GRAVOIS ROAD

EAST-WEST GATEWAY
Council of Governments

Saint Louis
COUNTY
PLANNING

PDS
Planning Design Studio

The i5Group
Urban & Community Planning | Public Affairs | Landscape Architecture

Sam Schwartz
Transportation Consultants

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

“There is more to life than increasing its speed.”

Ghandi

Tonight's Discussion:

- **Project Overview**
- Regional Context
- Corridor Strategies
- Segment Strategies
  - Gravois Heights
  - Mixed Commercial
  - Affton Plaza / Mackenzie
- Implementation Strategies / Priorities

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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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Project Area:

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Schedule:

1 **Preparation (February - April)**

2

	02-May	03-May	04-May	05-May
8am	Team sets up studio			
8:30	Team Walking Tour	Coffee / team discussion	Coffee / team discussion	Coffee / team discussion
9am		Transportation Focus Group	Design team working session	Final design team working session
10am		Utilities Focus Group (10:45)		
11am	Team Debrief / lunch			
NOON		Group discusion / Lunch	Group discusion / Lunch	Team discusion / Lunch
1pm	Business Focus Group	Design team working session	Design team working session / follow up interviews	Preparation / formatting for final presentation
2pm	Community Group Focus Group (2:45)			
3pm		Team presentation preparation		
4pm				Studio clean up
5pm	Design team discussion / Dinner	Community presentation - Early approach and options workshop		Team discussion / Dinner
6pm	Community kick-off / existing conditions / issues workshop			Community presentation and next steps / implementation discussion
7pm		Vacate School Board Mtg.		
8pm		Team debrief meeting / dinner		
9pm				

	Closed Work Sessions
	Community Sessions

3 **End Report finished this summer**

Strategic Planning Report:

- **The end document will record the "vision" for the corridor**
- **It will state the major issues and goals**
- **Categorize goals – short / mid / long term**
- **It will detail recommended next steps**
  - **Scope**
  - **Additional Investigation**
  - **Responsibility**
  - **Likely Budget**
  - **Sequence**

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Market-Based Development Potential

- Population Trends
- Who Lives Here?
- Age of the Population
- School Enrollment Trends
- Move-Up Housing Needs
- Retail Leakage
- Commuting Patterns and Employment
- Business Establishments Along Gravois
- Development Potential

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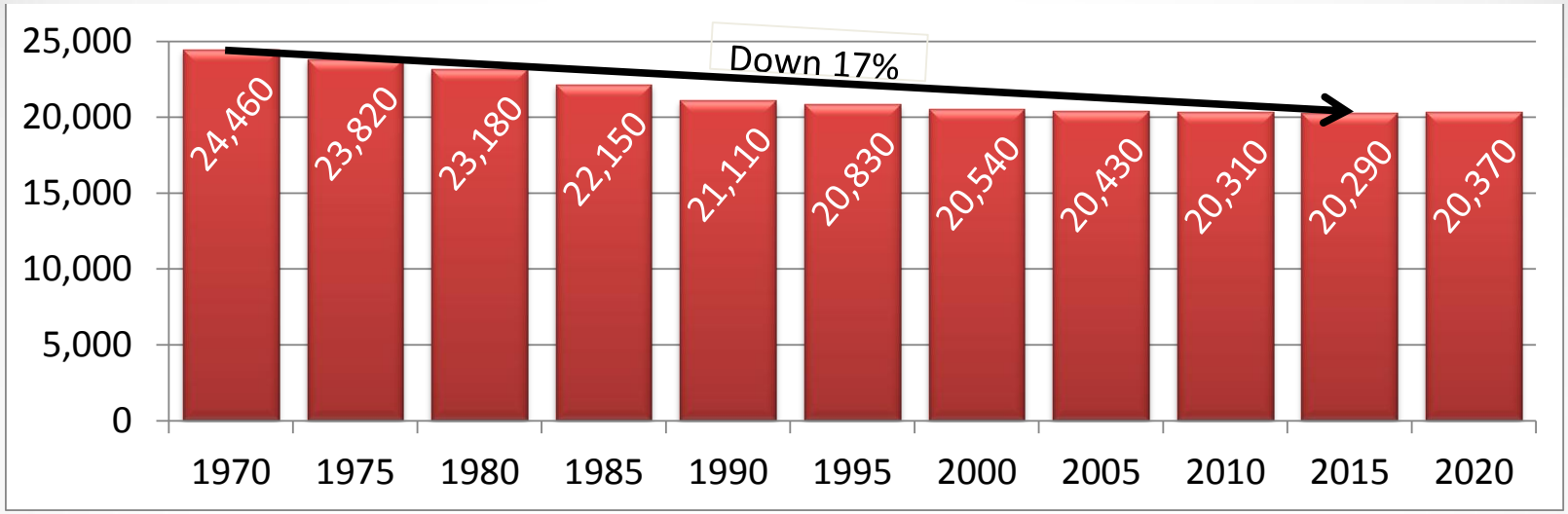
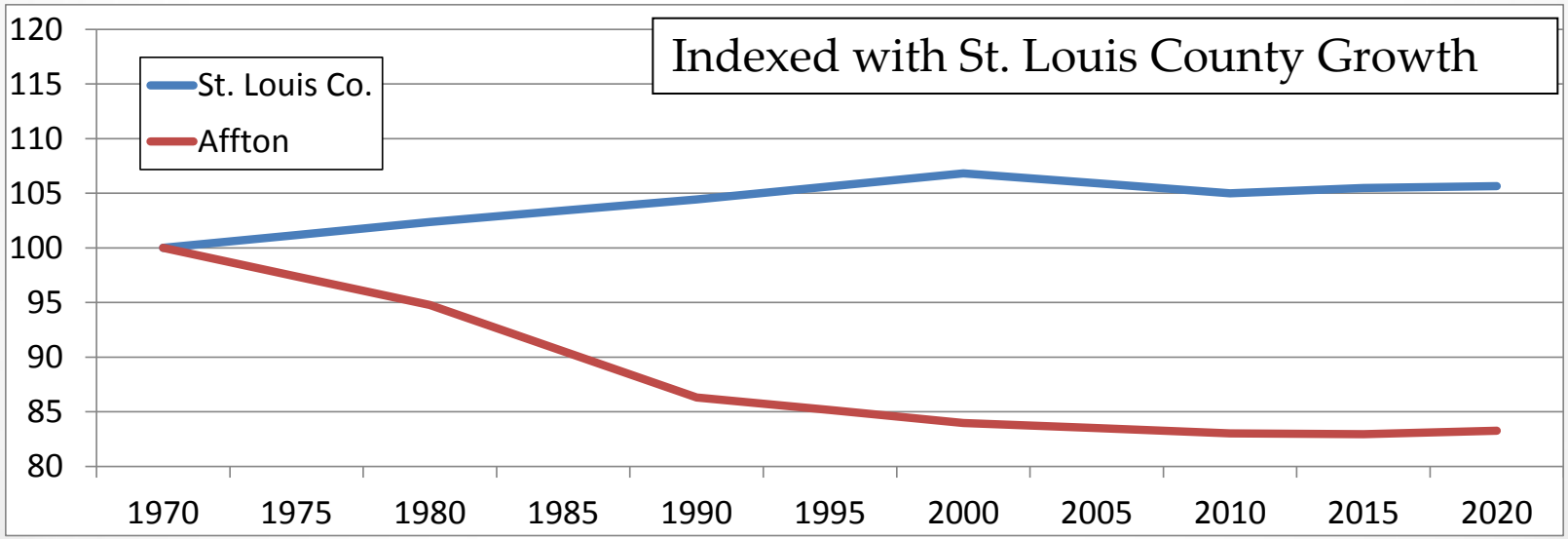
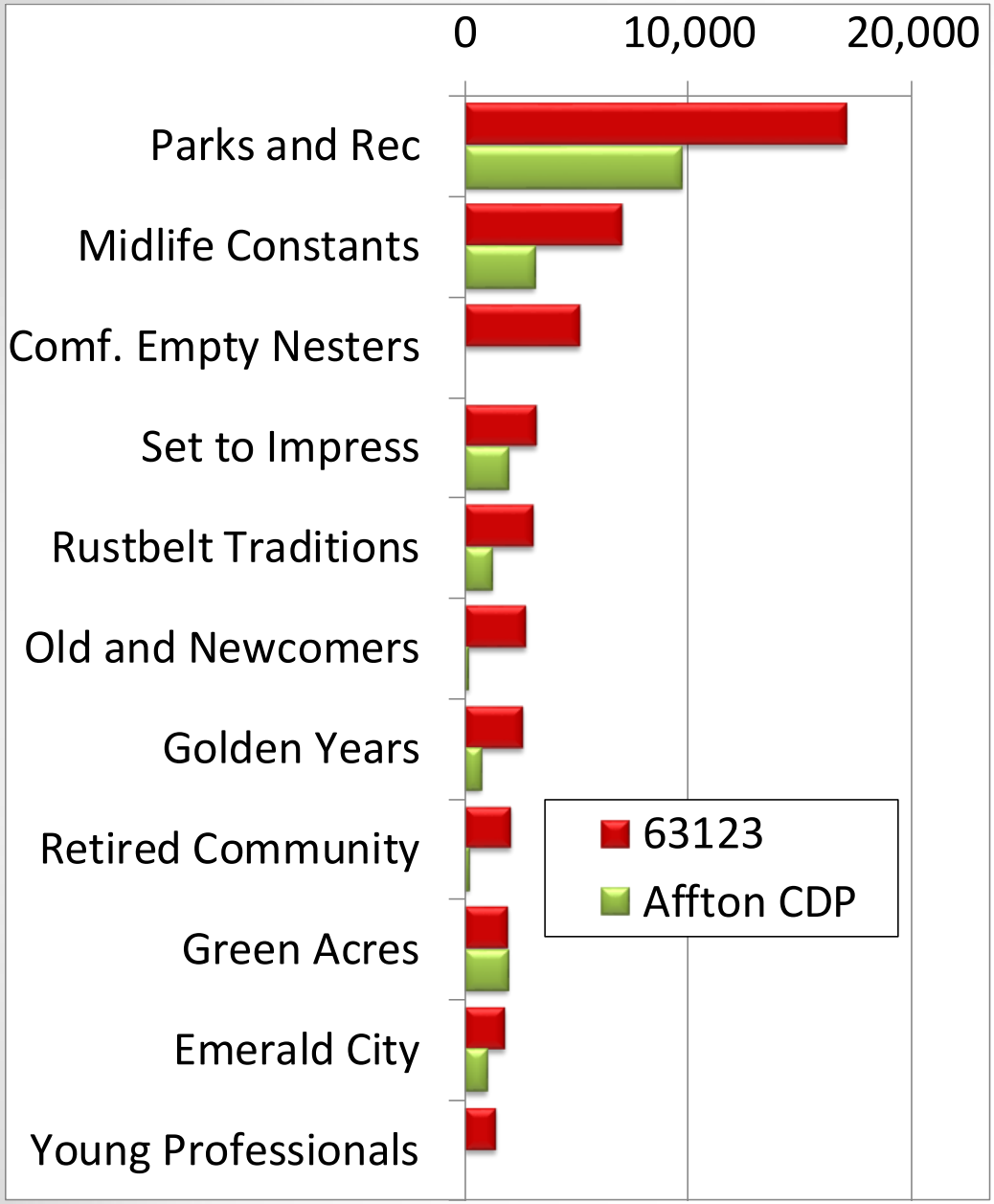
Affton CDP Population 1970-2020





Source: Census Bureau and Esri



Tapestry Population Groups: 63123 & Affton CDP

67 Tapestry Groups in U.S.

9 in Affton CDP

11 in 63123

38 in St. Louis Co.

Source: Esri.

Largest Tapestry Population Groups: Affton

LifeMode Group: GenXurban

Parks and Rec

Households: 2,411,000

Average Household Size: 2.49

Median Age: 40.3

Median Household Income: $55,000

35% of 63123

48% of CDP

LifeMode Group: GenXurban

Midlife Constants

Households: 3,043,000

Average Household Size: 2.30

Median Age: 45.9

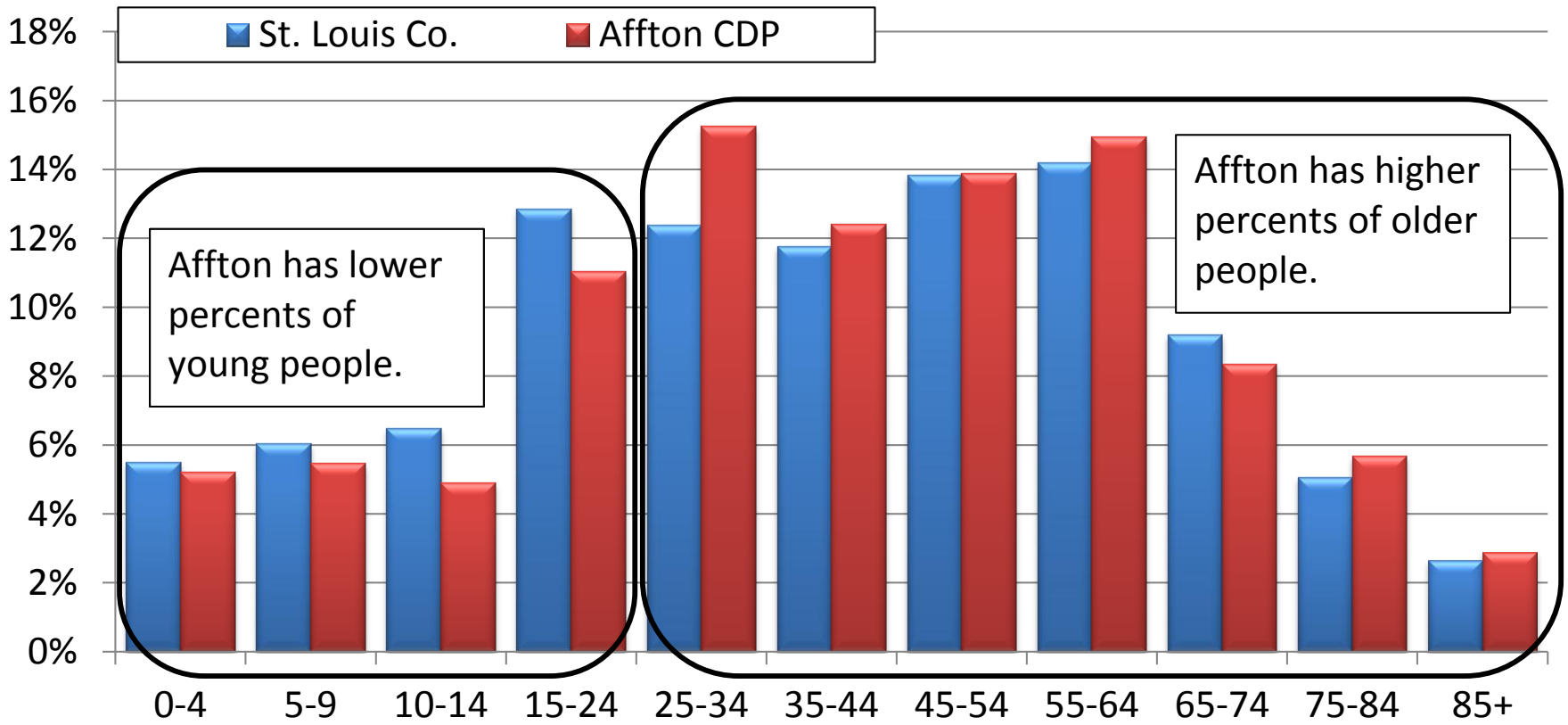
Median Household Income: $48,000

15% of 63123

16% of CDP

Source: Esri.

Affton is a "Little Older" than St. Louis County



MEDIAN AGES: County 40.8 • CDP 41.3 • 63123 42.1 • School Dist 40.4

Source: Esri and Census Bureau

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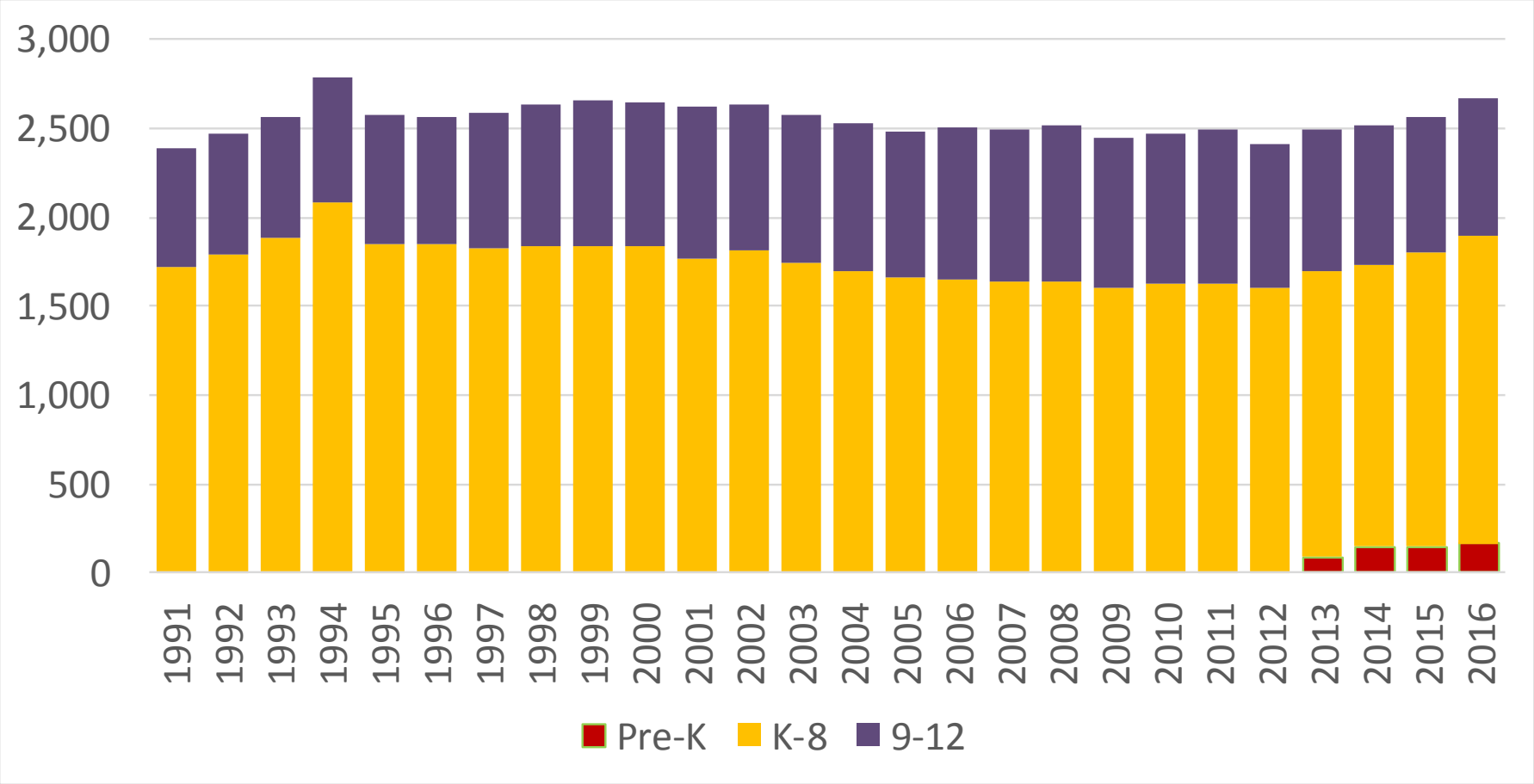
AFFTON SCHOOL DISTRICT ENROLLMENT

Trends are Upward!



Source: Missouri Dept. of Elementary & Secondary Education

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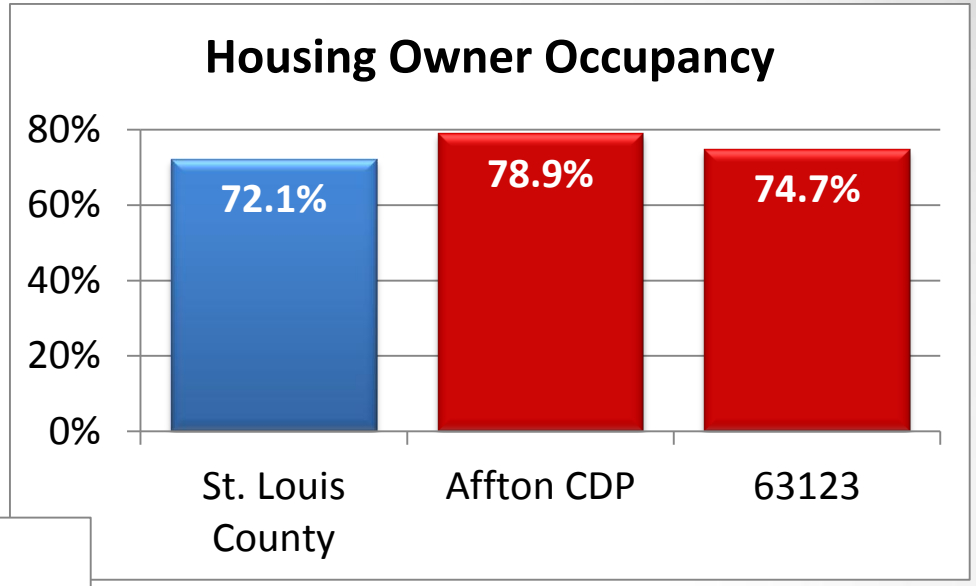
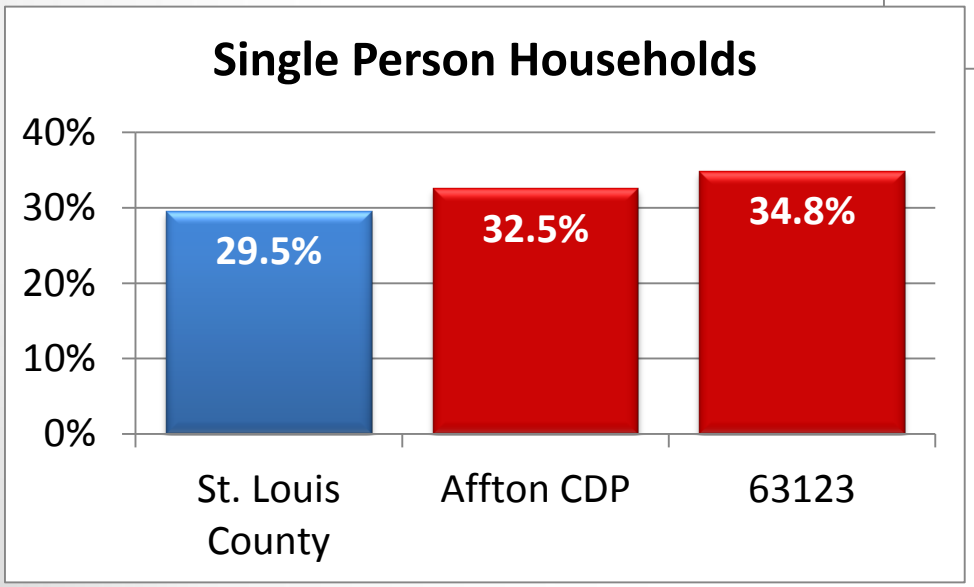
Housing Occupancy Characteristics, 2015





Source: Esri and Census Bureau.

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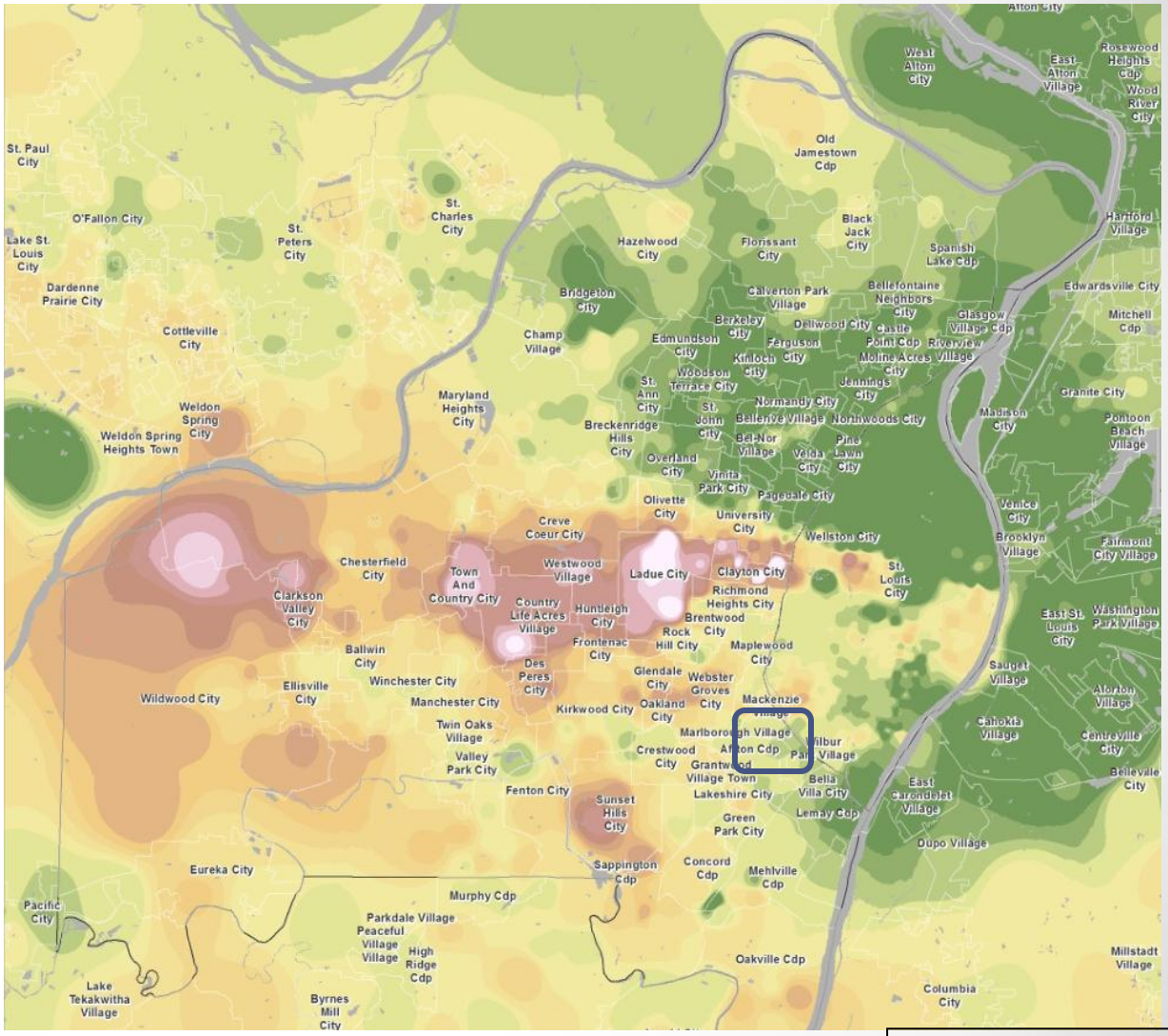
Median Housing Values - 2014
ST. LOUIS METROPOLITAN AREA

The Affton area has below average housing values in the metro area.



Source: Esri and Census Bureau.

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Move-Up Housing: Need More in Affton?

Slightly higher value housing surrounds Affton.

Are these the "move up" communities?

Source: Esri and Census Bureau.

Retail Purchasing Power and Sales, 2015

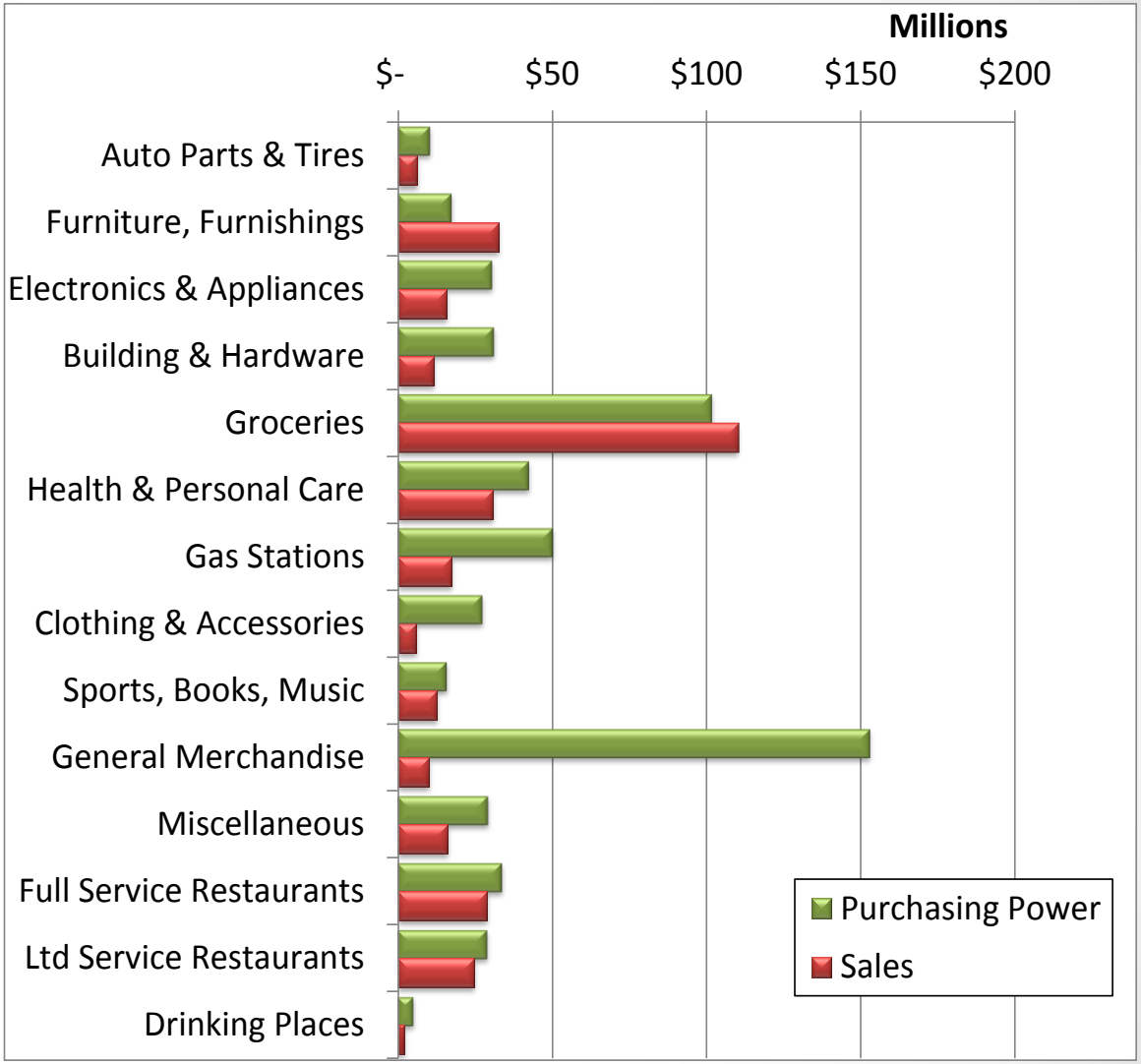
63123

Green Bars: Buying Power

Red Bars: Actual Sales

Most, but fewer green bars exceed red bars.

"LEAKAGE" to other shopping areas. Some leakage from CDP enters larger zip code.



Source: Esri and Census Bureau.

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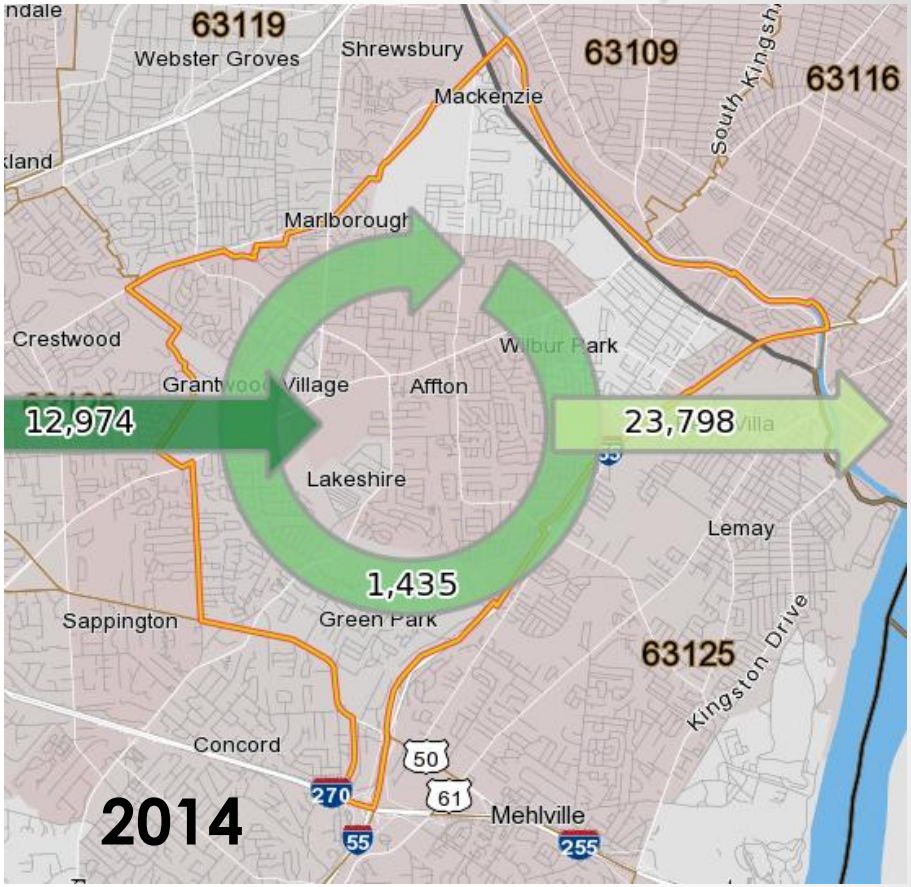
Employment Worker Flow – 63123 (2014)

- 14,400 people work in 63123.
  - Almost 13,000 commute in each day: possible housing market?
- But almost 24,000 *leave* 63123 each day for work elsewhere.
  - Opportunity to keep them local?
- Very few live and work in Affton/63123.
  - Net "Bedroom Community"
  - But lots of jobs!



Affton CDP:
4,300 commute in.
300 stay.
10,400 commute out.

Source: Census Bureau "On the Map."

Establishments: Gravois Corridor

Source: Esri.

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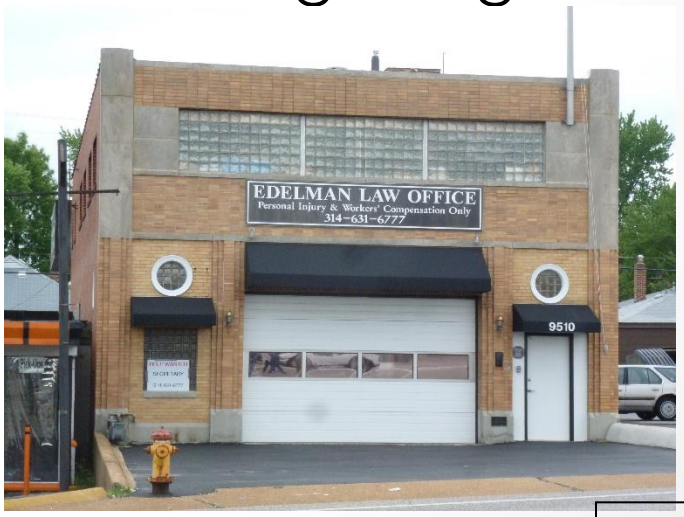
Examples of "Other Services" Now on Gravois

- Veterinary
- Jewelry Repair
- Nails and Hair Salon
- Barber Shop
- Law Offices
- Trophies
- Pet Grooming/Training
- Bicycle Repair, Rental
- Tax Services
- Pest Control
- Consulting
- Chiropractor
- Psychic
- Tux Rental
- Shooting Range



Source: Development Strategies

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Development Potential within Affton

Types of Development and Examples: Not (yet) Recommendations	Market-Based Potential
Medium Density Housing: Apts/Condos/Townhomes	400 ± units
Move-Up Housing for Growing Families	50-150 units
Medical Services: Physicians, Urgent Care	35,000 sq. ft.
Grocery Store(s): Fields, Trader Joe's	50,000 sq. ft.
Gen. Merchandise/Clothing: Dollar Stores, Gordmans	150,000 sq. ft.
Sports: Johnny Mac's	12,000 sq. ft.
Limited Service Restaurants (fast food, fast casual)	30,000 sq. ft.
Financial/Investment Services (Edward Jones)	7,000 sq. ft.
Hardware: True Value, Ace	25,000 sq. ft.
Drug Store(s): Walgreens, CVS	30,000 sq. ft.
Family Recreation: bowling, paint ball, pee wee golf	??
Office Building(s): Essex Industries, architect, engineer	20-60,000 sq. ft.
Incubator Office or Shared Work Space: Nebula, T-Rex	25-40,000 sq. ft.

Source: Development Strategies

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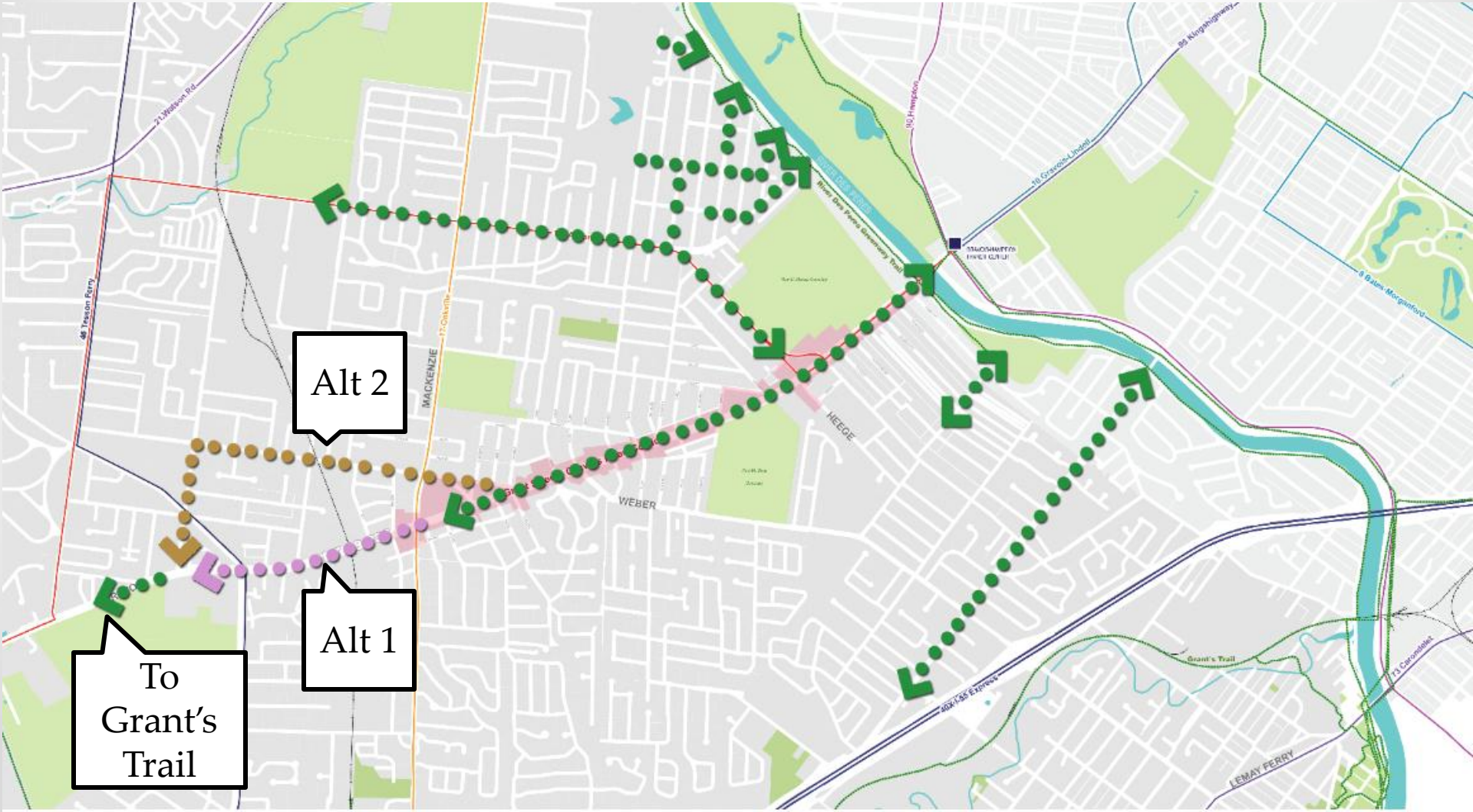
Regional Bike Ways

Bicycle Connectivity



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Challenges

- "local governance"
- Little vacant land
- Smaller housing stock
- Lacking public space
- Small lots on Gravois
- Parking
- Speed compliance
- Walk ability
- Bike ability
- Aesthetics / Identity

Assets

- Stability
- Affordability
- Active community
- Recent investments
- Vehicular traffic flow
- Regional connections
- Buying power
- Home ownership

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Land Use Strategy

- Concentrate "Downtown" development at Affton Plaza and Gravois Heights areas
- Support small business / incubation functions in between
- Address parking shortages and surpluses
- Find some open / public space

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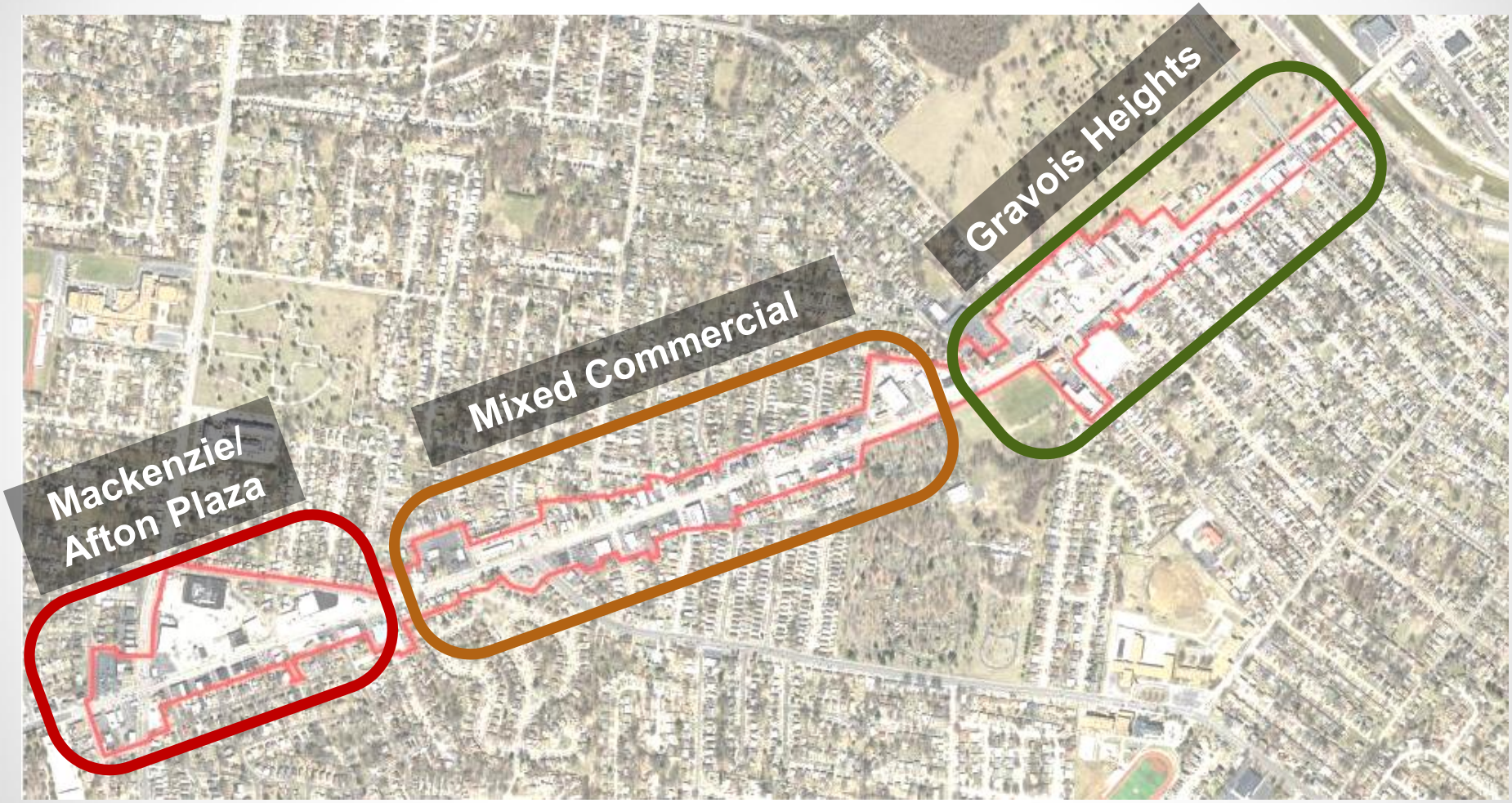
Corridor Segments



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Allocating the space

- Balancing the facilities to match the anticipated mix of users
- Better address parking
- Improve safety
- Better control vehicle speeds
- Enhance development potential
- Improve aesthetics
- Improve social space

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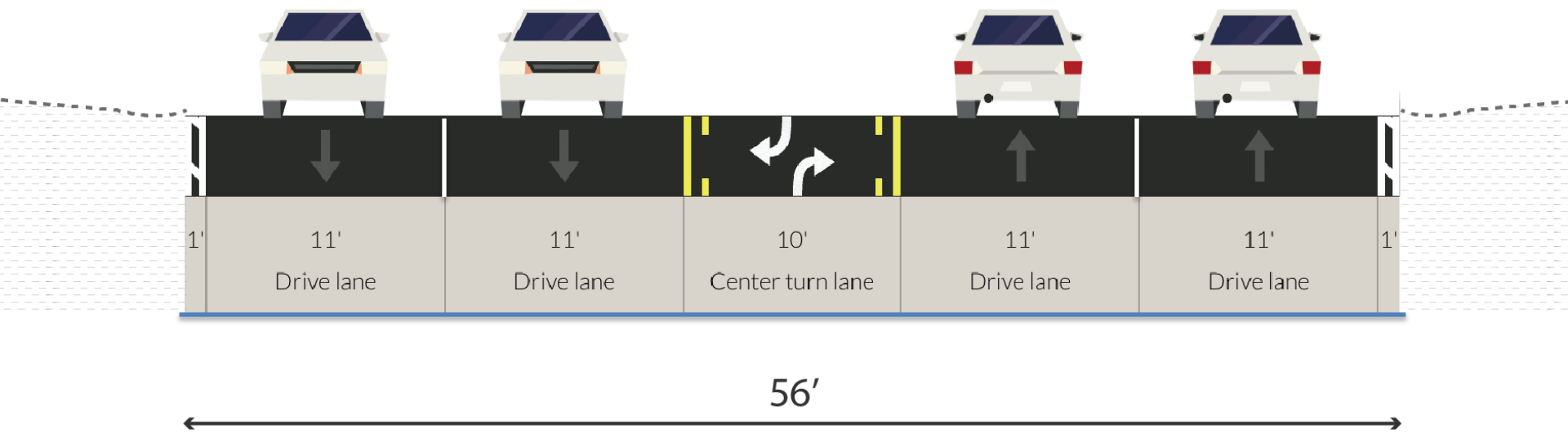
5-Lane Section

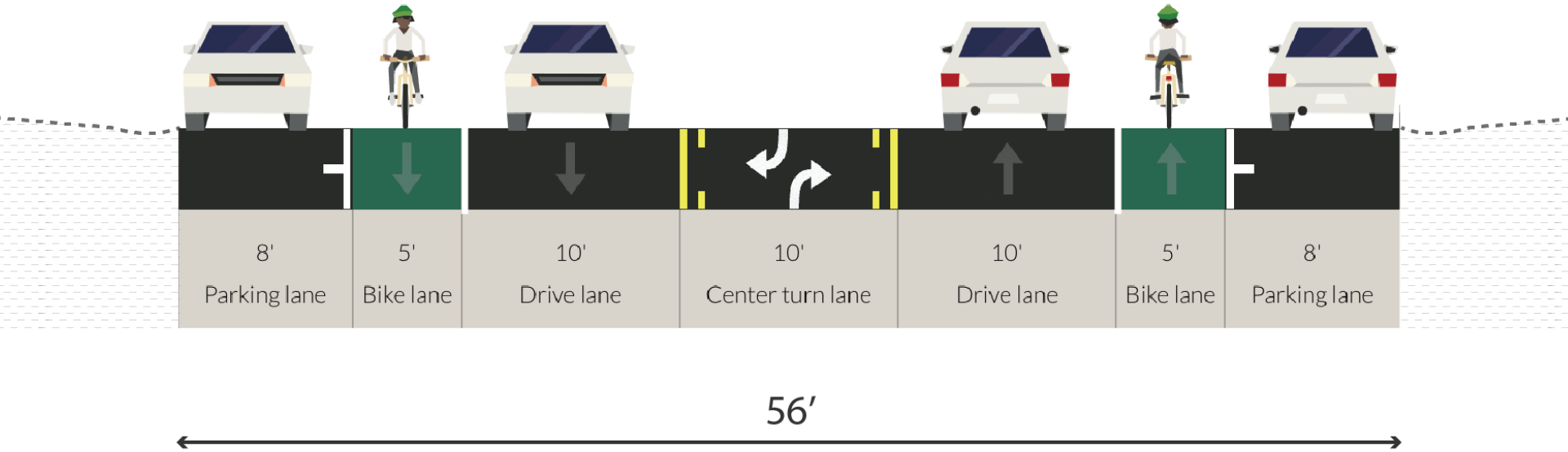
Existing Section



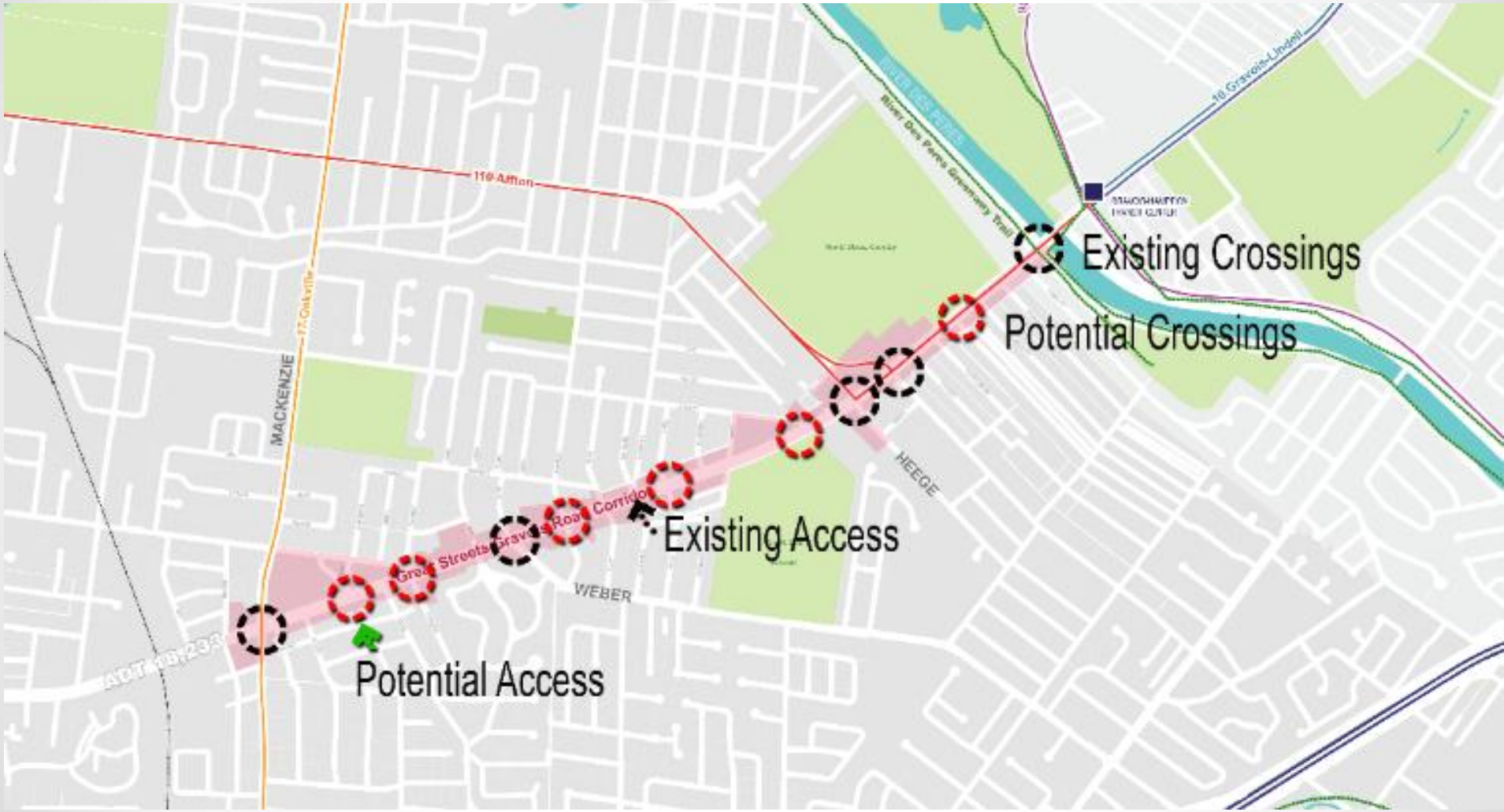
Within the same curb-to-curb space, a **"Road Diet"** reduces the number of vehicle lanes, opening up space for other uses such as on-street parking or bike facilities….

3-Lane Road Diet

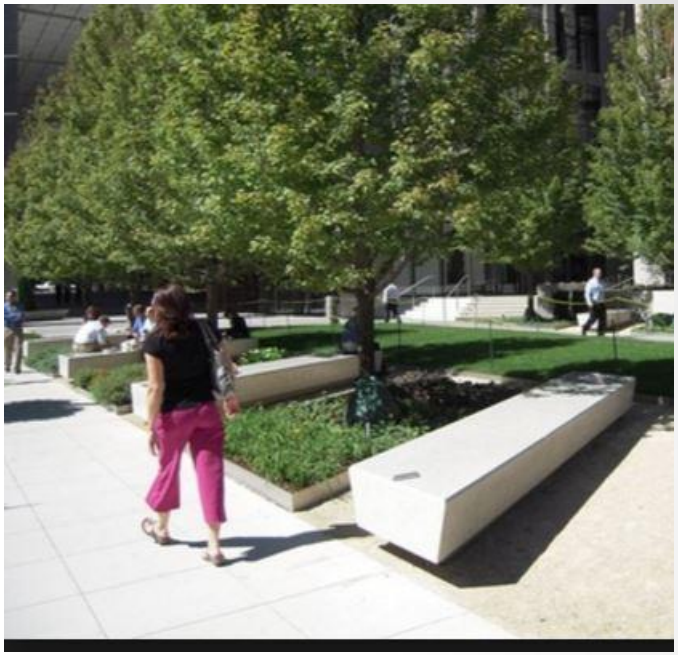
with Parallel Parking and Bike Lane



Crossing the Road



Gathering Areas / Activities



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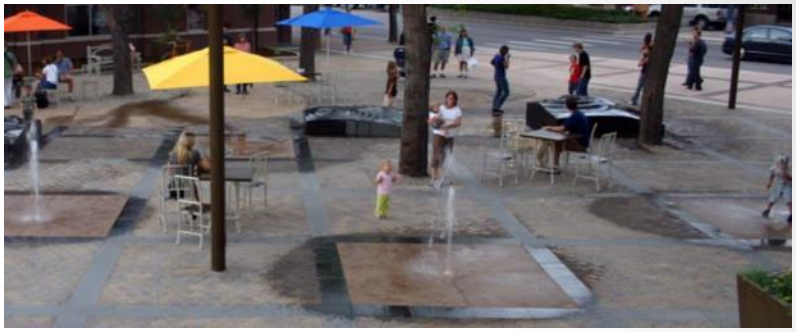

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Gravois Heights

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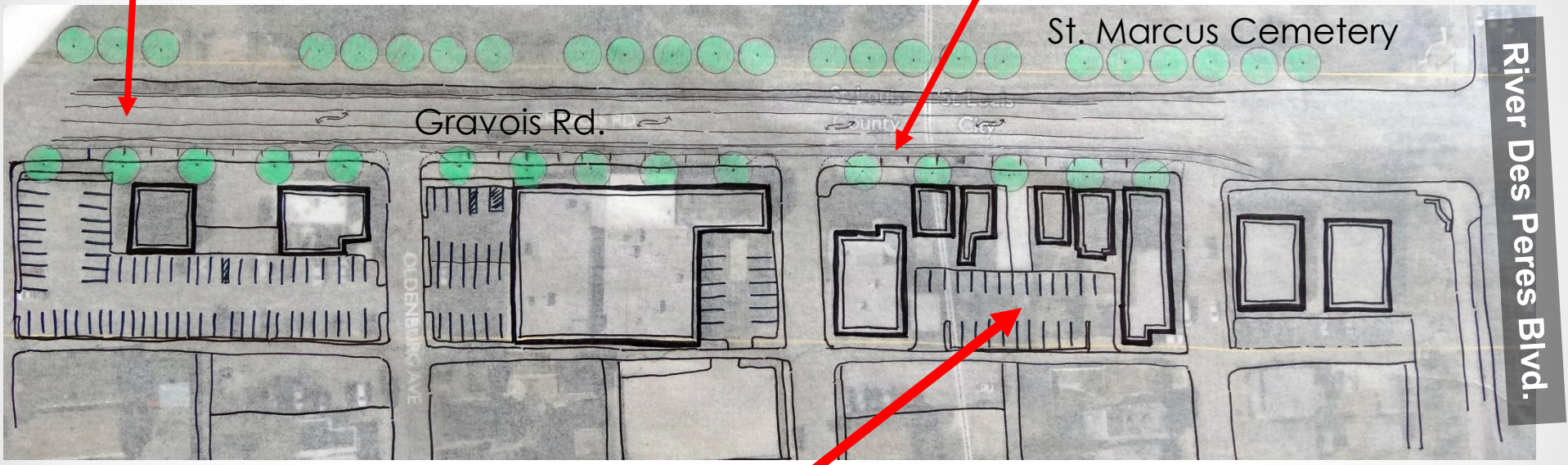
Gravois Heights

3 travel lanes with Bike lanes on both sides of street

Parallel parking on south side of street



New shared parking

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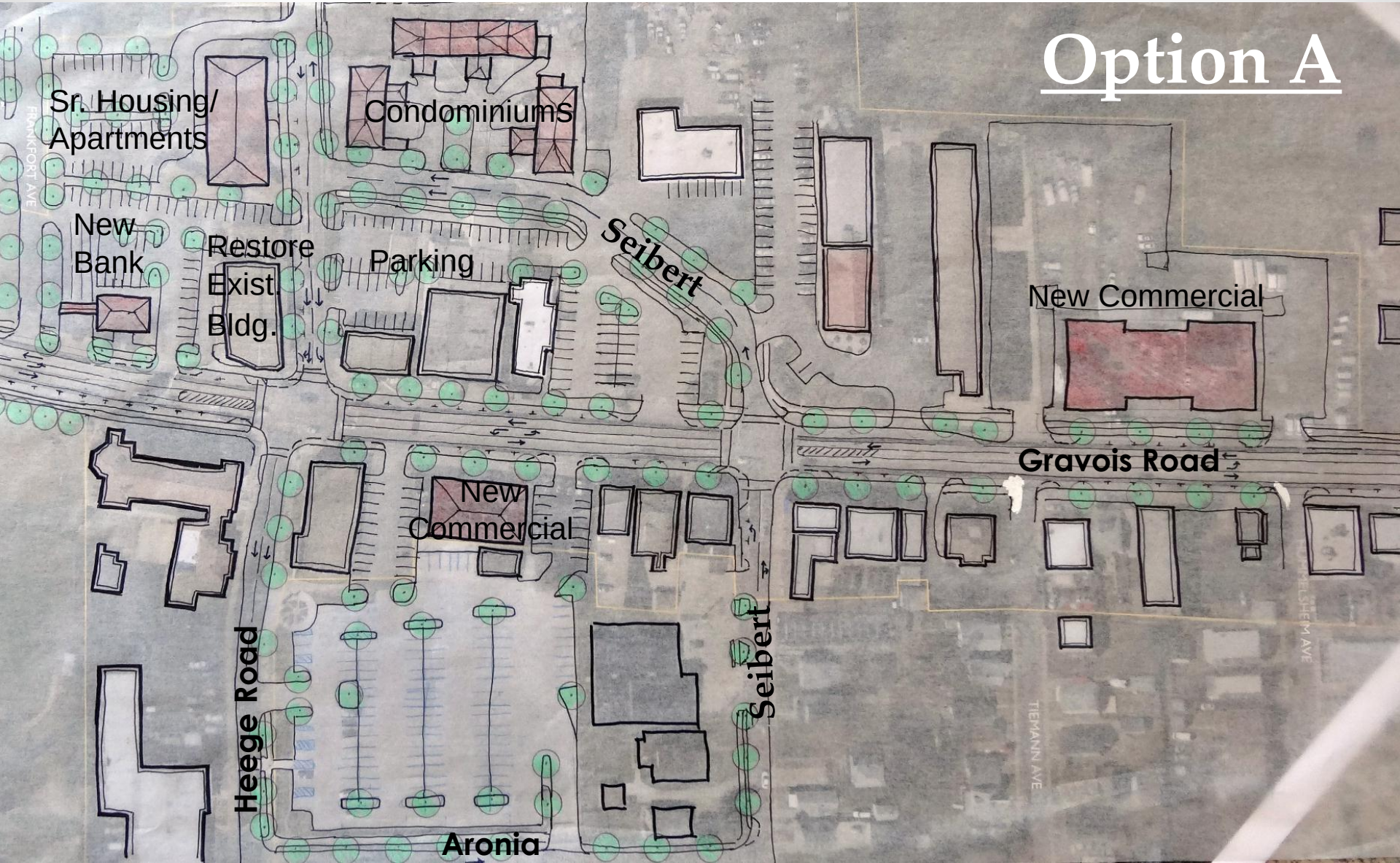
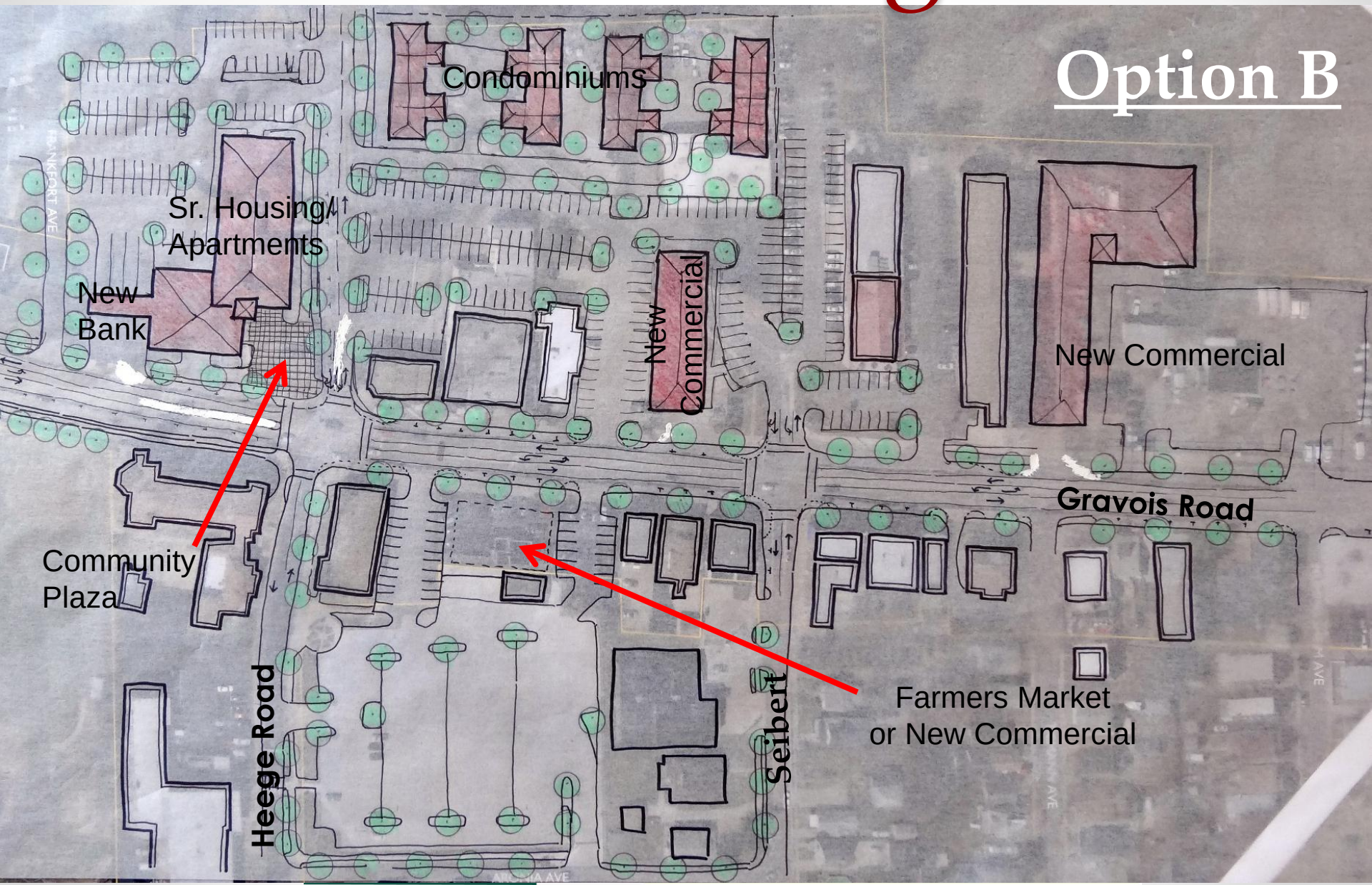
Gravois Heights

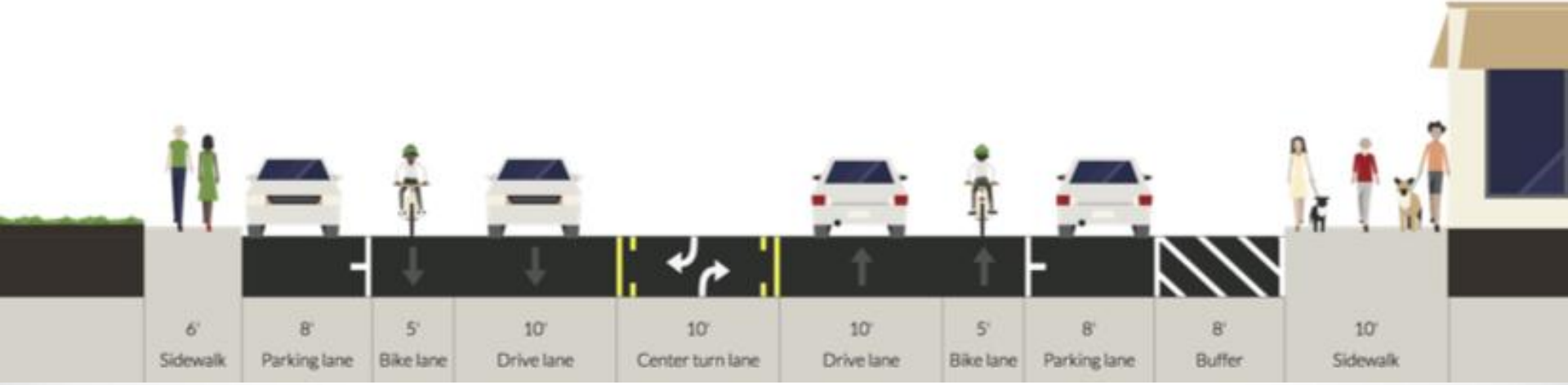


Gravois Heights



Gravois Heights

Looking East



Short / Mid Term (5-10 years)

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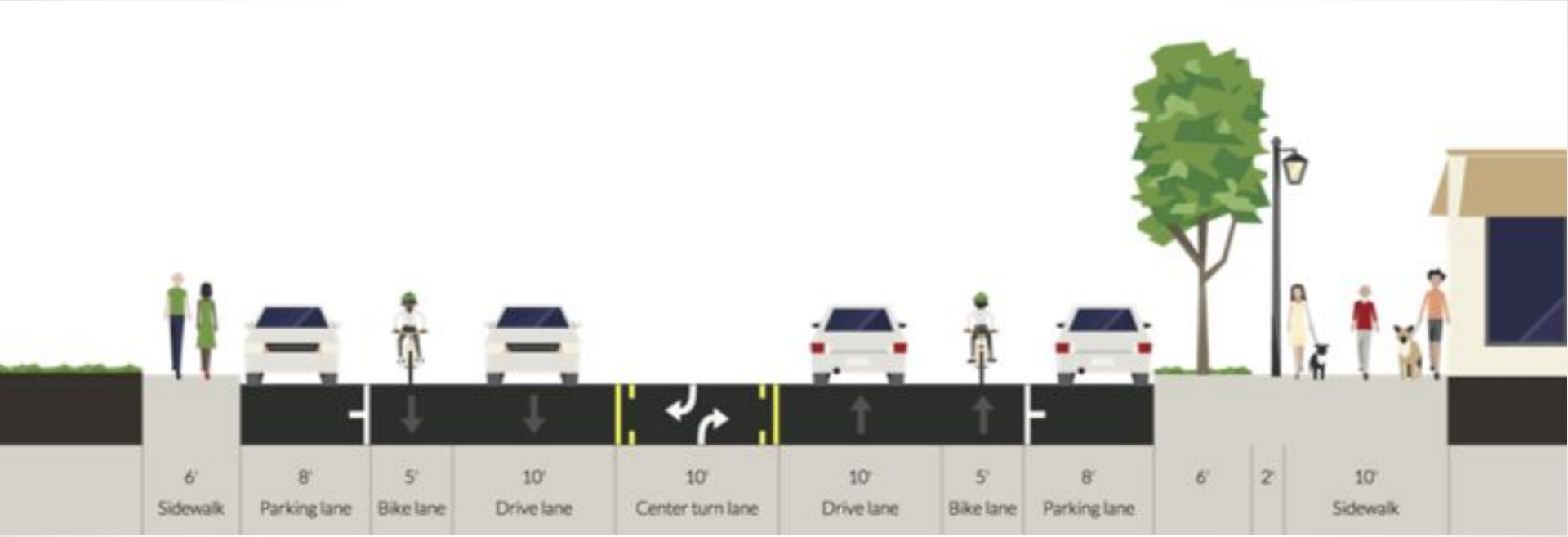
Gravois Heights

Looking East



Long Term (15-20 years)

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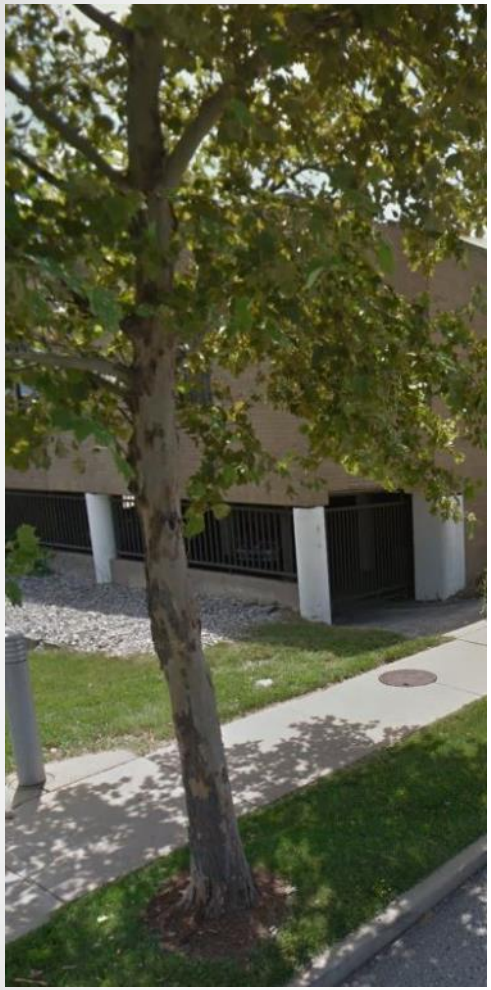
Existing Conditon

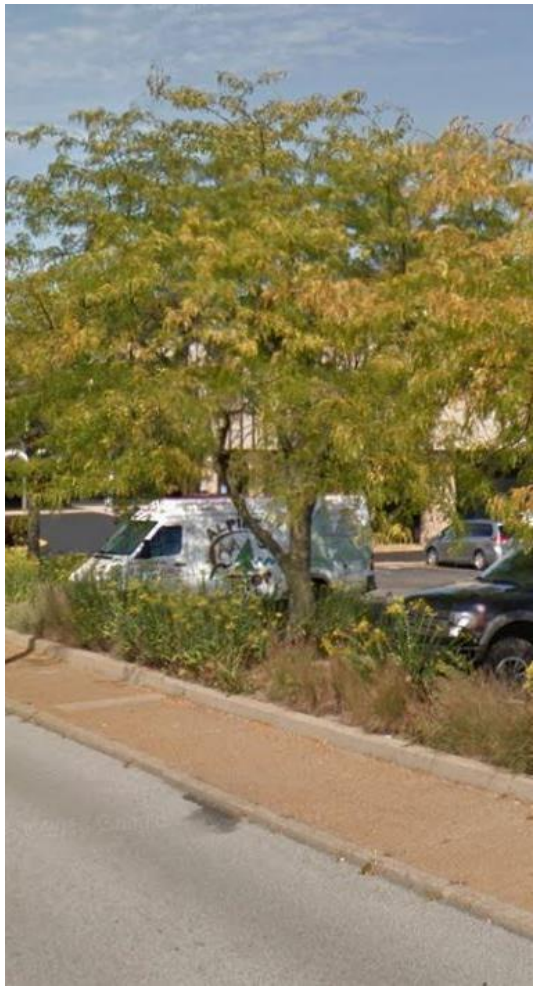
Intermediate

Long Term

Street Trees
Affton
Pedestrian
Lighting
& Banners
Parallel
Parking
New Sidewalk

Tree Lawns





Lawn — **Plantings** — **Raingarden**

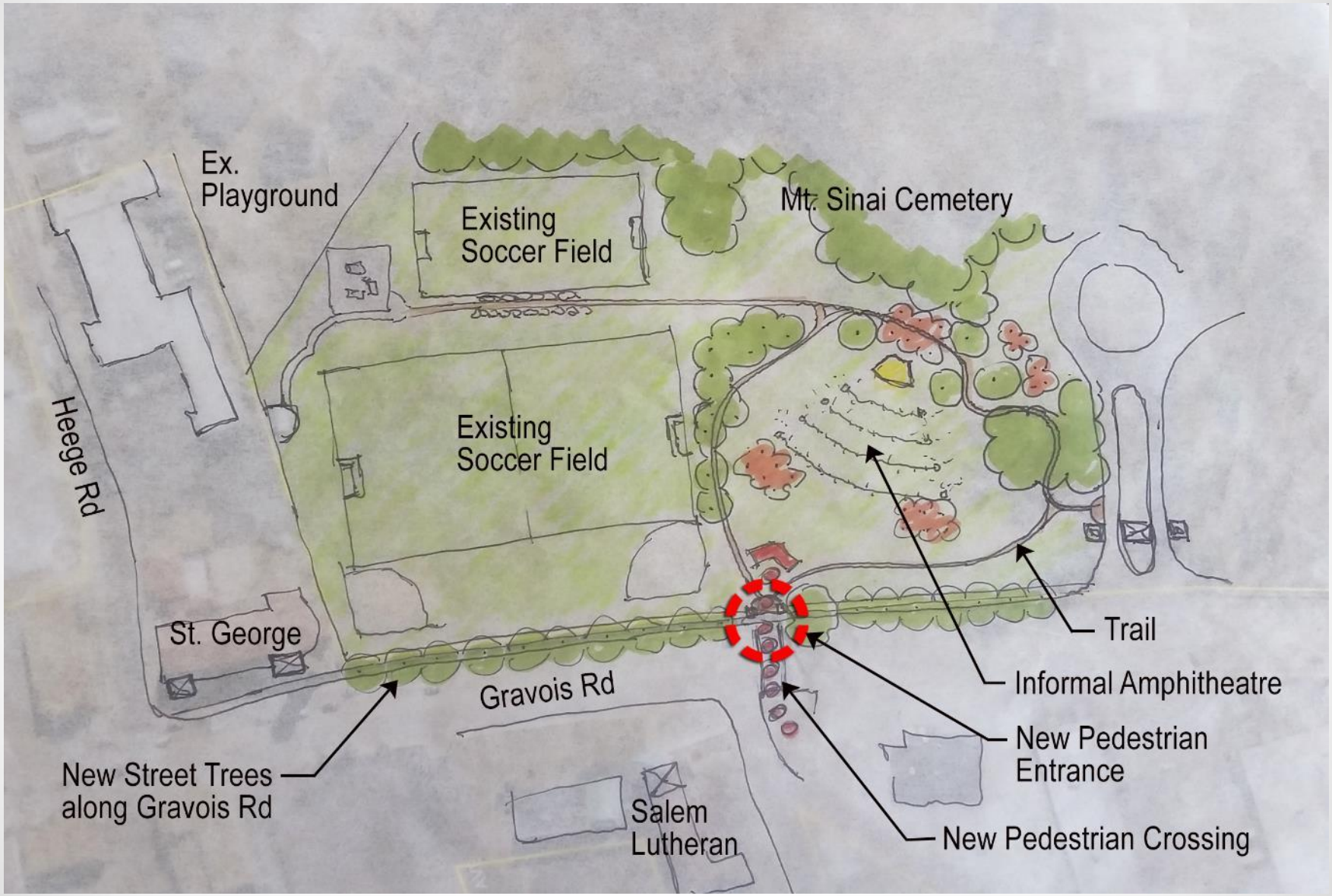
Trees that Keep Buildings Visible

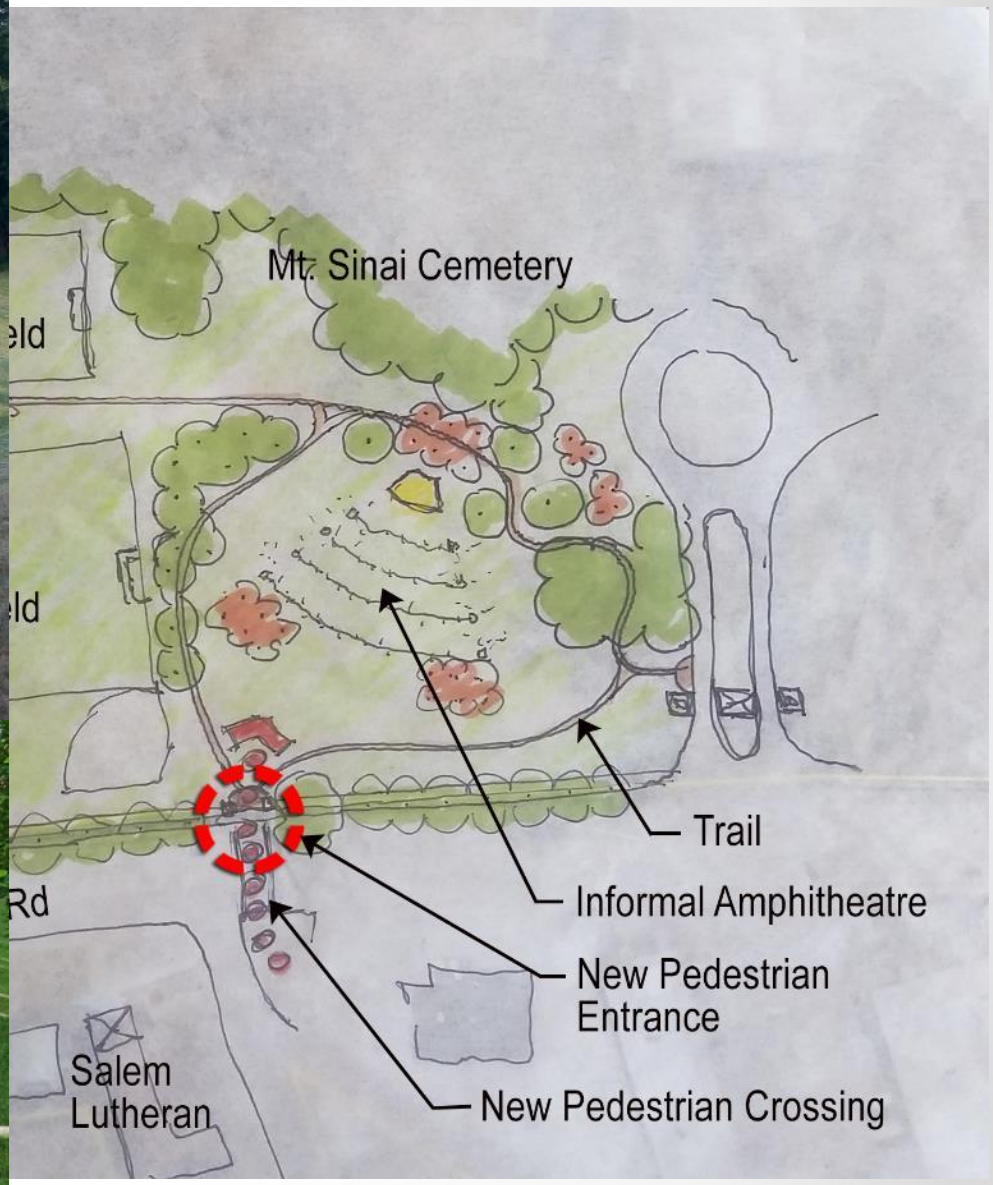
Low Biodiversity

High Biodiversity

Mt. Sinai Cemetery

Mt. Sinai Cemetery




Mt. Sinai Cemetery
eld
eld
Rd
Trail
Informal Amphitheatre
New Pedestrian Entrance
New Pedestrian Crossing
Salem Lutheran

Gravois Heights

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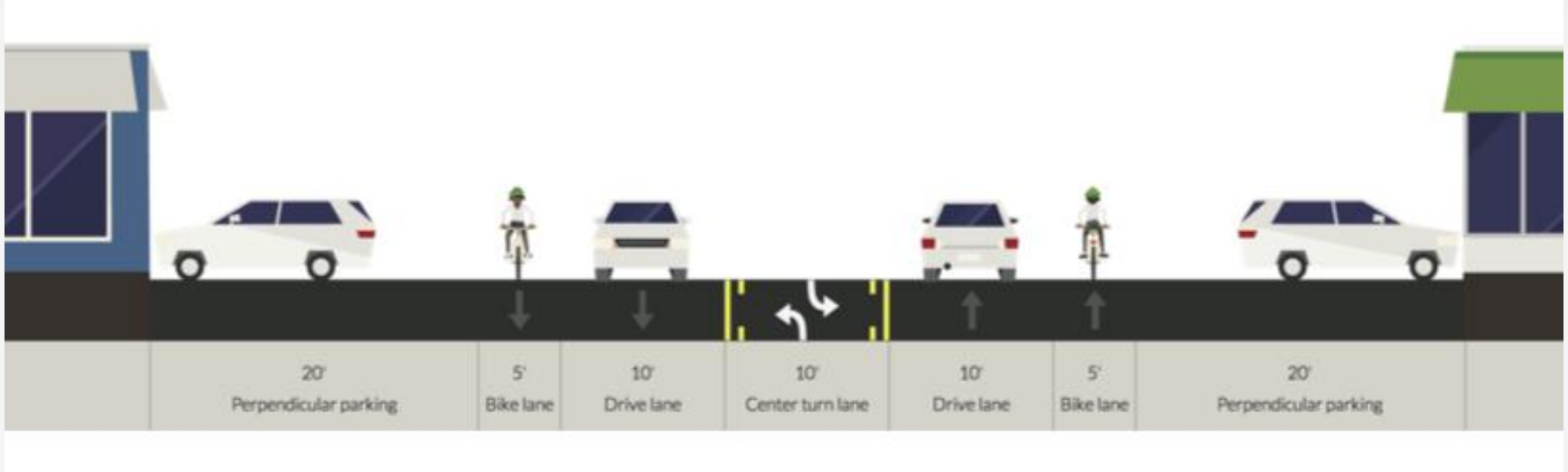
Mixed Commercial



Short / Mid Term (5-10 years)

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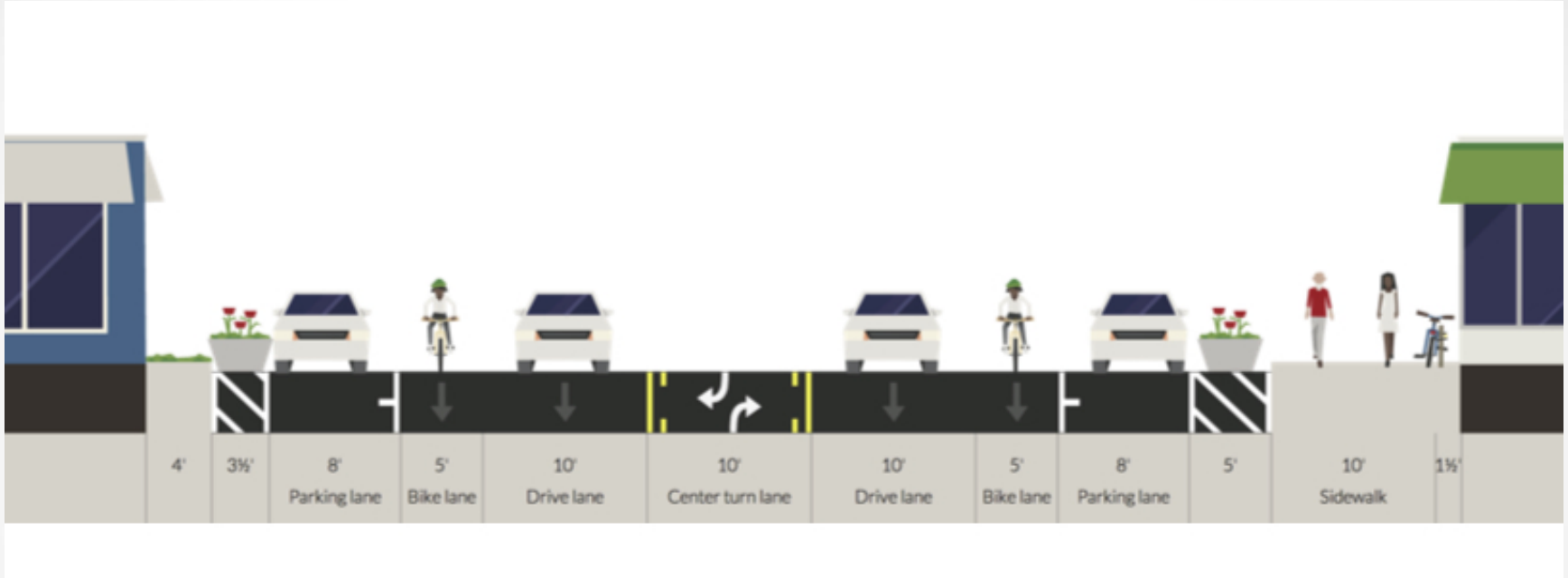
Mixed Commercial



Long Term (15-20 years)

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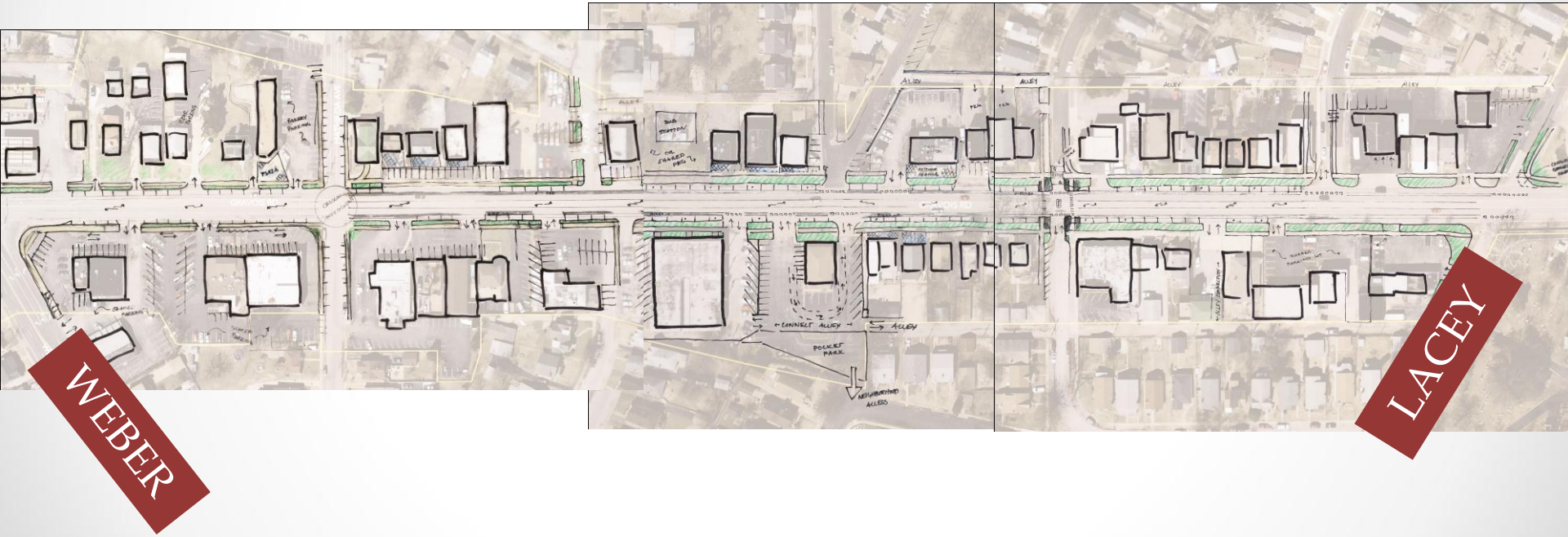
Mixed Commercial Segment



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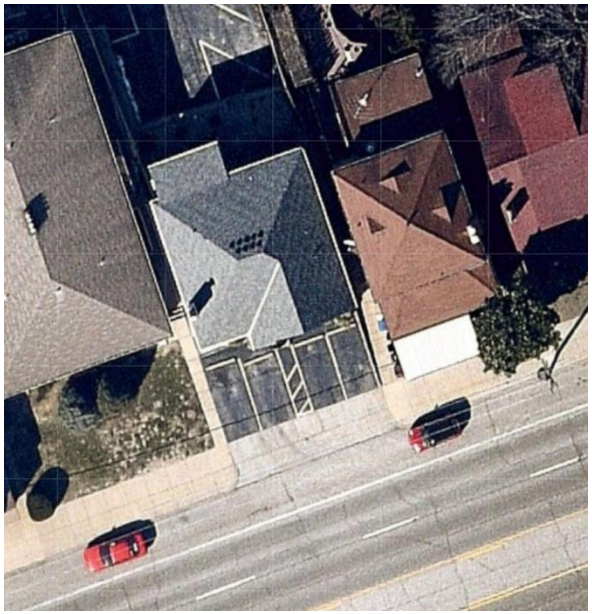
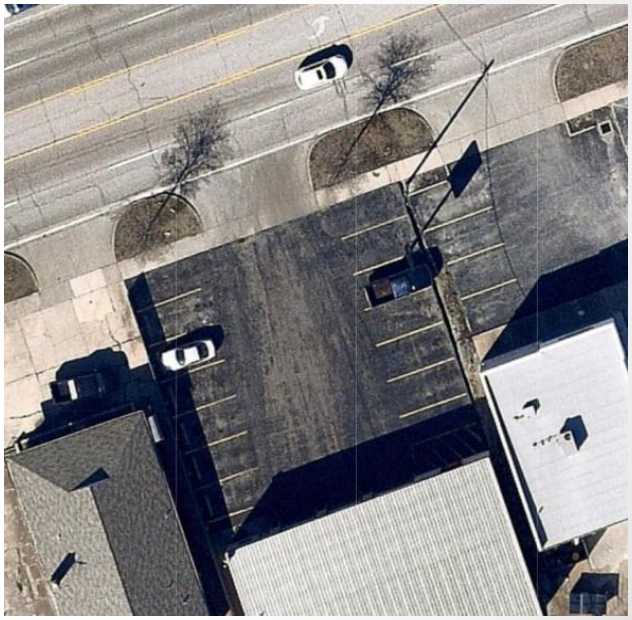
Parking Challenges

Considerations in Design and Access





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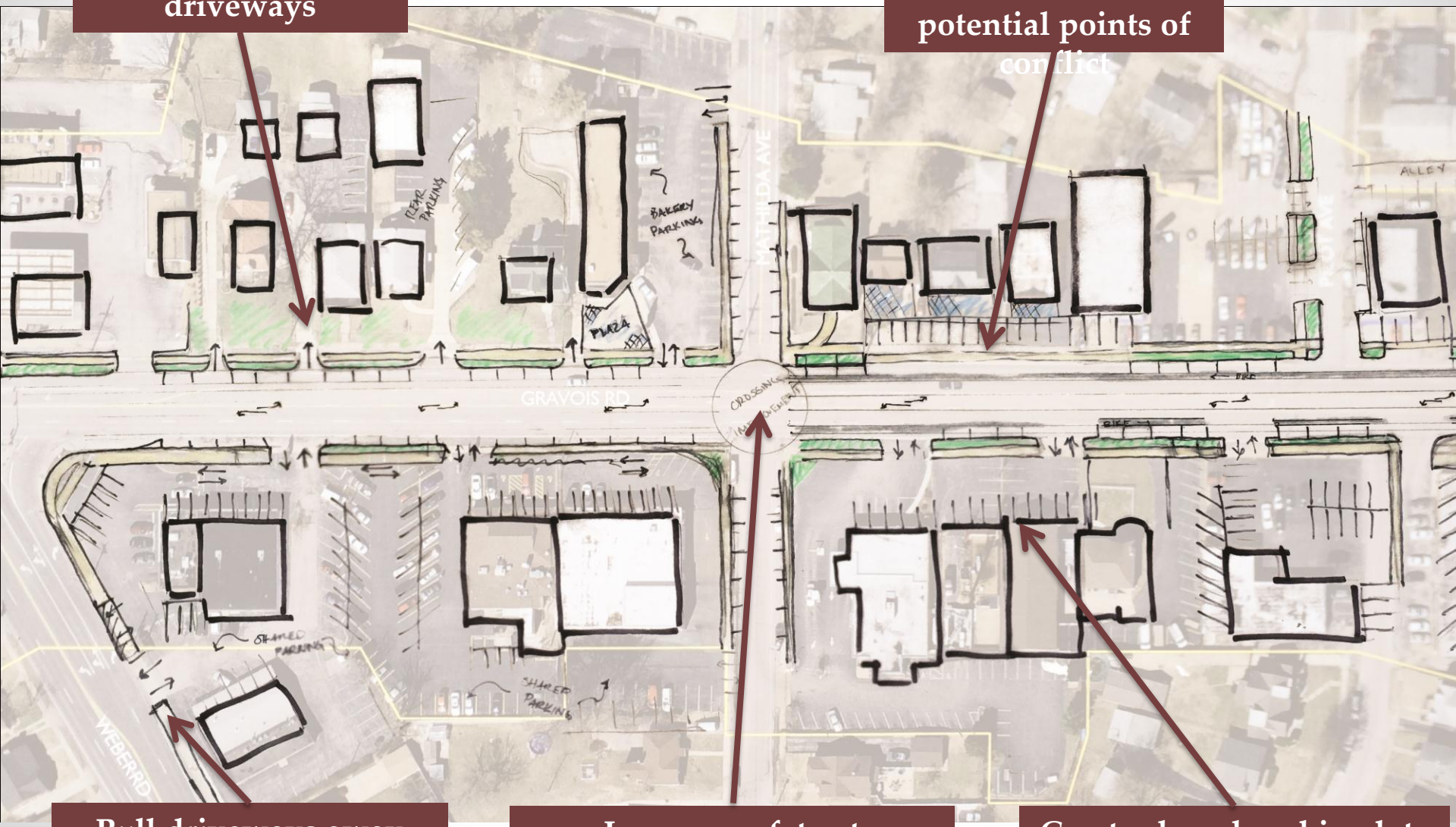
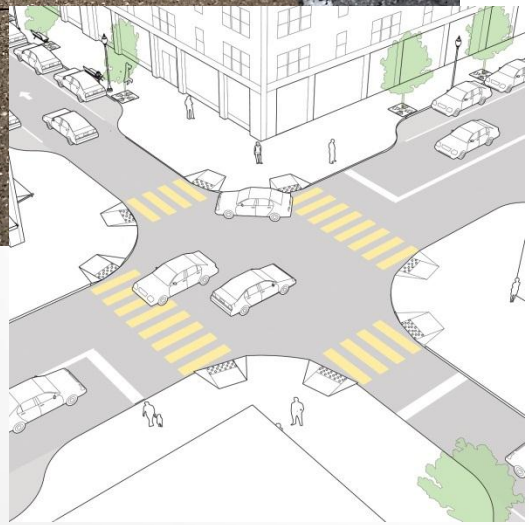
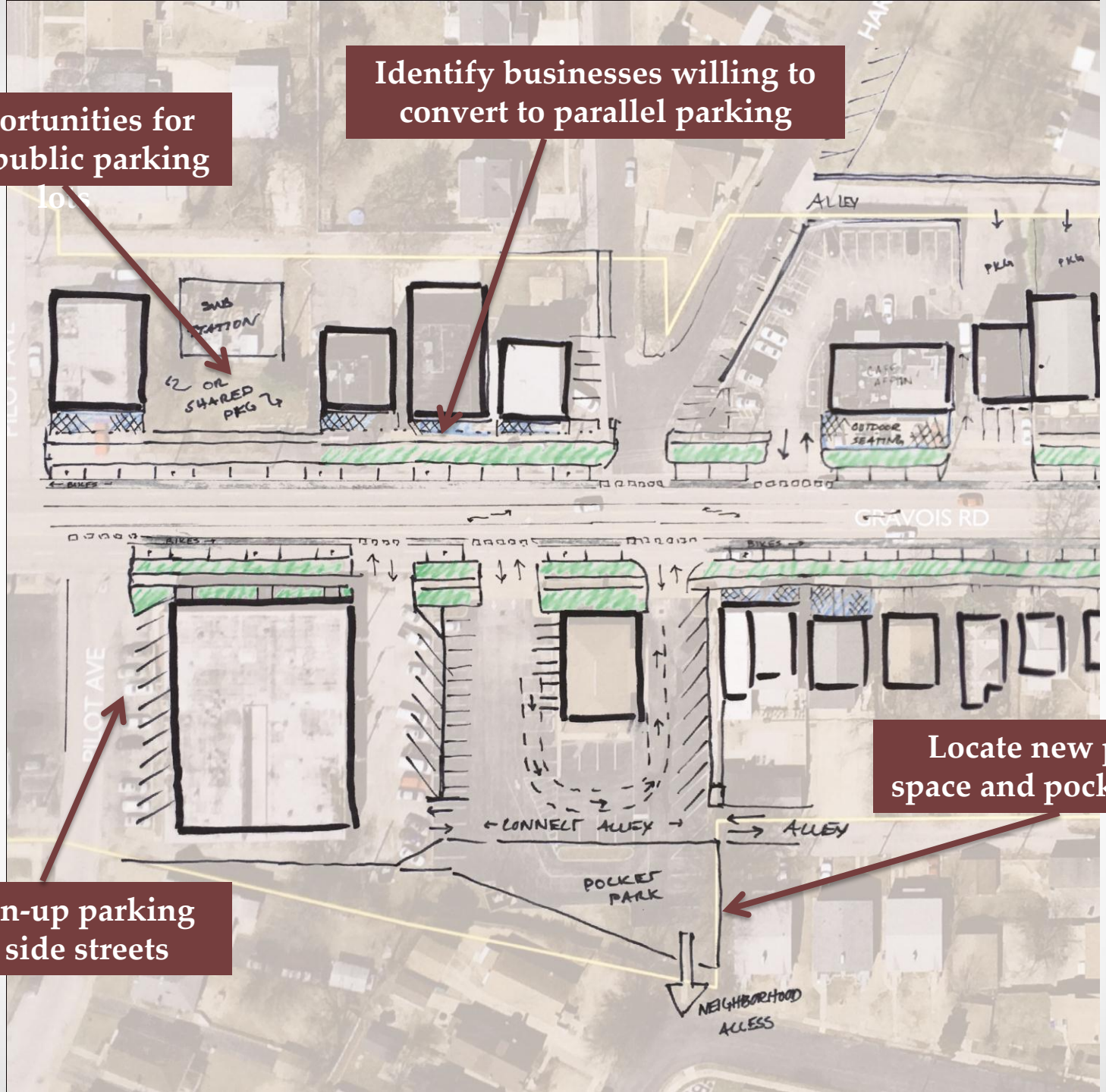
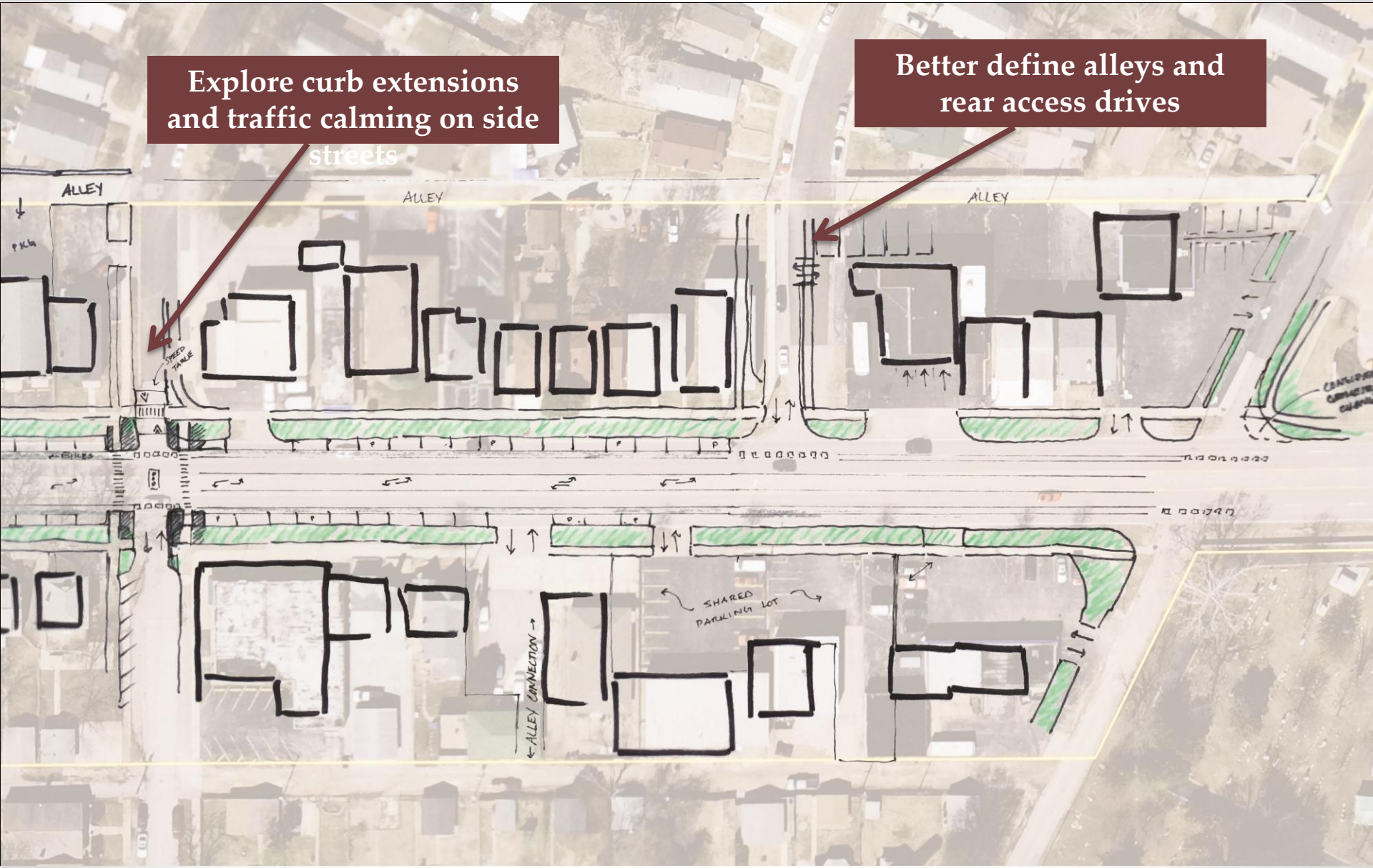

Maintain residential driveways
Make sidewalks more visible at potential points of conflict
Pull driveways away from large intersections
Improve safety at Crossings without signals
Create shared parking lots with strategic entrances
GRAVOIS RD
WEBER RD
MATHILDA AVE
ALLEY
BIKE
PLAZA
BAKERY PARKING
SHARED PARKING
SHARED PARKING

Make sidewalks more visible at potential points of conflict



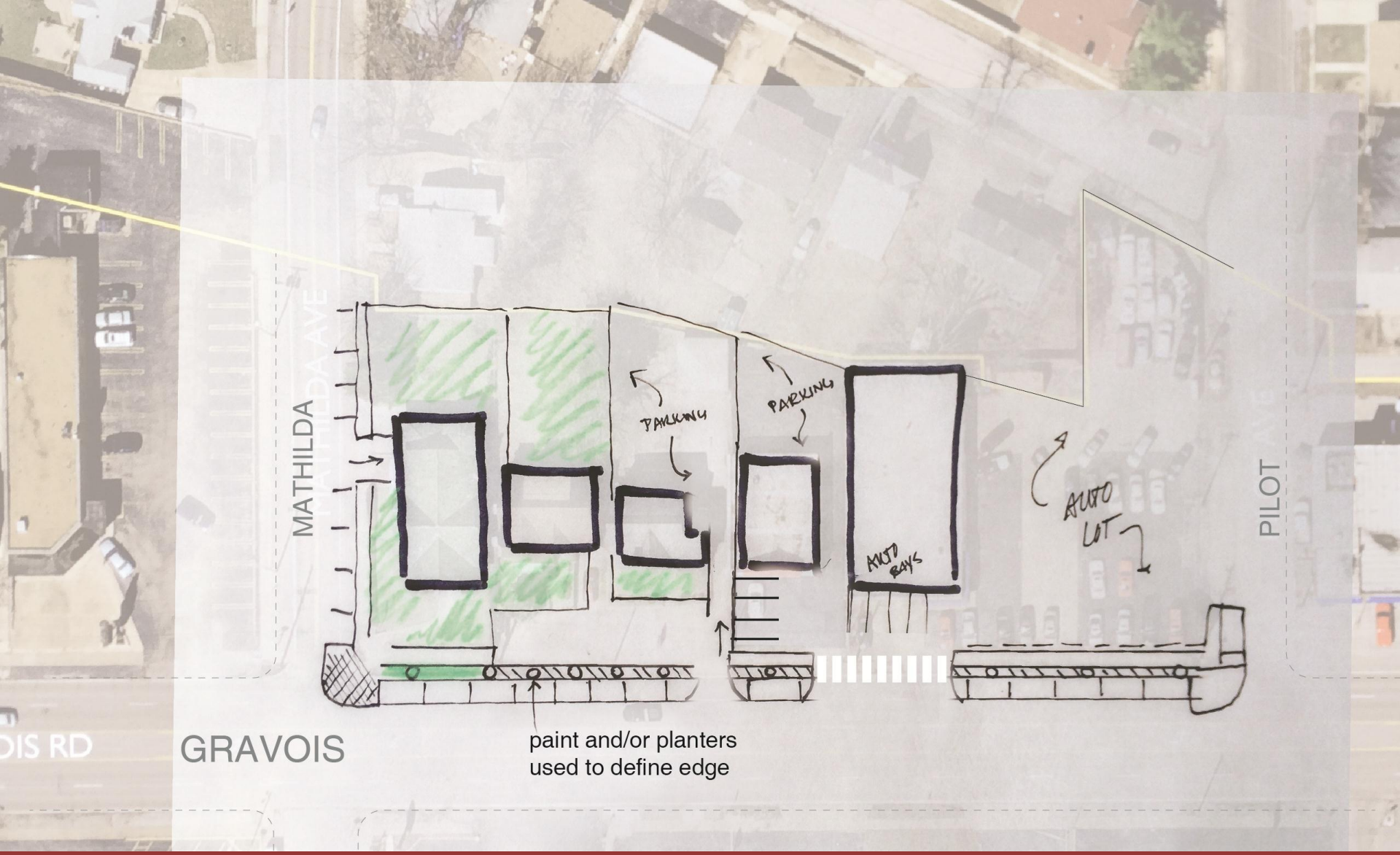
Improve safety at Crossings without signals


Opportunities for new public parking lots
Identify businesses willing to convert to parallel parking
Locate new public space and pocket parks
Clean-up parking on side streets
ALLEY
PKG
PKG
SUB STATION
OR SHARED PKG
OUTDOOR SEATING
BIKES
GRAVOIS RD
BIKES
BIKES
PILOT AVE
CONNECT ALLEY
ALLEY
POCKET PARK
NEIGHBORHOOD ACCESS

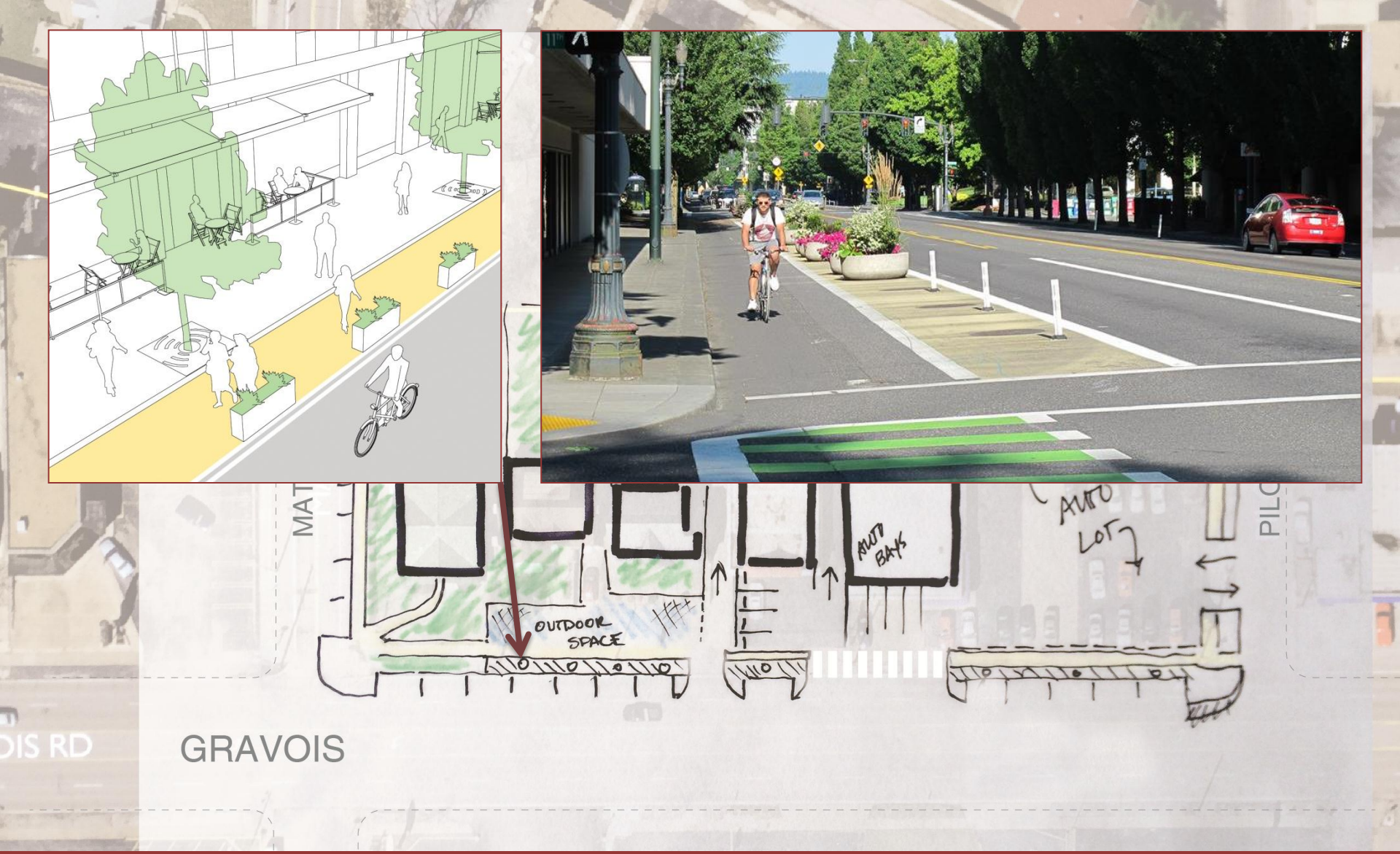

Explore curb extensions and traffic calming on side streets
Better define alleys and rear access drives
ALLEY
ALLEY
ALLEY
SPEED TABLE
SHARED PARKING LOT
ALLEY CONNECTION

EXPLORING PARKING SCENARIOS

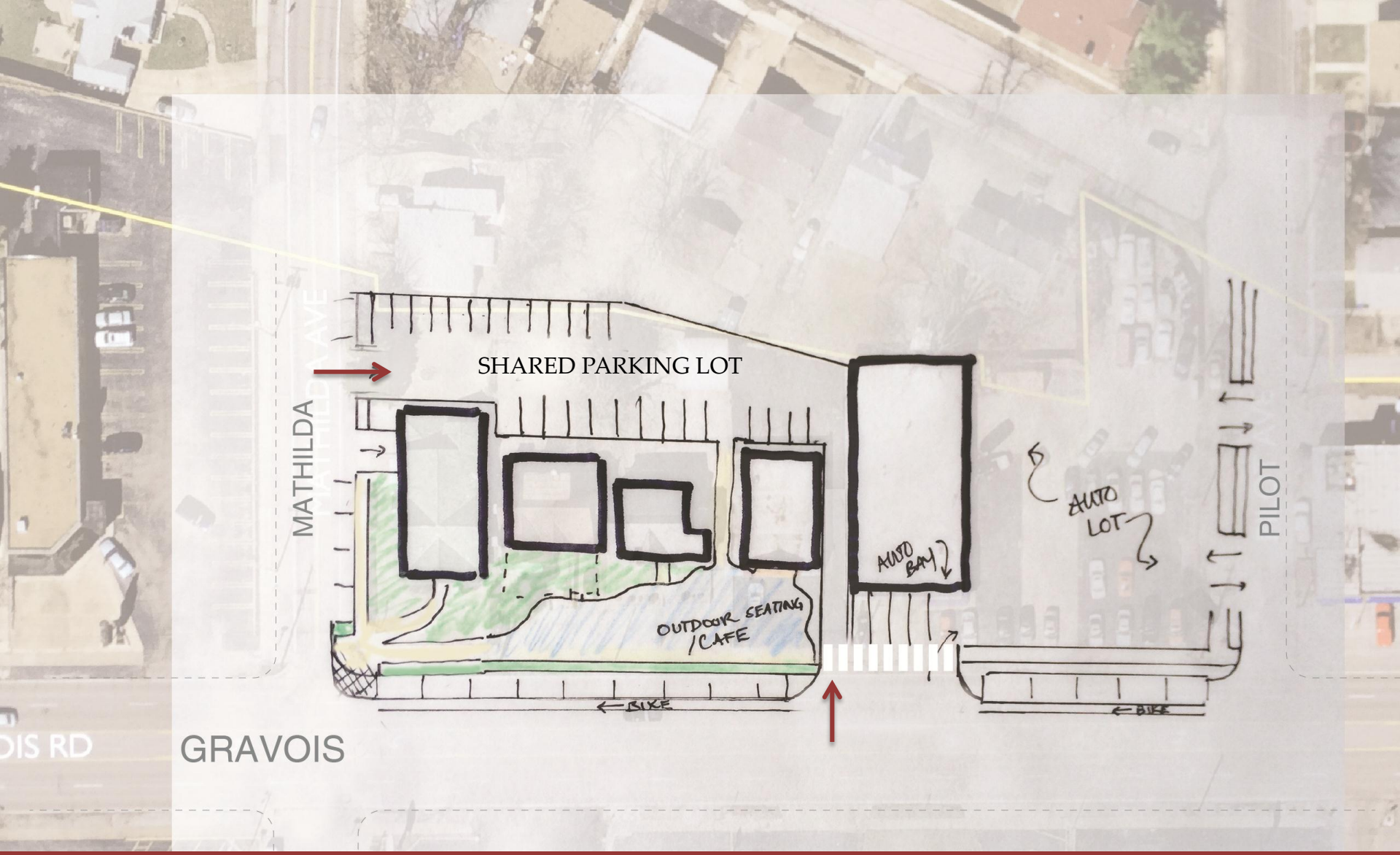
EXPLORING PARKING SCENARIOS
Existing Street Segment



EXPLORING PARKING SCENARIOS
Hybrid Existing with Parallel

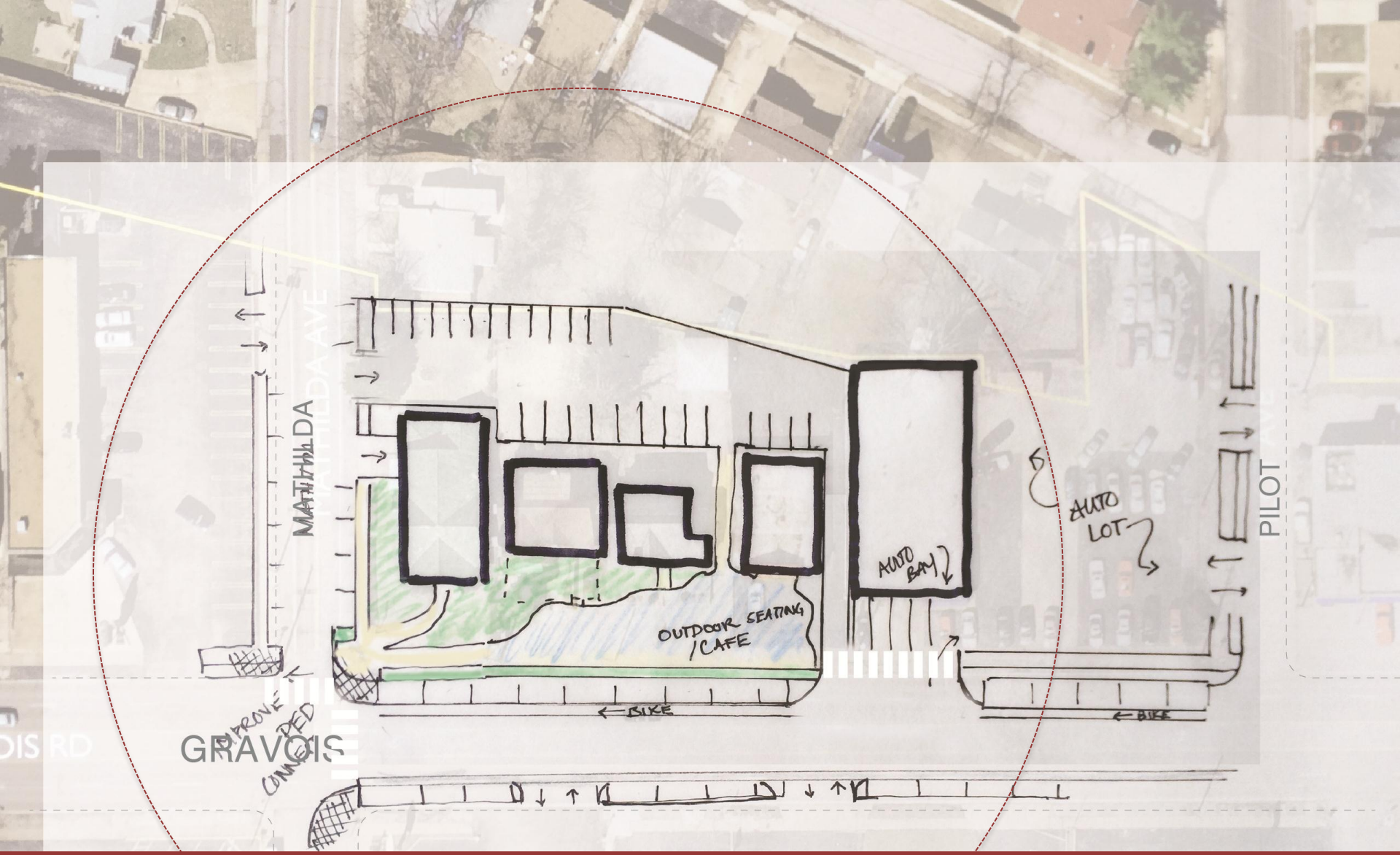


EXPLORING PARKING SCENARIOS
Hybrid Existing with Parallel



EXPLORING PARKING SCENARIOS

Create Shared Parking Lots



EXPLORING PARKING SCENARIOS
Combined Strategies

Mixed Commercial

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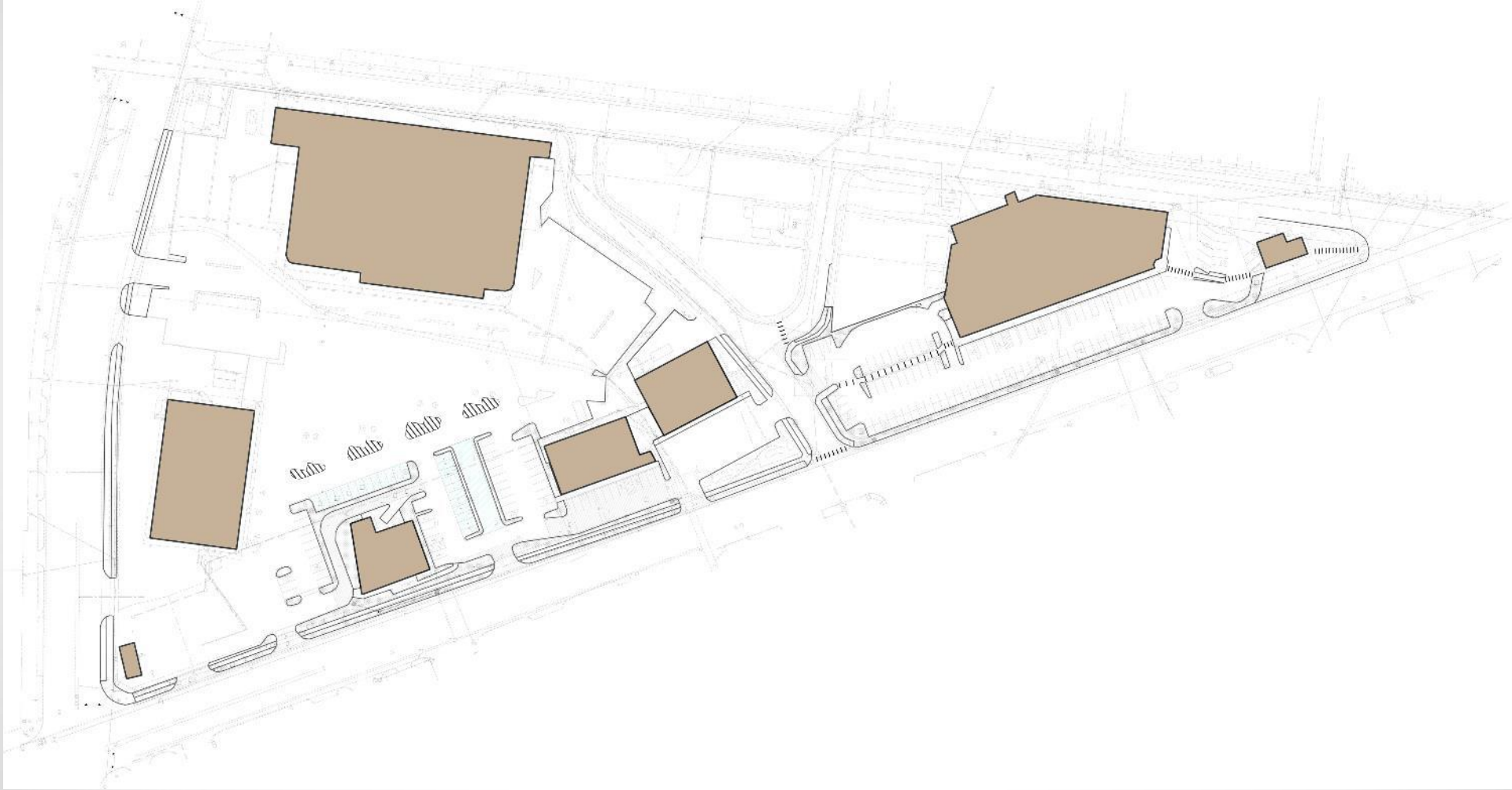
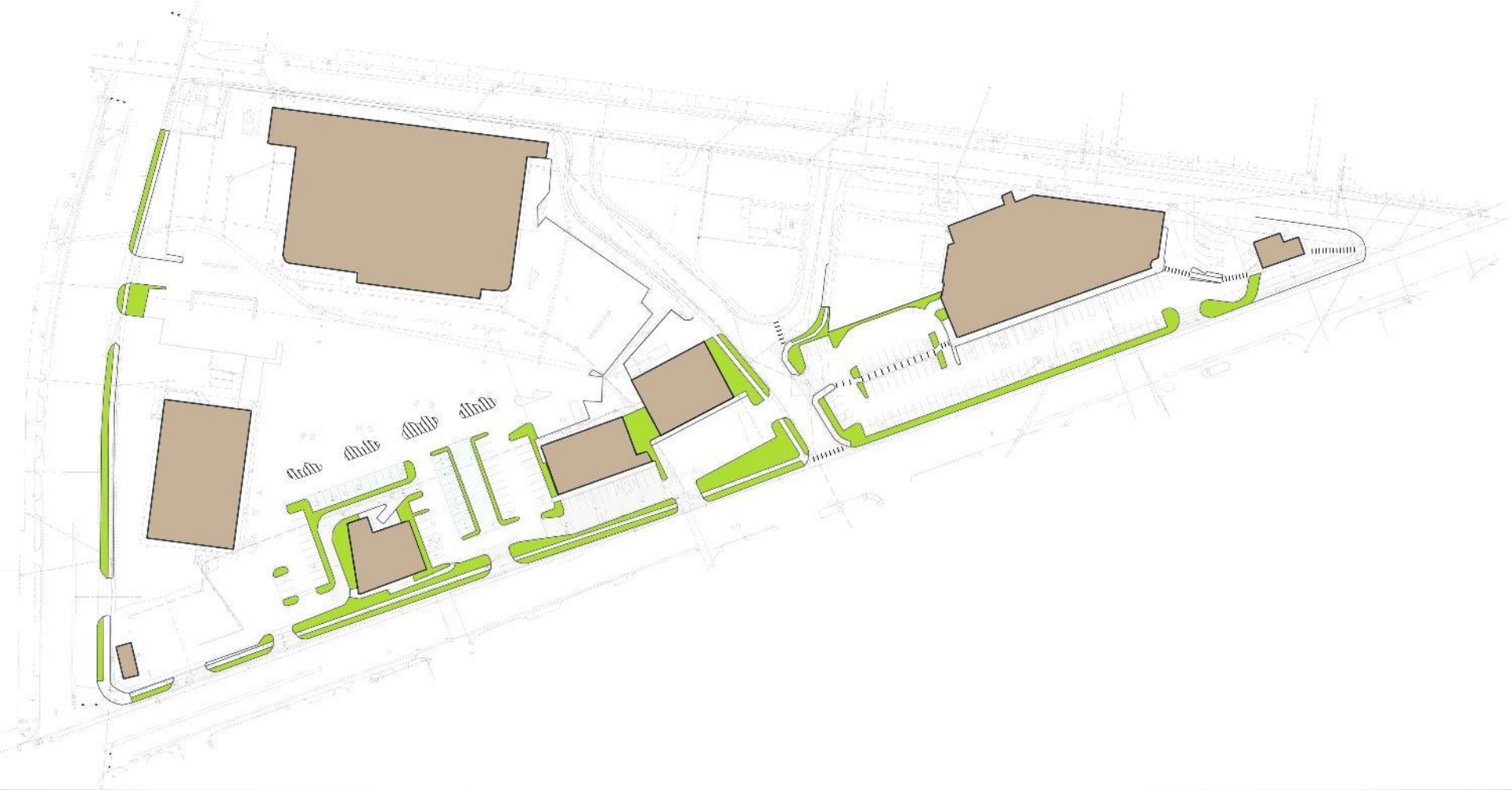
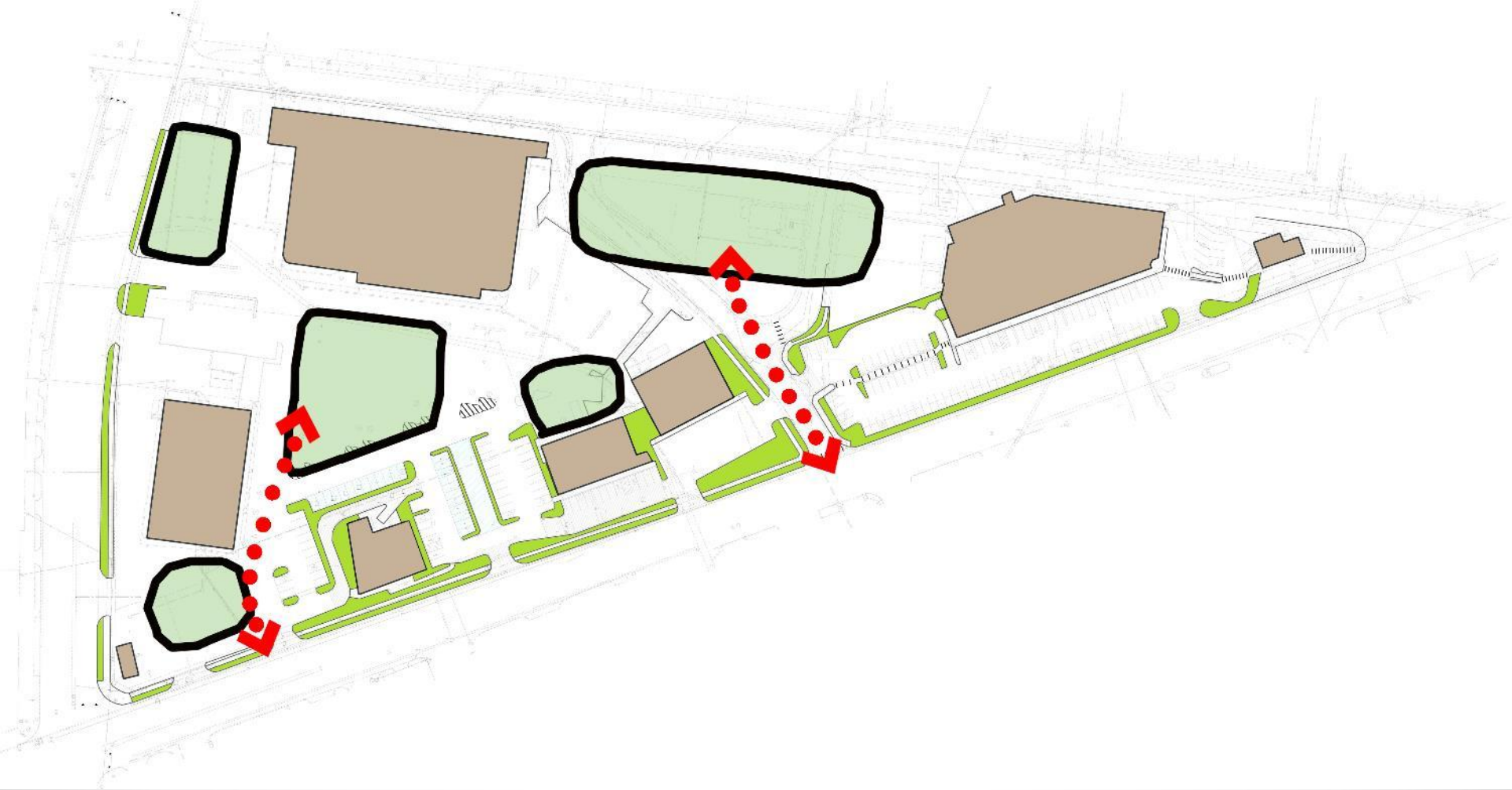
Affton Plaza – Existing Condition



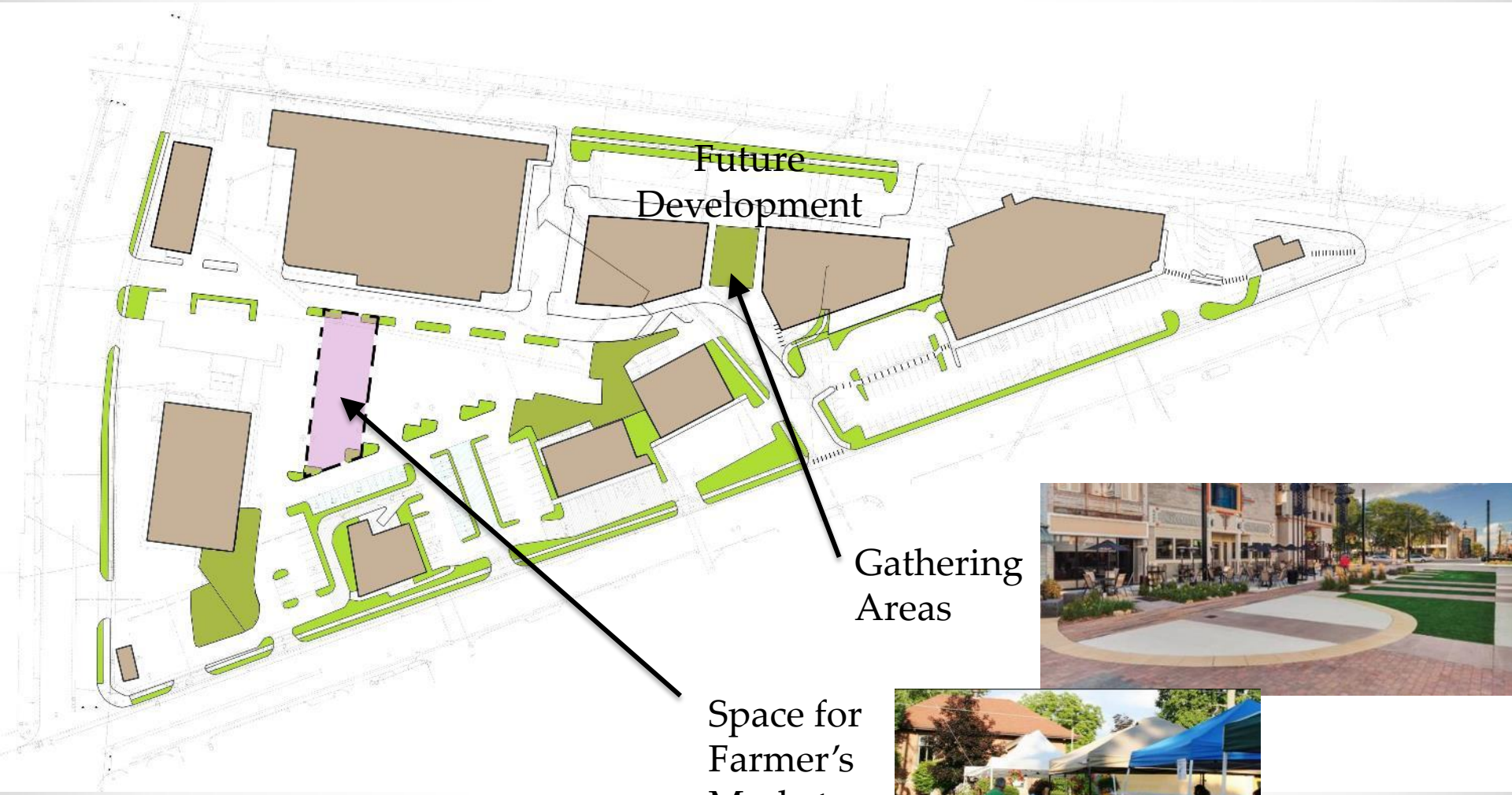
Affton Plaza – Defining the Edges



Affton Plaza – Activating the Spaces



Affton Plaza – Future Concept



MacKenzie Corner

MacKenzie Intersection

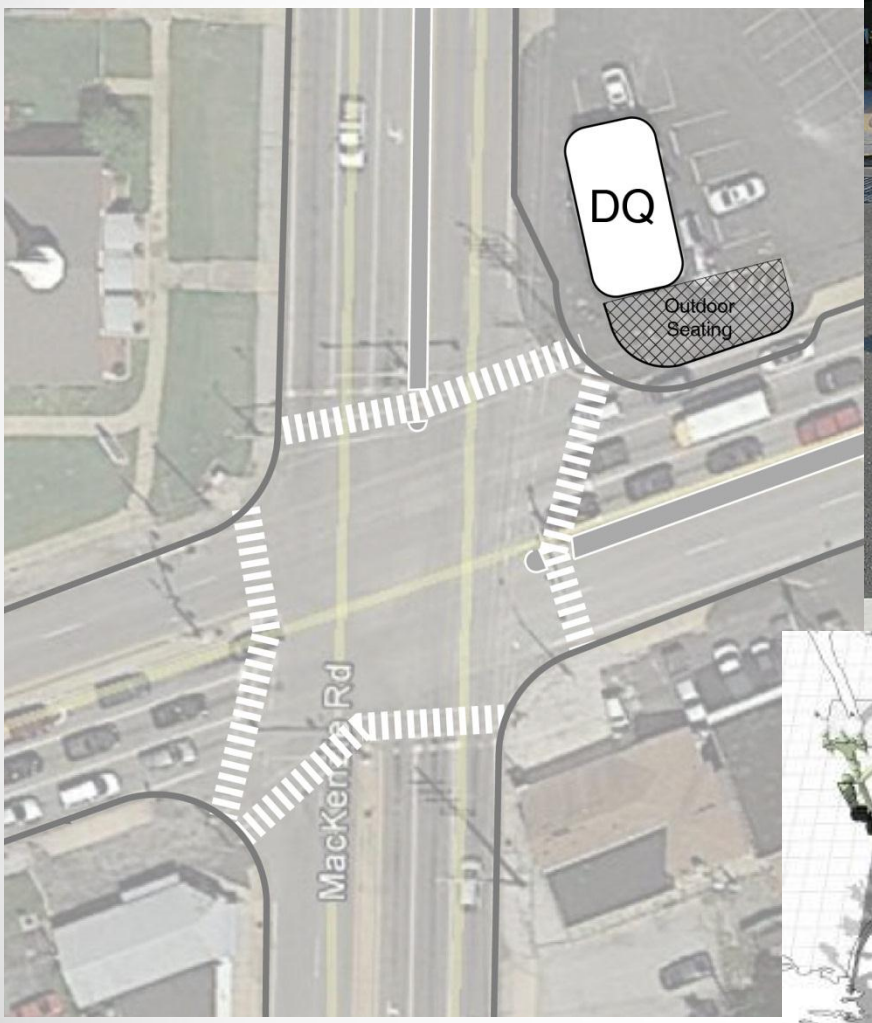


Figure 5-7c. Mid-block crossing with bulb-outs, angled refuge, striped crosswalk, and pedestrian-activated signal

DQ
Frappé
Blizzard
Mini
Which candy are you in?
Rainbow
FAMILY DOLLAR

DQ
Frappé
Blizzard
Mini
Affton Plaza

Affton Plaza / Mackenzie

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Tonight's Discussion:

- Project Overview
- Regional Context
- Corridor Strategies
- Segment Strategies
  - Gravois Heights
  - Mixed Commercial
  - Affton Plaza / Mackenzie
- **Implementation Strategies / Priorities**

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Secret to Success: GET ORGANIZED

- Join Forces –Active local groups (CoC, ACIA)
- "Gravois Development District"
  - Branding, Common marketing
  - Political advocacy
  - Fund raising
  - Tenanting strategy
  - Common area maintenance
  - Capital improvements

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Models for Getting Organized: Gravois Road

MAPLEWOOD
MISSOURI
SHOP DINE BOWL

- **Special Business District (SBD)**
  - City Staff: community development director
  - Some self funding (assessments) not to pay "staff"

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Models for Getting Organized: Gravois Road

- **Special Business District (SBD):** Maplewood
  - City Staff: community development director
  - Some self funding (assessments) not to pay "staff"

- **Advisory Commission**
  - City Staff: exec dir, event coord, farmers market

Models for Getting Organized: Gravois Road

- **Special Business District (SBD):** Maplewood
  - City Staff: community development director
  - Some self funding (assessments) not to pay "staff"
- **Advisory Commission:** Kirkwood
  - City Staff: exec dir, event coord, farmers market

SOUTH GRAND ST. LOUIS

A Flavor All its Own

- **Community Improvement District (CID)**
  - South Grand, The Grove
    - Hire executive director, self-funding

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Models for Getting Organized: Gravois Road

- **Special Business District (SBD):** Maplewood
  - City Staff: community development director
  - Some self funding (assessments) not to pay "staff"
- **Advisory Commission:** Kirkwood
  - City Staff: exec dir, event coord, farmers market
- **Community Improvement District (CID)**
  - South Grand, The Grove
    - Hire executive director, self-funding
- **Development Corporation**
  - Partner with Chamber and SLEDP
  - Example: Lemay

LEMAY DEVELOPMENT CORPORATION

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Community Improvement District (CID)

- Separate political subdivision or nonprofit corp.
- Wide range of powers: services and capital imps.
- Flexible funding options
  - Up to 1% sales tax (good in retailing locations)
    - *Vote of voters **OR** property owners*
  - Property tax (no limit)
    - *Vote of voters **OR** property owners*
  - Special assessments (no limit)
    - *Vote of voters **AND** property owners*

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Self-Assessment Example: South Grand CID

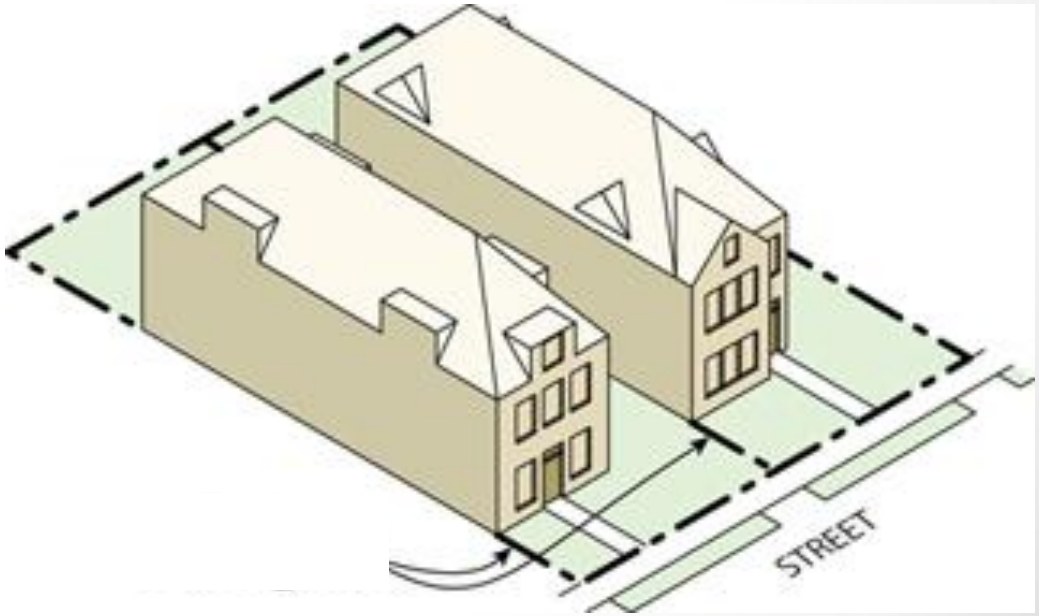
- 25¢ per square foot of lot per year *plus*
- 40¢ per square foot of first floor *plus*
- 26¢ per square foot of upper floors

→ $225,000 per year

Plus. . .

. . .half-cent sales tax

. . .grants



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Gravois Road CID: Special Assessment

PRESENT DEVELOPMENT

- ~ 300,000 square feet of retail space
- ~ 100,000 square feet of office space

SOUTH GRAND MODEL at lower rates

- 20¢ per SF lot
- 30¢ per SF first floor
- 10¢ per SF upper floors

→ $400,000 to $500,000 for Gravois

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Additional Models for Getting Organized

- **Tax Increment Financing (TIF) District**
  - Capture "added" taxes (property, sales, utilities)
  - Use mostly for capital improvements
- **Transportation Development District (TDD)**
  - Additional Sales or Property Tax
  - Use only for "transportation" improvements
- **Volunteer Beautification**
  - U. City in Bloom
  - Overland Beautification Committee
    - Funded by city's billboard license tax
  - Gateway Greening

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Models for Getting Organized: Affton

- **Community Development Corporation (CDC):**
  - Lemay Housing Partnership, Inc.
  - Spanish Lake CDC
- **Development Corporation (for all of Affton)**
  - Partner with Chamber and SLEDP
  - Example: Lemay
- **Incorporate as a city(!)**

LEMAY DEVELOPMENT CORPORATION

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Community

- Coordinate Community Services
  - In home assistance
  - Senior services
  - After School programs
  - Continuing activity programs
  - Event planning / coordination

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Prioritizing Goals to move forward

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Goals - immediate

- **Traffic study for roadway reconfiguration**
  - Lane changes
  - Intersection performance
  - Bike facilities
  - Parking changes
  - Parking lot access modifications
  - Pedestrian crossing changes
  - Cross street function
  - Peak traffic and non peak flow.
- **Form a Business district**
  - Brand the district and promote the businesses
  - Support events
  - Organize and invest back into the district
- **Identify the Right of Way – necessity moving forward**
- **Plantings along the cemeteries**

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Goals – 3-5 years

- **Continue to define the edge of Affton Plaza**
- **Intersection and ped crossing improvements**
- **Gateway enhancements**
- **Awnings, lighting, sidewalk furniture improvements**
- **Common parking and related wayfinding**
- **Implement tenanting strategy** (district organization)
- **Promote the area** (district organization)
- **Bike connection to Grant's trail**
- **Additional public space** (amphitheater / open market)

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Goals – 10-15 years

- **Roadway reconstruction with curbing**
- **Major intersection reconfigurations**
- **Intensive / permanent plantings and landscaping**
- **Substantial transition to on street and shared parking**

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Getting it Done

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