-oriented recommendations include:

- A new project on the Friendly Temple site at Arlington Avenue. A potential use is administrative offices for the Myrtle Hilliard Davis Health Center. This project should provide a protected (and possibly covered) connection back to the original building and a commercial exposure to Arlington Avenue, reinforcing the commercial cluster at that intersection. The restaurant at Semple and MLK is a significant neighborhood business and should be incorporated into the project design.

- Infill urban housing development along Belt Avenue, south of the original Friendly Temple building (originally Congregation Zichron David synagogue). The plan concept suggests single-family, semi-detached units joined by rear access garages.

- A parking area between the Bi-Lo building and the Regulators Motorcycle Club to serve the Arlington Avenue business cluster. A pedestrian crossing would be included connecting this facility to new development on the Friendly Temple Arlington property.

BLACKSTONE ELLIPSE

Vision: To bring new people to the neighborhood and honor people who have stayed and invested with a distinctive new residential community that builds on strengths.

Initiatives to re-establish Wellston Loop and to capitalize on the activity and sense of rebirth generated by Friendly Temple, Arlington Grove, the Myrtle Hilliard Davis Health Center, and nearby businesses will create the preconditions for a new and uniquely attractive residential neighborhood between these two bookends. This project can continue the process of new development on vacant land repopulating this part of North Saint Louis.

Fountain Avenue. This nearby traditional development provides a precedent for aspects of the Blackstone Ellipse idea.

Blackstone Ellipse I (Clara to Goodfellow, north of MLK Drive)

Vision: To establish the core of the new residential community, turning a perceived liability into a transforming asset.

This concept uses the extensive LRA-controlled land along Theodosia and Cote Brilliante to create a new subdivision that will provide a distinctive living environment that builds off both existing neighborhood fabric and the precedent of Arlington Grove. The area has a precedent for the project design in the Fountain Park area along Fountain Avenue between Aubert and Bayard Avenues.

The Blackstone Ellipse site is greatly enhanced by existing sound, well-maintained, and architecturally significant homes both adjacent to Clara Avenue and near Arlington Grove and in the center of the otherwise largely vacant blocks between Clara and Goodfellow. All of these houses are incorporated into the design and the only anticipated clearance would be vacant and deteriorated structures. Features of the concept include:

- Continuing Blackstone Avenue north of MLK, dividing to form an ellipse with east and west arcs that reconnect at Lotus Avenue. Blackstone Avenue continuity to the north extends the connected axis to Forest Park formed by the Loop Trolley, and Ruth Porter Mall. The Blackstone extension would replace two vacant commercial buildings on the street.
- Green space and a gateway at the Blackstone Ellipse intersection with MLK Drive.

- Two neighborhood parks at the vertices of the ellipse, with neckdowns and cobblestone on Theodosia and Cote Brilliante between the arcs to discourage through traffic and enhance the value of clusters of existing homes.

- Approximately 50 new single-family lots around and within the ellipse. Most lots range from 50 to 60 feet, generating a density between 4 and 6 units per acre, comparable to other single-family infill

construction in the neighborhood.

- Targeted rehabilitation financing for homeowners of existing housing in the Ellipse project area.

Likely phasing of the new neighborhood would proceed from east to west, building on the Arlington Grove environment. While not part of the Blackstone Ellipse concept itself, other projects along the north side of MLK Drive adjacent to the project include:

- A new parking lot west of New Canaan Church, mentioned earlier, with reuse or replacement of two vacant but sound small commercial buildings adjacent to the proposed lot. The size of these buildings are appropriate for live/work use with street level workshop or sales space and upper level residence.

- Townhome construction on a substantial vacant site east of Goodfellow. The site is sufficient for 8 to 10 townhomes with rear-loaded garages, sharing alley access with proposed single-family lots on Theodosia in the new subdivision.

Blackstone South (Clara to Goodfellow, north of MLK Drive)

Vision: To link MLK Drive and the Ellipse to nearby assets including Forest Park, the Loop Streetcar, and Ruth Porter Mall.

The linkage of MLK Drive and the new Ellipse neighborhood to the continuing development on Delmar and Forest Park begins with the south block to Wells Avenue. Projects envisioned here begin the revitalization process along Blackstone, preserve key historic facades if possible, support existing investments, and expand access and hopefully utilization of Cardinal Care Field. Concepts include:

Key facade preservation projects. 5706 and 5716 MLK Drive illustrate the Arts and Crafts influence in the historic district. Full rehabilitation of these critical edges may not be feasible but facade preservation is essential to the quality of the street.

- Linking Cardinal Care Field and its adjacent playground to MLK Drive. This involves a cooperative project with Murry's Auto Body to expand the existing playground to the west for the length of the ballfield, requiring some minor consolidation or car bodies. This would provide space for shelter, parental observation, and landscape. The deteriorated Man's storefront would be replaced by a path connection from the expanded playground to MLK, possibly flanked by neighborhood flower beds.

- Beginning the process of a north spur from Ruth Porter Park to MLK. This would establish the first block of a path and greenway extension, using vacant land on the east side of Blackstone Avenue. Blackstone and Shawmut would continue as a paired neighborhood greenway street (remaining open to local traffic but with calming and pedestrian/bicycle oriented features) south to the Mall at Etzel Avenue.

- Infill residential development. This envisions eight new single-family homes on Blackstone and Shawmut in architectural styles that reinforce neighborhood precedents.

- Façade stabilization. Buildings at 5706 (T.C. Lee Building of 1910) and 5716 MLK Drive are among the most significant building facades, expressing the Arts and Crafts theme that distinguishes Wellston Loop, and both are LRA-controlled properties. Yet both buildings are in desperate condition and are seriously threatened. These facades should be maintained in a

way that will be both stable for a number of years and conducive to new development behind the facades. This may involve construction of a CMU wall behind supporting the facades and development of a preliminary reuse scheme for future buildings behind them.

- Commercial parking at Goodfellow. This can support Mom's Restaurant and the events venue at 5736 MLK Drive.

- Pedestrian crossings of MLK. Defined crosswalks should be developed at the new Blackstone Avenue crossing with the Ellipse development. A crossing median should also be considered at the connection to the path leading to the playground and Cardinal Care Field.

Ellipse Extension (Clara to Goodfellow, north of MLK Drive)

Vision: To complete the connection between the Ellipse/Arlington Grove neighborhoods and the traditional Wellston Loop.

With completion of the initial phase of Blackstone Ellipse, new residential development logically continues west to meet the developing area around Wellston Loop. This extends the new subdivision west toward Hamilton along Theodosia, eventually to Hamilton. But other beachhead projects along MLK Drive on this block may precede this new single-family growth, again stabilizing or reusing historic buildings along the street to protect as much of the National Register district as possible. Early stage concepts for this block include:

Kinsey and Cann Buildings. These important buildings along MLK in the historic district are important and early candidates for reuse in the area between Wellston Loop and Arlington Grove.

- Stabilizing for eventual reuse the Althaus Building at 5801 MLK, on the northwest corner of Goodfellow. This contributing building is vacant but appears from outside inspection to be structurally sound. Conservation efforts should be encouraged to prevent further deterioration.
- Stabilizing the 1904 vintage Schneider-Becker building on the southwest corner of Goodfellow.

- Reusing the Kinsey Building at 5857-5865 MLK and the neighboring Cann Building at 5867-77 MLK. These buildings are flanked to the east by relatively sound businesses and buildings, and their re-occupation could help anchor this block. The Kinsey structure is a two-story rowhouse configuration with individual entries, while the Cann building provides apartment units over storefronts. In addition to building rehabilitation, individual garages could be built off the alley, enclosing individual

private courtyards for each unit. These changes would create a product that may be more marketable with individualized parking and open space.

- Demolishing the badly deteriorated corner building at 5895 MLK as discussed above with realignment of Hamilton Avenue, with eventual long-term construction of a new two-story building (residential over commercial) or single-story commercial with parking to the east as demand emerges.

Longer-term projects in the concept include:

- Continuing the Ellipse residential development along Theodosia, providing about 27 lots on vacant, primarily LRA-controlled sites. The concept includes a new midblock street connecting Theodosia and Cote Brilliante, with a traffic-calming roundabout at the intersection and a neighborhood green space adjacent to the south.
-
- A possible multi-family building with interior, street-oriented courtyard on the large vacant site at Laurel and MLK. A building concept could provide a U-shaped configuration with small retail spaces on MLK at each wing with covered parking off the alley and two levels of apartments above.

- Pending reconstruction of the current Ali Market, reconfiguring the store to place the primary entrance to the west and provide a larger front door parking area off the relocated Hamilton Avenue. This would permit the market building to expand on its current parking lot to the east.

This option requires demolition of three badly deteriorated but significant buildings at 5886, 5888, and 5890 MLK Drive. An alternative option is stabilization of the facades of these buildings with future reconstruction behind them, or retention of facades to provide a continuous street building line for a parking lot behind.

1	Parking Lot Enhancement
2	Building Reoccupancy
3	New commercial
4	Cut-through Street and Parking
5	New Commercial
6	Infill Residential
7	Arlington Intersection Enhancement
8	Retail Frontage on Offices
9	New Business Parking

EAST BLOCK

Vision: To create a strong interface between the Great Street corridor and emerging trends to the east, including the NGA project, Grand Avenue revitalization, and Downtown growth.

Relatively small actions can help seed the

environment of the eastern block of the MLK for building reinvestment. This also helps strengthen the corridor's connection with productive developments and trends to its east. Initial steps should improve the appearance of the Union Boulevard entrance and include:

- Resurfacing, restriping, and landscaping of the parking lot on the northwest corner of Union and MLK Drive, now used on a rental basis by Williams Temple. Access should be provided off the alley on the north side of the lot.
- Rehabilitating and repurposing the former convenience store on the southwest corner of Union.
- Streetscape treatments and special identification of the business cluster at the Arlington Avenue intersection. Placing a commercial front on a potential office building on the Friendly Temple development site and focused commercial storefront rehab at this intersection can hlp reinforce modest public realm enhancements.

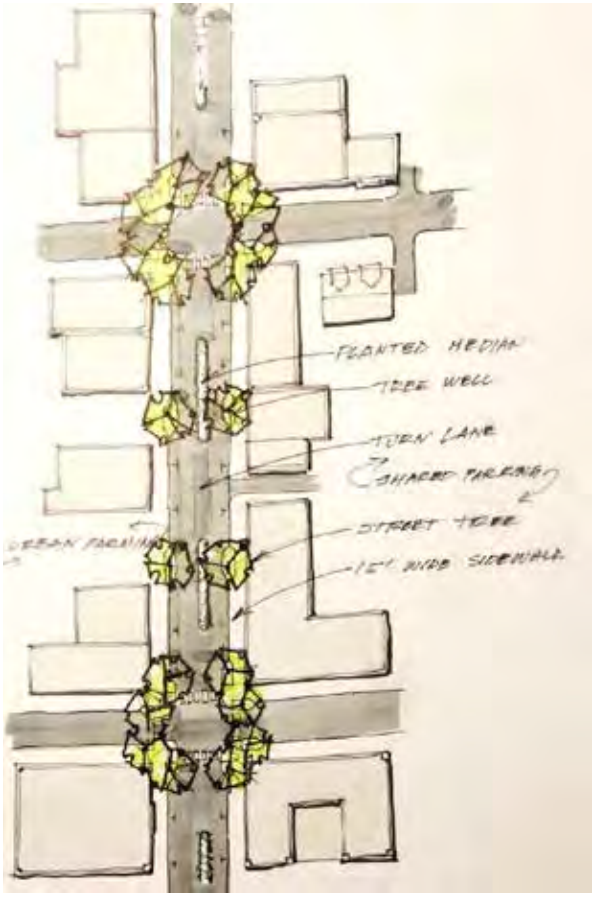
Later development concepts include construction of a new street connection through vacant land west of Williams Temple's Neighborhood Outreach Center. This can provide frontage for a new, multi-bay commercial building and associated parking. A pedestrian refuge median could be provided in the center left-turn lane to serve this new development, which can also include two infill units on the south side of Theodosia.

STREETSCAPE ELEMENTS

Streetscape elements can provide a powerful incentive for private reinvestment. We recommend a relatively straightforward streetscape concept, with significant enhancements occurring at the periodic public spaces. New pavement in the Friendly Temple and Arlington Grove area suggests a simple but attractive pattern for new streetscape development. Components include:

- Relamping of the existing twin fixture thematic lamps with LEDs for greater light, a more natural color spectrum, and efficiency.

Streetscape elements by Planning Design Studio. From top. curb extension and pedestrian refuge crossing median.



MLK Drive Streetscape Concept by Planning Design Studio for the Great Streets charrete.

- As resources permit, replacement of sidewalks with the pattern established at Arlington Grove. This typically provides a 15 foot basic sidewalk along MLK from curb to building line and a 5 to 6 foot sidewalk with a 6 foot minimum setback from front of curb on side streets. Tree wells should be provided periodically on the street, but should be in planting beds larger than those now provided at Arlington Grove. In a 15 foot sidewalk, these beds should be set back at least two feet from the back of the curb with a typical minimum width of five feet and length of eight feet.

- Curb extensions at major crossing corners to reduce crossing distances and crosswalks using "ladder" striping or a contrasting pavement surface or color for greater visibility.

- Landscaped pedestrian refuge medians at key points in the center left-turn lane. These medians should be located at points where features or land uses encourage pedestrian crossing and left-turns are not required. Possible median locations include the Hamilton to Hodiamont block near the Penney's project and urban orchard; near the center of the Goodfellow to Hamilton block; on the Clara to Blackstone block near the proposed playground access; throughout the Friendly Temple/ Arlington Grove area; between Arlington and Belt to serve the Myrtle Hilliard Davis Center; and between Union and Arlington. At these points, curb extensions should also be provided into the parking lane, again to minimize pedestrian exposure to travel lanes.

- Long-lasting street graphics, using pole-mounted enamelized or laser cut metal panels that express historic themes.

- Periodic installations of street furniture, including trash receptacles and some street seating.

PART FOUR
IMPLEMENTATION

The development concept provides a long-term but attainable program for revitalization of the MLK corridor. It does not assume that every property and building can be developed in the foreseeable future – the market simply does not provide support for that much development in a streetcar strip configuration. Even the development envisioned in the plan cannot take place at once, but occurs gradually with several catalytic projects that place forces in motion that can lead to self-sustaining revitalization.

Phased Development

The table at right and on the next page quantifies the development potential of the concepts proposed in the plan concept. These potential yields are divided into three phases: short-term catalytic projects that begin the development process; mid-term yields that mark an accelerating process; and long-term development, characteristic of a mature, self-sustaining market. Yields are divided into the block areas identified in Part Three.

Organizational and Financing Directions

This concluding section identifies organizational and financing needs that should be addressed in order to implement the MLK Drive concepts described in this paper.

Organizational Issues

Several development entities are likely to be required to implement the MLK Concept. These include:

- A Wellston Station Conservancy. This entity would be a nonprofit organization, organized to carry out full restoration of the station building, development of the proposed Wellston Station Plaza, and management of the property. The presumption is that enough potential philanthropists in the area have good memories of Wellston Loop's past and the part that they and their families may have had in it, and will contribute to a moderately sized effort to begin its restoration.

- Penney Project Corporation. We anticipate a nonprofit partnership to restore and manage the J.C. Penney's Building as a combination of an innovation center, workshop space, small business incubation, resource for technical assistance and business education, and other opportunity-based programs. Washington University, other institutions, and economic opportunity program providers, and foundations oriented to economic self-sufficiency and

Table 1: Development Yield by Phase (for identified projects only)

Development Block	Project	Catalytic (units or SF)		Accelerating (units or SF)		Mature (units or SF)	
		Yield	Projected Cost	Yield	Projected Cost	Yield	Projected Cost
WELLSTON STATION	Station Restoration	4,500 SF	1,500,000				
	Plaza Commercial			7,200 SF	1,440,000		
	Kresge					27,000 SF	6,750,000
	Hodiamont Buildings					20,000 SF	2,500,000
	Apartments					16 du	2,400,000
WELLSTON LOOP EAST	Townhomes					10 du	2,500,000
	Penney's Project	20,000 SF	3,000,000	20,000 SF	3,000,000	20,000 SF	3,000,000
CENTRAL SEGMENT	New Retail	9,000 SF	1,800,000				
	MHD Center Office	40,000 SF	8,000,000				
	MHD Retail Component			4,000 SF	600,000		
	Belt Avenue Homes			7 du	1,400,000		
BLACKSTONE ELLIPSE	Phase One: East	24 du	6,000,000				
	Phase Two: West			24 du	6,000,000		
	Goodfellow Townhomes			10 du	2,500,000		
	New Commercial					5,000 SF	750,000
BLACKSTONE SOUTH	Blackstone Infill			8 du	2,000,000		
	Historic façade backfill					16 du	3,200,000
ELLIPSE EXTENSION	Theodosia Homes					20 du	5,000,000
	Kinsey/Cann Buildings	11 du	2,200,000				
	Commercial Rehab/Redevelopment (N)			7,500 SF	1,500,000	7,500 SF	
	Market Expansion			6,000 SF	1,200,000		
	Courtyard Apartments					30 du	6,000,000
	Goodfellow Mixed Use					8,000 SF/6 du	2,800,000
EAST BLOCK	New Commercial					7,200 SF	1,440,000
	Theodosia Infill					2 du	500,000
TOTAL YIELD	**Commercial**	**9,000 SF**	**1,800,000**	**24,700 SF**	**4,740,000**	**74,700 SF**	**10,790,000**
	Nonprofit	**64,500 SF**	**12,500,000**	**20,000 SF**	**3,000,000**	**20,000 SF**	**3,000,000**
	Residential	**35 units**	**8,200,000**	**49 units**	**11,900,000**	**100 units**	**17,600,000**

community development could generate the resources to fund and manage the facility.

- Community Development Corporation (CDC). A CDC will probably be needed to complete redevelopment projects, most notably the proposed Blackstone Ellipse. A financing consortium may be led by banks active in North Saint Louis to provide working capital. A CDC tasked with substantial housing development will also need permanent staff, which could be loaned from a major developer like McCormack Baron with a stake in the order or funded by foundations, corporations, or participating financial institutions.

- Local Landbank. A local organization, potentially the City of St. Louis, may be necessary as a land holder to assume ownership of LRA properties and bring about assembly of properties necessary for redevelopment. This landbank may also be the holder of stabilized buildings and facades.

Financing

Financing possibilities are outlined in the Economic Analysis White Paper's implementation section. But a variety of tools will be needed to fund various elements of this plan. These include:

- Public works, including street realignments, streetscape development, and safety improvements. Federal programs such as Highway Safety Grants and Transportation Alternatives may be combined with local funds to complete these projects. New street projects, most notably the Ellipse concept, may be funded through TIF (tax increment financing) or other capital mechanisms in the city budget.

- Property acquisition and stabilization. City funding is being used to stabilize the Wellston Station building and other funds from similar sources may be available to stabilize other properties.

- Financing for equity housing. Local, CDBG, and HOME funds may be blended with private mortgages to assemble financing packages affordable to potential buyers of new owner-occupied housing.

- Rehabilitation financing. It will be necessary to make rehabilitation financing available for rehabilitation of existing homes and residential buildings in and around target areas. The St. Louis Development Corporation provides financing for façade improvements with maximum participation of $50,000. This is very helpful, particularly for smaller buildings, but must be augmented given the scale of some potential projects along MLK Drive.

Catalytic Actions: What Comes Next

Table One on page 36 displays potential development by phase, anticipating solid, incremental progress over the long term. In this three phase process, the "catalytic" concepts get the ball rolling, creating the momentum that increases the probability of continued success in subsequent phases. Based on the ideas presented in the plan concept, the following emerge as catalytic actions and projects – the strategic developments and actions that will move the corridor forward on the path to re-emerging as a Great Street:

Wellston Loop Area
- Stabilizing the Wellston Station Building
- Establishing a Wellston Station Conservancy
- Restoring and occupying Wellston Station
- Developing an active public space at the Wellston Station site

Wellston Loop East Block
- Completing phase one (one floor) of the Penney's Project
- Establishing Urban Orchard
- Improving parking along MLK between Hamilton and Hodiamont
- Using tactical urbanism techniques to convert the little-used public parking lot along Theodosia Avenue as a "Paved Park"

Central Segment
- Redesigning Friendly Temple's parking lot along MLK Drive
- Building a new retail building on land opened up by implementing the parking lot redesign
- Realigning the Clara Avenue intersection
- Completing a new office building for the Myrtle Hilliard Davis Health Center on the Family Temple site
- Improving MLK Drive's intersections and pedestrian environment between Clara and Arlington Avenues

Blackstone Ellipse

- Establishing a development entity and financing mechanism
- Building the Ellipse East roadway
- Completing the initial phase from Ellipse East
- Providing funding for the rehabilitation of existing homes in the Blackstone Ellipse area

Ellipse Extension

- Rehabilitating the Kinsey/Cann Buildings

Façade (F) or Building Envelope (B) Stabilization

- Completing a structural study of key contributing buildings to confirm or modify impressions of this paper. Establish through the study two levels of stabilization: envelope stabilization for future reuse and facade shoring and maintenance for future development of a new building behind a preserved historic street wall.
- Buildings appropriate for stabilization future reuse appear to be:
  - 5800 MLK Drive (B)
  - 5801-5805 MLK Drive (B)
  - 5901 MLK Drive (B)*
  - Kresge Building (B)
- Buildings appropriate for facade preservation for future backfill appear to be:
  - 5700-5708 MLK Drive (F)*
  - 5716-5720 MLK Drive (F)*
  - 5886 MLK Drive (F)
  - 5888 MLK Drive (F)
  - 5894 MLK Drive (F)
- Maintaining and expanding the Saint Louis Development Corporation's commercial reinvestment program

(* LRA-controlled properties)

Specific steps are needed to execute this agenda. Table Two below summarizes these steps and is intended to provide a guide to those who will implement these catalytic projects.

Table 2: Catalytic (Phase One) Projects and Actions

Proposed Action	Description	Why is this important?	Approximate planning level cost	Responsible agency	Sequence
Wellston Loop Area					
Conceptual design study	Design and reuse study for full restoration and reuse of Wellston Station Building (WSB) and surrounding site	Establishes the reuse concept and budget for Wellston Station project. Part of the effort to inform and establish a Conservancy to raise funds and execute the project	$50,000 for design consultant	City of Saint Louis, East-West Gateway (ESG)	2016
WSB Conservancy Development Study	Feasibility study for establishing a Wellston Loop Conservancy (WLC)	Identifies fundraising potential, staffing and operational needs, business plan, and strategic implementation plan, to be followed by establishment of WLC	$30,000 for study consultant	City of Saint Louis, ESG	2016
Establishing and staffing WLC	Puts implementing body in operation	Creates the funding and management entity for the project. Raises project funds	$50,000 for legal and fundraising costs; annual budget established by development study	City of Saint Louis, to be reimbursed through fundraising	2017-18

Table 2: Catalytic (Phase One) Projects and Actions

Proposed Action	Description	Why is this important?	Approximate planning level cost	Responsible agency	Priority
Wellston Loop Area					
Wellston Station building and site development	Construction documents and completion of development	Builds the project	$3.5 million including fees and construction	WLC	2018-2019
Wellston Loop East Block					
Organization of Penney's Project partnership	Establishes partners, program, and master plan for reuse of Penney's Building	Critical first step to defining how this building will be used, the nature of the partnership that will fund and operate the project, and the management plan	$60,000 for study fees	St Louis Development Corporation (SLDC), convening partner such as Washington University	2017
Completing and marketing first phase of the Penney's Project	Design documents and construction of Penney's phase one, including mechanical systems and exterior envelope	Builds the project, completes systems and the exterior envelope, and opens one level for multi-purpose use by educational and development organizations and workshop space for new enterprises	$4.5 million including fees and construction	Penney's Partnership as it emerges from organizational phase	2018-2019
Urban Orchard adjacent to Penney's Building	Master plans site between Penney's and "E" Club buildings and provides a sales structure for production	A tactical urbanist project that establishes a visible, short-term action on the street that also generates neighborhood participation	$100,000 plus in-kind services	Wash U landscape architecture, architecture, and urban design programs, Hamilton Heights Neighbohood Association, MLK Business Improvement District (BID)_	2017
MLK Parking	Improved off-street parking lot	Provides public off-street to support viable businesses on this block, small landscaped area, and defined connection to Theodosia Avenue and "paved park." Includes acquisition of site.	$350,000	SLDC and future BID	2018-2019
Theodosia Avenue paved park	Conversion of unused public parking lot to neighborhood space.	Tactical urbanist project to provide recreation, some landscaping, and a visible improvement with exposure to both MLK Drive and residential neighborhood	$250,000	Washington university design departments, neighborhood association, and future BID	2017

Table 2: Catalytic (Phase One) Projects and Actions

Proposed Action	Description	Why is this important?	Approximate planning level cost	Responsible agency	Priority
Central Segment					
Friendly Temple Parking Lot Redesign	Redesign of parking lot	Improves efficiency, aligns Burd Avenue intersection and driveway access for greater safety, and opens retail development opportunity. Includes ROW vacation by city.	$400,000 including fees and construction	Friendly Temple	2018
Friendly Temple Retail Project	Retail building development on portion of existing south parking lot	Provides new retail in a location where retailing is likely to be most successful, adjacent to major activity center. First step will be identification of a developer by the church. Ownership arrangements to be determined by congregation.	$1,800,000 in private financing; sale or lease of site should generate revenue for church depending on ownership status. Probable use of TIF.	Friendly Temple with assistance from St Louis Development Corporation (SLDC).	2019
Clara Avenue Pedestrian Improvements	Modification of intersection to provide continuity and clear pedestrian way across MLK at Clara	Improves pedestrian safety and access between Arlington Grove and Crown Food Mart, Cardinal Care Park, and playground	$250,000-650,000; may be financed through safety or safe routes to schools funds	St. Louis Street Department	2019
Myrtle Hilliard Davis Office Buiding	Administrative building for comprehensive health center	Improves function and increases service and efficiency offered by health center, represents a major investment on a vacant site in neighborhood. May also provide retail space.	$8,000,000	Myrtle Hilliard Davis Comprehensive Health Center, Friendly Temple	Design and fundraising in 2017-2018 construction depends on MHDCHC schedule
Arlington to Clara Intersections and Pedestrian Improvements	Intersection changes or closures on some streets with crossing median and crosswalk improvements	Improves pedestrian safety, eliminates ambiguous stop signs, calms traffic in area with high pedestrian traffic	$150,000	St. Louis Street Department	2017

Table 2: Catalytic (Phase One) Projects and Actions

Proposed Action	Description	Why is this important?	Approximate planning level cost	Responsible agency	Priority
Blackstone Ellipse					
Development entity	Form a nonprofit developer or development partnership to complete the project. The partnership could include a nonprofit developer to assemble and convey lots; the city to build streets and infrastructure; the St. Louis HBA to build homes; and a consortium of lending institutions.	This step creates the entity to develop the new subdivision and the mechanism to finance home purchases, essentially creating the program design. This organizational and financial framework should be in place before actual development and construction begins.	$50,000-100,000, depending on organizational costs and contributed services.	City of St. Louis as initiator of the project, with neighborhood association support.	2017
Streets and infrastructure	Site preparation and construction of new Blackstone Avenue (1,100 LF), Theodosia and Cote Brilliante Avenues between Blackstone and Clara (900 LF), and specialty paving between two legs of ellipse. Sewer or other infrastructure rehabilitation costs unknown but allowance of $100/LF is used here	Provides improved lots for development	$950,000 for streets, $300,000 for infrastructure rehab, $500,000 for site preparation	City of St. Louis, potentially using TIF from hone development to reimburse front-end financing. CDBG funds may also be used for infrastructure development	2018-19
Home construction	Construction of up to 24 new homes	Provides new investment and homes, building off the precedent of Arlington Grove	$6,000,000 (based on $250,000/unit cost. Financing packages would be developed to bring units to affordable range.	CDC with St. Louis Community Development Administration (CDA)	2020-2022
Rehabilitation of existing homes	Rehabilitation funds to assist existing homeowners. Assumes need for 12 home rehabilitation projects in phase one area, or about 1/3 of existing units.	Preserves existing homes to benefit homeowners and maintain the area's unique architectural character.	$600,000	CDA	2019-2022

Table 2: Catalytic (Phase One) Projects and Actions

Proposed Action	Description	Why is this important?	Approximate planning level cost	Responsible agency	Priority
Ellipse Extension					
Kinsey/Cann Buildings Rehabilitation	Acquisition/rehabilitation of Kinsey and Call rowhouse buildings on the north side of MLK between Goodfellow and Hamilton. Project may require financing to be made available to a CDC already active in the area. Two phases should be considered: acquisition/ stabilization in the short term, followed by rehabilitation. Historic and Low-income housing tax credits are available.	Stabilizes and rehabilitates two important buildings in the Wellston Loop National Register District. These buildings appear to be excellent candidates for rehab, but could deteriorate in their current vacant state.	$300,000 for acquisition and stabilization; $1,500,000 ($150,000/unit) for full rehabilitation	City of St. Louis as initiator of the project, with CDC as developer	2016-17 for acquisition and stabilization; 2018-19 for construction
Ellipse Extension					
Facade Stabilization	Shoring and preservation of architecturally important facades, with construction of new supporting walls behind. Designed for future backfilling of new mixed use structures behind the facades when market conditions are appropriate. Project requires structural study and plans for each facade.	Maintains historic character of the street, clean up collapsing building interiors, and avoids another street vacancy.	$30,000 each for structural study. Placeholder of $200,000 for each of four buildings, with actual cost dependent on study findings. Two targeted buildings are in LRA inventory	City of St. Louis CDA	2016-18
Building Envelope Stabilization	Stabilizing and sealing building envelope (structure, exterior walls, roof, windows) for future reuse. Candidate buildings have enough integrity to warrant possible preservation for reuse. Project requires structural study and plans for each building.	Maintains historic character of the street, prevents future building deterioration	$30,000 each for structural study. Placeholder of $250,000 for each of four buildings, with actual cost dependent on study findings. One targeted building is in LRA inventory	City of St. Louis CDA	2016-2018