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The Framework Plan represents a common vision of the Grand Center community. The Framework identifies strategic actions and defines improvements in the public realm that will better serve existing institutions and functions as well as provide a basic infrastructure that will inform future development. The Framework Plan is not a “master plan” but is intended to be flexible in accommodating local public and private initiatives, funding cycles and the evolving neighborhood identity.

The Framework identifies how the streets, sidewalks, paths and open space might be designed to provide a coherent and connected pedestrian experience while accommodating vehicular traffic, bicycle and public transportation. Through the transformation of the public realm, the community will achieve a number of goals:

1. Create a unique identity as a neighborhood in St. Louis, building upon the fabric of historic and contemporary buildings.
2. Provide a safe, pleasant and active pedestrian-oriented environment.
3. Support the cultural treasure of institutions that are currently located in Grand Center while enabling institutional expansion.
4. Attract uses and activities that will compliment the current institutions while expanding the use of the area throughout the day.
5. Enhance the opportunity to build a live, work and recreation environment conducive to community building.
6. Reduce the impact of parking demand and vehicular movement through access and circulation modifications and parking integration with ongoing private development.
7. Establish certainty for private development by providing a public realm of quality and longevity.
This plan studies Grand Center in a broad context, from steeple to steeple. It proposes initial improvements in the core Grand Center District.
RE-ORIENT APPROACH & ARRIVAL
RING ROADS

Current Condition: The vehicular approach and arrival is focused from the inside-out and competes with pedestrians.

Future Condition: The vehicular approach and arrival is dispersed from the outside-in and allows space for pedestrians and public realm improvements.
The accepted standard for urban pedestrian access is a quarter mile radius from the point of access. Currently, the intersection of Grand and Washington defines the Grand Center district. The diagram indicates the “catchment” area for pedestrian access.

If the spine and transect are implemented, then the pedestrian catchment area is extended dramatically, in that access to Grand Center is defined by when the pedestrian enters the “opportunity” zone of pedestrian-oriented streets.
The spine and transect (Grand and Washington) form the backbone of Grand Center and require specific design attention to enhance the pedestrian/connectivity of these streets. Active ground floor uses should be encouraged along the spine and transect.

The corridors of Spring Street and Theresa Street define north/south areas that require identity and design response to the uses and conditions occurring along them. Active ground floor uses should also be encouraged along the corridors.
By creating intersections with common elements and unique art interpretations, each intersection becomes an “outdoor room”. Experiencing the outdoor room provides visual and sensual interpretation that gives identity and uniqueness to the experience of Grand Center.
GATEWAYS
ART GATES
ARCHITECTURE AS ENTRY
SPECIAL INTERSECTIONS

Major gateways into the community are defined by architecture surrounding as well as the intersection itself. The gateways are an opportunity to create art gates that can be used to close down the area for celebrations and events. While the language of the intersection is a derivation of the special intersection treatment throughout Grand Central, it should be of primary importance in the hierarchy of intersections.
PARKING INTEGRATED INTO THE NEIGHBORHOOD

1. EXISTING ISOLATED CONDITION
2. IMPROVE EDGE CONDITIONS WITH LANDSCAPING
3. DEVELOP BUILDINGS WITH ACTIVE GROUND-FLOOR USES
4. BUILD PARKING STRUCTURES

Parking and the need for surface parking will be transformed through a phased program, gradually removing large surface parking areas into garages that are integrated with mixed-use developments. Parking structures within future development will include spaces (in addition to those needed) for the development to provide a parking inventory to accommodate the "surge" of parking demand during events in the area.
By providing cross-block pedestrian connections, a new “grid” of pedestrian connections will provide access internal to the long block structure.

The addition of cross-block connections, in conjunction with improved sidewalks and alleys, creates an overall pattern of accessible scale.
OPPORTUNITY: EXPLORATION AND DISCOVERY

CONTINUOUS SEQUENCE OF PATHWAYS AND SPACES

The mid-block connections can begin as very modest paths, and then evolve into more landscape, hardscape and art installation progressions that are included as a part of private redevelopment.

CREATING CORNERS ACCESSING THE INNER-BLOCK

Economic value is determined by exposure to pedestrian traffic. The mid-block passageways and alleyways increase the economic viability of each parcel adjacent. Instead of one side of a lot being of value (along the street), “corners” and multiple exposures add value to each redevelopment parcel.
OPPORTUNITY: ALLEYS AS UNIQUE PEDESTRIAN WAYS

Alleys are the forgotten pieces of the urban fabric. In original city plats, the alleys were dedicated to service functions—delivery access, garbage collection and infrastructure. Given current technologies, alleys are a new resource to create a greater sense of accessibility and activity. In addition, opening up the alleys for pedestrian access (in conduction with service activities) enables providing economic uses along the alleys to increase the value of the adjoining properties.

OPPORTUNITY: INCORPORATE SUSTAINABLE PRACTICES

STORM WATER MANAGEMENT

Existing rights of way are wider than necessary to accommodate current circulation and parking demands. Utilization of the right of way to include generous pedestrian ways as well as incorporating sustainable technology for storm water collection and treatment will give added character and function to the streets. The pedestrian realm should include trees and vegetation that ensure shade and “green-ness”—and should be integrate interpretive public art as a part of the pedestrian experience.

COMMON GARBAGE
HIDE/RELOCATE UTILITIES

NETWORK OF PATHWAYS & SPACES
Developing a Community Media Commons

Sheldon World Music Museum

Powell Hall

Create venues for community activities

Inventory existing space

Explore indoor/outdoor connections

While existing institutions and buildings provide a foundation for the entire district, established institutions have expansion plans of both their current facilities as well as visionary expansions that would add capacity to the community. The Framework allows for institutional expansion as well as private mixed-use development.

Expanding the “ownership” of Grand Center by its community members is enhanced by creating venues for formal and informal community activities. Activities may occur in the interior of buildings, but are focused in the public realm. Providing opportunities for interaction, celebrations, festivals, ad hoc interchanges and more structured events need venues. The multiplicity of venues will result in a diversity and vitality of events and interactions throughout the community.
The Framework Plan envisions many programs, uses and activities being realized within the framework of the public realm proposal. Through the interaction within the community during the visioning of a new Grand Center community, there were specific programs and initiatives proposed to be included in the eventual conformation of the community.

THE “FRONT PORCH”

- Neighbor-to-Neighbor Program

SPECIALTY HOUSING

- Target and Attract
- mixed-use developments

INCUBATOR SPACE

- Food Carts
- Store Fronts
- Coordinated Artist-in-residence Program

URBAN AGRICULTURE

- Spaces & Facilities
- Throughout Neighborhood
- Tied to Schools

A UNIQUE & VITAL COMMUNITY

- A place to live, work, play and create
- A place welcoming to Patrons
- A place to “hang out”
- A “green” oasis in St. Louis
- A community that speaks through art
- A place incorporating bike and car share in everyday life
FRAMEWORK

CORRIDOR
THERESA STREET

CROSS-BLOCK CONNECTIONS
ART WALK | GARDEN CORRIDOR
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REPLACE PAGES 19-20 WITH THE 11X17 OF GRAND BLVD
REPLACE PAGES 19-20 WITH THE 11X17 OF GRAND BLVD
WASHINGTON AVE
WEST OF GRAND BLVD

EXISTING CONDITION

PROPOSED CONDITION
WASHINGTON AVE
EAST OF GRAND BLVD

EXISTING CONDITION

PROPOSED CONDITION
REPLACE PAGES 25-26 WITH THE 11X17 OF SPRING ST
REPLACE PAGES 25-26
WITH THE 11X17 OF
SPRING ST
**SPRING STREET**
SOUTH OF OLIVE STREET

**EXISTING CONDITION**

**PROPOSED CONDITION**

GRAND CENTER FRAMEWORK PLAN
This page intentionally left blank.
REPLACE PAGES 29-30 WITH THE 11X17 OF THERESA ST
REPLACE PAGES 29-30 WITH THE 11X17 OF THERESA ST
THERESA STREET
SOUTH OF WASHINGTON AVE

EXISTING CONDITION

PROPOSED CONDITION

GRAND CENTER FRAMEWORK PLAN
CROSS-BLOCK SYSTEM

DESIGN THEME AREA
PROCESS & TASK FORCES

PLANNING PROCESS
Kick-off April 2011
Stakeholder Interviews May
Framework Workshop June
Alternatives Workshop June
TAG Meeting/Public Forum June
Mid-course Review June
Task Force Work August and September
TAG Meeting October
Framework Plan Workshop November
Public Forum
Framework Plan Adoption April 2012

TASK FORCES
Spine and Transect
East Side
West Side
Community Building
Urban Agriculture
Parking
Housing and Land Use
Governance

Task Forces
Observation & Discovery
Strategies
Framework
Design Exploration
Draft Framework Plan
Implementation

Public Forum - June 2011

PUBLIC FORUM - JUNE 2011
1. Gateway Intersection Improvement
2. Intersection Improvement
3. Sidewalk Improvement
4. Event or Festival Street
5. Install Median with Street Trees
6. Bus/Loading Bay Adjacent to Park
7. Short Term Parallel Parking Bay
8. Create Pedestrian Walkway
9. Pedestrian Priority Zone: Extend Plaza Paving Across Streets
10. No Street Trees in Front of This Building
11. Redesign Park

GRAND BLVD

GRAND CENTER FRAMEWORK PLAN
1. GATEWAY INTERSECTION IMPROVEMENT
2. INTERSECTION IMPROVEMENT
3. SIDEWALK IMPROVEMENT
4. ADD TREES TO CREATE “SCHOOL ORCHARD”
5. PROVIDE SAFE ROUTE TO SCHOOL IMPROVEMENTS
6. ART PARK
7. EXTEND PLAZA ACROSS STREETS SURROUNDING CAM
8. NARROW CURB-FREE VEHICULAR DRIVING LANES Delineated by bollards and subtle changes in pavement material
9. URBAN AGRICULTURE OPPORTUNITY/COMMUNITY GARDENS
10. DEVELOPMENT OPPORTUNITY
11. STREET TO BE VACATED
12. RELOCATED STREET CONNECTION
13. CREATE ART OR FESTIVAL STREET SECTION ADJACENT TO ART PARK
14. CREATE MID-BLOCK PEDESTRIAN CONNECTION
15. MEDIA PLAZA
16. ELIMINATE PARALLEL PARKING AND PROVIDE WIDENED SIDEWALK PROMENADE WITH DOUBLE ROW OF TREES

DESIGN THEME AREA: CORRIDOR

SPRING ST

GRAND CENTER FRAMEWORK PLAN
1. GATEWAY INTERSECTION IMPROVEMENT
2. INTERSECTION IMPROVEMENT
3. SIDEWALK IMPROVEMENT
4. PEDESTRIAN PROMENADE: WIDEN SIDEWALK AND PROVIDE DOUBLE ROW OF TREES
5. POTENTIAL NEW BUILDING TO PROVIDE PEDESTRIAN FRIENDLY GROUND FLOOR USE AND DESIGN
6. PROVIDE NEW BUILDING EDGE WITH ACTIVE GROUND FLOOR USE
7. MULTI-USE SPACE
8. USES TREES TO DEFINE “WALLS” OF “ROOMS” AND BREAK DOWN WIDE OPEN SPACE INTO SMALLER SPACES THAT PROVIDE A MORE APPROPRIATE PEDESTRIAN SCALE
9. “FLATIRON” SITE
10. REDESIGN STREET “EUROPEAN STYLE”: NARROW, CURB-FREE, UNIQUE
11. PROVIDE SAFE PEDESTRIAN CROSSING OPPORTUNITY WITH CROSSWALKS, LIGHTS AND MEDIAN REFUGE
GRAND CENTER

Design and Development Guidelines

These Guidelines describe elements of urban form that must be addressed in the ongoing development of Grand Center. The Guidelines serve two purposes:

- To provide prospective institutions, developers, and designers with a checklist of issues that must be addressed in their development proposals to be in concert with or add to the Vision for Grand Center; and
- To provide an overall conceptual approach and consistent basis for the evaluation of development proposals by the City of St. Louis.

The Guidelines are performance oriented and not prescriptive. They address the general look, feel, and function of Grand Center and should be applied to each proposed public and private development. The Guidelines create an environment for design excellence to occur, for small actions to have a major cumulative effect, and a mechanism for checking the progress of the Vision implementation. If the Guidelines are properly followed, each and every development increment will contribute to a better-defined and coordinated urban form. These guidelines work with the Framework Plan and will provide guidance to developers, city officials, and the community in their efforts to achieve the aspirations for Grand Center.

MAKING GRAND CENTER A NEIGHBORHOOD

1.1 Draw People & Activity Into Grand Center
Grand Center is strategically situated to be both a local and regional focal point. Developments should lend themselves to attracting a variety of pedestrian activities with linkages internally as well as to adjacent neighborhoods and campuses. Entry points into Grand Center should establish a sense of arrival.

1.2 Encourage Further Development
Buildings and spaces should be designed with future adjacent development as a consideration. Designs should not be “islands,” but should create design opportunities for future abutting development.

1.3 All Seasons Community
Building uses and exterior spaces should lend themselves to use throughout all four seasons. Designs should include protected spaces and pathways to enable year-round use by visitors and inhabitants.
1.4 24 Hour / 7 Day Neighborhood
Developments should foster the idea of extended hours of use throughout the week. Where uses are subject to “business hour” operation, the development should include amenities that provide for external enjoyment of buildings at all times of day.

1.5 Sustainable Design
New development should embody current green building techniques wherever possible. Energy efficient design options should be explored as well as alternative building products, which have less impact on the local and world environment. Strive for Leadership in Energy and Environmental Design® (LEED®) certification of development.

1.6 Buildings as Good Neighbors
Each building should be designed to fit into, and contribute to the future vision of Grand Center. Each building should enhance the public experience of itself and of the abutting buildings. Undesirable elements of buildings should either be screened or hidden from view.

1.7 A Place of Multiple Activities
When practicable, include multiple users in building structures, as well as using exterior spaces as extensions of interior uses. Create combinations of public rights of way and open space within blocks to create places that can accommodate multiple activities.

1.8 Scale of the Street
Building heights adjacent to a street edge should be at least as tall as half the width of the right of way. Existing buildings would improve the street scale with vertical expansion. Street trees can also be used in meeting the height goal. A combination of taller buildings and trees will create the appropriate scale for the street.

1.9 Building Setbacks
A continuous street edge contributes to the pedestrian health of Grand Center. Buildings should front the sidewalk. In addition, buildings placed close to side and rear property lines should be designed with sensitivity to future development on adjacent properties and to potential public spaces within the block.

1.10 Pedestrian Interaction
Buildings and exterior space should foster activity and interaction of citizens at a pedestrian scale. Encourage a variety of uses within walking distance for residents, employees, and visitors. Employ appropriate sidewalk widths and weather protection to encourage use and activity.
CONNECTIONS

2.1 Visual Linkages
Design interior and exterior spaces that recognize and promote visual linkages to other defining elements, such as monuments, civic spaces, outlooks, water features, and other natural and manmade landmarks that orient the user.

2.2 Attraction of Attractors
Future “attractors” should be located strategically in Grand Center, providing a sense of “this is where it’s happening,” making Grand Center a destination within St. Louis.

2.3 Axial Relationships and Monuments
Recognize existing and potential axial relationships of places and buildings. In building form, monuments, or in water features, incorporate extensions or terminations of these relationships.

2.4 Places and Connections
Provide a safe, inviting series of interconnected “places,” both interior and exterior to the building structures. Provide linkages to adjacent neighborhoods for pedestrians, bicycles, and automobiles.

2.5 Driving and Parking
In the design of streets and parking areas, functional requirements of vehicular activity should not compromise, but should enhance, the pedestrian environment.

2.6 Pedestrian Opportunities
Integrate pedestrian circulation systems with existing and planned systems, both indoor and outdoor, that connect public rights-of-way and spaces, activities, and uses. Design systems to use paving, furniture, and landscaping that are handicap and stroller accessible, convenient to use, and in character with the public improvements.
2.7 **Green Streets**
Promote creation of “green” streets and surface parking areas utilizing features like permeable paving, solar powered lighting, and native landscaping. City design standards should be flexible to allow designs that have a minimal impact on non-renewable natural resources.

2.8 **Connections Through Buildings**
Promote design that allows for public interaction between buildings. Encourage pedestrian walkways through and connections between clusters of buildings.

**SPACES AND LANDSCAPES**

3.1 **Civic Rooms**
Development of public spaces within and around Grand Center should contribute to the formation of “civic rooms.” Within these rooms, specific commercial and public uses, circulation patterns, public art, and cultural recognition shall be encouraged to reinforce the “room” and its linkages internally to Grand Center and surrounding neighborhoods and campuses.

3.2 **Areas of Many Functions**
Create pathways, open spaces, and enclosed or sheltered public spaces to be flexible and to accommodate a number of functions, whether organized or casual.

3.3 **The Street**
Define the street through delineation of right-of-way with the building edge, landscaping, lighting, and signing appropriate to the function of the street and the area of Grand Center it serves. Street trees spaced at no more than 30 feet on center are critical to establishing the character of a street.

3.4 **The Intersections**
Consider intersections as a “room” within the city. Maintain vehicular flow requirements while providing safe and convenient pedestrian access. When possible, use the location of building entries, building details, street lighting, signage, and art to enhance the concept of the intersection as a room.
3.5 Courtyards and Plazas
In private development, design courtyards and plazas that provide a continuity of experience between the inside and outside of the building and between the public and private realm.

3.6 Open Space Defined by Buildings
The spaces in-between buildings should enhance the public experience through building design, form, and organization.

3.7 Inside and Outside
Ground floor activities in buildings within Grand Center should present an interesting and enticing addition to the pedestrian experience. Exterior walls abutting public rights of way shall have more than 50% of the surface in windows, showcases, displays, art or pedestrian access elements.

3.8 Roofscaping
The rooftops of buildings within Grand Center present an opportunity for “green” design and upper level activities. New development should be encouraged to create eco-roofs and/or opportunities for places where activity could enhance the street.

3.9 Street Trees
Selection of trees along street edges should create a unifying canopy for the street. Trees should be chosen to ensure commercial views from the street. Trees with strong vertical shapes should be used sparingly to avoid a discontinuous or “lollipop” appearance.

3.10 Signage
Business identity signs, while conforming to other requirements of the sign ordinance, should add to the quality and character of the street. Signs should also relate to the building’s character and provide identity and focus for the use. Signs should be readable from vehicular as well as pedestrian views.

3.11 Public Art
Public art can enhance the landscape and provide focus within public spaces. Incorporate permanent public art in strategic locations to create a better visual environment, and provide locations for temporary installations that are interactive and interpret experiences for both children and adults. Integrate the design work of artists, with a focus on local artists, into new development.
3.12 Safe Environments
New development and civic improvements should use crime prevention techniques wherever possible. Design options that reduce the opportunity for crime and nuisance activities should be explored, such as “eyes on the street” and the principles of Crime Prevention Through Environmental Design (CPTED), to create a safer environment.

BUILDINGS

4.1 Building Form
Single-purpose buildings should be treated as “stand-alone” structures with style and size appropriate to use. Mixed-use buildings should be designed to relate contextually to the surrounding buildings.

4.2 Adaptable Design
As Grand Center continues to evolve over time, the market will dictate changes in uses and densities. Design of buildings should consider flexibility in use and density over the life of the building.

4.3 Active Buildings Along Pedestrian Oriented Streets
As street configurations change to become more pedestrian oriented, active uses should be developed to support them. The Grand Center street edges should reinforce the pedestrian environment by providing transparency and active uses in the building.

4.4 Activate Buildings Along Paths & Linkage Streets
Where possible, maximize use of deep buildings and alleys in Grand Center. Businesses that do not require high exposure street frontage may develop along improved alleys and open space internal to blocks, giving the dominant façade to retail and high exposure businesses.

4.5 Craft of Building
In designing buildings, recognize the “craft of building” as fundamental in creating appropriate building detail. Proportion, attention to detail and quality design should be stressed. Lasting materials are strongly encouraged and the way buildings are assembled is important in honoring the quality of construction currently in Grand Center.
4.6 Outside the Wall
The “outside wall,” the building’s presentation both to passers-by and to users, should invite participation. Upper levels of buildings facing the street should incorporate decks, balconies, or other devices that activate the wall enclosing the street, any open space, pathways, or alleys.

4.7 Building Entrances
Building entrances should support and enhance the pedestrian oriented quality of Grand Center. Design entrances to give identity to buildings and uses therein. Create literal and figurative “front porches” where users of the building interact with the community.

4.8 Parking Relationship to Building
Parking areas and structures are to be integrated into new building designs. Surface parking should be limited to short-term parking internal to blocks to maintain an active street-front. Delineate surface parking from pedestrian ways by low vertical screening elements, such as masonry walls, fences, landscaping, or art installations.

4.9 Service Areas
Since service access and trash holding areas are expected to be in the alleys and adjacent to open spaces and pathways, care must be taken to avoid a back-door appearance to the building faces. Employ screening and landscaping to reduce the visual impact of service areas and consolidate service areas between properties.

4.10 Interior Environments
Interior design of buildings in Grand Center should recognize the need for quality living and working environments for all its users. Natural lighting and ventilation should be utilized to the maximum extent possible.
GRAND CENTER

APRIL 2012

ESTIMATE OF COST
ASSUMPTIONS

( in 2012 dollars )
Street Improvements

Source: SLDC @ South Grand $1,457 - PLF

Industry Estimate $2,000 - PLF

Alley/Paths $500 - PLF

Park Improvements

Industry Estimate $25 - PSF

Plus 25% Contingency $31 - PSF

* Does not include costs for land acquisition, if any


**Parking Structures**

Source: Lawrence Group @ Park Pacific  
$93.23 - PSF

Industry Estimate

- Low: $80 - PSF
- Medium: $95 - PSF
- High: $110 - PSF

**Private Development – New Construction**

Source: Lawrence Group - Various  
$121 - PSF

Industry Estimate

- Low: $100 - PSF
- Medium: $120 - PSF
- High: $140 - PSF

* All buildings assumed at four story  
* Includes land acquisition @ market rates
STREET IMPROVEMENTS
2.5 MILES OF ROADS
$33.3 M
PARKS AND GARDENS
8.1 ACRES
$10.9 M
* Does not include acquisition or artwork

GARAGES
- $50 M
- 2,000 CARS

NEW BUILDINGS
Estimate of Cost Summary

<table>
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<th>Category</th>
<th>Cost</th>
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<tr>
<td>Streets (Public)</td>
<td>$33.3 M</td>
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<tr>
<td>Parks (Public)</td>
<td>$10.9 M</td>
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<tr>
<td>Garages (Public/Private)</td>
<td>$50.0 M</td>
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<tr>
<td>Buildings (Private)</td>
<td>$244 M</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$338.2 M</strong></td>
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Summary of Improvements

- 2.5 miles of streets
- 8.1 acres of parks and green spaces
- 2000 spaces of parking
- 72,000 sf. of street level retail
- 1,000 additional housing units