FRENCHTOWN GREAT STREETS

JUNE 15, 2020

Prepared for
City of St. Charles
St. Charles County
East-West Gateway Council of Governments

Prepared by
DESIGNWORKSHOP
Frenchtown is...

A festive, lively, and comfortable place that is full of life and activity;
A district where you can find visual arts, music, and entertainment;
A place that is creative, edgy, unique, and true to itself;
Where there’s something to do day and night;
A real and neighborly community – people actually live here and they get out, come together, celebrate together, and know each other;
A historic district that has amazing architecture; and
When people ask “where do locals go?” the answer is “Frenchtown!”
Acknowledgements

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US Army Corps of Engineers
Missouri State Parks Department
Great Rivers Greenway
Trainnet
North County Levee District

COMMUNITY PARTNERS
Academy of Sacred Heart
ACF Industries, LLC
Al Droste & Sons
American Iron Company
Ameristar Casino
Boys & Girls Club of St. Charles County
Calvary Church
Climb So iLL
Community Strong
Course Coffee Roasters
Don’s Auto Body
Foundry Art Centre
Frenchtown Heritage Museum
Greater St. Charles Convention and Visitors Bureau
Greater St. Charles Chamber of Commerce
Historic Frenchtown Association
Hyett Palma Study Group Members
Lindenwood University
O.A.S.I.S. Food Pantry and Thrift Store
Old McKinley Arts
Olympia Athletics
Salvation Army
St. Charles County YMCA
St. Charles and Frenchtown area residents and business owners

The Frenchtown Great Streets Project Consultant Team would like to extend a special appreciation to the following community partners and businesses. The City of St. Charles Communication Technology Department for assistance with community newsletter, emails and the project webpage. We would also like to thank Climb So iLL, LimeLight Events, Foundry Art Centre, St. Charles Tourism Center, St. Charles County Administration Building and St. Charles City Hall for allowing the project team the use of their space for meetings, community planning workshops and display of project materials.
The Frenchtown neighborhood boasts many assets including a National Historic District and a local historic district, riverfront proximity, adjacency to the core of St. Charles and a vibrant Main Street with access to three major statewide and regional multi-use trail systems. However, Frenchtown also has opportunities for improvements to advance its potential as a memorable destination in the St. Louis region. The Frenchtown Great Streets Master Plan is a comprehensive corridor and neighborhood plan for the City of St. Charles and St. Charles County to utilize as an implementation guide for future improvements and development.

WHAT ARE GREAT STREETS?
The Great Streets Initiative is a program offered through East-West Gateway Council of Governments to provide comprehensive corridor planning to the St. Louis metropolitan area. The eight great characteristics are:

1. Great Streets are great places.
2. Great Streets integrate land use and transportation planning.
3. Great Streets accommodate all users and all modes.
4. Great Streets are economically vibrant.
5. Great Streets are environmentally responsible.
6. Great Streets rely on current thinking.
7. Great Streets are measurable.
8. Great Streets develop collaboratively.

THE CURRENT TRAJECTORY
This Plan builds upon previous planning work and current synergies in Frenchtown. In 2018, the Hyett Palma Plan identified a list of key investments for the area that are advanced by the Frenchtown Great Streets Plan. These key investments include streetscape improvements for sidewalks and crosswalks, aesthetic enhancements like benches, lighting and planting, wayfinding systems, walkability and traffic calming strategies, zoning updates, community events, market and real estate strategies, new public spaces and riverfront development.

Synergistic progress is already underway in Frenchtown.

• The Foundry Art Centre opened on the American Car Foundry (ACF) property in 2004, and it hosts studio artists, performances and education programs in the context of an art gallery.
• A new destination climbing gym plans to open on the ACF property in 2020.
• The larger ACF property with multiple buildings is in a due diligence phase with a visionary developer and the City of St. Charles.
• A Missouri River levee study will provide recommendations in April 2021 for constructing a 500-year flood event and certified levee system from Clark Street to Route 370.
• Numerous exciting events are planned to engage the local community and draw visitors from around the region.
• Multi-use trail investments has recently improved the Missouri River Trail along Route 370.
• Current plans are underway for the Boschert Greenway extension that terminates in the heart of Frenchtown at Lawrence Street and North Second Street.

PROCESS
The Frenchtown Great Streets team demonstrated a commitment to a comprehensive project with exemplary community engagement efforts. The team consisted of diverse professionals with expertise in planning, urban design, landscape architecture, civil engineering, traffic engineering, historic preservation, and public relations. The community was engaged with this project from start to finish through a project webpage, two in-person workshops, one online workshop, three online and mail-in surveys, focus group meetings, and technical advisory committee meetings.

HIGHLIGHTS FROM THE PLAN
This comprehensive and user-friendly Great Streets Plan offers a clear path forward for making improvements in Frenchtown. Background information and actionable recommendations are provided in each of four plan categories.

The Connections and Mobility chapter provides guidance for creating a multi-modal street and trail network that is safe, accessible and comfortable.

In the Development Assets chapter, recommendations are provided for making public realm investments that will improve market
conditions with strategies to encourage new development and/or redevelopment.

The **Green Network and Stormwater** chapter offers direction for reducing river flooding issues, incorporating stormwater best management practices and promoting a resilient green network.

In the **Character and Identity** chapter, recommendations are focused on providing memorable and welcoming experiences and elements in Frenchtown. This section provides direction on supporting the historic assets while also distinguishing Frenchtown from the neighboring Main Street.

The four plan categories are followed by a chapter to guide implementation, called **Making it Happen**. In this chapter, prioritization, phasing and management strategies give direction about the steps required to achieve the vision for Frenchtown.

**NEXT STEPS**

Frenchtown is already a remarkable place with an engaged community. The community has embarked on numerous planning efforts recently that explore the future of Frenchtown. They are now ready to see action and it is time for the City to take decisive first steps to show tangible improvements in Frenchtown. For this, we advise the implementation of these recommendations in 2021 including:

**CM 04.01** Establish new pedestrian and bike connections to the Katy Trail including through the ACF property

**DA 06.01** Support temporary uses and pop-up retailers

**DA 06.02** Provide support for food trucks

**DA 06.03** Secure a temporary lease agreement with the ACF property owner to allow public parking

**CI 04.01** Introduce a placemaking striping plan demonstration for North Second Street between Franklin and Olive Streets

**CI 04.02** Support parklets on North Second Street

**CI 04.03** Install temporary wayfinding signage throughout Frenchtown using the district brand guidelines

More information about these recommendations along with many other recommendations can be found in more detail in this document.

**How to stay updated:**
The City’s Frenchtown webpage ([www.stcharlescitymo.gov/greatstreets](http://www.stcharlescitymo.gov/greatstreets)) will continue to be the online source for the Great Streets Plan and its updates. The City will continue to provide information about its progress within its quarterly newsletters and regular e-newsletters and social media posts. The community is encouraged to continue to stay engaged.
The COVID-19 pandemic and subsequent economic shutdown on the market for development is anticipated to have some potential impact on the Frenchtown Great Streets Plan. It is important to note that all of the market analysis, development conclusions, and market strategies for Frenchtown were completed prior to the start of the pandemic when economic and market conditions were stronger and more conducive to new development. While our conclusions remain valid, especially as they relate to long-term development, the pandemic will likely have some negative impact on short-term development prospects and implementation.

MARKET CONDITIONS
First, it is important to note that the development concepts and catalyst projects identified in the Great Streets Plan, while marketable in the short-term, are part of a long-term vision for Frenchtown. Many of the projects were not anticipated to occur for at least two or three years and, in many cases, more than five years. While the length of the pandemic and its long-term impact are difficult to predict and most economists’ vary in the predictions, significant economic recovery is widely expected to occur before this timeframe assuming an effective vaccine and treatments become available. According to the non-partisan Congressional Budget Office (CBO), real GDP is expected to grow at an annualized rate of 15.8 percent in the second half of 2020 and 4.2 percent in 2021. The CBO does not, however, expect a complete recovery until the end of the decade.

Second, many of the development conclusions and concepts identified in the Plan reflect market trends that are expected to be exacerbated going forward. This includes our conclusions that there is limited opportunity for new traditional retail space within Frenchtown, as well as only long-term potential for hotel development. The Urban Land Institute (ULI) reports in a survey of economists and real estate organizations that both of these sectors will be hardest hit by the pandemic. Hotels are forecasted to suffer the most, with the average stabilized occupancy rate declining from 66.1 percent in 2019 to 40.1 percent in 2020. Retail vacancies are projected to increase 3.0 percent in 2020, with additional increases in vacancies through 2022. On the other hand, the apartment and office sectors will remain more stable, with projected respective increases of 1.0 and 2.3 percent in 2020.

The long-term outlook for other real estate sectors is less clear, but history can provide some indication for which sectors will recover faster. During the years immediately following the Great Recession, new retail, office, and hotel development declined dramatically. In the case of hotel development, the market took about 12 years to fully recover, while new retail and office development never reached pre-recession levels. According to the hotel research and analytics firm, STR, new hotel construction at the national level fell from a peak of about 210,000 rooms annually in late 2007 to about 50,000 rooms annually in early 2011 before increasing steadily to a ten-year high of 220,000 rooms annually in early 2020. Retail development peaked at about 5.0 million square feet of space in 2008, but exceeded 3.0 million square feet of new space only twice during the past decade with less than 1.0 million square feet of new space in 2019. While the office sector performed better than retail, it also never reached its 2008 peak.

Outside of the industrial sector, multifamily was not only the quickest to recover following the Great Recession, it was also the most robust. According to Costar, new multi-family construction declined 72 percent from 2008 to 2012. However, from 2014 to 2019, new apartment construction exceeded pre-recession levels by 24 to 59 percent. While the multi-family market is not immune to the effects of the pandemic and could
be hampered by a challenging job market, record low interest rates enticing new homeowners, and/or changes in housing preferences, it again remains very likely that the apartment market will take less time to recover and will remain the best development opportunity for Frenchtown in both the short and long terms.

Overall, the emerging market impacts of the COVID-19 pandemic do not alter our development conclusions or long-term vision for Frenchtown, but they do provide some concern for the viability of new development in the near-term, particularly the ACF property, which is likely to have a significant restaurant component. They also underscore the need for a market strategy that is focused on increasing residential density where possible, incorporating a broad mix of uses and tenant types, assisting existing businesses and entrepreneurs, and providing enhanced public spaces for local residents and visitors. More broadly, the pandemic is demonstrating the importance of increased access to outdoor open spaces and amenities such as, but not limited to, an expanded riverfront park, improved pedestrian and bicycle infrastructure, outdoor plazas, and added space for outdoor dining, which are all desired outcomes of the Great Streets Plan. These are all positive steps that the plan will help address to improve public health and wellbeing, while also greatly enhancing the neighborhood’s marketability for new development.

IMPLEMENTATION
There are also concerns regarding implementation and the ability of local governments and other stakeholders to fund various public improvements due to the negative impact of the pandemic on public sector budgets. Although the federal government has responded aggressively with massive fiscal stimulus to reduce the negative impacts of the economic shutdown, future budgets at all levels of government will be tightly constrained. The most direct impact will be on local retail sales, which is the City’s largest revenue generator at roughly 33 percent of total revenues. Reductions in property assessments and other taxes are also likely to occur, but these will have a smaller and more delayed impact.

In many ways, this makes leveraging revenues generated by new private development even more critical and increases the importance that new development result in uses that are maximally productive and generate strong returns for local and state governments. It also stresses the importance of attracting and incentivizing development that is not overly reliant on retail sales, but will help create a vibrant Frenchtown.

COVID-19 GUIDANCE RESOURCES
As new information emerges about COVID-19, guidance for how Cities and Counties should plan the public realm will change. When assessing the compatibility of the recommendations in this Plan, please consult with the following resources for guidance:

- National Association of City Transportation Officials (NACTO)
- Main Street America
- Centers for Disease Control and Prevention (CDC)
- Congress for the New Urbanism Public Square Journal
- Center for Active Design
The Frenchtown Great Streets project provides a comprehensive planning approach to a multi-modal streetscape design and connected network, identifying development opportunities and public space locations, building resiliency through green spaces and stormwater best management practices and establishing a strong character and identity system.

Contents:

- An Actionable Plan for an Inspiring Place
- Context
- Planning Process
- Planning Framework
- Frenchtown Great Streets Plan
- Master Plan Enlargement Plans
- How to Use This Plan
The Frenchtown Great Streets Plan is an ambitious twenty-year vision for Frenchtown to be an iconic destination in the St. Louis region. Currently, Frenchtown is a hidden gem with buzzing momentum and incredible potential that is waiting to be unlocked. When implemented, Frenchtown’s vision from the Hyett Palma Plan will come to life, the characteristics of Great Streets will be evident throughout the corridor and the aspirations of this Plan will be fulfilled.

This Plan documents an inspiring path forward for Frenchtown to achieve the vision in the Hyett Palma Plan, the characteristics of Great Streets and the aspirations from this Plan in the four framework topics. Under the guidance of these visionary frameworks and in collaboration with the Frenchtown community and government leaders, this Plan gives shape and defines a path forward to attain these seemingly intangible targets. This Plan is an instruction guide for the Frenchtown community that emerged from a planning process committed to:

• Building upon previous success and existing trajectories,
• Celebrating the assets by leveraging the existing cool-factor, and
• Knitting together a comprehensive approach with big ideas that energize the community

BUILDING UPON PREVIOUS SUCCESS AND EXISTING TRAJECTORIES
This Plan builds upon previous planning work and current synergies in Frenchtown. In 2018, the Hyett Palma Plan identified a list of key investments for the area that are advanced by the Frenchtown Great Streets Plan. These key investments include streetscape improvements for sidewalks and crosswalks, aesthetic enhancements like benches, lighting and planting, wayfinding systems, walkability and traffic calming strategies, zoning updates, community events, market and real estate strategies, new public spaces and riverfront development.

This Plan synthesizes the Mayor’s concurrent efforts to create impactful change in collaboration with multiple Frenchtown property owners. Combined with the Mayor’s initiatives and various improvements in Frenchtown, meaningful progress is already underway and this Plan builds upon these exciting milestones.

Foundry Art Centre
The Foundry Art Centre opened on the American Car Foundry (ACF) property in 2004, This cultural facility hosts studio artists, performances and education programs in the context of an art gallery. This Plan leverages the Foundry Art Centre as a potential partner on numerous recommendations including a
HYETT PALMA PLAN VISION

A festive, lively, and comfortable place that is full of life and activity;
A district where you can find visual arts, music, and entertainment;
A place that is creative, edgy, unique, and true to itself;
Where there's something to do day and night;
A real and neighborly community – people actually live here and they get out, come together, celebrate together, and know each other;
A historic district that has amazing architecture; and
When people ask “where do locals go?” the answer is “Frenchtown!”

GREAT STREETS CHARACTERISTICS

Great Streets are great places. The street is public space. Features such as buildings, walkways, open space, and activity help establish a community’s sense of place.

Great Streets integrate land use and transportation planning. The transportation network is planned to refine and support a community’s vision. Both the land use and transportation elements must work cohesively at the local level and within a regional context.

Great Streets accommodate all users and all modes. A plan includes a practical network of all travel modes. Trips to, through, and within an area are all facilitated. Priority for pedestrians, motorists, transit riders, cyclists, and service functions is balanced according to use and need. Most every trip begins and ends on foot, so parking, transit stops, and bicycle facilities provide safe and amenable transitions to walking.

Great Streets are economically vibrant. A healthy local economy draws diverse functions, attracts investment, builds creative fiscal stewardship, and supports social activity. Great streets provide stability and resilience for surrounding neighborhoods. They also offer healthy and free access to neighborhood retail and services for those who live or work near them.

Great Streets are environmentally responsible. Great Streets provide an attractive and refreshing environment by working in concert with natural systems. Addressing environmental concerns such as storm water runoff, urban heat island effect, planting maintenance, as well as air, sound and light pollution, can add value and durability by reducing energy consumption, waste, and project costs.

Great Streets rely on current thinking. Great Streets rely on current best practices, advances in technology, and lessons learned from local and global examples. Collaboration with those charged with plan implementation is essential when applying such practices to the local context.

Great Streets are measurable. Key issues are identified and considered in terms of current conditions and aspirations. Defining important issues, goals, and strategies facilitates constructive discussion when weighing priorities and resources. Tying measures to the goals allows key elements of a project to be assessed over time.

Great Streets develop collaboratively. Combining local knowledge with technical skill is essential. People who live, work, and play in a place must work with a design team throughout a planning process. In doing so, the community develops a sense of ownership and an expectation to effect change. All involved must be well prepared to evaluate the work and weigh competing issues. The process is equally important as the final plan.

FRENCHTOWN GREAT STREETS PLAN ASPIRATIONS

Connections and Mobility Aspiration: The streets and trails in Frenchtown will welcome and accommodate current and future multi-modal users including transit riders, personal vehicle drivers, cyclists, scooter riders, pedestrians of all abilities to a safe and comfortable environment throughout the year.

Development Assets Aspiration: The Frenchtown will be strategic to leverage opportunities for maximum impact, while also making holistic investments that improve market conditions over time. A vibrant community will be built through attracting outside spending, attracting and retaining talent and growing from within.

Green Network and Stormwater Aspiration: Frenchtown will redefine the meaning of a neighborhood by the Missouri River. The Missouri River will be an asset to the community as River flooding and stormwater flooding are addressed in visible and progressive ways resulting in increased resilience and amenity.

Character and Identity Aspiration: Frenchtown is a vibrant, welcoming place full of life offering a diversity of memorable experiences. What makes Frenchtown distinct is a balance of historic preservation and adapting to serve the future with compatible new architecture and placemaking.
formalized public art program. The Foundry Art Centre can be grounded within the context of a campus setting with adjacent plaza and art park to further promote its cultural importance in the community as well as activate the North Main Street frontage.

**The Steel Shop by Climb So iLL**
A new destination climbing gym plans to open on the ACF property in 2020, The Steel Shop by Climb So iLL. This climbing gym will benefit from the recommendation for a Main Street extension through the ACF property so the facility will better connect with the street grid network and the existing foot traffic on North Main Street.

**ACF redevelopment**
The larger ACF property with multiple buildings is in a due diligence phase with a visionary developer and the City of St. Charles. This Plan has coordinated with the ACF property developer to ensure that Great Streets characteristics are considered including additional public/semi-public space destinations, walkability measures and street grid connectivity to Historic Main Street, Old Frenchtown and the Missouri River.

**Missouri River levee**
A Missouri River levee study will provide recommendations in April 2021 for constructing a 500-year flood event and certified levee system from Clark Street to Route 370. The construction of an upgraded levee is one of the most significant infrastructure improvements for Frenchtown as it removes flood hazard concerns from many parcels within the community. Two blocks located along the Katy Trail that are considered to be significant catalyst opportunities for whole-block mixed use development along the riverfront will benefit greatly from improved flood protection and provide an experience that is not offered elsewhere within the St. Louis region.

**Frenchtown events**
Numerous exciting events are currently planned to engage the local community and draw visitors from around the region. Within the next year, the public spaces and streets in Frenchtown will be the venue for events that cannot be found elsewhere in the region including ideas such as a community pot luck dinner, an outdoor boxing championship competition and a canine fashion show. These event types are thoughtfully curated to reflect the vision for Frenchtown as “a real and neighborly community – people actually live here and they get out, come together, celebrate together, and know each other.”

This Plan offers recommendations for improving the streetscape design including a festival street and adding public spaces where events like these can be hosted in a high-quality setting.

**Multi-use trails**
Multi-use trail investments have recently improved the Missouri River Trail (MRT) along Route 370 and current plans are underway for the Boschert Greenway extension that terminates in the heart of Frenchtown at Lawrence and North Second Street. The MRT regional trail now better connects cyclists and pedestrians across the river from Earth City to St. Charles. With the state-wide Katy Trail traversing the east side of Frenchtown along the river, Frenchtown has the potential to leverage the existing multi-use trail assets by formally connecting them and highlighting the nexus of multiple trails.

**Clark Street project**
The Clark Street Complete Streets Plan and Market Study will provide recommendations for a multi-modal corridor in Frenchtown. Clark Street is currently perceived as the terminus of Historic Main Street and as that corridor improves, it will better serve as a threshold between the existing active district to the south and Frenchtown.
Frenchtown Task Force
The Frenchtown Task Force was assembled by St. Charles Mayor Dan Borgmeyer as an entity to assist in revitalization efforts in Frenchtown. This group’s efforts are focused on strategic action to advance the goals for Frenchtown as indicated in the Hyett Palma Plan, or as developed through collaboration with other entities. Part of their task is to explore successful development concepts around the country to determine potential land uses for Frenchtown that align with the vision. Case study and precedent project locations include McKinney, Texas, Waterloo, Illinois, The Highlands in Louisville, Kentucky, Deep Ellum in Dallas, Texas, the Box Garden Legacy Hall in Plano, Texas, Steel Craft in Long Beach, California and other destinations within the region such as City Foundry. This Plan sets the framework for exciting new land use opportunities and sought-after destinations to be possible in Frenchtown.

CELEBRATES THE ASSETS AND LEVERAGES THE EXISTING COOL-FACTOR
Frenchtown’s existing assets are numerous and with so many of enduring quality, they are difficult to prioritize. In short, Frenchtown is a riverfront neighborhood that has a historic industrial vibe and an impressive nexus of multiple multi-use trails. The Frenchtown vision from the Hyett Palma Plan describes it best: “A place that is creative, edgy, unique, and true to itself.”

Frenchtown is located along the Missouri River. Currently, the development pattern is isolated from the river by the extensive perimeter fence on the ACF property. Also, much of the North Second and North Third Street corridor is encumbered by river flooding issues. The Great Streets Plan celebrates the river as an asset. With proper flood protection from an upgraded levee, Frenchtown has the potential to be the venue for multiple outdoor gatherings at the Box Garden Legacy Hall in Plano, Texas.
riverfront development typologies including new multi-story mixed use buildings with retail and upscale housing, adaptive reuse of historic industrial buildings offering attainable loft apartments and casual riverfront dining and attached housing like townhomes. Public spaces like nature parks, urban parks and plazas offer nodes for gathering along the river. Frenchtown can redefine what it means to be a neighborhood along the river.

Frenchtown is situated directly north of an existing vibrant historic district. Although, many regional visitors travel long distances to enjoy Historic Main Street, Frenchtown offers a distinct historic industrial building stock in the ACF property. Case study developments across the country provide inspiring guidance about what the ACF could be. There is already a strong anchor with The Steel Shop, a destination climbing gym.

Ideas gleaned from the Frenchtown Task Force case studies and precedent project findings reveal exciting development concepts like food halls, shipping container retail, outdoor watch parties and yoga events and microbrewery restaurants.

The other significant element that makes Frenchtown distinct from Historic Main Street is the nexus of multiple multi-use trails. Through the recommendation to continue the Boschert Greenway extension along Lawrence Street to connect to the Katy Trail, the Katy Trail serves as a spine through Frenchtown. Frenchtown is well positioned for a strong multi-modal network through connectivity to other destinations in St. Charles via the

**Public art in Deep Ellum in Dallas, Texas**

Images courtesy of the Frenchtown Task Force
Boschert Greenway, to regional destinations via the Missouri River Trail and to statewide destinations via the Katy Trail. The multi-use trails are supported by Plan recommendations for on-street shared roads throughout Frenchtown.

These existing and enviable assets in Frenchtown lay the groundwork for an iconic regional destination with distinct experiences that do not exist elsewhere.

KNITS TOGETHER A COMPREHENSIVE APPROACH WITH BIG IDEAS THAT ENERGYZE THE COMMUNITY

This Plan offers forward-thinking ideas that will poise Frenchtown for future walkability, economic vibrancy, environmental health and local culture. The big ideas in this Plan are organized by four pillars of sustainability including community, economy, environment and culture. These pillars are embedded into each of the Framework topics that support a comprehensive planning approach. Each topic has an inspiring aspiration to provide the foundation for goals and
The big ideas from each topic are highlighted below.

**The big ideas for Connections and Mobility**
Completing the street grid through the ACF property is the big idea for Frenchtown. This strategic move will connect the Historic Main Street district with the Frenchtown Historic District via a pedestrian-focused festival street through a historic industrial complex that is primed for redevelopment. Unlocking the ACF property is the key to this aspiration’s success.

The multi-use trails are key amenities to support active lifestyles in Frenchtown and attract new residents who share this value. The Katy Trail, Missouri River Trail and the Boschert Greenway will be connected within Frenchtown and a series of trail portals will allow permeability and access between Frenchtown and the multi-use trail systems.

**The big ideas for Development Assets**
Big ideas in terms of Development Assets consist of laying a strong foundation, integrating additional public spaces and semi-public destinations and supporting catalytic development projects. Getting the zoning code right is a critical first step to lay the groundwork for development projects to occur in Frenchtown, including rezoning and adjusting the parking requirements to reflect an urban walkable setting. Neighborhood amenities such as a farmers market and a public square will create momentum around progress toward the goals originally established in the Hyett Palma Plan. Four catalytic
development projects have been identified to spur excitement and additional development throughout Frenchtown. Those locations are the ACF property, North Second and Clark Street block, parcels along the Katy Trail and whole block development south of Eco Park.

The big ideas for Green Network and Stormwater
The Green Network and Stormwater big ideas center around addressing river flooding, celebrating stormwater management and introducing additional urban parks to Frenchtown. The Missouri River is both an asset for Frenchtown as it provides riverfront views and access but it is also a barrier due to the significant flooding issues that challenge most of Frenchtown. By upgrading the Missouri River levee to accommodate a 500-year storm, Frenchtown will be protected from this risk and new development opportunities will arise. The Plan’s approach to stormwater management look to reduce the reliance on the existing stormwater piping and instead celebrate stormwater in visible amenities such as streetscape raingardens and permeable pavements. New urban parks in the ACF property add pockets of public space throughout the large 40-acre development. The Foundry Art Centre’s proposed Art Garden and Plaza Park is visible from Historic Main Street and showcases a commitment to art and culture. The proposed Unger Park, in honor of the ACF property owner, functions as a trailhead connecting the Katy Trail to the Boschert Greenway. And, the riverfront park provides exciting river access from the ACF property.

The big ideas for Character and Identity
One of the main drivers that defines Frenchtown is a historic industrial character that is showcased through the ACF property. The Frenchtown community recognizes the importance of preserving the local architecture but also the reality that new architecture and placemaking strategies can help set Frenchtown apart. Gateways, wayfinding and public art are opportunities to showcase an eclectic blend of history and industry that speaks to the Hyett Palma vision of a district that is “creative, edgy, unique, and true to itself.”
**PROJECT OVERVIEW**

The objective of the Frenchtown Great Streets project is to create a comprehensive framework for improvements that will connect the study area to the Missouri River, Historic Main Street and adjacent neighborhoods with a safe and comfortable multi-modal network, maximize existing public assets, build district resiliency, create places for the community, enhance the Frenchtown brand and reflect the vision of the people. Combined, these efforts will reinforce the vitality of North Second Street and the American Car Foundry (ACF) property as the center of Frenchtown.

**HISTORIC CONTEXT**

Frenchtown is a historic neighborhood located in the northeastern portion of St. Charles, Missouri. Established in 1769 as a military outpost on the west bank of the Missouri River, Frenchtown was the first permanent white settlement in the area. In the late 1700's when St. Louis was becoming a thriving commerce center, the fur trade along the Missouri River drew many French settlers to the area.

St. Charles was founded during Spanish rule, so is laid out in a regular grid following Spanish Colonial town designs that allowed for easy access to the river. City blocks, or squares, were measured to the customary size of 240 by 300 French feet, with main streets paralleling the river laid out at 38 feet wide and cross streets at 32 feet wide.

From 1821-1826, St. Charles served as Missouri's first state capitol, and the brick building still stands today on south Main Street, functioning as a historic site and museum.¹ St. Charles is centrally located among many regional assets, like the Ameristar Casino, Mark Twain Village, Historic Main Street and Frontier Park, the St. Charles Convention Center, Lindenwood University and St. Louis Lambert International airport.

Frenchtown developed between 1830 and 1940 thanks to the influx of German immigrants to the area. Prior to this period, Frenchtown was either under cultivation, uninhabited, or reserved as estates or small farms to the early French-Canadian settlers. Today Frenchtown boasts a National Historic District and a City of St. Charles Historic District. The area includes 205 contributing buildings, one contributing structure and a historic industrial complex associated with the former American Car and Foundry Company, known today as ACF Industries, LLC.

By the mid-1800s, Frenchtown was a “city within the city” and North Second Street was a thriving commercial area. During this period, the residential neighborhoods along North Third and North Fourth Streets also started to develop with a clear influence of French Colonial architecture, which was

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¹ National Historic Register Application Form
the prevailing house type and offered features well-suited to Frenchtown’s terrain and climate. Frenchtown is one of the largest concentrations of these houses in the Midwest. The ACF property was a key anchor for the district during this period, employing over 1,800 workers in 1890 and being recognized as a world leader in railcar design.

During the early 1900’s through World War II, Frenchtown grew and prospered, with the ACF property playing a major manufacturing role. Frenchtown developed as a French and German working-class neighborhood. Over the years, the character of the corridor changed with former groceries,

2 Frenchtown Design Guidelines
3 National Historic Register Application Form
The extent for analysis and considerations for the Great Streets Plan is included within the Study Area Boundary.

Detailed recommendations are provided within the Project Area Boundary.

The priority area has been established initially with the Hyett Palma Plan. Community engagement confirmed this area as the ideal location to start improvements and provide additional investment.
bakeries, drug and dry good stores being replaced with antique shops, bars and restaurants.

**REGIONAL CONTEXT**

Route 370, north of the project area and Interstate Highway 70 on the south provide great vehicular connectivity to the larger region. The Katy Trail, Missouri River Trail and the Boschert Greenway connects pedestrians and bicyclists to the statewide and regional park and bike system.

As a whole, the City of St. Charles offers convenient access to the metropolitan area amenities. The community is close to St. Louis Lambert International Airport and is within a thirty-minute drive of St. Louis and many other key cities in the metropolitan region.

**LOCAL CONTEXT**

The Frenchtown Great Streets project area is focused on North Second Street and North Third Street, from Adams Street on the south to the Route 370 interchange on the north and the Missouri River on the east. A portion of the study area is a National Historic District. Frenchtown sits within the west region of the greater St. Louis metropolitan area.

The entire Corridor is 1.3 miles long, which includes residential, retail (mostly in the form of antique and car service shops), some light industrial and community uses. On the south side of the project area, the Academy of the Sacred Heart is a strong anchor, being the oldest tuition-free school west of the Mississippi River and the home of the Shrine of St. Philippine Duchesne. Other existing assets in and around the project area include the Foundry Art Centre, Franklin School, Old McKinley Arts, the Katy Trail, Blanchette Landing with boat access to the Missouri River, Eco Park and Jean Baptist Point DuSable Park and Dog Park.

The area surrounding the project area is home to several key anchors that draw a considerable amount of visitors to the area—including the retail destination Streets of St. Charles and the Ameristar Casino.

**FOCUS AREAS**

The project area is defined by West Adams Street on the south, the Missouri River on the east, North Tecumseh Street to North Third Street on the north, and the alley between North Second Street and North Third Street on the west, including the Academy of the Sacred Heart property.

The Foundry Arts Centre is a key anchor institution within the Frenchtown commercial corridor. Another future anchor will be Climb So iLL’s second facility in the St. Louis area called The Steel Shop, which is a regional climbing gym currently planned to open during 2020. These complement additional diverse local businesses and specialty retail along North Second Street.

The ACF property is currently in planning phases with a local developer to offer a mixed-use complex with loft-style housing and specialty retail and food and beverage offerings. This development is intended to activate the southern portion of Frenchtown throughout the day and provide access points to the Katy Trail and the Missouri River.
PLANNING PROCESS

PHASE 1
EXISTING CONDITIONS

DATES
December 11, 2019 to January 26, 2020

PURPOSE
This phase included an existing conditions report document and a community engagement window to establish the project foundation.

The existing conditions report assessed past planning efforts and documented inventory and analysis on various topics including transportation networks, the development market, land use and zoning, infrastructure and utilities, flooding and stormwater, environment, identity and wayfinding and historic character.

The community engagement window included the following strategies and participants:

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Workshop #1 Meeting</td>
<td>52</td>
</tr>
<tr>
<td>Online survey</td>
<td>488</td>
</tr>
<tr>
<td>Mail-in survey</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>548</strong></td>
</tr>
</tbody>
</table>

PHASE 1 OUTCOMES
During phase one, the following Great Streets priorities were established by community workshop and survey participants:

- Increase walkability and pedestrian safety
- Increase parking
- Improve aesthetic appeal
- Increase specialty retail and restaurants
- Increase residential development
- Add new community spaces
- Improve flooding and stormwater management
- Increase street trees and vegetation
- Attract wildlife like birds, bees, butterflies
- Protect historic buildings
- Support a contemporary character
PHASE 2
BUILDING THE FRAMEWORK

DATES
February 27 to March 29, 2020

PURPOSE
This phase included a market analysis report document and a community engagement window to establish the project framework for the goals, objectives and strategies.

The market analysis report provided a series of strategies for development products, districting, public space, connectivity, anchor development, tenants, celebrating Frenchtown’s history and assets and identifying catalyst projects.

The community engagement window included the following strategies and participants:

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Workshop #2 Meeting</td>
<td>64</td>
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<tr>
<td>Online survey</td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td>144</td>
</tr>
</tbody>
</table>

PHASE 2 OUTCOMES
During phase two, the following Great Streets priorities were established by community workshop and survey participants:

- Add surface parking lots, parking garages and on-street parking
- Convert some on-street parking to temporary parklets and planting areas
- Upzone the ACF property zoning to allow for retail, food and beverage and housing
- Increase building height restrictions in some locations in Frenchtown
- Provide a Frenchtown farmers market
- Provide stormwater management strategies including on-street rain gardens
- Create a character for Frenchtown that balances historic/traditional, eclectic and industrial elements
- Provide gateway elements for Frenchtown
- Relocate overhead utilities along North Second Street
- With the de-designation of Highway 94, reevaluate the roundabout at North Third and Tecumseh Streets and transition Frenchtown to a city street grid
PHASE 3
PRIORITIES AND IMPLEMENTATION

The third and final phase of the planning process occurred during the 2020 Covid-19 pandemic. Due to widespread social distancing and stay-at-home orders, the third workshop was formatted for an online and print platform. Custom project videos and an online and print survey format allowed participants to provide feedback during this phase.

DATES
April 22 to May 17, 2020

PURPOSE
This phase focused on confirmation of the plan, phasing and implementation. The outreach included online and mail survey strategies. The online survey was divided by planning category. An online webinar was conducted to answer questions from community members. Participant totals for each strategy are listed in the table. Participant totals are not added to avoid double counting.

PHASE 3 OUTCOMES
During phase three, the following Great Streets priorities were established by community workshop and survey participants:

- Confirm the plan for North Second and North Third Streets
- Determine preferred material selection for North Second and North Third Streets
- Confirm parking solutions
- Establish land uses for the historic districts
- Determine programming for the Frenchtown public square
- Determine preferred gateway and signage elements
- Preferred public art options
- Determine preferred phasing approach

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q+A Webinar</td>
<td>16</td>
</tr>
<tr>
<td>Hotline number callers</td>
<td>2</td>
</tr>
<tr>
<td>Mail-in survey</td>
<td>0</td>
</tr>
<tr>
<td>Online survey - Introduction</td>
<td>260</td>
</tr>
<tr>
<td>Online survey - Connections and Mobility</td>
<td>183</td>
</tr>
<tr>
<td>Online survey - Development Assets</td>
<td>121</td>
</tr>
<tr>
<td>Online survey - Green Network and Stormwater</td>
<td>105</td>
</tr>
<tr>
<td>Online survey - Character and Identity</td>
<td>97</td>
</tr>
<tr>
<td>Online survey - Overall Plan Implementation, Costing and Phasing</td>
<td>92</td>
</tr>
<tr>
<td>Online survey - Conclusion</td>
<td>36</td>
</tr>
</tbody>
</table>
The recommendations in the Frenchtown Great Streets Plan are organized into four framework topics including:

- Connections and Mobility,
- Development Assets,
- Green Network and Stormwater, and
- Character and Identity.

More detail for each framework topic can be found in the following sections of this document.

The “Overall Framework Plan” on page 25 shows some of the recommendation highlights from each of the framework topic sections.

Proposed bicycle infrastructure connects Frenchtown to the larger community and region with on-street bike lanes, shared roads with sharrows, and off-street multi-use trails. River connections and new rights of way provide enhanced connectivity.

River flooding issues are addressed with an in-progress levee study. New green spaces and green streets with rain gardens and permeable pavement will showcase sustainable stormwater best management practices to address stormwater flooding.

The potential Frenchtown farmers market and public plaza can serve as memorable destinations for local residents and visitors.

The Overall Framework Plan provides a basis for more detailed considerations that can be found throughout this document.

**CONNECTIONS & MOBILITY**

The Connections and Mobility framework topic addresses the street network, walkability including comfort and aesthetics, parking, trails and connectivity between destinations. This topic will consider diverse mode users in Frenchtown including transit riders, personal vehicle drivers, cyclists, scooter riders, pedestrians and differently-abled people.

See “Connections & Mobility” on page 36 for more information.

**GREEN NETWORK & STORMWATER**

Green Network and Stormwater addresses environmental issues that are important to Frenchtown including Missouri River flooding, stormwater management, public parks and green spaces and wildlife.

“Green Network & Stormwater” on page 126 for more information.

**DEVELOPMENT ASSETS**

The Development Assets framework topic outlines strategic opportunities for maximum impact. In this topic, recommendations support the existing neighborhoods while also encouraging innovative temporary land uses and new development.

See “Development Assets” on page 78 for more information.

**CHARACTER & IDENTITY**

In this framework topic, Frenchtown aspires to balance a rich history that also balances the needs of the future. In the Character and Identity section, recommendations address creating memorable experiences, creating aesthetic and performance standards, showcasing the history of Frenchtown and embracing temporary improvements and community events.

“Character & Identity” on page 150 for more information.
Legend

- **Existing buildings**
- **Buildings contributing to historic register**
- **Potential future buildings**
- **Opportunity sites**
- **Bus/trolley stop**
- **Gateways**
- **FEMA flood hazard area boundary**

**FRENCHTOWN GREAT STREETS PLAN OVERVIEW**
South of ACF Property Building #93 to Adams Street

Legend

Existing
- Existing buildings
- Buildings contributing to historic register
- FEMA flood hazard area

Proposed Plan
- Potential future buildings
- Opportunity sites
- Gateways
- Bus/trolley stop
- New public/green space
- Access to Katy Trail
- Shared parking Lots
- Intersection with curb extensions and crosswalks
- Extended planting area with no on-street parking
- On-street parking with permeable pavement
- North Main Street extension into ACF property with bike sharrow
- East-west street extension into ACF property

1. New public/green space
2. Access to Katy Trail
3. Shared parking Lots
4. Intersection with curb extensions and crosswalks
5. Extended planting area with no on-street parking
6. On-street parking with permeable pavement
7. North Main Street extension into ACF property with bike sharrow
8. East-west street extension into ACF property
North of ACF Property Building #93 and south of Bayard Street

Legend

**Existing**
- Existing buildings
- Buildings contributing to historic register
- FEMA flood hazard area

**Proposed Plan**
- Potential future buildings
- Opportunity sites
- Gateways

- Bus/trolley stop
- New public/green space
- Access to Katy Trail
- Shared parking Lots
- Intersection with curb extensions and crosswalks
- Mid-block curb extensions with planting
- On-street parking with permeable pavement
- North Main Street extension into ACF property with bike sharrow
- East-west street extension
- Festival street treatment
- Remove non-contributing building addition to open views
- Bike and pedestrian river access
North of Bayard Street and South of Olive Street

Legend

**Existing**
- Existing buildings
- Buildings contributing to historic register
- FEMA flood hazard area

**Proposed Plan**
- Potential future buildings
- Opportunity sites
- Gateways

1. Bus/trolley stop
2. New public/green space
3. Access to Katy Trail
4. Shared parking Lots
5. Intersection with curb extensions and crosswalks
6. On-street parking with permeable pavement
7. East-west street extension
8. Proposed riverfront development (interim surface parking lots)
9. Bike sharrow

Orientation

Legend
The proposed Great Streets Plan illustrative drawing as shown in Alternative 1 is coordinated with the current developer’s preliminary plan for the ACF property. This scheme is designed for the Main Street extension to the south to angle northwest to follow the historic railroad alignment and tie in to Montgomery Street. Aligning the roadways in this way does not fully integrate the ACF property with the rest of Frenchtown because of the interrupted block networks resulting in potential confusion when navigating through the area. This roadway network also creates potential future development barriers since the blocks are irregular shapes resulting in acute angles that create challenges and reduced square footage for future building footprints. A large private parking area west of building #90, typical of a suburban style development impedes pedestrian circulation and is aesthetically imposing. However, this alternative addresses the developer’s preference to position parking directly adjacent to building #90.

The extension of the street grid depicted in Alternative 2 is the design team’s preferred approach as the rectilinear blocks are most aligned with an urban development pattern. Additionally, the blocks are highly developable in the future after structured parking is built in Frenchtown. The blocks create synergy with North Second Street between Franklin and Lawrence Streets, the heart of the Frenchtown Historic District. It is anticipated that visitors will park once and walk around both the ACF property and North Second Street historic blocks. The empty gravel lots on the north end of the ACF property can be used as large parking areas in the short term as the redevelopment materializes over time. The grid network also creates additional routes to the parking lots and structured parking, which will minimize congestion. The typical urban blocks allow for flexibility in the future when a parking structure or infill development could be efficiently introduced to this location.
HOW TO USE THIS PLAN

The Frenchtown Great Streets Plan balances priorities and diverse interests into four major plan element categories:

- Connections and Mobility,
- Development Assets,
- Green Network and Stormwater, and
- Character and Identity

Each plan element is guided by an aspiration and a framework. Recommendations are organized under multiple goals.

The “Making It Happen” chapter provides guidance for priorities, phasing and implementation, funding and management/organizational strategies.

Typical Goals Page Contents

Framework topic title

CONNECTIONS & MOBILITY

GOAL 02 Enhance the comfort and aesthetics along North Second and North Third Streets

RATIONALE
Great Streets are comfortable for all site users including pedestrians, cyclists and personal vehicle drivers. Great Streets are also attractive and appealing. The comfort and aesthetics of a streetscape will encourage people to get out of their cars and enjoy the surroundings. People are more likely to spend more time in places that are comfortable and attractive.

This is where we will describe the logic of the goal in a rationale statement.

POTENTIAL BENEFITS OF RECOMMENDATIONS
- Increased planting areas and permeable surfaces
- Increased tree canopy and shade
- Increased walkability
- Improved aesthetic appeal
- Improved comfort
- Support local businesses
- Support Frenchtown brand

List of potential benefits that could result from pursuing recommendations.

RECOMMENDATIONS
- CM 02.01 Introduce planting areas in the rights-of-way
- CM 02.02 Reroute overhead utilities on North Second Street underground
- CM 02.03 Add street trees where feasible to avoid existing overhead utilities
- CM 02.04 Provide pedestrian-scale lighting for streets, trails and parking lots
- CM 02.05 Introduce a festival street as a northern extension of Main Street into the ACF property
- CM 02.06 Introduce amenities for bus and trolley stops in Frenchtown

Summary list of recommendations that directly support the framework goal. Most goals feature between two and twelve supportive recommendations.

More details about recommendations will follow this goal page.

what we heard
39% of Public Workshop 1 participants consider aesthetic enhancements to be important for Frenchtown. (Workshop 1, question 7)

Community support summary from engagement.
**Typical Recommendations Contents**

**CM 02.01**

**Introduce planting areas in the rights-of-way**

**Planting areas** will enhance the comfort and aesthetics of Frenchtown especially along North Second and North Third Streets.

- In the mid-block curb extensions along North Second Street, and
- In the expanded planting areas on North Second Street, south of Decatur Street.

Where feasible, planting areas should function as a rain gardens, a stormwater BMP to help address stormwater flooding and runoff issues.

**Related goals listed here if the recommendation supports multiple goals.**

**Metric**

N 2nd St planting areas
N 3rd St planting areas

Proposed: 16,650 sf
3,260 sf

Total rights-of-way planting area increased by 100%

**Quick Facts**

**Phase:** 2, 3, 4

**Estimated cost:** $570,000 (planting areas and rain gardens along North Second and North Third Streets)

**Funding source:** NA/ included with streetscape improvements

**Responsible entity:** City

**Potential Partner:** NA

**SEE ALSO CM 01.01, CM 01.02**

**THIS RECOMMENDATION ALSO SUPPORTS: GOAL GS 02**

**Quick facts introduce implementation information.**

The phases are 1, 2, 3, and/or 4.

The estimated cost is based on an Opinion of Probable Cost (OPC). The full OPC is located in Appendix G.

The funding source, responsible entity and potential partners provide guidance on the resources required to complete the recommendation.

**Reference image**

**94% of Public Workshop 1 participants want to relocate overhead utilities along North Second Street.**

(Workshop 1, question 20)
Connections and Mobility Aspiration:
The streets and trails in Frenchtown will welcome and accommodate current and future multi-modal users including transit riders, personal vehicle drivers, cyclists, scooter riders, pedestrians of all abilities to a safe and comfortable environment throughout the year.

Contents:
Part A: Framework
Part B: Goals and Recommendations
PART A: FRAMEWORK

Though perceptively “off the beaten path,” Frenchtown is well-situated with access to local roadways, a highway interchange, and trail system creating a tremendous opportunity to position the district above many other commercial areas in this part of region. In order for Frenchtown to realize its full potential, improving multi-modal connections both to and within the district will be critical.

The connections and mobility in Frenchtown are shaped by factors for vehicles, parking and transit and non-motorized considerations for bicycles and pedestrians. Great Streets are multi-modal so all these modes must be balanced when developing connectivity and mobility recommendations for Frenchtown. The primary opportunities for streets and trails emerge from two realities including the de-designation of the Highway 94 route through Frenchtown and, second, the convergence of multiple existing statewide and regional trails in Frenchtown.

VEHICLES

The City of St. Charles is currently planning new Route 370 ramps at Mel Wetter Parkway. This new interchange will allow traffic to connect between Route 370 and Interstate 70 via North Fifth Street. Previously, Highway 94 was routed along North Third, Tecumseh, North Second and Clark Streets.

Many communities struggle to balance the realities of a state highway as their main street and the community priorities for safety, comfort and walkability. With the recent de-designation of Route 94 in May 2019, the community has a major opportunity to calm traffic by returning the streets to city standards and prioritizing a multi-modal approach for North Third, Tecumseh, North Second and Clark Streets.

Without a state highway designation, the corridors in Frenchtown can more easily achieve traffic calming and walkability measures.

When creating more walkable places with narrow streets, emergency vehicles and delivery trucks also need to be considered. Large vehicles are anticipated to be in the area in order to service local businesses and residents. The intersections of streets should be designed to accommodate the turning movements of larger vehicles but not to the detriment of the pedestrian experience. Flush curb corners that are free of obstructions will allow large vehicles some flexibility when navigating the district. When possible, alleys should be used for service vehicles to avoid conflicts along North Second Street. Additionally, deliveries and trash service should be scheduled for off-peak time periods. If smaller vehicles are available, they should be encouraged to service the district. Often, large truck drivers will need to drive slower and wait at

View of North Third and Tecumseh Streets Roundabout
intersections to take wide turns or employ back-in movements as they navigate streets in walkable districts.

**DRIVE LANE WIDTH**

One walkability factor is drive lane widths. Currently, the drive lanes in Frenchtown are twelve feet in width. These wide lanes allow for vehicles to drive at higher speeds, creating an unsafe and unwelcoming space for other street users such as pedestrians and cyclists. Narrow traffic calming lanes are best sized at ten feet in width for Frenchtown. A ten-foot wide drive lane can accommodate large vehicles like delivery trucks for local businesses. Emergency vehicles will also have ample access. Narrow and traffic calming drive lanes will accommodate vehicles while also creating a safe and comfortable streetscape for other vehicles, pedestrians and cyclists.

**ROUNDABOUT**

The roundabout at North Third and Tecumseh Streets is another opportunity with the de-designation of Route 94. This roundabout is designed to convey traffic quickly without stopping vehicles, creating a barrier for pedestrians and all but the most confident cyclists.

Without a state highway designation, the intersection can return to a street grid, resulting in multiple benefits. First, traffic calming is achieved by returning to a typical intersection meaning that vehicles will be required to slow down upon approach. Second, a typical intersection creates a more walkable and safe environment for pedestrians with designated crosswalks. Intersections reduce confusion between motorists and pedestrians since vehicles must come to a stop and allow pedestrians to cross. Third, a roundabout requires a larger amount of land area compared to typical intersections meaning that new development opportunities would arise with more available land area. The community would benefit from additional development opportunities at the intersection of North Third and Tecumseh Streets.

**STREET GRID**

Regular street grids with a block length less than 350 feet and typical intersections promote easy wayfinding and walkability. The Frenchtown commercial areas along North Second Street and the ACF property can benefit significantly through the removal of barriers and improved integration of a continuous street grid. Enhanced permeability for vehicles and pedestrians will create synergistic relationships through the historic shopping area and the future ACF development.

Frenchtown currently has a historic street grid along North Second Street with walkable block lengths at 300 feet. The street grid is currently interrupted at two locations. First, as previously mentioned, there is an opportunity to return to a

---

**Existing Roundabout at North Third Street and Tecumseh Street**

[Image of existing roundabout]

---
Connections and Mobility Street Grid Plan

Legend

- **A**: Proposed road network
- **B**: New streets through ACF property and north toward Eco Park
- **C**: New intersection at North Third and Tecumseh Streets; remove roundabout
- **D**: Remove Riverside Drive right-of-way north of Adams Street
- **D**: Proposed road network near Route 370
logical street grid by removing the roundabout. Second, the street grid can be extended through the ACF property, a large parcel between North Second Street to the west and the Katy Trail to the east, Clark Street on the south and Lawrence Street on the north. This large post-industrial property spans six block lengths from north to south along North Second Street, where the street grid has an opportunity to integrate by extending into the property.

The most impactful right-of-way to continue is North Main Street. Currently, Historic Main Street is a center for year-round retail and event activation south of Clark Street. This street can continue north into the ACF property.

In addition to Main Street, east-to-west streets can also extend into the ACF property including: Lewis Street, Franklin Street, Morgan Street and Lawrence Street.

Beyond the ACF property to the north, the alley to the east of North Second Street can be enhanced to function as a through street to connect to future riverfront development opportunities near the Katy Trail.

Another street grid opportunity is Riverside Drive. Currently, this street curves to the northwest to connect to Clark Street. Instead, if this street terminated at Adams Street then a new development block opportunity could occur to the east of North Main Street.

TWO-WAY STREETS
Currently in Frenchtown, North Third and North Fourth Streets are both one-way streets. One way streets can cause confusion for motorists and they create barriers to connectivity in a neighborhood.

St. Charles Trolley
When the roundabout is removed, the one-way streets can easily convert to two-way operation.

TRANSIT
Current transit service in Frenchtown is offered through the St. Charles Trolley and the St. Charles Area Transit with somewhat limited service.

The St. Charles Trolley route includes Main Street and Frenchtown, the Ameristar Casino and the St. Charles Convention Center. This service is free but only operates between April 1 and December 31 from 11:00 am to 8:00 pm, on 30 minute intervals.

The St. Charles Area Transit serves Frenchtown through the Orange Line and the Red Line. The Orange Line operates along North Second Street and the Red Line stops at the Foundry Art Centre. The service costs 50 cents and operates from 9:00 am to 3:00 pm on weekdays with 70 minute intervals.
Transit opportunities include more consistent and frequent service to create a very convenient alternative to the personal automobile. Additionally, transit stops should feature comfortable amenities with signage, seating and shade.

**PARKING**

Parking in Frenchtown currently consists of free and unmarked on-street parking and private parking lots. Additionally, the parking code requirements are written to foster suburban type development where visitors will drive from parking lot to parking lot to reach destinations. The current requirements are restrictive to future urban-type development at two spaces per dwelling unit and five spaces per 1,000 square feet of commercial area.

The current parking approach in Frenchtown does not support an urban destination where visitors will “park-once-and-walk.” Parking for an urban destination is most effective when treated like public infrastructure with a series of shared parking options including on-street, surface parking lots and parking garages. Main Street, directly located to the south, functions as a “park-once-and-walk” district with numerous shared parking opportunities on the street and to the east along the Missouri River.

Frenchtown aspires to be a walkable destination with a “park-once-and-walk” strategy, which can be achieved through a combined approach of a parking code update and a variety of public parking options.

**PEDESTRIANS AND NON-MOTORIZED TRAVEL**

Pedestrians, cyclists and future scooter riders will feel more comfortable and welcome in Frenchtown through addressing traffic calming measures, as indicated in the previous section, in addition to increasing safety and comfort along their routes.

**PEDESTRIANS**

North Second Street in Frenchtown has many attributes of a walkable street, especially in the National Historic District where there is already an existing urban density with local businesses in historic buildings offering food and beverage and shopping experiences. This plan will address the numerous ways North Second Street can build upon the success already established with additional improvements.

North Third Street is a street that currently functions as a highway on-ramp starting at Tecumseh Street. However, with the de-designation of Highway 94, there is an opportunity to add walkability elements along this street and return to a local street condition.
Traffic calming improvements are recommended on North Second and North Third Streets such as narrow drive lanes to assist in creating the walkable environment the community desires. A walkable street is safe, comfortable and attractive with urban density and activated ground-floor businesses like specialty retail or food and beverage. Walkability can be achieved by preserving historic building patterns along North Second Street. This means the buildings are built along the right of way with little to no setback and the buildings are built with minimal space between them. Other ways to achieve walkability includes removal of overhead utilities that can allow for additional street trees and planting, adding wider and ADA-compliant sidewalk surfaces, providing designated crosswalks and curb extensions and reducing curb cuts.

A festival street is the most pedestrian-friendly street design option. Although it can accommodate vehicles most days of the year, a festival street can be closed to motorists when community gathering events are scheduled such as celebrations or performances. This type of street is typically one to three blocks in length and is identifiable without curbs and featuring enhanced street materials such as decorative concrete or pavers. Removable attractive safety bollards and special pedestrian-scale street lighting create an aesthetic that prioritizes pedestrians and bikes. When communities plan to host multiple events during the year, festival streets provide an appealing venue that is distinct from many other community celebration venues in the region.

The community also wants pedestrian access to the Missouri River. Currently, Blanchett Landing Park at the end of Olive Street is one of the main access points to the river. Additional access points dedicated to pedestrians and bikes will allow for a more enjoyable experience along the river especially if overlooks and seating are provided.

**BICYCLES**

Planning for bicycle routes will alleviate some dependence on personal automobiles for accessing destinations in Frenchtown. Frenchtown is well positioned to attract cyclists to the area because of three major bicycle trails including the statewide Katy Trail along the Missouri River, the regional Missouri River Trail that connects along Route 370 to the north and the Boschert Greenway that connects Frenchtown with Fox Hill Park and New Town. By connecting these three trails with on-street facilites in Frenchtown, cyclists will be better able to feel safe and welcome as they connect to Frenchtown.

Overall, the recommendations in the City of St. Charles Bicycle and Pedestrian Master Plan are supported with this plan. Facilities recommended include on-street bike lanes, cycle tracks, shared roads (sharrows), off-street bike lanes and bicycle parking areas. Of note, the Lawrence Street bicycle connection between the Boschert Trail and Katy Trail is a recommendation that responds to years of planning efforts in Frenchtown.

**E-SCOOTER AND BICYCLE RENTAL**

E-scooter and bicycle rental programs are often offered in many major urban centers around the world. These low-cost offerings allow for convenient and enjoyable access between nearby destinations such as Main Street and Frenchtown or Frenchtown and Lindenwood University. E-scooters and bicycle rentals are a mobility tool to assist in creating a “park-once-and-walk” district as previously discussed.

**CONCLUSIONS**

The existing conditions analysis and the community workshops provide the foundation for the Connections and Mobility framework. Recommendations are provided to address various topics including the routes and conditions for pedestrians,
Connections and Mobility Framework Plan

Legend

**Existing**
- Existing greenways
- Existing cycle track
- Existing trolley route
- Existing bus routes (note the red line will require rerouting from Riverside Drive to Adams, Main and then Clark Streets)

**Proposed**
- Proposed greenways:
  - Boschert Greenway Extension, City of St. Charles Parks and Recreation Department
  - Connections to Katy Trail

- Proposed cycle tracks:
  - Kingshighway cycle track, 2016 St. Charles Bicycle and Pedestrian Master Plan

- Proposed bike lanes, 2016 City of St. Charles Bicycle and Pedestrian Master Plan
- Proposed shared roads/sharrows
- Proposed river connections
- Proposed bus stop and shelter

Boschert Greenway Extension, City of St. Charles Parks and Recreation Department
Connections to Katy Trail
Kingshighway cycle track, 2016 St. Charles Bicycle and Pedestrian Master Plan

Clark Street cycle track, 2019 Clark Street Complete Streets Study
North Third Street and Tecumseh Streets cycle tracks

Legend

A Existing
B Proposed
1 Existing greenways
2 Proposed greenways:
3 Existing cycle track
4 Proposed cycle tracks:
5 Existing trolley route
6 Proposed shared roads/sharrows
7 Existing bus routes (note the red line will require rerouting from Riverside Drive to Adams, Main and then Clark Streets)
8 Proposed bike lanes, 2016 City of St. Charles Bicycle and Pedestrian Master Plan
9 Proposed shared roads/sharrows
10 Proposed river connections
11 Proposed bus stop and shelter

Map showing existing and proposed greenways, cycle tracks, trolley routes, and bus routes in the Frenchtown area.
personal vehicles and bicycles. In addition, transit, parking, and new mobility options like e-scooters are also addressed in the recommendations for Connections and Mobility.

In order to fully take advantage of the connections and mobility opportunities such as the de-designation of Highway 94 and the numerous existing regional and statewide multi-use trails, specific actions must be prioritized.

Review “Connections and Mobility Street Grid Plan” on page 41 for various recommendations highlights from a framework perspective. The following section, Part B, outlines the specific goals and recommendations for Connections and Mobility. The goals establish a topic for a community vision in regards to Connections and Mobility. Each goal is supported by a series of actionable recommendations with a narrative description and details about phasing, estimated cost, funding source, responsible entity and potential partners. When applicable, images, engagement highlights, metrics and related goals and recommendations are also indicated.
To achieve the aspiration for Connections and Mobility in Frenchtown, five goals have been identified. Each of these goals are supported by a rationale and multiple actionable recommendations with implementation details in the following section.

CONNECTIONS & MOBILITY

GOAL 01 Create a walkable and connected multi-modal street network

GOAL 02 Enhance the comfort and aesthetics along North Second and North Third Streets

GOAL 03 Solve for parking

GOAL 04 Connect trail systems

GOAL 05 Connect to the Missouri River
A comprehensive approach to planning for the multi-modal network in Frenchtown will ensure that each resident, worker and visitor has a pleasant experience getting around regardless of the mode used including transit riders, personal vehicle drivers, cyclists, pedestrians and scooter riders. To be a walkable destination, like Frenchtown aspires to be, all modes of transportation must be accommodated where the priority is placed on the pedestrians.

**POTENTIAL BENEFITS OF RECOMMENDATIONS**
- Increased safety
- Improved connectivity
- Reduced traffic speeds
- Increased parcel area
- Improved walkability conditions
- More planting areas
- Improved access to amenities
- Increased mobility

**RECOMMENDATIONS**

| CM 01.01 | Reduce lane width and introduce curb extensions and crosswalks on North Second |
| CM 01.02 | Reduce lane width and introduce curb extensions and crosswalks on North Third Street, north of Tecumseh Street and Tecumseh Street improvements |
| CM 01.03 | Convert streets to two-way operation |
| CM 01.04 | Remove the free right turn at North Fourth and Olive Streets |
| CM 01.05 | Consolidate access management to east-west streets along North Second Street between Franklin and Olive Streets |
| CM 01.06 | Complete a walkable street grid network in Frenchtown |
| CM 01.07 | Provide improved ADA accessible sidewalks and wider sidewalks where feasible |
| CM 01.08 | Introduce additional bicycle routes within Frenchtown |
| CM 01.09 | Add bike and scooter parking to each block of North Second Street |
| CM 01.10 | Introduce a public bike and scooter program in St. Charles |
| CM 01.11 | Conduct a study to increase transit service in Frenchtown |
Curb extensions provide additional space at the corners of each block. These features extend the sidewalk area approximately the width of a parking space. Curb extensions offer various benefits including additional sidewalk space and/or planting areas as well as reduced crosswalk distances. The additional sidewalk space could be utilized for outdoor dining or additional planting area could function as a stormwater BMP rain garden. Crosswalks should be provided at each north-south and east-west intersection along North Second and Tecumseh Streets. Crosswalk materials can be simple roadway striping, eclectic asphalt inlay treatments or a material change such as pavers or concrete.

Highway 94 through Frenchtown has been de-designated, however, highway signage remains through the corridor. It is strongly recommended the City collaborate with MODOT to remove the highway route signage in Frenchtown and indicate an alternative business route.

### Quick Facts:
- **Phase:** 2, 3
- **Estimated cost:** $9,250,000
- **Funding source:** City budget, Transportation Development District
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** MODOT

### Metric
<table>
<thead>
<tr>
<th>Crosswalk distance</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35 feet</td>
<td>20 feet</td>
</tr>
</tbody>
</table>

### What We Heard
- 22% of Public Workshop 1 consider crossing North Second Street a safety concern. (Workshop 1, question 16)
- 33% of Public Workshop 1 participants want to improve neighborhood connectivity and pedestrian friendliness. (Workshop 1, question 10)

---

#### Illustration of North Second Street Priority Area Improvements

1. Mid-block curb extensions with planting between Bayard and Montgomery Streets in priority area (can be replaced with temporary parklets or additional parking if needed)
2. Corner curb extensions with planting, 20-foot curb radii
3. Street trees (requires relocation of overhead utilities)
4. New curb locations on both sides of the street
Illustration of North Second Street (north of Lawrence Street) Improvements

- **WIDTH VARIES SIDEWALK**
- **8' ON-STREET PARKING WITH PERMEABLE PAVEMENT**
- **10' LANE WIDTH TWO-WAY DRIVE LANES**
- **8' ON-STREET PARKING WITH PERMEABLE PAVEMENT**
- **WIDTH VARIES SIDEWALK**

1. Corner curb extensions with planting, 20-foot curb radii
2. Street trees (requires relocation of overhead utilities)
3. New curb locations on both sides of the street
Typical intersections on North Second Street

1. Two (2) 10-foot drive lanes
2. 20-foot corner radius with flush curb entire length to allow large vehicle turning movements
3. Crosswalk (crossing distance 20 feet)
4. Curb extension extends 20 feet beyond crosswalk to create safe pedestrian crossing
5. On-street parking
6. On-street ADA parking with ramp
7. Rain garden with tree planting
8. Sidewalk

Notes:
Prioritize sidewalks before on-street parking. At a minimum, each street should have a sidewalk on one side.

Coordinate location of rain gardens based on drainage patterns and where the right-of-way width allows on the western side of the street.

Review recommendation CI 02.01 for streetscape materials.
CM 01.02

Connections & Mobility

Illustration of North Third Street Improvements

Reduce lane width and introduce curb extensions and crosswalks on North Third Street, north of Tecumseh Street and Tecumseh Street improvements

**Quick Facts:**
- **Phase:** 3
- **Estimated cost:** $3,660,000
- **Funding source:** City budget, Transportation Development District
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

*Note: phasing of North Third Street improvements should follow the completion of the Mel Wetter Parkway interchange at Route 370 or in conjunction with the levee improvements to North Third Street at Route 370.*

**Curb extensions and crosswalks** should be provided at each intersection. **Safety islands** will increase walkability and the sense of safety when crossing North Third Street.

Tecumseh Street improvements includes resurfacing and designated crosswalks.

Cycle tracks are recommended for North Third and Tecumseh in CM 01.08.

**Travel lanes** can be reduced to two lanes with a center turn lane.

**Improvements to North Third Street** can commence after the completion of the Mel Wetter Parkway interchange. The de-designation of Highway 94 and implementation of the roundabout should route bypassing traffic to Mel Wetter Parkway and North Fifth Street, resulting in an opportunity to right-size North Third Street as a multi-modal street.

Travel lanes can be reduced to two lanes with a center turn lane.

**What we heard**

According to 24% of Public Workshop 1 participants, aesthetic improvements to the Route 370 interchange area will have the biggest impact for Frenchtown's future development.

*(Workshop 1, question 8)*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Number of crosswalks</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
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<tr>
<td></td>
<td></td>
<td>16</td>
<td>99</td>
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</table>

**Phase:** 3

**Estimated cost:** $3,660,000

**Funding source:** City budget, Transportation Development District

**Responsible entity:** City of St. Charles Public Works

**Potential Partner:** NA

*Note: phasing of North Third Street improvements should follow the completion of the Mel Wetter Parkway interchange at Route 370 or in conjunction with the levee improvements to North Third Street at Route 370.*
**CM 01.03**

**Quick Facts:**
- **Phase:** 3
- **Estimated cost:** NA
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

**Convert streets to two-way operation**

**Two-way streets** will improve connectivity throughout the Frenchtown neighborhood.

Convert North Fourth and North Third Street to two-way operation with the following phasing:
- First, convert North Fourth Street south of Olive Street and North Third Street south of Bainbridge Street to two-way operation.
- After the roundabout is removed, convert the full length of North Fourth and North Third Streets to two-way operation.

**CM 01.04**

**Quick Facts:**
- **Phase:** 4
- **Estimated cost:** Not included
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

**Remove the free right turn at North Fourth and Olive Streets**

The **free right turn** at the North Fourth and Olive Street intersection can be removed and replaced with a typical intersection treatment.

By supporting a neighborhood street grid, the traffic will be slower and multi-modal uses will be more comfortable.

Reconfiguring the intersection may depend on:
- When the surrounding land uses are less dependent on large trucks, and/or
- When the surrounding land uses provides truck access on North Fifth Street.

**Metric**

<table>
<thead>
<tr>
<th>Turning speed</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19 mph</td>
<td>15 mph</td>
</tr>
</tbody>
</table>

**CM 01.05**

**Quick Facts:**
- **Phase:** 2, 3
- **Estimated cost:** NA
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** Property owners

**Consolidate access management to east-west streets along North Second Street between Franklin and Olive Streets**

**Consolidated access management** in the Priority Area should be provided to improve walkability and safety.

Instead of accessing parking through frequent curb cuts on North Second Street, vehicular access can be provided via the east-west streets and the alleys.

**Metric**

<table>
<thead>
<tr>
<th>Number of curb cuts</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36</td>
<td>0</td>
</tr>
</tbody>
</table>
Complete the street grid in Frenchtown in two strategic locations.

A. Complete the street grid through the ACF property and to the east of North Second Street.

B. Return Tecumseh Street to a local street by removing the roundabout at North Third Street.

The roundabout at North Third and Tecumseh Streets was originally designed for convenient traffic flow along the Missouri Route 94 (currently de-designated). After through traffic is routed to North Fifth Street via Mel Wetter Parkway.

The roadway curves at North Fourth Streets should be replaced with a typical intersection.

By removing the roundabout and the curves and replacing them with a neighborhood street grid, traffic can be slowed and the street network can accommodate multi-modal uses.

Frenchtown will benefit from extending North Main Street into the ACF property. Historic Main Street draws about 600,000 visitors annually with its historic main street character, destination retail or boutiques and restaurants, and vibrant pedestrian-friendly environment. The activation of Frenchtown should build upon this momentum by creating better connections between the districts. Currently, Clark Street forms a physical and perceived barrier to Frenchtown, which could be overcome with an extension of Main Street through the ACF property, as well as pedestrian enhancements, redevelopment, improved public transportation, and better trail connections.

In addition to an extension of Main Street through the ACF property, extending Franklin, Morgan, Montgomery, and Lawrence streets into the property as public streets will promote synergy between activity within a redeveloped ACF property and North Second Street. It will also create new developable blocks that could be utilized for parking or other infill development, provide additional access points to the ACF property, and help minimize congestion.

See “Connections and Mobility Street Grid Plan” on page 41.

what we heard

According to 32% of Public Workshop 1 participants, walkability and pedestrian safety will have the biggest impact for Frenchtown’s future development.

(Workshop 1, question 8)
Walkability network in Frenchtown

Illustration of street grid extension into ACF property
CM 01.07

Provide improved ADA accessible sidewalks and wider sidewalks where feasible

**QUICK FACTS:**

- **Phase:** 2, 3  
- **Estimated cost:** Included in streetscape costs  
- **Funding source:** City budget, Transportation Development District  
- **Responsible entity:** City of St. Charles Public Works  
- **Potential Partner:** NA

**ADA accessible sidewalks** will not only serve people of all abilities in Frenchtown, it will create a more inviting and comfortable experience on the walking routes for everyone. The minimum sidewalk clear zone for ADA accessibility should target five feet in width. In many places it is preferable to have sidewalks that are wider than the minimum in order to accommodate amenities like outdoor cafe dining, street trees and planting areas and space for furnishings like public benches, trash and recycling receptacles, pedestrian lighting, wayfinding and other signage and bicycle racks for bike parking.

**High foot-traffic areas and areas of Frenchtown with restaurants** should feature a minimum of 17 feet for sidewalks to accommodate additional amenities.

**what we heard**

Uneven, broken or hazardous sidewalk conditions are concerns for 45% of the Public Workshop 1 participants. (Workshop 1, question 15)

**Metric**

- **Typical sidewalk width (N 2nd)**
  - **Existing:** 8 feet
  - **Proposed:** 9-12 feet

**Ideal Sidewalk Section**

- **OUTDOOR DINING 5’ MIN**
- **ADA ROUTE 5’**
- **TREES AND FURNISHINGS 6’**
- **STEP OUT ZONE 2-6’**
- **PARALLEL PARKING 8’**

- **OUTDOOR DINING**
- **WHEELCHAIR ACCESSIBILITY**
- **BENCHES, SITE FURNISHINGS AND TREES**
- **PAY STATIONS AND PARKING METERS**
Introduce additional bicycle routes within Frenchtown

**QUICK FACTS:**
- **Phase:** 1, 2, 3
- **Estimated cost:** Included in streetscape costs
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** Great Rivers Greenway

Four specific [additional bicycle routes](#) in Frenchtown will streamline cyclist connectivity.

A. Introduce a two-way cycle track on the north side of Tecumseh Street from the Katy Trail to North Third Street.

B. Designate Lawrence Street a marked bike route from the Katy Trail to Kingshighway.

C. Designate Wood Street a marked bike route from the Katy Trail to the Boschert Greenway and remove the bicycle designation of Olive Street.

D. Designate North Third Street a marked bike route with a two-way cycle track on the east side of the street.

E. Introduce bike sharrows on North Fourth Street and North Third Street south of Tecumseh Street.

See “Connections and Mobility Street Grid Plan” on page 41 for locations and routes.

---

Add bike and scooter parking to each block of North Second Street

**QUICK FACTS:**
- **Phase:** 2, 3
- **Estimated cost:** $2,000 per block
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

**Bike and scooter parking** should be provided with ample space and with anticipated frequency along North Second Street. Establishing convenient locations at each block for bike and scooter parking will encourage bikes and scooters to be corralled in the parking areas and not left randomly throughout the corridor.

Parking for bikes and scooters should not conflict with clear pathways to ensure ADA-compliance.

**Metric**

<table>
<thead>
<tr>
<th>Length of bicycle routes</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="#">Existing</a></td>
<td>0.87 mile</td>
<td>1.69 miles</td>
</tr>
</tbody>
</table>
CM 01.10

**Introduce a public bike and scooter program in St. Charles**

**PUBLIC FACTS:**

- **Phase:** 2
- **Estimated cost:** Varies
- **Funding source:** City budget, Bike/scooter franchisee, ad revenue and user fees
- **Responsible entity:** Bike/scooter franchisee and City
- **Potential Partner:** Franchisee such as Bird

**Public scooters** are a popular amenity in many communities around the world. Public bike and scooter programs make it easier for people to travel relatively short distances without driving. Bikes and scooters will increase the connectivity between Historic Main Street, Lindnewood University and Frenchtown. They alleviate the need to purchase and maintain personal bikes or scooters.

The City should invite a public bike/scooter company (franchisee) to operate in Frenchtown and throughout the City. The service should be subsidized financially by the City due to the benefit of reducing traffic congestion. The franchisee should be responsible for ensuring that bikes and scooters are stored properly. Travel data should be provided to the City.

**THIS RECOMMENDATION ALSO SUPPORTS:**

- **GOAL CM 03**

QUICK FACTS:

- **Phase:** 2
- **Estimated cost:** Varies
- **Funding source:** City budget, Bike/scooter franchisee, ad revenue and user fees
- **Responsible entity:** Bike/scooter franchisee and City
- **Potential Partner:** Franchisee such as Bird

CM 01.11

**Conduct a study to increase transit service in Frenchtown**

**QUICK FACTS:**

- **Phase:** 2
- **Estimated cost:** $150,000 to $200,000
- **Funding source:** East-West Gateway
- **Responsible entity:** City
- **Potential Partner:** St. Charles County, East-West Gateway, St. Charles Area Transit

Currently there is nominal transit service in Frenchtown. Transit is most effective when it is frequent, fast and free with comfortable and safe waiting areas along a legible route. Increasing hours of operation and frequency of service will establish a viable alternative to driving, support the “park-once-and-walk” district, and foster connectivity to Main Street and other parts of the City. Transit can bring tourists from the airport and St. Louis. Transit also mitigates congestion during peak events as people can park farther away and utilize convenient transit options. Further analysis is recommended to determine the best strategy to increase transit.

**QUICK FACTS:**

- **Phase:** 2
- **Estimated cost:** $150,000 to $200,000
- **Funding source:** East-West Gateway
- **Responsible entity:** City
- **Potential Partner:** St. Charles County, East-West Gateway, St. Charles Area Transit

**Metric**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Existing</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Average scheduled wait time</td>
<td>30 minutes</td>
<td>10 minutes</td>
</tr>
</tbody>
</table>
CONNECTIONS & MOBILITY

GOAL 02
Enhance the comfort and aesthetics along North Second and North Third Streets

RATIONALE
Great Streets are comfortable for all site users including pedestrians, cyclists and personal vehicle drivers. Great Streets are also attractive and appealing. The comfort and aesthetics of a streetscape will encourage people to get out of their cars and enjoy the surroundings. People are more likely to spend more time in places that are comfortable and attractive.

RECOMMENDATIONS

- CM 02.01 Introduce planting areas in the rights-of-way
- CM 02.02 Reroute overhead utilities on North Second Street underground
- CM 02.03 Add street trees where feasible to avoid existing overhead utilities
- CM 02.04 Provide pedestrian-scale lighting for streets, trails and parking lots
- CM 02.05 Introduce a festival street as a northern extension of Main Street into the ACF property
- CM 02.06 Introduce amenities for bus and trolley stops in Frenchtown

POTENTIAL BENEFITS OF RECOMMENDATIONS
Increased planting areas and permeable surfaces
- Increased tree canopy and shade
- Increased walkability
- Improved aesthetic appeal
- Improved comfort
- Support local businesses
- Support Frenchtown brand

what we heard
39% of Public Workshop 1 participants consider aesthetic enhancements to be important for Frenchtown.
(Workshop 1, question 7)
CM 02.01

Introduce planting areas in the rights-of-way

**Quick Facts:**
- **Phase:** 2, 3, 4
- **Estimated cost:** $570,000 (planting areas and rain gardens along North Second and North Third Streets)
- **Funding source:** NA/ included with streetscape improvements
- **Responsible entity:** City
- **Potential Partner:** NA

**See Also:**
CM 01.01, CM 01.02

**Planting areas** will enhance the comfort and aesthetics of Frenchtown especially along North Second and North Third Streets.

**Planting areas** can be accommodated in the following locations:

- In the intersection curb extensions along North Second and North Third Streets,
- In the mid-block curb extensions along North Second Street, and
- In the expanded planting areas on North Second Street, south of Decatur Street.

Where feasible, planting areas should function as a rain gardens, a stormwater BMP to help address stormwater flooding and runoff issues.

**This Recommendation Also Supports:**
- **Goal GS 02**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Proposed</th>
<th>Total rights-of-way planting area increased by</th>
</tr>
</thead>
<tbody>
<tr>
<td>N 2nd St planting areas</td>
<td>16,690 sf</td>
<td>100%</td>
</tr>
<tr>
<td>N 3rd St planting areas</td>
<td>3,260 sf</td>
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</tr>
</tbody>
</table>

**Quick Facts:**
- **Phase:** 2, 3, 4
- **Estimated cost:** $570,000 (planting areas and rain gardens along North Second and North Third Streets)
- **Funding source:** NA/ included with streetscape improvements
- **Responsible entity:** City
- **Potential Partner:** NA

**See Also:**
CM 01.01, CM 01.02

CM 02.02

Reroute overhead utilities on North Second Street underground

**Quick Facts:**
- **Phase:** 2
- **Estimated cost:** $3,150,000
- **Funding source:** City, Ameren and owners
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** Ameren Missouri, adjacent owners

**See Also:**
CM 02.03

**Overhead utilities** need to be rerouted underground in order to accommodate healthy and stately street trees along the corridor.

By burying the overhead utilities, this will eliminate overhead visual clutter, increase safety and reduce street-level utility poles along the sidewalks.

Due to existing overhead utilities currently located in the alleys, there is a lack of capacity for additional utilities from North Second Street to be relocated to this location.

**What We Heard:**

94% of Public Workshop 1 participants want to relocate overhead utilities along North Second Street.

(Workshop 1, question 20)

**Quick Facts:**
- **Phase:** 2
- **Estimated cost:** $3,150,000
- **Funding source:** City, Ameren and owners
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** Ameren Missouri, adjacent owners

<table>
<thead>
<tr>
<th>Metric</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length of corridor without overhead utilities</td>
<td>0 ft</td>
<td>4,500 ft</td>
</tr>
</tbody>
</table>
Add street trees where feasible to avoid existing overhead utilities

Street trees provide so many comfort and aesthetic benefits to the urban environment. Street trees contribute to stormwater mitigation, reduced heat island effect, increased habitat and noise reduction. Trees are also appealing visually.

Street trees can be planted in curb extension rain gardens, in tree grates with soil cells or in a tree lawn along the edge of the street.

Vegetation and landscape are vital aspects to the public and private realm. Urban street trees provide shade, absorb air pollution, reduce traffic speeds, create safer walking environments, increase ecological benefits, maintain crucial wildlife habitat, add value to adjacent businesses and residences, and improve the overall quality of the public realm.

Providing shade trees and vegetation in Frenchtown will help improve the character and health of the neighborhood. Soil volume, tree pit dimensions and tree spacings are notably significant in the maintenance, health and longevity of trees. Tree planting areas should target 1,000 to 1,500 cubic feet of soil volume to optimize long-term vitality. Wide spreading root systems foster a healthier tree that is less likely to topple and break.

Trees should avoid utility lines and underground utility structures. Appropriate pruning techniques should be considered in areas with overhead utilities. Coordinate the location of street trees with lighting, signage and street furnishings. Tree locations should allow for sight triangles at intersections and sidewalk clearance for ADA accessibility.

Refer to Chapter 4 for a resilient tree planting strategy on page 149 to review street tree species and locations.

**Quick Facts:**
- **Phase:** 2, 3
- **Estimated cost:** $800 to $1,000 per tree
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

**See Also**
CM 02.02

**Metric**

<table>
<thead>
<tr>
<th>Number of street trees</th>
<th>Existing</th>
<th>Proposed</th>
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<tbody>
<tr>
<td></td>
<td>10</td>
<td>332</td>
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</table>

**What We Heard**

Public Workshop #1 participants indicated “more trees and vegetation” as their top streetscape improvement. (Workshop 1, question 17)

**Street Tree Spacing Requirements**

**Medium Tree Spacing**
(Mature height less than 30 feet)

Coordinate tree spacing with the stall lines of parking spaces to avoid conflicts with vehicle bumpers and doors.

**Large Trees Spacing**
(Mature height more than 30 feet)

54 TO 60 FEET
Street Tree Soil Volume Requirements

- **ESTIMATED CROWN SPREAD**
  - 10 FEET DIAMETER
  - **SOIL VOLUME REQUIRED**
    - 120 CUBIC FEET

- **ESTIMATED CROWN SPREAD**
  - 20 FEET DIAMETER
  - **SOIL VOLUME REQUIRED**
    - 500 CUBIC FEET

- **ESTIMATED CROWN SPREAD**
  - 30 FEET DIAMETER
  - **SOIL VOLUME REQUIRED**
    - 1,000 CUBIC FEET

- **100 SQ FT OF TREE OPENING**
Provide pedestrian-scale lighting for streets, trails and parking lots

**Quick Facts:**
- **Phase:** 2, 3
- **Estimated cost:** $6,300 per fixture
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

Street lighting in walkable districts should be well-designed and pedestrian-scale. These fixtures should contribute equally to a sense of safety as well as to the district character. Pedestrian-scale lighting is positioned at about 11 to 16 feet in height and casts light onto the sidewalk.

Lighting should be provided along the rights-of-way, the multi-use trails and parking lots in Frenchtown. Lighting for trails could utilize a bollard-type fixture.

**Fixture spacing**
Spacing of pedestrian post fixtures is typically between 3.5 and 5.5 times the luminaire mounting height. In areas where street lighting may be more appropriate, the spacing is typically between four and six times the luminaire mounting height.

**Energy efficiency**
The LED lamping for new fixtures should produce a minimum of 70 lumens per watt, and preferably 90 lumens per watt or more. While specifying the lamp color warrants a lighting survey to ensure some measure of color continuity with adjacent districts, a good starting point would be to use a 2700 kelvin color with a minimum 90 color rendering index (CRI) rating. This color of light would ensure that the lighting interferes less with circadian rhythms/human sleep cycles and that the color accuracy allows the eye to see objects clearly with less light.

**Light pollution mitigation**
Light pollution should be controlled by a combination of a fixture's reflector, lens and shielding characteristics. The fixtures for the project should be based on their compatibility with a high quality light source (as outlined above), a photometric distribution that does not exceed 40 degrees above nadir and has standard glare mitigation options such as “house side shields” available.

**Light levels**
Appropriate light levels should be set by a lighting designer after surveying illumination levels and contrast ratios along the subject street as well as in immediately adjacent neighborhoods. Alternatively, use standards of practice as set by the Illumination Engineering Society of North America (IES).

**Coordination with other street elements**
Conflicts between existing city infrastructure and desired light fixture locations is inevitable and a part of the design development process of any street revitalization project. The preferred approach is a regular lighting fixture spacing to achieve consistent illumination levels throughout the district. Locations of existing preserved trees may require an adjustment to the lighting spacing.

The light poles can also function as a location for hanging planters and/or banner displays.

The fixtures should be coordinated with the Frenchtown brand. It is anticipated that the existing site lighting in the study area will be upgraded to meet the recommendations herein as the district is improved. Where possible, existing fixtures that are removed could be salvaged and reused elsewhere within the City as appropriate.
CM 02.05

**Introduce a festival street as a northern extension of Main Street into the ACF property**

**QUICK FACTS:**
- **Phase:** 2
- **Estimated cost:** Cost included with completing the street grid through the ACF property
- **Funding source:** Developer and City
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** ACF property owner

The northern extension of Main Street into the ACF property can receive a festival street treatment. The street would need to be a City of St. Charles right of way in order to ensure specific design features are integrated. A festival street is a right of way that serves vehicle traffic but prioritizes pedestrians. During events, the street can be closed to vehicle traffic in order to provide a plaza space for temporary vendor tents, performance spaces or other event infrastructure. Design strategies of a festival street include:
  - No curbs
  - Appealing hardscape treatment such as pavers
  - Pedestrian lighting or catenary lighting
  - Trees and planting

**what we heard**

Over 90% of Public Workshop #2 participants support the addition of a festival street in Frenchtown.

**Metric**
- **Length of festival street**
  - **Existing:** 0 feet
  - **Proposed:** # of feet

CM 02.06

**Introduce amenities for bus and trolley stops in Frenchtown**

**QUICK FACTS:**
- **Phase:** 2, 3
- **Estimated cost:** $25,000 per shelter
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA

To encourage use of bus and trolley transit modes in Frenchtown, amenities should be added at the stop locations. The street right of way is narrow so shelters will not be viable. However, amenities can be provided such as benches, signage and shade from a nearby street tree.

**Metric**
- **Bus and trolley stops with amenities**
  - **Existing:** 0
  - **Proposed:** 3
**CONNECTIONS & MOBILITY**

**GOAL 03** Solve for parking

**RATIONALE**
Parking is important to the success in Frenchtown to serve the residents, business owners and visitors. Through a combination of progressive policy, expansion of programs and new physical parking spaces, Frenchtown will solve for parking.

In order to solve for parking, it should be treated like shared infrastructure from which all local business owners can benefit. Successful urban destinations, like the Historic Main Street district, function with a “park-once-and-walk” approach where personal vehicles are parked in a shared public parking lot or garage. From there, visitors can easily access numerous destinations by walking. Alternatively, exclusive and often underutilized single-use lots are a suburban model that creates inefficiencies and promotes visitors driving to each destination separately. Frenchtown aspires to be walkable with a “park-once-and-walk” strategy.

**POTENTIAL BENEFITS OF RECOMMENDATIONS**
More development and redevelopment opportunities

More efficient and functional parking

Improved aesthetics with reduced surface parking needs

More walkability

Increased alignment with historic and urban character

More visitor spending with pedestrians passing by more businesses on foot

**RECOMMENDATIONS**

<table>
<thead>
<tr>
<th>CM 03.01</th>
<th>Update City of St. Charles parking ratio requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM 03.02</td>
<td>Maximize and maintain on-street parking including ADA parking spaces</td>
</tr>
<tr>
<td>CM 03.03</td>
<td>Allow or incentivize shared parking lots east and west of North Second Street</td>
</tr>
<tr>
<td>CM 03.04</td>
<td>Provide interim surface parking lots prior to vacant lot development</td>
</tr>
<tr>
<td>CM 03.05</td>
<td>Provide new parking garage(s) with ground-floor retail to activate the street frontage</td>
</tr>
<tr>
<td>CM 03.06</td>
<td>Introduce a &quot;Smart Parking&quot; system to Frenchtown</td>
</tr>
<tr>
<td>CM 03.07</td>
<td>Add Electric Vehicle charging stations throughout Frenchtown</td>
</tr>
</tbody>
</table>
Update City of St. Charles parking ratio requirements

Progressive parking ratio practices utilize “park-once” design standards that relate directly to walkability as well as to parking in an urban context. The existing ratios are higher than needed, promoting suburban-type parking lots that encourage visitors to drive to each destination. The ratios should be reduced for Frenchtown to facilitate the desired strategies of enhanced walking and a “park-once-and-walk” environment.

The City of St. Charles should also acknowledge the full mobility system, where personal vehicles and parking is just one component. The full mobility plan for Frenchtown will allow for a multi-modal network including a trolley, bicycle routes and parking, e-scooters and walkable sidewalks. These additional mobility strategies will allow for the more progressive parking ratios to be considered.

Parking requirements should be addressed in a two-step process:
- First, reduce the ratio from 5 spaces per 1,000 square feet of commercial to 3.5 spaces and reduce residential requirements from 2 spaces per dwelling unit to 1.5 spaces. In addition, provide an exemption process for Council to utilize to approve anchor tenants.
- Second, after development begins to occur, monitor parking use on an ongoing basis to determine if parking maximums should be introduced, or if the parking ratios may otherwise be adjusted. A parking district may be considered further as a revenue-generating mechanism and as a strategy to separate residential from visitor parking.

Maximize and maintain on-street parking including ADA parking spaces

On-street parking is a critical component to providing adequate parking in Frenchtown. The most efficient approach to on-street parking is by utilizing striped parking stalls compared to the inefficient approach of unmarked street parking.

On-street parking should be time-limited. Fee-based parking kiosks should be evaluated as an option as demand for parking increases over time.

ADA-accessible parking spaces will be required as the area is redeveloped. In general, one ADA-compliant space is required for every 25 spaces. They are best located near the corner to facilitate access to the pedestrian ramp.

One ADA-accessible parking space should be provided on each block, alternating on each side of the street.

Typical parking bay sizes should be 8-feet by 20-feet. ADA parking spaces should be 9-feet by 18-feet with a 5-foot wide access aisle.

Metric

<table>
<thead>
<tr>
<th>On-street parking spaces</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-street ADA parking spaces</td>
<td>284</td>
<td>447</td>
</tr>
</tbody>
</table>

Connections and Mobility Parking Strategy Plan

Legend
- ACF surface parking lots, 450 spaces
- On-street parking, 379 spaces
- Potential shared parking lots, 240
- Potential parking structures, 745 spaces
- Potential interim parking lots, 270 spaces

Frenchtown Great Streets | 67
Allow or incentivize shared parking lots east and west of North Second Street

Parking lots that are shared among businesses along the corridor will provide a larger capacity for parking spaces. This approach to parking is informed in part by the lessons from Historic Main Street district. Shared parking lots will require coordination among property owners and business owners along the corridor. The establishment of a formal Parking Overlay District in Frenchtown could provide the regulatory framework to initiate shared parking lots and other more flexible parking arrangements in support of the plan.

Shared parking lots should follow the Frenchtown Historic District Design Guidelines. They should be subdivided into smaller lots to reduce the visual impact of large paved areas, and connected when practical. Planting islands within parking lots and planting buffers should be integrated to provide beautification.

Shared parking lots should be safe by including lighting, sight lines and security measures. Also, configuring lots to reduce the number of curb cuts along the corridor will reduce vehicle and pedestrian conflict.

Parking lots should provide 9-foot by 18-foot parking stalls and 24-foot wide drive aisles. ADA spaces should be provided, 11-feet by 18-feet with a 5-foot wide access aisle for each required space.

Shared parking lots should have assigned spaces for residents and workforce and be time-limited for visitors to encourage turn over.

QUICK FACTS:
Phase: 2
Estimated cost: Varies
Funding source: Transportation Development District
Responsible entity: City of St. Charles Public Works
Potential Partner: Local property owners

what we heard

45% of Public Workshop 1 participants would like Frenchtown to adopt the Main Street model for parallel parking along the street and shared parking lots. This was the most selected response by participants. (Workshop 1, question 23)

Provide interim surface parking lots prior to vacant lot development

The recommendation for a Frenchtown parking garage might not be feasible for several years, however, interim surface parking lots can serve immediate needs for additional parking as the area develops.

Interim parking lots are one approach to give a purpose to some of the currently underutilized parcels in Frenchtown. The undeveloped parcels east of North Second Street between Lawrence and Wood Streets can solve the immediate need for parking through interim surface parking lots. In the future these parcels can be developed with housing or multi-use buildings.

The temporary use of vacant lots as surface parking should be permitted under the City’s zoning code, but also restricted to be only a temporary use of no more than a specified period of time without additional review and extension of the use if justified.

Parking lots should provide 9-foot by 18-foot parking stalls and 24-foot wide drive aisles. ADA spaces should be provided, 11-feet by 18-feet with a 5-foot wide access aisle for each required space.

QUICK FACTS:
Phase: 1
Estimated cost: Varies
Funding source: City budget
Responsible entity: City of St. Charles Public Works
Potential Partner: Local property owners

what we heard

46% of Public Workshop #2 participants support surface parking lots in Frenchtown. This was the most selected response by participants. (Workshop 2, question 8)
**CM 03.05**

**Provide new parking garage(s) with ground-floor retail to activate the street frontage**

**QUICK FACTS:**
Phase: 2
Estimated cost: $28,000 per parking space
Funding source: Private developer, Transportation Development District, City budget
Responsible entity: City
Potential Partner: Developers

A Frenchtown parking garage is an effective strategy to accommodate the total parking spaces required in Frenchtown in the future. The ACF property and opportunity sites along Clark Street are a suitable locations for parking garages but they can also be located elsewhere in Frenchtown.

Regardless of the specific location of the parking garage, the ground level along the rights-of-way should be activated and appealing. One strategy to active the ground level is to include a level of retail within the footprint of the structure. Another consideration is to include a green wall, mural and/or an appealing architectural facade that can contribute the aesthetics of Frenchtown.

Parking garages should require a fee.

**what we heard**
34% of Public Workshop #2 participants support a Frenchtown parking garage. This was the second most selected response by participants. (Workshop 2, question 8)

**CM 03.06**

**Introduce a “Smart Parking” system to Frenchtown**

**QUICK FACTS:**
Phase: 3
Estimated cost: Varies
Funding source: Ad revenue and user fees
Responsible entity: City of St. Charles Public Works
Potential Partner: Digital application developers and parking garage developers

“Smart Parking” systems utilize different types of technology to allow drivers to more easily find available parking. “Smart Parking” can be achieved through two strategies: phone applications and parking garage displays.

Various phone application designers can be solicited for a partnership opportunity so visitors can efficiently determine an available parking spot via the application technology. New parking garages in Frenchtown should feature digital displays of real-time space availability throughout the structure.

Although Frenchtown can first utilize time limited parking on the street and on surface lots, paid parking may be an opportunity in the future as demand increases. When phasing in paid on-street parking and paid surface parking lots, start with a small fee in the locations in the most demand. Prioritize reinvesting revenue locally.
Add Electric Vehicle charging stations throughout Frenchtown

**Electric Vehicle (EV) charging stations** should be provided in Frenchtown to accommodate visitors with this vehicle type. EV charging stations are a strategy to add infrastructure elements that are proactive about the future. Demand for these vehicles will only increase over time.

The charging stations should be located in multiple locations throughout Frenchtown. Include at least one dock that serves two vehicles on North Second Street and North Third Street and docks that serve parking lots and parking garages. The spaces should be located at a desirable parking location close to destinations. The spaces should also be clearly marked and signed that they are reserved for EV parking only.

The charging stations can serve residents, local visitors and also those travelling along the interstate system who need to stop to charge. Signage along the interstate should direct drivers to the charging stations in Frenchtown.

Sustainable EV charging stations are features that contribute to district resiliency. Charging stations can help the City and/or private developers attain LEED credits for projects.

EV charging stations should utilize the available charging station incentives through Ameren Missouri.

**QUICK FACTS:**
- **Phase:** 2, 3
- **Estimated cost:** $1,000 per charging station
- **Funding source:** City, private developers, Ameren Missouri grant program
- **Responsible entity:** City, private developers
- **Potential Partner:** Ameren Missouri, private developers

*Image credit: drive-green.co.uk*
RATIONAL

Frenchtown is at a nexus of three important regional and statewide trails including the Katy Trail, a premier statewide multi-use trail; the Missouri River Trail (MRT), a regional trail that crosses Route 370 with recent safety improvements; and the Boschert Greenway, another regional trail that is part of the Great Rivers Greenway “River Ring” network and takes cyclists to the heart of Frenchtown along a former railway alignment. However, the bicycle and pedestrian network in Frenchtown currently does not provide much connectivity between these trails or permeability between the trails and the neighborhood. Cyclists and pedestrians are inhibited by barriers such as private property owners, fencing and poor bicycle connectivity in Frenchtown both to and from the Katy Trail and MRT. By connecting these trails to a network in Frenchtown, more people will be able to access these trails, which will benefit the current residents, potential future residents and visitors.

POTENTIAL BENEFITS OF RECOMMENDATIONS

Increased walkability
Increased connectivity
Increased safety

RECOMMENDATIONS

| CM 04.01 | Establish new pedestrian and bike connections to the Katy Trail including through the ACF property |
| CM 04.02 | Extend the Boschert Greenway east on Lawrence Street as a bicycle boulevard to connect to Katy Trail |
| CM 04.03 | Create an intersection treatment along the Boschert Trail street crossings to highlight bicycle crossings |
Establish new pedestrian and bike connections to the Katy Trail including through the ACF property

Frenchtown currently only has one access point to the Katy Trail. Additional pedestrian and bike connections to the Katy Trail can help maximize the use and appreciation for this amenity.

The additional proposed connections are all through the ACF property. The existing fencing and lack of pathway between the ACF and the Katy Trail prevent easy pedestrian and bike access. By removing the fence and allowing public access to the Katy Trail through the ACF property, Frenchtown will have four additional routes to access the Katy Trail including:

- South of the Foundry Art Centre,
- Between the two railcar buildings on the east,
- Along the Lawrence Street alignment, and
- Along the Bayard Street alignment.

Extend the Boschert Greenway east on Lawrence Street as a bicycle boulevard to connect to Katy Trail

Extend the Boschert Greenway from its existing planned terminus at Lawrence Street. The pedestrian and bike route can continue east on Lawrence Street to the Katy Trail via a multi-modal bicycle boulevard.

The bicycle boulevard integrates traffic calming measures such as narrow lanes and surface treatments to indicate to vehicular drivers to share the road.

Bollards on the eastern portion of Lawrence Street can allow easy passage for bicycles and pedestrians while also preventing vehicles from driving through to the Katy Trail.
Create an intersection treatment along the Boschert Greenway street crossings to highlight bicycle crossings

**QUICK FACTS:**

- **Phase:** 3
- **Estimated cost:** $18 per square foot
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** Great Rivers Greenway

The Boschert Greenway follows an old railroad alignment through Frenchtown, crossing several streets along the route including:

- North Fourth Street near Wood Street,
- Randolph Street, and
- North Third Street at Bayard Street and Lawrence Street.

To achieve bicycle safety through traffic calming, an intersection treatment can be applied to each of these intersections. The intersection treatment could be achieved through simple roadway striping, concrete material change or an asphalt inlaid surfacing system.

This recommendation can be pursued concurrently when the existing road is at the end of its life and requires resurfacing.

Coordinate resurfacing design approach with crosswalk materials found on North Second Street.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Traffic calming intersections</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>along Boschert Trail</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

Unique image credit: Matt Kyger, Indianapolis Star
RATIONAL

Connections to the Missouri River are important to the Frenchtown community. The River runs north along the eastern edge of the project area. However, from most locations in Frenchtown, there are limited access points and views of the River. Frenchtown has an opportunity to embrace the River as an asset and an amenity that contributes to the identity of the place. With a new development vision for the ACF property and new levee protections, there will be more routes to access and appreciate the Missouri River.

POTENTIAL BENEFITS OF RECOMMENDATIONS

- Increased access to nature
- Improved views of nature
- Increased awareness of natural systems

RECOMMENDATIONS

CM 05.01 Create new destination public spaces along the Missouri River
CM 05.02 Maintain view corridors along east-west streets to the Missouri River
CM 05.03 Provide pedestrian and bicycle access to the Missouri River
**CM 05.01**

**Create new destination public spaces along the Missouri River**

**Quick Facts:**
- **Phase:** 2
- **Estimated cost:** $1,500,000 (includes Lawrence Street improvements)
- **Funding source:** City budget
- **Responsible entity:** City of St. Charles Parks and Recreation
- **Potential Partner:** Missouri State Parks, Army CORPS of Engineers, Levee District, ACF property owner

The City should negotiate with the ACF property owner to unlock public-private opportunity spaces between their industrial buildings and at the ends of Lawrence and Bayard Streets where pedestrians and cyclists can more actively engage with the Missouri River. This will provide a health and wellness benefit to the entire community while also providing an economic rate of return to the ACF property and future redevelopment tenants.

Between Buildings #90 and #91 on the ACF property a potential public-private plaza is envisioned that could spill across the trail into a cleared park-style space for passive seating, gathering and engaging with the river’s edge. At the end of Lawrence and Bayard Streets a more formal linear extension through riparian vegetation at the river’s edge can create a passive walking, habitat viewing and educational interaction with a restored riparian zone. Walking trails can depart and reconnect to these main spines which can act as trailheads or other orientation markers.

**Final design of the envisioned linear park along the river should be done in collaboration with the City of St. Charles and Missouri State Parks, Army CORPS of Engineers, Levee District and ACF property owner (if they retain ownership).**

**What we heard**

52% of Public Workshop 1 participants prefer trails and overlook seating areas along the Missouri River.

(Workshop 1, question 18)
CM 05.02 Maintain view corridors along east-west streets to the Missouri River

Quick Facts:
- Phase: 1, 2, 3, 4
- Estimated cost: NA
- Funding source: NA
- Responsible entity: City
- Potential Partner: NA

The Missouri River is an amenity and a significant natural feature for St. Charles. However, the River is not visible from most of Frenchtown despite its close proximity.

Measures to allow for view corridors will enhance the connection between Frenchtown and the Missouri River.

View corridors will be provided by expanding the street grid to the east and providing bicycle and pedestrian access along the right of way routes. By establishing rights-of-way corridors to the east, buildings should not be allowed to be built in locations that block the view.

In addition, there is a building that is not historic on the ACF property at the terminus of Lawrence Street. This building can be removed to allow better views to the Missouri River.

Metric
- Streets with views of river
  - Existing: 6
  - Proposed: 10

CM 05.03 Provide pedestrian and bicycle access to the Missouri River

Quick Facts:
- Phase: 2
- Estimated cost: Varies
- Funding source: City budget
- Responsible entity: City of St. Charles Parks and Recreation
- Potential Partner: Great Rivers Greenway

Pedestrian and bicycle access will be provided to the Missouri River along the proposed trails in the following locations:

- Along the Lawrence Street alignment
- Along the Bayard Street alignment, and
- Through Blanchette Park.

What we heard

52% of Workshop 1 participants would like to see trails and overlooks/seating areas along the river.

(Workshop 1, question 18)

Metric
- Access points to the river
  - Existing: 1
  - Proposed: 4
Development Assets Aspiration:
The Frenchtown community will be strategic to leverage opportunities for maximum impact, while also making holistic investments that improve market conditions over time. A vibrant community will be built through attracting outside spending, attracting and retaining talent and growing from within.

Contents:
Part A: Framework
Part B: Goals and Recommendations
PART A: FRAMEWORK

This framework will summarize a market, land use, and economic development strategy for the Frenchtown Great Streets Study Area in the city of St. Charles, Missouri. The goals of the greater St. Charles community will be paired with market-based opportunities. As identified by the Market Analysis chapter of the Existing Conditions Report, there is near-term market support for new retail, office, housing, and hospitality within the Study Area; however, these opportunities are finite. The community will need to be strategic to leverage opportunities for maximum impact, while also making holistic investments that improve market conditions over time. There is a need to build upon and better capture regional market momentum, which will require a long-term, incremental approach. This section identifies the near-term, medium-term, and long-term strategies that can position Frenchtown to seize current and future opportunities in alignment with the plan’s driving vision to improve connectivity, safety, economic vitality, and prioritize future investment.

MARKET STRATEGY: HOW TO BUILD A VIBRANT COMMUNITY

Given the regional market momentum right on Frenchtown’s doorstep, a Market Strategy aims to “put all of the pieces together” by harnessing current momentum, leveraging existing assets, and aligning investment activity to set it on the best path forward that enables it to realize tangible results. We must then ask ourselves, how can Frenchtown create vibrancy in terms of new economic activity. Based on the Market Analysis, the Market Strategy sets a framework to accomplish three near-term goals:

1. **Attract Outside Spending**, by leveraging its already well-established visitor and tourism ecosystem, which can further support local entrepreneurs and increase visibility and marketability for the community;

2. **Attract and Retain Talent**, by making sound investments in place and neighborhoods, which will not only improve quality of life, but also create the spaces and amenities that are attractive to a talented and mobile workforce; and,

3. **Grow from Within**, by providing the necessary resources to support entrepreneurship and small businesses, workforce development, and arts and culture, which in turn, can attract future outside investment.

STRATEGIC FRAMEWORK

The strategic framework consists of eight strategic areas. These strategies are not intended to be mutually exclusive—they represent an interdependent and interlocking set of goals that, when aligned, can create an economic future that is greater than the sum of its parts.
1. **Develop the Product:** A real estate strategy that focuses on market-supported uses, building typologies, and locations within the study area;

2. **Establish the Districts:** A districting strategy, which offers a vision for sub-districts along the Study Area that leverage existing assets, distinct character and identity;

3. **Invest in Public Space:** Focuses on the impact of investment in connectivity, public space, and public realm that can have a positive impact on marketability and value creation;

4. **Make Connections:** Enhancing connections and the relationship between the study area corridor and Historic Main Street, residential neighborhoods to the west, and riverfront will be critical for unlocking future market potential;

5. **Identify the Anchors:** A strategy for identifying activity generating uses, including eating, entertainment, and recreational venues.

6. **Attract the Tenants:** A strategy for maintaining tenant diversification and activating vacant or obsolete spaces;
7. **Celebrate History and Assets:** This describes ways of leveraging existing assets with an emphasis on history, culture, and community identity; and,

8. **Create the Catalysts:** identification of key opportunity sites that would have the greatest positive impact if successfully implemented, and could create the market conditions for additional private investment.

For the complete Frenchtown Market Strategy Report, review Appendix D.

**CONCLUSIONS**

The existing conditions analysis and the public workshops provide the foundation for the development recommendations.

The “Key Steps for Development-Readiness” highlight eight goals and recommendations to prioritize during the redevelopment process.

The following section, Part B, outlines the specific goals and recommendations for Development Assets. The goals establish a topic for a community vision, and each goal is supported by a series of actionable recommendations with a narrative description and details about phasing, estimated cost, funding source, responsible entity and potential partners. When applicable, images, engagement highlights, metrics and related goals and recommendations are also indicated.

**KEY STEPS FOR DEVELOPMENT-READINESS**

- **GS 01.01:** Provide levee protection from a 500-year flood event
- **DA 04.03:** Establish a redevelopment district
- **DA 04.04:** Begin site acquisition and parcel assembly
- **DA 04.02:** Provide incentives for development
- **DA 04.01:** Update the zoning code
- **Goal CM 01:** Create a walkable and connected multi-modal street network
- **DA 04.05:** Conduct a highest and best use analysis
- **DA 04.06:** Complete an environmental and infrastructure assessment

Review Chapter 2 Connections and Mobility (CM), Chapter 3 Development Assets (DA) and Chapter 4 Green Network and Stormwater (GS) for referenced goals and recommendations in the above list.
To achieve the aspiration for Development Assets in Frenchtown, six goals have been identified. Each of these goals are supported by a rationale and multiple actionable recommendations with implementation details in the following section.

**DEVELOPMENT ASSETS**

<table>
<thead>
<tr>
<th>GOAL 01</th>
<th>Provide amenities and programs for existing residential neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 02</td>
<td>Determine potential development products</td>
</tr>
<tr>
<td>GOAL 03</td>
<td>Establish sub-districts within Frenchtown</td>
</tr>
<tr>
<td>GOAL 04</td>
<td>Encourage new development</td>
</tr>
<tr>
<td>GOAL 05</td>
<td>Create catalytic development</td>
</tr>
<tr>
<td>GOAL 06</td>
<td>Encourage temporary land uses</td>
</tr>
</tbody>
</table>
The Frenchtown Great Streets Plan should serve the existing residents as redevelopment occurs through new programs and new spaces. Investment in the “in between” places and spaces can have a profound positive impact on value creation and quality of life. When a public space is dynamic and inviting, whether it is a park, a plaza, or a city sidewalk, people will want to visit and stay there longer. These types of investments are at the core of the Great Streets program and this planning effort; however, within the context of economic and community development, these investments are key for changing the trajectory of the market.

### Potential Benefits of Recommendations
- Retain existing residents
- Reduce barriers for existing businesses during redevelopment
- Provide additional amenities

### Recommendations

| DA 01.01 | Build a year-round Frenchtown farmers market |
| DA 01.02 | Establish a new Frenchtown public square |
| DA 01.03 | Require construction management plans to assist active businesses |
Illustration of a Public Plaza in the ACF Property

- FARMERS MARKET
- N 2ND ST
- OPPORTUNITY SITE
- ACF PLAZA
- PARK
- MORGAN ST
- OPPORTUNITY SITE
- KATY TRAIL
- REMOVE UNDERSTORY AND INVASIVE SPECIES TO OPEN VIEWS TO THE RIVER
- MISSOURI RIVER
Build a year-round Frenchtown farmers market

QUICK FACTS:
Phase: 1, 2
Estimated cost: Included in cost for ACF property
Funding source: Government grants, booth reservation and membership fees
Responsible entity: Historic Frenchtown

The Frenchtown farmers market can be introduced in two phases.

A. First, a temporary farmers market can be located south of Eco Park where land is currently available for this use.

B. Then, the farmers market can be more formalized as a year-round structure. The best location for a program like this will be centrally-located in Frenchtown, such as the ACF property north of Building #93. This would require coordination with the ACF property owner.

The farmers market would be a great complement to the redevelopment of the Sawtooth Building and could utilize existing parking areas and the extended street grid to create a large interconnected community experience in the heart of Frenchtown.

The top three selections for desired land uses at the ACF property are (1) retail, food and beverage, (2) farmers market or food hall, and (3) multi-family and loft apartments.

(Workshop 2, question 10)

Year-round farmers market concept

North Market in Columbus, Ohio. Image credit: onlyinyourstate.com

Findlay Market in Cincinnati, Ohio. Image credit: travelspirit333.com
The public square is recommended to be located on the ACF property as a public-private benefit. One potential location is between ACF buildings #90 and #91 while the other is north of building #91 as the terminus of Lawrence Street. Both locations attempt to leverage the proximity to the Katy Trail and prominent viewpoint to the Missouri River and the ground floor of the historic industrial building that can be repurposed in a way to take advantage of an indoor-outdoor land use relationship.

This recommendation for a Frenchtown public square was originally documented from the Hyett Palma plan. The landmark public space should function as the “heart” of Frenchtown and establish a strong connection with the ACF property and the future redevelopment in it.

Community workshop #3 participants identified preferred programming for the public square, including: shaded outdoor tables and seating, a stage and performance area, trees and planting and public art. Other programming ideas could be considered including: concessions, bike rentals/bike share, splash pad or a playground.

The top pick for programming at the future Frenchtown public square is shaded outdoor tables and seating. The next two preferred programming ideas includes a stage performance area and trees and planting.

(Workshop 3, question 11)
Require construction management plans to assist active businesses

Construction management plans should be required for new development and public infrastructure construction projects in Frenchtown. The plans should provide information about how the construction activities will not negatively impact local businesses in terms of operating hours or public access.

The City currently deploys construction plans that consider the surrounding community. The plans include restrictions for construction work hours and collaborative staging plans to reduce impacts to local businesses.

Existing local businesses will benefit from construction management plans so that they can continue operating concurrently with new development and construction activities in the area.

The City should continue their commitment to construction management plans.

**QUICK FACTS:**

- **Phase:** 1, 2, 3, 4
- **Estimated cost:** NA
- **Funding source:** NA
- **Responsible entity:** City
- **Potential Partner:** NA
GOAL 02
Determine potential development products

RATIONALE
A real estate strategy identifies market support for certain products, a realistic timeframe for delivery, and the ideal locations within the study area based on existing assets, character, and preferences. The market analysis established the baseline supply and demand trends, while the market strategy incorporates more qualitative and place-based elements to best harness momentum to support future development opportunities. The end product is a development program that establishes a realistic expectation for the next ten years for market-based development assuming the other elements of this strategy are concurrently implemented. Though additional civic, institutional, and other community uses are encouraged for the study area, these are subsidy or resource driven uses, which cannot be forecasted in this context.

Based on current market conditions and pace of real estate development across uses, market support is currently strongest for new residential development and—to a lesser degree—hospitality-related uses. Market support for retail and office is currently more limited, but new residential and/or hotel development and implementation of the strategic framework as a whole will help trigger additional demand for these uses in the medium to longer terms.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Diverse development supported by the market

RECOMMENDATIONS

| DA 02.01  | Introduce new residential development |
| DA 02.02  | Introduce new retail development |
| DA 02.03  | Introduce new office development |
| DA 02.04  | Introduce new accommodations development |
### Development Program Summary

<table>
<thead>
<tr>
<th>Development Product</th>
<th>Number of units</th>
<th>Size/area</th>
<th>Rents, sale prices and rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RETAIL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination/ Food Hall</td>
<td>NA</td>
<td>20,000 to 30,000 sf</td>
<td>$15/sf for renovation and $20 to $24/sf for new construction</td>
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<tr>
<td>Local/ Specialty Retailers</td>
<td>NA</td>
<td>20,000 to 30,000 sf</td>
<td>$15/sf for renovation and $20 to $24/sf for new construction</td>
</tr>
<tr>
<td><strong>OFFICE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adaptive Reuse</td>
<td>NA</td>
<td>30,000 sf</td>
<td>$18 to $20/sf</td>
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<tr>
<td>Second Floor/ Storefront</td>
<td>NA</td>
<td>10,000 sf</td>
<td>$14 to $16/sf</td>
</tr>
<tr>
<td>New Construction</td>
<td>NA</td>
<td>30,000 to 50,000 sf</td>
<td>$25 to $30/ sf</td>
</tr>
<tr>
<td><strong>HOTEL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interchange Hotel</td>
<td>100 to 110 rooms</td>
<td>NA</td>
<td>$110 to $130 average rate</td>
</tr>
<tr>
<td>Boutique and Small-Scale Hotel</td>
<td>60 to 80 rooms</td>
<td>NA</td>
<td>$120 to $140 average rate</td>
</tr>
<tr>
<td><strong>RESIDENTIAL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rehabbded Apartments</td>
<td>200 to 250 units</td>
<td>1 bedroom at 900 sf 2 bedroom at 1,200 sf 3 bedroom at 1,500 sf</td>
<td>$1.25 to $1.35 per sf</td>
</tr>
<tr>
<td>New Construction (rental)</td>
<td>500 to 550 units</td>
<td>Studios at 550 sf 1 bedroom at 750 sf 2 bedroom at 1,000 sf</td>
<td>$1.70 to $1.90 per sf</td>
</tr>
<tr>
<td>Condominiums (for sale)</td>
<td>75 to 100 units</td>
<td>1,200 to 1,800 sf</td>
<td>$240,000 to $360,000 per unit ($200/sf)</td>
</tr>
<tr>
<td>Townhomes (for sale)</td>
<td>40 to 50 units</td>
<td>1,800 to 2,200 sf</td>
<td>$290,000 to $400,000 per unit ($160 to $180/sf)</td>
</tr>
</tbody>
</table>

The concluded development program for Frenchtown includes roughly 700 to 800 rental housing units comprised primarily of a mix of newly constructed and rehabbed units, as well as 115 to 150 for-sale housing units contained within multi-unit condominium buildings or attached townhomes. The development program also includes roughly 40,000 to 60,000 square feet of retail space, with roughly half of that space contained within a destination-oriented food hall as part of the ACF redevelopment. Up to 30,000 square feet of rehabbed office space, primarily contained within the ACF redevelopment, is also supportable, but the remaining supportable office development involves the reutilization of existing storefronts or second floor spaces and new construction over the long-term. Lastly, support exists for new hotel rooms with a mix of boutique, Airbnb, and traditional bed and breakfast establishments being marketable in the short-term, while a larger chain hotel has potential near the Highway 370 interchange in the long-term.

These development conclusions with achievable rents, sale prices, and rates are summarized in this table.
Introduce new residential development

The market analysis identified market support for 900 to 950 residential units in the study area over the next 10 years. These units would consist of a mix of rehabbed apartments, new construction apartments, condominiums, and townhomes. In order to afford rents/prices supportive of rehabs or new construction units, two key demand segments were identified: young professionals and empty nester/retirees. Young Professionals provide more market support for rental products, while Empty Nesters provide stronger market support for for-sale products. Based on current market conditions, there is demand for approximately 200 to 250 rehabbed apartments and 500 to 550 newly constructed apartment units in the Study Area with an intended tenant base for Young Professionals (although Empty Nesters would also provide some level of market support). Based on market support for for-sale products, there is demand for approximately 75 to 100 new condominium units and 40 to 50 townhomes units in the study area. Market demand would primarily come from Empty Nesters, although these products would also be attractive higher-income families seeking a more walkable lifestyle.

Higher density products such as apartments and condos would be best positioned in the areas along the riverfront or to the south within closer proximity to Main Street. Lower density products such as townhomes would be best suited in the areas furthest north due to their reduced proximity to the neighborhood’s primary commercial corridors. New multi-family products are likely to be of higher density than traditional garden-style apartments, with four stories and, in most cases, structured parking. Complementary retail uses and services should be encouraged on the first floor of multi-family properties where appropriate.

While single-family rental houses exist within the Frenchtown area and could be a potential use for some existing historic properties along North Second Street, any new development involving this product type would be very limited and contained primarily within the adjacent neighborhoods.

New affordable housing that is partially financed with Low Income Housing Tax Credits or other federal subsidies would also be highly marketable in these locations, but a higher cost of acquisition and smaller fiscal impact may make this type of project infeasible.
**Residential Market**

**Young Professionals**

- **AGE:** 31

<table>
<thead>
<tr>
<th>TENURE</th>
<th>100% RENTER</th>
<th>50/50 MIX</th>
<th>100% OWNER</th>
</tr>
</thead>
</table>

**Target Demo(s):** Singles; Couples

**Income:** $35,000-$75,000

**Downtown Aspirations:** Center of Activity; Nightlife

**Peak Activity Hours:** Evening; Late Evening; Weekends

**Level of Support:** Strong

**Rehabbed Apartments**

- **Avg. Rent Per Month:** $1,200-$1,500
- **Avg. Unit Sizes:** 900-1,200 SF
- **Avg. Rent Per SF:** $1.25-$1.35
- **Demand:** 200-250 units

**New Construction Apartments**

- **Avg. Rent Per Month:** $1,000-$1,700
- **Avg. Unit Sizes:** 550-1,000 SF
- **Avg. Rent Per SF:** $1.70-$1.90
- **Demand:** 500-550 units

**Empty Nesters**

- **Age:** 48

<table>
<thead>
<tr>
<th>TENURE</th>
<th>100% RENTER</th>
<th>50/50 MIX</th>
<th>100% OWNER</th>
</tr>
</thead>
</table>

**Target Demo(s):** Empty Nesters and Professional Couples

**Income:** $50,000-$100,000

**Downtown Aspirations:** Center of Activity; Nightlife

**Peak Activity Hours:** Early Evening; Weekends

**Level of Support:** Moderate

**Condos**

- **Avg. Price Range:** $240K to $360K
- **Avg. Unit Sizes:** 1,200-1,800 SF
- **Avg. Price Per SF:** $200
- **Demand:** 75-100 units

**Townhomes**

- **Avg. Price Range:** $290K-$400K
- **Unit Sizes:** 1,800-2,200 SF
- **Avg. Price Per SF:** $160-$180
- **Demand:** 40-50 units

**Target Market:** Empty Nesters; Professional Couples
Introduce new retail development

Between 50,000 and 60,000 square feet of net new retail could be supported over the next ten years. Given market constraints for new construction (beyond auto-oriented fast food restaurants), this demand would be captured primarily in existing vacant ground-floor retail spaces, historic underutilized space within the ACF property, and/or new first floor space in larger mixed-use properties. The market analysis identified three key segments of demand (workers, residents, and visitors), each of which have specific retail needs at varying times of the day. There are three types of retail that serve the needs of these groups: “experiential”, which include arts and cultural venues, indoor sports, and communal food (food hall and markets), “destination”, which include bars, restaurants, boutiques, and local shops, and “neighborhood”, which include grocery stores, dry cleaners, cafes, fitness centers, and other daily needs retail. Given current trends in the retail environment and the limited number of residents that are within a reasonable drive-time of the neighborhood, the level of market support from residents is fairly small. This makes attracting and capturing more spending from outside visitors such as tourists and residents from other parts of St. Charles and St. Louis counties significantly more important.

Experiential and destination retail would be best positioned in the key activity nodes closer to Main Street St. Charles, while neighborhood retail would be best positioned in the central portions of the corridor. Given proximity to Interstate 370, there are also opportunities for more interchange-oriented retail development in the areas further north.

Despite a strong desire for a new grocery store option within Frenchtown, there is currently no excess demand for a store in this location and additional population density will be needed before a store can be supported.
<table>
<thead>
<tr>
<th>EXPERIENTIAL</th>
<th>DESTINATION</th>
<th>NEIGHBORHOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TYPICAL RENTS</strong></td>
<td><strong>TYPICAL RENTS</strong></td>
<td><strong>TYPICAL RENTS</strong></td>
</tr>
<tr>
<td>$8.00-$12.00/SF</td>
<td>$15.00/SF (Reno)</td>
<td>$12.00/SF - $14.00/SF</td>
</tr>
<tr>
<td><strong>AVG. SIZE AND FEATURES</strong></td>
<td><strong>AVG. SIZE AND FEATURES</strong></td>
<td><strong>AVG. SIZE AND FEATURES</strong></td>
</tr>
<tr>
<td>20,000 to 30,000 SF</td>
<td>2,000 to 4,000 SF</td>
<td>2,000 to 4,000 SF</td>
</tr>
<tr>
<td>Full rehab</td>
<td>Rehab or New Construction</td>
<td>Light Renovation</td>
</tr>
<tr>
<td><strong>TARGET MARKET</strong></td>
<td><strong>TARGET MARKET</strong></td>
<td><strong>TARGET MARKET</strong></td>
</tr>
<tr>
<td>Food Hall</td>
<td>Restaurants/Bars</td>
<td>Convenience Store</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>Artist Shops and Galleries</td>
<td>Dry Cleaners</td>
</tr>
<tr>
<td>Concert Venue</td>
<td>Gathering Places</td>
<td>Salon</td>
</tr>
<tr>
<td>Indoor Sports</td>
<td>Coffee Shops</td>
<td>Services</td>
</tr>
<tr>
<td><strong>DEMAND POOL</strong></td>
<td><strong>DEMAND POOL</strong></td>
<td><strong>DEMAND POOL</strong></td>
</tr>
<tr>
<td>Limited</td>
<td>Limited</td>
<td>Moderate</td>
</tr>
</tbody>
</table>
The market analysis identified support for 30,000 to 40,000 square feet of rehabbed office space in the near- to mid-term with additional long-term support for 30,000 to 50,000 square feet. This takes into account historic office absorption rates and projected employment growth in St. Charles County. As the national and regional economy continues to diversify with projected growth in knowledge-based sectors (professional services, business and finance, information technology, and healthcare), there continues to be demand for office space, although the specific space needs vary depending on the type of establishment and industry. The future office market will be driven by three key users:

Entrepreneurs and Creative Industries, which include information technology, design, programming, and related sectors. These individuals and firms often seek affordable space in open environments that allow for greater collaboration, such as at a coworking space or repurposed historic space, although some high-growth tech-oriented firms prefer Class A space.

Medical Professionals, which include dentist offices, family practices, physical therapy centers, and clinics (e.g. Urgent Care). These users typically need accessible, visible, and flexible space, which can be accommodated with renovated storefronts; and, Professional Services, which include more conventional office users such as finance, law, real estate, and insurance. Though storefronts can satisfy some of this demand, some users may also seek repurposed spaces in historic buildings. This segment could also provide market support for Class A space that is highly visible and accessible, such as near a major roadway interchange or along the riverfront.

As part of the broader strategy to attract and retain talent, given that the study area offers the type of built environment and amenities that many professionals prefer, this emphasizes the need to continue providing appropriately sized and amenitized office space. Market support for newly constructed Class A office space is more limited in the near-term; therefore, new office development opportunities will most likely fall within the Class B classification and include renovations of existing space or the adaptive reuse of historic buildings.

Given the stock of industrial buildings in the ACF District, a portion of this space would be ideal for creative office users for IT, design, or other creative services firms, as well as coworking space. There are also potential synergies with the already strong retail market in Main Street St. Charles and Foundry Art Centre. Storefront and Upper Floor office users, including medical offices, architecture or professional services would be best positioned in the existing building stock along North Second Street from roughly Morgan to Olive Streets. The market for new office construction is limited, although sites near the interchange or along the riverfront north of the ACF have the characteristics such as high visibility, access to major arterials, and convenient parking that more conventional professional service firms (finance, insurance, engineering) are seeking.

**QUICK FACTS:**

**Phase:** 2, 3, 4

**Estimated cost:**
New Class A development will cost over $225 per square foot to deliver
Adaptive reuse office space will cost approximately $175 to $200 per square foot to deliver (but can be supported with Historic Tax Credits)
Class B and C renovations will cost approximately $100 to $125 per square foot to deliver

**Funding source:**
Private developers

**Responsible entity:**
Developers

**Potential Partner:**
City

**Introduce new office development**

**Development**

**QUICK FACTS:**

**Phase:** 2, 3, 4

**Estimated cost:**
New Class A development will cost over $225 per square foot to deliver
Adaptive reuse office space will cost approximately $175 to $200 per square foot to deliver (but can be supported with Historic Tax Credits)
Class B and C renovations will cost approximately $100 to $125 per square foot to deliver

**Funding source:**
Private developers

**Responsible entity:**
Developers

**Potential Partner:**
City
Office Market

CREATIVE ADAPTIVE REUSE
TYPICAL RENTS
$18.00/SF-$20.00/SF
NEEDS
Shared Workspace
Fiber/High-speed Internet
Food Options; Fitness
TARGET MARKET
Tech; IT; CoWorking;
Art & Design
DEMAND POOL
Limited

CLASS B/C STOREFRONT AND UPPER FLOOR
TYPICAL RENTS
$14.00/SF-$16.00/SF
NEEDS
Cheap & Unique space
Access to amenities
Fiber/High-speed Internet
TARGET MARKET
Medical Professionals;
Art & Design; Architecture
DEMAND POOL
Limited

NEW CONSTRUCTION CLASS A CONVENTIONAL OFFICE
TYPICAL RENTS
$25.00/SF-$30.00/SF
NEEDS
Traditional Workspace
Fiber/High-speed Internet
Cafeteria
TARGET MARKET
Finance; Insurance;
Professional Services
DEMAND POOL
Limited

Office Typologies

CREATIVE & STARTUP
STOREFRONT & UPPER FLOOR
NEW CONSTRUCTION CONVENTIONAL
The market analysis identified demand for 100 to 200 beds of accommodation within the Study Area and more than 400 beds citywide. Currently, Frenchtown does not offer any accommodation options (not including AirBnB or other rental listings), while the city has a total supply of around 2,100 beds. Most of the conventional hotels are located along Interstate 70 with a concentration near the 5th Street interchange, including some of the newest supply at the Streets of St. Charles development. Given the critical importance of visitor spending to the local economy, the study area will need to expand its accommodation offerings to encourage more visitors to stay overnight, stay longer, and spend more. Future accommodation should be smaller in scale and maintain historic character where possible, although the areas closer to the Highway 370 interchange offer opportunities for conventional hotels.

There are four different accommodation typologies that could be supported in the Study Area that include, Boutique Hotels (in rehabbed industrial or commercial space), Traditional Bed and Breakfast (in historic commercial buildings or homes), Upper Floor AirBnB (in any upper floor residential units), and Interchange Hotel (in conventional flag hotels).

The existing building stock in the ACF district and proximity to Main Street St. Charles presents an opportunity for boutique hotel, while the historic building stock along North Second Street would be ideal for traditional bed and breakfasts and other smaller-scale historic lodging. Any newly constructed conventional flag hotel would be best positioned near the Route 370 interchange, particularly due to the site’s proximity and direct access to the new sports complex at the former St. Louis Mills mall. Short-term rentals like AirBnB could be supported throughout Frenchtown in existing residential units, although in the near term, they would be more market support in the areas closer to Main Street St. Charles.

**Accommodation Typologies**

- **REHABBED BOUTIQUE HOTEL**
- **TRADITIONAL BED & BREAKFAST**
- **INTERCHANGE HOTEL**

_Funding source:_ Private developers  
_Responsible entity:_ Developers  
_Potential Partner:_ City
### Accommodation Market

#### OVERNIGHT VISITORS
- **GROUPS**
  - Leisure Travelers
  - Families
- **NEEDS**
  - Dining & amenities
  - Culture and Recreation
  - Culinary Experiences
  - Nightlife
  - Dining
- **PEAK ACTIVITY HOURS**
  - Weekends

#### REHABBED BOUTIQUE HOTEL
- **FEATURES**
  - Upwards to 50 rooms
- **PERFORMANCE TARGETS**
  - Rates: $140
- **TARGET MARKET**
  - Leisure Travelers
  - Business Class

#### TRADITIONAL BED AND BREAKFAST
- **FEATURES**
  - 4 to 10 rooms
- **PERFORMANCE TARGETS**
  - Rates: $175
- **TARGET MARKET**
  - Leisure Travelers
  - Business Class

#### UPPER FLOOR AIRBNB
- **FEATURES**
  - Individual Units
- **PERFORMANCE TARGETS**
  - Rates: $100-$120
- **TARGET MARKET**
  - Leisure Travelers
  - Families

#### INTERCHANGE HOTEL
- **FEATURES**
  - Upwards to 100 rooms
- **PERFORMANCE TARGETS**
  - Rates: $110-$130
- **TARGET MARKET**
  - Leisure Travelers
  - Business, Groups
GOAL 03
Establish sub-districts within Frenchtown

RATIONALE
A districting strategy offers a framework for identifying, branding, and reinforcing unique identities in various segments of a long 1.3-mile commercial corridor. In the near term, this framework can shape investments in the public realm, and guide a marketing strategy for the area. In the longer term, this framework can guide a tenanting and tenant recruitment strategy. The districting strategy is often a key component of a market strategy and is important to the Frenchtown Study Area because of its length, finite market demand, and the unique attributes present in different sections of the corridor.

The Frenchtown Study Area is longer than many of the already thriving commercial corridors in the St. Louis region, which took decades of coordinated effort to redevelop. This indicates that creating a fully walkable environment along the entirety of the Study Area corridor is likely infeasible within the next fifteen years. A districting strategy allows for incremental improvements over time that build upon key physical assets and support a diverse range of uses beyond traditional storefront retail. The market is not currently positioned for rapid economic growth, so the importance of concentrating investment around key activity nodes will be critical.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Increased brand recognition
Logical and incremental development patterns

RECOMMENDATIONS
DA 03.01 Establish the Sawtooth District
DA 03.02 Establish the Old Frenchtown District
DA 03.03 Establish the River Edge District
DA 03.04 Establish the New Frenchtown District
DA 03.05 Establish the River Bridge District
DA 03.06 Establish the Interchange Commercial District
Frenchtown Sub-Districts Overview Plan

Legend
- Orange: Sawtooth District
- Green: Old Frenchtown District
- Brown: Interchange Commercial District
- Blue: River Bridge District
- Dark Blue: Rivers Edge District
- Teal: New Frenchtown District

ACADEMY OF THE SACRED HEART

Legend:
- Sawtooth District
- Old Frenchtown District
- Interchange Commercial District
- River Bridge District
- Rivers Edge District
- New Frenchtown District

MISSOURI RIVER

ACADEMY OF THE SACRED HEART
Development Assets

Establish the Sawtooth District

Existing conditions
The southern part of the study area is at the terminus of Main Street at Clark Street. The area is anchored by the ACF property, which for over 100 years, manufactured rail cars and parts on the site. The site is improved with nearly 400,000 square feet of industrial and office space, a large portion of which is currently vacant or underutilized. Ownership is considering disposition of the property, creating a development opportunity of considerable scale. The Katy Trail runs along the district’s eastern edge, although there are no formal access points from roughly Adams Street to Olive Street. There are limited commercial or residential uses in the area, although there is a cluster of St. Charles County civic buildings to the south, which serves as a significant regional employment cluster. The Academy of the Sacred Heart is a historic parochial school of around 200 students to the west. The Foundry Art Centre occupies nearly 40,000 square feet of a former ACF building and is an exhibition space, performance venue, and educational resource for the community. Climb So ILL is a new destination regional climbing gym scheduled to open in 2020.

Strategic Vision
The future brand and character of this district should utilize the historic industrial building stock to create a unique experiential destination of scale with a wide range of uses and operations. The redevelopment of this area will help connect commercial activity in Main Street St. Charles to Frenchtown to the north and serve as a catalyst for future redevelopment efforts. Potential uses include:

- Loft-style apartments or condos
- Creative office space
- Food hall and farmers market
- Specialty restaurants
- Micro-brewery (located greater than 300-feet from the Academy of the Sacred Heart property per local guidelines)
- Indoor small-venue concert hall
- Recreation and indoor sports

No changes are proposed to the existing city liquor ordinance 600.280(A)(6).

Quick Facts:
Phase: 2
Estimated cost: Districting and branding is estimated at $50,000 to $100,000 per district
Funding source: Tax Increment Financing
Responsible entity: Frenchtown Revitalization Task Force
Potential Partner: Greater St. Charles Convention and Visitor’s Bureau

Sawtooth District Summary Map

Sawtooth District Vision Imagery
Establish the Old Frenchtown District

Existing Conditions

The stretch of North Second Street between Franklin and French Streets contains the largest concentration of historic buildings and storefronts in the Project Area. Generally, the areas south of Montgomery Street have the most intact and dense historic building stock with well-occupied storefronts, including boutiques and gift shops. The stretch north of Lawrence tends to be less intact, but offers a number of historic homes with architectural significance. These properties may no longer be best utilized as residential properties, but could be utilized for various types of niche shops, office space, or traditional bed and breakfasts. Few formal connections to the Katy Trail are currently available and there are limited developable sites for new construction.

Strategic Vision

Future branding efforts for this district should build upon Frenchtown’s distinct heritage. Future redevelopment efforts should focus on preservation of its historic building stock and a tenanting strategy that is more neighborhood-focused and centered around local businesses and entrepreneurs with an emphasis on craft and boutique establishments. This area should not position itself as an extension of Main Street St. Charles, but a district with its own unique character that neighborhood residents can take ownership of.

Future development should be primarily limited to small-scale infill and existing building additions. There is plenty of opportunity to renovate and restore existing buildings, while improvements to the public realm will enhance the quality of the place. The future Boschert Greenway extension will bisect this sub-district at Lawrence and North Second Streets, presenting a unique opportunity to create a bicycle-oriented hub at this intersection.

Other programming such as a festival street would be best-positioned in the ACF property, creating unique synergies between the two sub-districts, Sawtooth and Old Frenchtown.

Quick Facts:
Phase: 2
Estimated cost: Districting and branding is estimated at $50,000 to $100,000 per district
Funding source: Community Development Block Grants
Responsible entity: Frenchtown Revitalization Task Force
Potential Partner: Historic Frenchtown Association

Old Frenchtown District Summary Map

Old Frenchtown District Vision Imagery
Establish the River Edge District

Existing Conditions
This district consists of a stretch of approximately 3.3 acres and at least three half-blocks of vacant land, presenting a redevelopment opportunity of significant scale. The sites run along the west side of the Katy Trail and riverfront, but dense tree coverage screens views to the river. There is an informal alley along the west side of the sites followed by parcels with frontage on North Second Street, much of which is improved with one-story and two-story historic structures that are contained within the Old Frenchtown sub-district. Nearly all of the area within the sub-district is within the flood plain, greatly reducing its development potential without some form of flood mitigation. Former use of the sites is unknown, but industrial use is a strong possibility given its proximity to the ACF property and other light-industrial uses along North Second Street. Therefore, an environmental assessment is likely necessary.

Strategic Vision
The strategy for the River Edge is to create a unique riverfront residential experience that is otherwise unavailable in St. Charles with upscale, market rate housing products and complementary destination retail that leverage the riverfront, scenic views, and the Katy Trail. It is well-documented that greenways, proximity to natural waterways, and attractive public spaces can have a profound positive impact on property value creation. Future development should leverage these existing assets, enabling the viability for upscale residential development, while improving existing public spaces and connections to maximize benefit to the community.

Existing visibility of and access to the sites is currently limited, so future development would require extending many of the rights-of-way from Lawrence to French streets. Greenspace improvements along the riverfront and Katy Trail will also be necessary to improve the marketability of these sites for new residential development.

The recommendation herein has been shared with the ACF owner with hopes this assessment aligns with the future vision of the property or provides the City with the resources necessary to continue the discussion.

River Edge District Summary Map

River Edge District Vision Imagery

<table>
<thead>
<tr>
<th>SCENIC VIEWS</th>
<th>GREENWAY</th>
<th>DESTINATION DINING</th>
<th>UPScale AND EASY LIVING</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Scene 1](River Edge District Vision Imagery/Scene1.jpg)</td>
<td>![Scene 2](River Edge District Vision Imagery/Scene2.jpg)</td>
<td>![Scene 3](River Edge District Vision Imagery/Scene3.jpg)</td>
<td>![Scene 4](River Edge District Vision Imagery/Scene4.jpg)</td>
</tr>
</tbody>
</table>

**QUICK FACTS:**

Phase: 3

Estimated cost: Districting and branding is estimated at $50,000 to $100,000 per district

Funding source: Neighborhood Improvement District

Responsible entity: Frenchtown Revitalization Task Force

Potential Partner: City of St. Charles

Districting and branding is estimated at $50,000 to $100,000 per district.
Establish the New Frenchtown District

**Existing Conditions**

The sub-district—situated between French and Tecumseh streets—is currently characterized by a mix of light-industrial and low-density commercial uses such as auto-body and car repair shops that are incompatible with a walkable, neighborhood commercial district. There is also a larger number of vacant and/or underutilized sites. In its current state, this area is “off the beaten path” with limited visibility and vehicular or pedestrian traffic.

While the sub-district has fewer assets to build upon, Eco Park serves as a trailhead and stormwater management. The Old McKinley Arts gallery is perhaps the area’s largest anchor and could serve as a catalyst for the creation of a larger arts district within Frenchtown. Much of the sub-district is also positioned along the west side of the Katy Trail.

**Strategic Vision**

Given the availability of vacant and underutilized parcels, as well as the lack of a current consistent land-use pattern, there is an opportunity to create a new redevelopment node with a focus on new mixed-use construction and other contemporary uses, through a mix of adaptive reuse and progressive infill (such as shipping container retail) would create an eclectic and hip energy that new construction alone is unlikely to provide. This could offer a strong complement and differentiated building stock, character, and experience compared to the historic areas to the south.

Much of the strategy is centered around the strong market opportunity to build moderate-density, mixed use development that is park and river-adjacent. Because of this and a general lack of historic value adding structures or businesses, “whole block” development—of a mixed-use scale—is possible and could provide large increases in fiscal revenue that would help pay for other public improvements within Frenchtown. In other words, the development could pay for its own public realm improvements, and provide a great benefit to the community as a whole in the process.

**New Frenchtown District Summary Map**

**New Frenchtown District Vision Imagery**
Establish the River Bridge District

Existing Conditions
This flood-prone area is currently underutilized with an RV park (recreational vehicles, not mobile homes) and salvage yards. The RV park is in good condition and is generally well-occupied in spring and summer months. In its current state, this area has limited development potential, and these existing uses will likely continue for the near- to mid-term. The French August Regot Area of the Jean Baptist Point DuSable Park is a city park to the east with playground, picnic shelter, and trails. Jean Baptist Point DuSable Park extends beyond Interstate 370 to the north with access from North River Road and has trails, a dog park, ball fields, and an access point to the Katy Trail.

Strategic Vision
The area has limited near- to mid-term development potential and future redevelopment would require new flood protection or mitigation, relocating existing uses, and potential environmental remediation. Given existing recreational amenities and riverfront access as well as Highway 370 interchange access to the northwest via North Third Street, this area could have tremendous redevelopment potential assuming sustained development momentum in the districts to the south. The long-term vision for this district includes the development of for-sale residential uses, including townhomes and higher-density single-family homes, and creates a centrally-located and accessible neighborhood that embraces nature and riverfront views.

Because demand for new housing and commercial development is finite and nearly all of the concluded development program is strategically being targeted for other sub-districts to the south, development of this area is unlikely to occur within the next ten years and the above strategy is more aligned within a 20-year timeline. Development within this area has been identified as opportunity sites on the “Frenchtown Great Streets Plan Overview” on page 26.

River Bridge District Summary Map

River Bridge District Vision Imagery

**QUICK FACTS:**

**Phase:** 4

**Estimated cost:** Districting and branding is estimated at $50,000 to $100,000 per district

**Funding source:** Neighborhood Improvement District

**Responsible entity:** Frenchtown Revitalization Task Force

**Potential Partner:** Private developers

**QUICK FACTS:**

**Phase:** 4

**Estimated cost:** Districting and branding is estimated at $50,000 to $100,000 per district

**Funding source:** Neighborhood Improvement District

**Responsible entity:** Frenchtown Revitalization Task Force

**Potential Partner:** Private developers

**QUICK FACTS:**

**Phase:** 4

**Estimated cost:** Districting and branding is estimated at $50,000 to $100,000 per district

**Funding source:** Neighborhood Improvement District

**Responsible entity:** Frenchtown Revitalization Task Force

**Potential Partner:** Private developers
Establish the Interchange Commercial District

**Existing Conditions**
The north end of the Study Area is currently improved with a mix of modest single-family homes, light-industrial, and auto-oriented commercial uses, including a gas station and recently built strip-retail center. The condition of these uses is varied, but much of it is in below average condition and is underutilized. Access to Highway 370 is somewhat limited despite its proximity and much of the sub-district is within the floodplain.

**Strategic Vision**
Given its highway accessibility and visibility, this area would be best positioned as an auto-oriented interchange commercial district with a potential mix of office space, retail services, and flag hotel accommodations. Future development would depend on the reconfiguration of the existing Highway 370 interchange, new floodplain levee improvements, the relocation of existing uses, site assembly, and potential environmental remediation.

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**Quick Facts:**
- **Phase:** 4
- **Estimated cost:** Districting and branding is estimated at $50,000 to $100,000 per district
- **Funding source:** Community Improvement District, Transportation Development District
- **Responsible entity:** Frenchtown Revitalization Task Force
- **Potential Partner:** Private developers
GOAL 04  Encourage new development

RATIONALE
New development in Frenchtown will likely follow numerous concurrent efforts such as flood protection for the neighborhood and creating a more walkable neighborhood through updating the streetscape and adding street trees. In addition to the recommendations found throughout this document, this section provides specific guidance on encouraging new development in Frenchtown.

RECOMMENDATIONS

| DA 04.01  | Update the zoning code |
| DA 04.02  | Provide incentives for development |
| DA 04.03  | Establish a Redevelopment District |
| DA 04.04  | Begin site acquisition and assembly |
| DA 04.05  | Conduct a highest and best use analysis |
| DA 04.06  | Complete an environmental and infrastructure assessment |
| DA 04.07  | Identify the development anchors and encourage a diverse tenant mix |

POTENTIAL BENEFITS OF RECOMMENDATIONS
New infill development
Adaptive reuse development
The existing zoning code does not permit or encourage the type of higher-density mixed-use development recommended throughout this plan and should be modified, as necessary. In many instances, the existing or historic property use is no longer compatible with the overall redevelopment vision for Frenchtown and re-zoning will be necessary to promote new uses. Specific recommendations are as follows:

• Current parking ratio requirements greatly exceed market-based parking needs and are generally cost-prohibitive for developers. Refer to “Update City of St. Charles parking ratio requirements” on page 66 for recommended revisions on parking ratios.

• Increased densities and building heights will be necessary to justify costly site acquisition and redevelopment expenses, while ensuring key sites are developed to their maximum productive use. Adapt the zoning language to allow for increased building heights. Review and update the Frenchtown Design Guidelines to allow for a maximum height of four stories or 60 feet.

• Allow land uses that are currently non-conforming in Frenchtown through updated zoning guidelines. The Design Guidelines recognize the need for contemporary uses within historic structures but encourage the preservation and care of those historic resources. Appropriate proposed new uses should only require minimal change to the building so that character-defining features are not lost.

• Re-zone the light industrial parcels south of Route 370 to allow for additional land uses and density with a mix-use zone district.

• Re-zone heavy industrial district within ACF property to mix-use.

Although re-zoning the light industrial area and the ACF property is proposed in this recommendation, it may be more favorable to accomplish land use goals through an overlay district or another approach.
<table>
<thead>
<tr>
<th>DA 04.02</th>
<th>Provide incentives for development</th>
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<tbody>
<tr>
<td><strong>QUICK FACTS:</strong></td>
<td></td>
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<tr>
<td><strong>Phase:</strong> 1, 2, 3, 4</td>
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<tr>
<td><strong>Estimated cost:</strong> Varies</td>
<td></td>
</tr>
<tr>
<td><strong>Funding source:</strong> NA</td>
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</tr>
<tr>
<td><strong>Responsible entity:</strong> City of St. Charles Economic Development</td>
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<tr>
<td><strong>Potential Partner:</strong> St. Charles County Economic Development Council, Frenchtown Revitalization Task Force</td>
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<tr>
<td>Use and leverage available development incentives where necessary. While there is strong development potential within the Study Area, incentives such as tax increment financing (TIF), tax abatement, or special taxing districts such as Neighborhood Improvement Districts (NID) and Community Improvement Districts (CID) will likely be necessary due to the increased costs associated with redevelopment. Some of these incentives, particularly TIF, may only be politically viable for certain types of redevelopment. Therefore, each redevelopment should be evaluated independently to establish the need and cost-benefit of the incentive package.</td>
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<thead>
<tr>
<th>DA 04.03</th>
<th>Establish a Redevelopment District</th>
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<tr>
<td><strong>QUICK FACTS:</strong></td>
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<tr>
<td><strong>Phase:</strong> 2</td>
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<tr>
<td><strong>Estimated cost:</strong> $30,000</td>
<td></td>
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<td><strong>Funding source:</strong> City budget</td>
<td></td>
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<td><strong>Responsible entity:</strong> City of St. Charles</td>
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<tr>
<td><strong>Potential Partner:</strong> Private developers</td>
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<tr>
<td>Establishing a redevelopment district will help actualize a bigger vision for the area that would require assembly, shared parking, infrastructure improvements, and high quality development. In such a district, the city could begin proactively assembling property and/or express a willingness to engage in public/private partnerships to manifest quality development. One or more RFQs could be issued to select developers who are experienced in high quality, urban, multifamily and mixed use development. Specific locations for the creation of these redevelopment districts include the identified catalyst site at North Second and Clark Streets and within the New Frenchtown sub-districts.</td>
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<table>
<thead>
<tr>
<th>DA 04.04</th>
<th>Begin site acquisition and parcel assembly</th>
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<td><strong>QUICK FACTS:</strong></td>
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<td><strong>Phase:</strong> 1, 2</td>
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<td><strong>Estimated cost:</strong> Varies</td>
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<td><strong>Funding source:</strong> City budget</td>
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<td></td>
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<tr>
<td><strong>Potential Partner:</strong> Private developers</td>
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<tr>
<td>The City of St. Charles owns a portion of the properties within the Study Area, including a number of those within the New Frenchtown sub-district. However, additional acquisition and assembly is needed to ensure site control for future development of scale and impact with a collective vision. The City will also need to assist existing affected businesses with relocation. Key properties include the parcels contained within blocks identified as catalyst and opportunity sites within the Plan. These sites are either vacant or underutilized with businesses no longer consistent with the overall vision for Frenchtown such as auto repair shops, light-industrial properties, and storage facilities. Other potential sites include those improved with buildings that are not part of the local or national historic districts and provide little to no contributing historic value.</td>
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</table>
Conduct a highest and best use analysis

It is assumed that most existing improvements have limited reuse potential, although a detailed Highest and Best Use analysis of the existing improvements is needed to understand the development possibilities across a number of uses. This type of analysis can provide clear direction for any number of sites within Frenchtown, but should be focused on properties within the identified catalyst sites improved with existing structures that are not within a historic district or included as a contributing historic structure.

QUICK FACTS:
Phase: 2, 3, 4
Estimated cost: $20,000 to $30,000 per catalyst site
Funding source: City budget
Responsible entity: Frenchtown Revitalization Task Force
Potential Partner: City of St. Charles

Complete an environmental and infrastructure assessment

As with any parcels with former industrial uses, an environmental assessment is needed to identify any potential contamination, the type and level of contamination and cost of remediation. Additionally, an assessment of water, sewer, electrical and other utilities is needed for each of the parcels, and a stormwater assessment would be needed to understand what types of facilities would be needed district wide.

A basic environmental site assessment would do the following:

- Identify possible environmental effects.
- Propose measurements to mitigate adverse effects.
- Predict whether there will be significant adverse environmental effects, even after the mitigation is implemented.
Identify the development anchors and encourage a diverse tenant mix

**Identify the Anchors**

Given the large number of restaurant and retail establishments already on Main Street St. Charles, creating a retail-oriented destination of scale in Frenchtown will require market differentiation and identification of key anchors. With about 400,000 square feet of combined, mostly underutilized, space in the ACF property, there is an opportunity for larger-scale, activity generating uses that are more experiential than traditional retail. Anchor uses that would be suitable include a micro-brewery with on-site brewing operations, a multi-vendor food hall, a small-scale music or performing arts venue, destination restaurants that combine food and entertainment (sometimes called eatertainment), and indoor sports or recreation facilities.

Note: the brewery operation needs to be located at least 300 feet from the property boundary of the Academy of the Sacred Heart to comply with existing local regulations.

**Curate a broad mix of ground floor uses**

A successful commercial district maintains a diverse mix of ground-floor tenants in order to serve the needs of multiple segments of demand (workers, residents, and visitors) and allow for greater vibrancy throughout the day and evening. In order to attract more visitor spending, destination and entertainment retail is needed, including bars, restaurants, venues, breweries, and boutiques; however, there is also a need to capture more local household spending with more service-oriented businesses such as dry cleaners, salons, fitness centers, or other daily needs retailers as well as daytime offerings for the local workforce, including cafes and lunch spots.

Given the length of the corridor and demand capture needed to support brick and mortar retail in the face of competition from big box stores, online sales, or other retail districts, the Study Area also needs to incorporate a mix of non-retail tenant users such as storefront offices, civic uses, galleries or arts-based uses, or live-work residential spaces. Though not direct contributors to the sales tax base, these types of uses can “fill the gaps” and offer additional market support for existing retailers. The diversification of retail users should be positioned to further enhance the broader sub-district vision and strategies, as presented previously.

**Identify the Tenants**

Maintaining a diverse tenant mix will also require a balance of national and local tenants to maintain a high enough average base rent to support new construction or substantial rehabilitation, but also a large amount of space that is affordable to local businesses and entrepreneurs. Typically, chain establishments or upscale restaurants can afford to pay higher rents and will occupy spaces with prime locations in newer buildings, while local businesses and services will occupy older spaces that do not have the same level of visibility or accessibility.

No changes are proposed to the existing city liquor ordinance 600.280(A)(6).
GOAL 05 Create the catalytic development

RATIONALE
Catalyst sites and projects are those that, if realized, can trigger further investment in adjacent or nearby areas creating a ripple effect that can have profound impact on the community as a whole. New real estate development in itself generates new market activity and vibrancy, but also signals to future investors that market conditions are sound. Catalyst sites (single parcels or assembled) are typically those of scale with considerable development capacity.

Generally speaking, the great opportunity for catalyst projects is located within the south end of the Study Area, which would help bridge the gap between Main Street and Frenchtown. However, there is also ample opportunity for new development along the riverfront or in the New Frenchtown sub-district and proactive steps by the City will be necessary for these areas to reach their full potential.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Promote additional outside investment

RECOMMENDATIONS

| DA 05.01 | ACF property |
| DA 05.02 | North Second and Clark Street site |
| DA 05.03 | Rivers Edge sites |
| DA 05.04 | New Frenchtown sites |
Due to its sheer size and proximity to Main Street and other nearby anchors, redevelopment of the ACF property is a key short-term catalyst. Its successful redevelopment into a mix of residential, office, and experiential retail, sports, and entertainment spaces would bring new activity, residents, jobs, and spending to the neighborhood. As a result, it would greatly increase demand for other retail businesses and services throughout the Study Area.

It would also enhance the overall marketability of other adjacent properties, increasing the potential for additional new residential or commercial development.

A current development proposal has been submitted to the City that is generally consistent with the concept identified by the Frenchtown planning team. The ACF property owner and prospective developer will vet their interests through a due-diligence period that will extend into Spring of 2021. The City and neighborhood leaders should continue to work with the prospective developer to explore refinements to the design as the project moves ahead. This plan reflects the current consensus between the parties.

It is also important to consider that the proposed redevelopment may not be financially feasible without the assistance of various development incentives such as tax increment financing (TIF) and/or a community improvement district (CID). This is primarily due to the large amount of new public infrastructure that will be required of the project and the extraordinarily high costs associated with rehabilitating large historic buildings such as the ACF. Other tools and incentives that will likely assist with the property’s redevelopment include federal and state Historic Tax Credits and Brownfield Remediation tax credits.
North Second and Clark Street site

The surface parking lots located within the city block bounded by North Second Street to the west, Clark Street to the north, Main Street to the east, and Adams Street to the south provide an opportunity for new mixed-use construction consisting of market rate apartments in three or four floors above first floor retail along Main Street. These uses would be complimentary to surrounding uses and would make good use of the proposed shared-use path for Clark Street. They would also be at a density necessary to offset higher acquisition and assembly costs.

Given the size of the site, structured parking will be necessary. As required by zoning, current parking ratios mandate a minimum of two spaces per dwelling unit and five spaces per 1,000 square feet of commercial space. These ratios are above market-based standards and should be reduced. Reducing the parking requirements would give a prospective developer more flexibility and greatly enhance the financial viability of a project. Refer to “Update City of St. Charles parking ratio requirements” on page 66 for parking ratio recommendations.

The site's primary issues are its downward sloping topography and the presence of multiple small-scale buildings, including one in the block's northeast corner that is a contributing historic structure. Since demolition of the structure is likely infeasible, careful design will be necessary to develop surrounding partners without damaging the integrity of the structure.

Full development concept planning and feasibility testing for this site is provided in the additional services report for this and two other intersections along Clark Street.

North Second and Clark Street

North Second Street and Clark Street

Quick Facts:
Phase: 2
Estimated cost: $48.5 million (for North Second and Clark Street block only)
Funding source: Community Improvement District, Transportation Development District, Tax abatement
Responsible entity: Developer
Potential Partner: City

North Second and Clark Street
NORTH SECOND AND CLARK STREET

MIXED-USE MULTIFAMILY AND PARK

Mixed-use pedestrian-friendly retail amenities
- New Community Park, riverfront and Katy Trail access
- Visible and active gateway into Frenchtown from Main Street.
- Residences with active store fronts

New Upscale housing for young professionals
- Premier neighborhood and new residences near historic core
- Walkable and bikeable with additional parking for improved public access
- New public parking for visitors and employees

Conceptual study diagram does not match the recommendation to abandon North Riverside Drive, north of Adams Street.
With roughly 3.3 acres of total land area, the vacant sites located within the Rivers Edge sub-district just north of the ACF buildings provide a unique opportunity for new four-story residential development at a density of about 50 to 60 units per acre. This type of development would take strong advantage of the premium waterfront views and proximity to highly marketable assets such as the Katy Trail, new riverfront park, and a redeveloped ACF property. New residents in these developments would also provide increased support for existing commercial services located along North 2nd Street and provide considerable amount of new fiscal revenue to the City.

Similar to the site at North Second and Main Streets, structured parking will be necessary. In this case, a first floor podium garage below three levels of housing would be an appropriate typology. Reducing parking requirements will greatly enhance the viability of these developments and allow developers to maximize the number of units to be built. Housing along the Katy Trail allows for a unique opportunity in the St. Louis region for riverfront living.

Some retail or restaurant uses may be located at key nodes, but most types of first-floor commercial space will not be viable here due to a lack of visibility. The sites’ primary issues are that they are currently within the flood zone and flood mitigation will be necessary to make them developable. Views of the river are also currently obstructed by heavy vegetation between the riverfront and the Katy Trail. Removing the tree line and providing new useable greenspace along this stretch of riverfront will also be necessary. Many of the sites also currently lack full connectivity to the city street grid, and road improvements will be essential.
Rivers Edge Sites Preferred Option
New Frenchtown contains a number of potential development opportunity sites along North Second and Tecumseh Streets, but the best short-term catalyst sites are the two 1.8-acre sites situated along the east side of North Second Street between Olive and Wilkinson Streets. Both sites are significantly underutilized real estate that, if assembled, would lend itself to more mixed-use “whole-block” development that is in proximity of the parks and river, but also provides new marketable retail services along North Second Street.

While other smaller-scale development opportunities may exist, those will not provide the maximum benefit in terms of increased public revenue for local jurisdictions and needed population growth to support additional retail services. Redeveloping of these properties should also lead to additional longer term opportunities for redevelopment of sites near the intersection of Tecumseh and North Second Streets, a potential gateway into the Frenchtown commercial district. Potential uses include additional multi-story mixed-use development, but also may consist of small-scale commercial and mixed-use infill, adaptive reuse of existing industrial or commercial properties, and/or new shipping container buildings. These opportunities assume the roundabout at Tecumseh and North Third Streets is removed and reconfigured.

New Frenchtown Sites
Preferred development for New Frenchtown catalyst sites “A”

- New upscale housing for young professionals and empty nesters
- Increased population density and additional consumer spending
- Catalyze additional redevelopment north of Eco Park and along Tecumseh Street
- Maximize the fiscal impact of any new development and help pay for major public improvements.
- New retail space along 2nd Street

Preferred development for New Frenchtown opportunity sites “B”

- Large-scale infill development
- Adaptive reuse

Preferred development for New Frenchtown opportunity sites “C”

- Infill development
- Shipping containers
DEVELOPMENT ASSETS

GOAL 06

Encourage temporary land uses

RATIONALE
During the redevelopment process, temporary interim uses can activate vacant or underutilized land with exciting destinations. Temporary uses can also include surface parking lots that will be needed prior to the completion of a Frenchtown parking garage.

RECOMMENDATIONS

| DA 06.01 | Support temporary uses and pop-up retailers |
| DA 06.02 | Provide support for food trucks |
| DA 06.03 | Secure a temporary lease agreement with the ACF property owner to allow public parking |

POTENTIAL BENEFITS OF RECOMMENDATIONS
Activate vacant or underutilized land and spaces
Solve immediate parking needs
Support temporary uses and pop-up retailers

Installing temporary or pop-up retailers, restaurants, art studios, and other uses in vacant storefronts can add vitality to an otherwise quiet block, provide property owners a modest source of revenue, and help local entrepreneurs test business concepts that could become permanent fixtures in the future. Pop-ups also complement community events designed to bring visitors to the area for a special experience. Visitors that participate in these events will be even more likely to leave with a positive impression of Frenchtown—and be more likely to return—if they see a district with more unique local businesses and a continual change in programming and offerings.

Temporary uses could range from one weekend to six months. The responsible entity could match entrepreneurs with willing and interested owners of vacant space. Resources such as a template pop-up lease could identify and address issues specific to a short-term occupancy, and offer a balanced starting point for negotiation between landlord and tenant. The facilitating organization could also offer small matching grants ($1,000 to $2,000) for modest improvements that make space move-in ready for a temporary use, such as by clearing space, painting walls white, or building simple display cases. Finally, stakeholders could work with the City’s Building Division to codify occupancy permit standards appropriate for this special type of short-term use. The City can develop a “pop-up toolkit” that can outline the approval and permitting process, include a sample lease agreement, and connect retailers to interested property owners.

The highest priority locations for pop-up retailers would include any vacant or underutilized storefront along North Second Street between Bayard and Franklin Streets.

Provide support for food trucks

Food trucks are a nimble strategy to activate commercial districts without significant investment. The City should provide a simple and streamlined process for permitting on-street food vending that reduces staff review time and cost barriers for food truck operators. Synergy for food trucks can be maximized through strategic planning by the City:

- Encourage food trucks to locate within close proximity of each other either on the street or on a surface parking lot on North Second Street within or near the Priority Area,
- Provide moveable furnishings and trash receptacles in a shaded area,
- Establish a regular schedule for food trucks to operate on a weekly basis either year-round or spring through autumn.

Available power outlets along the street will discourage use of noisy generators. The outlets could be integrated with light fixtures.

The best location for food trucks is in the heart of Frenchtown, along North Second Street between Lawrence and Montgomery Streets. Food trucks should park near each other to function like an outdoor food hall. Shared seating should be provided when feasible.
Secure a temporary lease agreement with the ACF property owner to allow public parking

Creating a lease agreement between the City and ACF property owner for public parking during events or non-peak hours is an inexpensive way to provide additional parking while increasing revenue for the owner. At minimum, the terms of the lease agreement would outline a description of the premises, monthly lease rate, length of term, conditions of use, and termination clauses.

This recommendation is dependent on the completion of the due diligence phase between the City and the ACF developer in 2021. The lease agreement can be evaluated at that time.
Green Network and Stormwater Aspiration: Frenchtown will redefine the meaning of a neighborhood by the Missouri River. The Missouri River will be an asset to the community as River flooding and stormwater flooding are addressed in visible and progressive ways resulting in increased resilience and amenity.

Contents:
Part A: Framework
Part B: Goals and Recommendations
PART A: FRAMEWORK

The Green Network and Stormwater recommendations are founded on the future needs of Frenchtown while maintaining an environmentally responsible approach.

Current flooding patterns not only disrupt usage of the Katy Trail and access to the Missouri River, but also the development potential of parcels within the flood zone. A flood mitigation plan, such as upgrading the levee, would unlock real estate development potential and create more opportunities for vibrant public spaces along the riverfront.

The concepts of a green network, the river and stormwater issues are challenges in Frenchtown, however, they can also be assets. Frenchtown is at risk of river flooding, stormwater flooding, and other typical urban challenges such as habitat fragmentation, urban heat island effect and the potential for invasive species and plant disease. All these risks are re-framed as opportunities to build resiliency in Frenchtown through this Green Network and Stormwater Chapter.

FLOOD RISK

Frenchtown’s location in the City of St. Charles near the confluence of the Mississippi and Missouri Rivers means that the potential for flooding is ever present to the local community. Three floods that exceeded the 100-year flood frequency on the Missouri and Mississippi Rivers have been recorded since consistent recordkeeping began in 1844, 1903, and 1993.

Flooding in Frenchtown can be caused not only by high waters on the Missouri and Mississippi Rivers, but also by backwater on nearby tributaries that usually carry stormwater runoff away from developed areas. This leads to minor storm events that can cause flooding impacts. Bluffs and levees along the rivers increase this flood risk to the surrounding communities. Although levees generally protect the community from damaging river flooding, they can also create a barrier between the community and the river where stormwater can collect on the community side.

Of the 137 acres associated with the Frenchtown Great Streets project area, 83 acres are within the FEMA regulated floodplain and 1.1 acres within the floodway. A floodplain is comprised of the floodway and the floodway fringe. The floodway includes the channel and adjacent overbank areas.

MITIGATION

Mitigation for river flooding can be addressed through a combination of structural and non-structural methods.

The structural approach for Frenchtown would involve upgrading the existing levee. The City has retained a consultant to conduct a levee study and propose recommendations for creating a certified levee system to protect against a 500-year flood event. The report is expected to be complete by April 2021.

Two non-structural approaches may be appropriate for Frenchtown. First, new buildings can be built on piers at an elevation that allows for flood water to accumulate safely below the lowest level. Secondly, stormwater best management practices (BMPs) can be deployed to slow and filter rainwater, thus reducing dependence on buried stormwater infrastructure.

By introducing structural and non-structural solutions for flood mitigation, Frenchtown will benefit from reduced flooding and flood damage.

STORMWATER BMPS

Stormwater Best Management Practices (BMPs) are recommended along North Second Street and North Third Street. The City’s existing stormwater infrastructure
Legend
- Potential stormwater park
- Potential green space
- Potential nature park with boardwalk trails
- Potential green street
- Katy Trail
- Stormwater flow path
- Potential river connection
- Future stormwater ponds
- FEMA Special Flood Hazard Area
is functioning adequately and sized to accommodate the current demand of the system. The proposed stormwater BMPs will help to prolong the life of the buried infrastructure by intercepting stormwater and reducing the peak runoff that enters the system.

Stormwater BMPs can be integrated into development, existing properties or they can be featured along existing streets and trails. Typically streets featuring numerous BMPs are identified as green streets. Trails with ample green space and BMPs are called greenways. Frenchtown has an opportunity to showcase BMPs along proposed green streets and greenways.

GREEN STREETS AND GREENWAYS
The two main green streets identified for Frenchtown are North Third and North Second Street. The proposed plan for these streets include a suite of BMPs: rain gardens, street trees with amended soils and permeable pavement. These BMPs serve important functions during a rain event while also maintaining an aesthetic appeal. Review the “Stormwater BMP Toolkit” on page 131 for descriptions of additional BMPs.

Green streets serve a function to capture, filter and infiltrate stormwater but they also provide numerous other benefits. Benefits include human comfort through reduced heat island effect and improved aesthetics through adding vegetation. Additionally, associated wildlife like pollinators will be attracted to the area’s vegetation. The green streets in Frenchtown will contribute positively to the character of the place and set Frenchtown apart from other districts in the City as a progressive and resilient community.

Two multi-use trails in Frenchtown are considered greenways, the Katy Trail and the Boschert Greenway. They are separated from streets and are located within or adjacent to green spaces. Locating BMPs along these trails can provide stormwater and resiliency benefits.

CONCLUSIONS
The Green Network and Stormwater framework emerged from the existing conditions analysis and the community workshops. Recommendations are provided to address various topics including river and stormwater flooding and attracting appropriate wildlife such as birds and bees.

Review “Green Network and Stormwater Framework Plan” on page 129 for highlights of various recommendations. The following section, Part B, outlines the specific goals and recommendations for Green Network and Stormwater. The goals establish a topic for a community vision and are supported by a series of actionable recommendations with a narrative description and details about phasing, estimated cost, funding source, responsible entity and potential partners. When applicable, images, engagement highlights, metrics and related goals and recommendations are also indicated.
### Stormwater BMP Toolkit

#### Rain Garden

Rain gardens capture stormwater in small vegetated basins where water is mitigated, filtered and infiltrated into the soil. Rain gardens are recommended in some curb extension areas where stormwater drains.

#### Cisterns/Rain Barrels

Cisterns or smaller rain barrels are appropriate to capture stormwater from a roof downspout. The water in the rain cisterns or rain barrels can be utilized for irrigation in between storm events. This stormwater BMP is most appropriate for homeowners and other property owners to utilize.

#### Permeable Pavement

Permeable pavement is a stormwater BMP that is recommended for on-street parking stalls and surface parking lots in Frenchtown. The strategy allows stormwater to filter through the pavement through small cavities. The water collects within a buried reservoir before overflowing to traditional stormwater infrastructure.

#### Amended Soils

Typical urban soils can be impermeable to rain water. Amended soils with compost and other organic matter will increase the capacity for soil to retain and infiltrate water during storm events. When typical planting areas are prepared with amended soils, the plants and trees will be healthier and more stormwater will be infiltrated.

#### Green Roof

Green roofs should be encouraged for new structures in Frenchtown. The green roof systems reduce stormwater runoff. Green roofs can also be utilized as occupiable spaces for multi-tenant buildings.

#### Stormwater Ponds

A stormwater pond functions similar to a rain garden but can capture a larger volume of stormwater. These are vegetated basins that mitigate water and allow for infiltration.
To achieve the aspiration for Green Network and Stormwater in Frenchtown, four goals have been identified. Each of these goals are supported by a rationale and multiple actionable recommendations with implementation details in the following section.

GREEN NETWORK & STORMWATER

GOAL 01  Solve for river flooding

GOAL 02  Introduce stormwater management practices

GOAL 03  Create a connected system of parks

GOAL 04  Attract appropriate wildlife in Frenchtown and the Missouri River
RATIONAL
The Missouri River borders the Frenchtown neighborhood and has a major impact on the well-being of the community. Recommendations have been made in accordance with the direction of the City of St. Charles in order to provide the highest level of protection from future flooding events. This protection consists of upgrading existing flood protection infrastructure and updating local ordinances related to flooding. Any changes to existing flood protection infrastructure require regulatory approval from several federal agencies but are worthwhile due to the protection it provides.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Reduce the number of properties in the 100-year floodplain

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<th>RECOMMENDATIONS</th>
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<tr>
<td>GS 01.01</td>
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<td>GS 01.02</td>
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<tr>
<td>Provide levee protection from a 500-year flood event</td>
</tr>
<tr>
<td>Comply with local ordinances that require additional floodproofing to structures located within the floodplain</td>
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</table>
GS 01.01  Provide levee protection from a 500-year flood event

The elevated Katy Trail divides the Missouri River and Frenchtown and is intended to act as a levee during flood events. Increasing the current elevation of the levee will provide additional protection to the neighborhood during times of high water. An extensive study will be required to ensure the impacts of raising the levee are understood. The possible benefit would be removing the entire neighborhood from the floodplain. The alignment of the 100-year levee would follow the Katy Trail and North River Road and North Third Street.

The report is expected to be complete by April 2021.

GS 01.02  Comply with local ordinances that require floodproofing to structures located within the floodplain

By upgrading the Missouri River levee, most of Frenchtown will be protected from flood risk. However, a few additional parcels north of Tecumseh and west of the Katy Trail can be developed if structures are built with additional floodproofing.

Floodproofing consists of any additions or changes to a structure that protect against flood damage. Local ordinances define the level of floodproofing that is required. This method of flood protection ultimately passes responsibility to property owners. One advantage of this method is possibly lowering flood insurance premiums based on the City’s status according to FEMA’s Community Rating System.

Floodproofing requirements should include guidance about finished floor elevations and strategies to elevate the building utilizing a pier system.

The City should evaluate the local ordinance to ensure that it is meeting the needs of the community after the Missouri River levee is upgraded.

Note: This recommendation supports development in the River Bridge District after the Missouri River levee is upgraded.
Legend

**Existing**
- Riparian area
- Annual flood hazard (1% chance)
- Annual flood hazard (2% chance)
- FEMA Updated Special Flood Hazard Zone

**Proposed**
- Potential alignment for future upgraded levee
- Area of Frenchtown protected from river flooding
- Developable area with additional floodproofing (outside of floodway)

Note: the proposed levee alignment will be defined by the ongoing levee study.
GREEN NETWORK & STORMWATER

GOAL 02 | Introduce stormwater management practices

RATIONALE
Stormwater management plays a role in many communities for existing property owners, future neighbors and developers. This is an undertaking that is most effective when tackled by the local government in conjunction with the local property owners. Recommendations have been given for projects that will require participation from both the City of St. Charles and the Frenchtown neighborhood residents. Stormwater best management practices (BMPs) are the backbone to creating an environmentally-friendly and successful stormwater management plan. Different types of BMPs are outlined in the recommendations that will improve the stormwater management within Frenchtown. Current and future residents will benefit from a comprehensive approach that will provide functional stormwater solutions that also serve as an amenity.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Visible stormwater management practices as an amenity
Water quality improvements
Reduced dependence on buried infrastructure

RECOMMENDATIONS

| GS 02.01 | Incorporate rain gardens in the curb extension planting areas |
| GS 02.02 | Include permeable paving for on-street parking areas and surface parking lots where feasible |
| GS 02.03 | Provide incentive programs for homeowners and businesses to add stormwater BMPs on their properties |
| GS 02.04 | Incorporate stormwater BMPs in existing city-owned property |
Native plant material will be hardy and help filter pollutants and mitigate stormwater.

Rain garden located at the corner curb extensions.

Curb cut to allow surface water flow into the rain garden from the street.

Amended rain garden soils will filter pollutants, absorb and slow stormwater runoff and provide infiltration into subsoils.
Proposed Frenchtown
**RAIN GARDENS**
will mitigate
**1,075 CUBIC FEET**
of rainfall per rain event*

Legend

- **Rain gardens and amended soils on North Second and North Third Streets**
- **Permeable pavement**
- **Stormwater ponds**
- **Opportunity sites are suitable for integrating all BMPs including green roofs and cisterns/rain gardens**
- **Existing and proposed parks are suitable for integrating all BMPs including green roofs and cisterns/rain gardens when structures are present**
- **City-owned parcels are suitable for integrating BMPs**

Note: all homeowners and businesses can benefit from incentives to add stormwater BMPs on their properties
Proposed Frenchtown PERMEABLE PAVEMENT will mitigate 39,015 CUBIC FEET of rainfall per rain event*

Notes:
Stormwater mitigation data based on a 15-year rain event for a 20 minute duration. These numbers can vary based on subgrade conditions.

Rain gardens and permeable pavement can also be located on the east-west streets and the alleys, although they are not depicted in this diagram or represented in the mitigation data.
**GS 02.01**

**Incorporate rain gardens in the curb extension planting areas**

Rain gardens consist of planting that are designed to absorb stormwater during a rain event. These rain gardens can be designed to be aesthetically pleasing and even enhance the appearance of a neighborhood. Care should be given to rain gardens to ensure that they are functioning properly. Certain weeds can grow in rain gardens that will diminish the rain gardens ability to function properly during a storm event. Rain gardens are also susceptible to sediment build-up that can adversely affect the BMPs performance. With proper care, rain gardens can provide an excellent neighborhood feature to aid in stormwater management.

Currently, the only stormwater BMP in Frenchtown is in Eco Park.

Rain garden locations along the street are identified where natural drainage will occur to the BMP. Due to natural flow paths, some curb extensions are not appropriate for rain gardens. See "Stormwater BMP location diagram" on page 138 for streetscape rain garden locations.

**Metric**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Existing</th>
<th>Proposed</th>
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</thead>
<tbody>
<tr>
<td>Rain garden area</td>
<td>583 sf</td>
<td>70,645 sf</td>
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</table>

**Quick Facts:**

- **Phase:** 2, 3
- **Estimated cost:** $60 per square foot
- **Funding source:** Create or adjust a stormwater tax
- **Responsible entity:** City of St. Charles
- **Potential Partner:** NA

**What we heard**

On-street rain gardens is the most preferred stormwater storage by Workshop 2 participants.

(Workshop 2, question 17)

---

**GS 02.02**

**Include permeable paving for on-street parking areas and surface parking lots where feasible**

Permeable paving allow water to drain through the pavement in order to reduce stormwater volume and filter down through soil to become groundwater.

Particles can clog permeable pavers which is why they would require periodic maintenance from the City to ensure that water can adequately drain through the pavers. The City already owns the equipment that is required to maintain permeable pavers. The initial cost would be limited to the purchase and installation of the permeable pavers along with the required subsurface media and perforated piping.

Pavers in parking areas need to withstand vehicle turning movements. In order to achieve this, the pavers should be installed as a herringbone pattern to create a locking effect.

Permeable pavement typically involves installing a storage layer under the pavement layer, which is deeper than typical pavement base layers. This work is more invasive than the typical pavement construction, which makes it more suitable for low volume roads or parking lots. Construction costs can be two or three times higher than typical pavements, but the need for enclosed drainage is reduced or eliminated.

**Metric**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permeable paving in Frenchtown</td>
<td>0 sf</td>
<td>43,345 sf</td>
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</table>

**Quick Facts:**

- **Phase:** 2, 3
- **Estimated cost:** $20 per square foot
- **Funding source:** Create or adjust a stormwater tax
- **Responsible entity:** City of St. Charles Public Works
- **Potential Partner:** NA
Provide incentive programs for homeowners and businesses to add stormwater BMPs on their properties

Stormwater management is always more effective when the people work in conjunction with the government to improve the stormwater conditions in their neighborhood. This is typically achieved by property owners making the decision to provide BMPs on their properties. These BMPs can come in the form of rain harvesting systems (rain barrels, cisterns, etc.), dry wells, or small rain garden systems. The City can encourage this behavior by providing incentives to the property owners.

Some examples of incentives for individual property owners include:

- Providing reimbursements. Some communities have reimbursement programs where individuals receive money for installing stormwater control measures on their property. Many of the reimbursement programs provide a cost-share so that the individual pays for the installation up front and then applies for reimbursement.

Providing materials and supplies. Some materials that help improve water quality on a property can be provided to property owners at a free or reduced cost. Rain garden planting kits and rain barrels are the most common materials that are provided.

Providing recognition. Similar to the incentive provided to developers, property owners can receive recognition by planting a rain garden in their yard. They would then be able to post a sign in their yard and could be added to a database of local rain gardens.

Incorporate stormwater BMPs in city-owned property

Land already owned by the City create great opportunities for the addition of stormwater BMPs since the initial cost will be lower than if new land is acquired. Possible locations for such stormwater BMPs include the areas along Boschert Trail and at the Du Sable Dog Park. Several stormwater BMP options could be used in these areas including bioretention, stormwater ponds, and permeable pavement.

what we heard

The majority of Workshop 3 participants strongly agree that the team is on the right track with the Green Network and Stormwater framework plan in Frenchtown.

(Workshop 3, question 13)
GREEN NETWORK & STORMWATER

GOAL 03 Create a connected system of parks

RATIONALE
A connected system of parks will offer a sequence of green and public spaces for locals and visitors to experience in Frenchtown. Public parks provide another destination option for people to spend more time in Frenchtown. A walkable park system should offer distinct programming at each location - from a wild nature park to a lively urban park and everything in between.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Improved public health
Increased habitat
Decreased heat island effect
Increased property values

RECOMMENDATIONS
| GS 03.01 | Enhance the park programming along the Boschert Greenway |
| GS 03.02 | Support existing park assets |
| GS 03.03 | Locate new nature parks in Frenchtown |
| GS 03.04 | Create new urban parks |
Enhance the park programming along the Boschert Greenway

The Boschert Greenway features a multi-use path and land area on either side of the path. This land area has the potential to be activated with park programming such as community gardens, playgrounds, a linear dog run, stormwater BMPs or pocket parks with shaded seating.

Additional amenities within the Boschert Greenway area would be best located adjacent to the rights-of-way for safety and visibility.

Support existing park assets

The City should continue to provide direct maintenance, support and investment in existing park assets within the Parks and Recreation Department including Blanchette Landing and DuSable Dog Park.

The City should provide coordination and support for other park and recreation assets such as the Katy Trail, Boschert Greenway and Eco Park.

Locate new nature parks in Frenchtown

Nature parks in Frenchtown can provide experiences with the river and natural stormwater processes. Two nature park opportunities in Frenchtown include the nature preserve along the Missouri River and the stormwater park, south of Eco Park. These park opportunities will build upon the success at Blanchette Landing, Eco Park and John Baptist Point DuSable Park where nature and education is already emphasized along the Katy Trail.

The area in Frenchtown between the Katy Trail and the Missouri River is mostly natural woodland riparian area with the exception of Blanchette Landing where parking and a public boat launch is located. There is an opportunity to provide a nature park experience along the Missouri River. A nature park would require a few critical steps:
- Invasive species to be removed and maintained,
- A public boardwalk to be built on piers that can withstand seasonal flooding, and
- Interpretive signage and/or art to provide education and reflective moments in nature.

The nature preserve should also follow the recommendations to “Maintain view corridors along east-west streets to the Missouri River” on page 76 and “Establish appropriate habitat along the Missouri River” on page 148.

The stormwater park south of Eco Park can function as an expansion of Eco Park where vegetated stormwater basins already exist. An additional stormwater pond, pathways and interpretive signage is appropriate for a stormwater park expansion.
Nature parks concept imagery

**BOARDWALKS THROUGH NATURE PRESERVE AND RIVER RESTORATION**

Bird Blinds at a Stormwater Park

Pedestrian Promenade Along the Riverfront

A Connected Park System in Frenchtown

Legend
- Existing park/green space
- Potential park/green space
- Katy Trail
- Stormwater Park
- Nature Park with boardwalk trails

Houston Arboretum and Nature Center, Texas

Storymill Community Park in Bozeman, Montana

Providence River Pedestrian Bridge. Image credit: burohappold.com

Existing park/green space
- Boschert Greenway Extension
- Art Garden Park
- ACF Riverfront Park
- Unger Park

Missouri River

Legend
- Existing park/green space
- Potential park/green space
- Katy Trail
- Stormwater Park
- Nature Park with boardwalk trails
Create new urban parks

As opportunity sites become available in Frenchtown, the City should consider acquiring space to dedicate for the use of urban parks. Urban parks are best located at an intersection or along pedestrian and bicycle routes with adjacent active uses such as specialty retail or food and beverage.

Programming at an urban park could include an event lawn for outdoor films or performances, an interactive fountain and concessions with shaded seating.

Park opportunities in Frenchtown include:

A. An Art Garden Park and Plaza could function as an outdoor sculpture garden along North Main Street adjacent to the Foundry Art Centre,

B. The ACF Riverfront Park can be located along the Missouri River adjacent to the Katy Trail. The park can open views to the river from buildings #90 and #91.

C. Unger Park can be located on the ACF property. This park can serve as a trail intersection for the Katy Trail and the Boschert Greenway.

**Quick Facts:**
- **Phase:** 2, 3
- **Estimated cost:** $400,000 to $800,000 per acre
- **Funding source:** City budget, private developers, private donors
- **Responsible entity:** City
- **Potential Partner:** ACF property owner, private donors

**See Also**
- GS 03.01, GS 02.04

View of the Art Plaza and Art Garden along North Main Street at the Foundry Art Centre
GREEN NETWORK & STORMWATER

GOAL 04 Attract appropriate wildlife in Frenchtown and along the Missouri River

RATIONALE
The area of Frenchtown along the Missouri River is suitable to providing habitat for appropriate wildlife including birds, small reptiles and other animals. There is an opportunity to plan for wildlife and habitat. When healthy and appropriate wildlife thrive, Frenchtown will be more resilient to damaging invasive species and plant diseases.

RECOMMENDATIONS

| GS 04.01 | Establish appropriate habitat along the Missouri River |
| GS 04.02 | Prioritize native plant materials that provide ecosystem benefits throughout Frenchtown |
| GS 04.03 | Protect existing street trees where feasible |
| GS 04.04 | Adopt a resilient street tree planting plan for Frenchtown through tree species diversity |

POTENTIAL BENEFITS OF RECOMMENDATIONS
Increased habitat areas
Improved resilience through species diversity
Establish appropriate habitat along the Missouri River

Habitat for birds, bees and butterflies can be introduced along the Missouri River east of the Katy Trail. In order to establish healthy habitat with a diversity of native riparian plants, invasive species such as bush honeysuckle will need to be removed.

Healthy habitat should include the plant layers of canopy, midstory, understory and ground cover.

Delineated riparian wetlands and other critical habitat and significant landscape typologies should be prioritized for a designated habitat area. Locate the routes for trails and overlook destination areas around existing critical habitat areas.

Prioritize native plant materials that provide ecosystem benefits throughout Frenchtown

When planning for planting in Frenchtown, native plant species should be prioritized. A strong diversity of native plant materials provides resiliency from invasive species and plant disease. Planting areas in the rights of way including rain gardens and street trees should be native species. Planting areas on private development are also recommended to be native species in order to coordinate a consistent effort toward district resiliency.

For guidance on tree species and location refer to “Resilient Street Tree Planting Plan” on page 149.

Protect existing street trees where possible

Tree preservation is a critical strategy for stormwater management and habitat. Mature trees have the capacity to filter significantly more stormwater compared to newly transplanted trees. Two existing bald cypress trees along North Second Street are worth specifying for preservation due to stormwater benefits and habitat but also because of their size and stately appearance.

The two existing bald cypress trees are located on the east side of North Second Street between Montgomery and Lawrence Streets. There may be other trees within the study area worthy of preservation. The criteria for tree protection includes:

- minimum 6-inch caliper in size,
- vibrant health,
- not in conflict with utilities, and
- meets the International Society of Arboriculture (ISA) standards for tree health.

Additional bald cypress trees are proposed for Frenchtown as indicated in the “Resilient Street Tree Planting Plan” on page 149.
Adopt a resilient street tree planting plan for Frenchtown through tree species diversity

QUICK FACTS:
Phase: 2, 3, 4
Estimated cost: NA
Funding source: NA
Responsible entity: City
Potential Partner: NA

SEE ALSO CM 02.03

Urban canopy is important for walkability, human comfort, property values and character of place. In order to ensure the urban canopy in Frenchtown is resilient in the future, diverse tree species must be selected for street tree planting. The strategy acknowledges that nature can sometimes harm certain species such as in the case of Dutch Elm disease and the Emerald Ash Borer. When a similar issue arises in the future, Frenchtown’s tree species will not all be effected concurrently.

Healthy native trees should be selected that can tolerate urban conditions along streets. The trees should grow to contribute shade along the street. Trees should be full, dense plants in accordance with ANSI Z-60, have strong central leaders and consistent distribution of branches in the canopy. New street trees should be selected at three or four inches in trunk caliper so the limbs can be pruned to allow for an accessible six-foot clearance along the sidewalks.

Smaller trees, such as one or two inches in trunk caliper, are too small to be limbed. They are also more sensitive to urban conditions which could lead to additional maintenance costs and costs associated with tree fatality and replacement.

QUICK FACTS:
Phase: 2, 3, 4
Estimated cost: NA
Funding source: NA
Responsible entity: City
Potential Partner: NA

Resilient Street Tree Planting Plan

RAIN GARDEN SPECIES
Taxodium distichum, Baldcypress (located at corner curb extensions with rain gardens)

STREET TREE SPECIES
Acer x freemanii ‘Autumn Blaze’, Freeman Maple (approx. 55’ height and 40’ spread)
Acer rubrum ‘Red Sunset’, Red Maple (approx. 55’ height and 40’ spread)
Acer rubrum ‘October Glory’, Red Maple (approx. 55’ height and 40’ spread)
Gleditsia triacanthos ‘Shademaster’, Honey Locust (approx. 45’ height and 35’ spread)
Gleditsia triacanthos ‘Skyline’, Honey Locust (approx. 45’ height and 35’ spread)
Gymnocladus dioicus, Kentucky coffeetree (approx. 60’ height and 40’ spread)
Nyssa sylvatica, Blackgum (approx. 50’ height and 25’ spread)
Tilia cordata, Littleleaf Linden (approx. 60’ height and 30’ spread)
Quercus acutissima, Sawtooth Oak (approx. 35’ height and 35’ spread)
Quercus bicolor, Swamp White Oak (approx. 60’ height and 40’ spread)
Character and Identity Aspiration: Frenchtown is a vibrant, welcoming place full of life offering a diversity of memorable experiences. What makes Frenchtown distinct is a balance of historic preservation and adapting to serve the future with compatible new architecture and placemaking.

Contents:
Part A: Framework
Part B: Goals and Recommendations
PART A: FRAMEWORK

Frenchtown features numerous enviable elements that establish a strong foundation for building an exciting destination district. It is a riverfront neighborhood that has a historic industrial vibe and an impressive nexus of three multi-use trails. The Frenchtown vision from the Hyett Palma Plan describes it best: “A place that is creative, edgy, unique, and true to itself.” The existing assets in Frenchtown are worth preserving and building upon in order to achieve an iconic regional destination with distinct experiences that do not exist elsewhere.

Frenchtown offers many assets that inspire a distinct identity including architecture and history, cultural institutions and an established district brand. Frenchtown boasts diverse historic architecture typologies for residential, commercial and the ACF property - a large industrial complex where rail cars were once manufactured. Recognizable institutions are already established in Frenchtown including the Academy of the Sacred Heart, the Foundry Art Centre, Franklin School and Old McKinley Arts. These destinations and the historic inventory along with the current branding will be defining features of Frenchtown’s character and identity.

The Hyett Palma Plan’s vision for Frenchtown helps to illustrate the potential for a Frenchtown brand:

- “A festive, lively, and comfortable place that is full of life and activity;
- A district where you can find visual arts, music, and entertainment;
- A place that is creative, edgy, unique, and true to itself;
- Where there's something to do day and night;
- A real and neighborly community – people actually live here and they get out, come together, celebrate together, and know each other;
- A historic district that has amazing architecture; and
- When people ask ‘where do locals go?’ the answer is ‘Frenchtown!’”

The language selected for the vision evokes a district that is dynamic and exciting with lots of options for activities and events. When reflecting on the idea of “creative and edgy,” it clearly defines a path for Frenchtown that is distinct from that of Historic Main Street to the south. This ambitious vision also considers factors that make a livable place by focusing on high quality buildings and neighborliness.

HISTORIC ASSETS AND THE FUTURE

The current Frenchtown Preservation District encompasses a neighborhood with a historic mix of residential, commercial, industrial and institutional buildings with structures dating to 1830.!

Historic Districts Plan

City of St. Charles Frenchtown Neighborhood Historic District
National Register Frenchtown Historic District
Frenchtown contributing historic structures
City of St. Charles South Main Preservation District Boundary
National Register St. Charles Historic District
National Register Midtown Neighborhood Historic District

Legend

City of St. Charles Commons Neighborhood Historic District
National Register Commons Historic District
Identifying and preserving the historic buildings within Frenchtown is important in order to retain the sense of place and the history of the district. The City of St. Charles has ensured that maintaining the historic identity of Frenchtown will continue by establishing a locally defined historic district and a National Register historic district. It is through these community defined districts that the character and history of St. Charles Frenchtown will be protected and retained.

Frenchtown’s historic architecture will continue as an identifiable feature of the area, however, there are also many locations for infill development and added density. Frenchtown will need to clearly define the look and feel for new buildings that both respects the adjacent historic architecture and also fulfills the aspiration to be creative and edgy.

**PLACEMAKING**
When considering the brand of Frenchtown, placemaking strategies must be recognized for bringing the brand to life through events and physical improvements in the public realm.

**THE CHARACTER OF SUB-DISTRICTS**
Frenchtown will benefit from a series of sub-districts within the study area for a few reasons related to district character:

- The Frenchtown study area is a relatively long corridor at 1.3 miles in length. This is longer than a typical pedestrian would walk during a visit and it is also longer than other successful corridors in the region including the Delmar Loop, The Grove and South Grand.
- The district will benefit from sub-districts so that visitors can clearly understand the distinction between each sub-district.
- Frenchtown currently features a number of different areas within the study area that showcase a different character.

Given these conditions, the strategic framework establishes six distinct sub-districts. Guidance about development potential within each sub-district can be found in the Development Assets goal "Establish sub-districts within Frenchtown" on page 100.

The **Sawtooth District** includes the ACF property and the blocks between Clark Street and Adams Street from North Third Street on the west to the Missouri River on the east. The ACF property is completely within the National Register Frenchtown Historic District and the City of St. Charles Frenchtown Neighborhood Historic District. The blocks south of Clark Street are within the City of St. Charles Historic Downtown District. The ACF property contains the existing Frenchtown anchor, the Foundry Art Centre, and the new regional climbing gym, The Steel Shop, by Climb So iLL which plans to open in 2020. The Sawtooth District is defined by the historic industrial character.

The **Old Frenchtown District** is considered the heart of Frenchtown. It is completely within the National Register Frenchtown Historic District and the City of St. Charles Frenchtown Neighborhood Historic District.

The **Rivers Edge District** are four blocks located along the Katy Trail between Lawrence Street to the south and French Street to the north. This is not located in any historic district.

The **New Frenchtown District** is located along North Second Street, south of Tecumseh Street and north of French Street. The parcels adjacent to North Second Street are within the City of St. Charles Frenchtown Neighborhood Historic District.

The **Interchange Commercial District** is located along North Third Street between Route 370 and Tecumseh Street. This sub-district is not located within any historic district.
Frenchtown Sub-Districts Character and Gateways Plan

Sawtooth
Vibrant mixed-use development with creative adaptive reuse of existing historic industrial buildings

Old Frenchtown
Destination boutique retail in historic buildings and small scale infill

Interchange Commercial
Auto-oriented commercial with office, retail and hotel to serve vehicular drivers along Route 370

Rivers Edge
Upscale riverfront residential and retail that offers an experience that cannot be found anywhere in the region

New Frenchtown
An eclectic and hip place with mixed-use developments, adaptive reuse and progressive infill development

River Bridge
A neighborhood of townhomes and higher density single-family homes that embraces nature and riverfront views
The River Bridge District is currently mostly undeveloped. It is located along the Katy Trail from Route 370 to Tecumseh Street, east of the Interchange Commercial District.

Each of these sub-districts should have a distinct but related identity. The character of each may be different due to their context within Frenchtown such as the streetscape materiality and graphic elements such as banner signage.

DISTRICT BRAND AND APPLICATIONS IN PUBLIC SPACE
Frenchtown has an authentic identity that serves as a strong foundation for district branding. The intact and contributing historic architecture, urban design and other historic elements provide a character that cannot be imitated. However, the public realm has notable opportunities for improvement as noted in Community Workshop #1 and through professional assessment.

In our initial engagement we found that aesthetic enhancements were the second most important area to achieve Frenchtown’s vision. Additionally, 95 percent of people rated the current aesthetics of North Second Street as poor to neutral and viewed the aesthetics of North Third Street less favorably, suggesting that there is significant room for improvement of the overall visual identity of Frenchtown from the perspective of workshop participants.

Recent efforts to strengthen the branding and promotion of the district with the development of a new logo and street banners along North Second Street, as well as and the creation of the website frenchtownstcharles.org have all had a positive impact on visitor recognition and cohesiveness. This work builds on the historic character while remaining modern and vibrant which will continue to be relevant moving forward. Fenchtown is also an evolving place, and the identity should evolve in parallel with the desires of the community.

FURNISHINGS AND MATERIALS
Community workshop participants expressed a clear preference for a historic palette of materials for Frenchtown. The challenge will be to create a distinct character from the existing successful historic character on Historic Main Street to the south. To establish a distinction, an assessment of the specific advantages of Frenchtown will be required such as the historic industrial complex at the ACF property that has potential to
serve as a significant anchor and catalyst project. By selecting palettes of materials that are distinct from the historic character on Historic Main Street, visitors will experience a clear transition from one district to the other.

The brand aesthetic should be applied to the public realm through overall coordinated streetscape and furnishing elements, façade improvements, new development and consistent branding.

When materials, furnishings and elements are designed well through a coordinated planning and design process, they have the potential to strengthen the brand and identity of Frenchtown.

WAYFINDING AND GATEWAYS
Frenchtown has an opportunity to apply branding to the public realm through a wayfinding signage program and entrance gateways.

Wayfinding signage will help orient drivers, cyclists and pedestrians to where they are and their options for a destination. A wayfinding program will help connect Frenchtown to Historic Main Street to the south, North Fifth Street to the west and Route 370 to the north. Drivers and pedestrians will feel more welcome and comfortable in Frenchtown when they understand where they are and where they want to go.

Gateway elements will function as an artful element that create a clear entrance to Frenchtown from the north and from the south. Gateways often become an icon of a neighborhood, such as the illuminated retro sign over the street in The Grove neighborhood in St. Louis. Residents and visitors often consider gateway elements worthy of social media photos that can help indirectly promote the neighborhood.

ART AND EVENTS
Public art and community events can contribute positively to placemaking. Public art should be professionally curated under the direction of a public art plan. This will ensure that the public art in Frenchtown is high quality and will align with the values of the community.

Events are essential to activating the spaces and places in Frenchtown. Events should be distinct from neighboring Historic Main Street to the south in terms of event type, target demographic and scheduling to reduce conflicts.

TACTICAL
Public art does not have to be exclusively in the form of performance, sculpture or mural. Temporary tactical urbanism strategies can also provide artful elements in Frenchtown. Tactical strategies can be deployed in terms of streetscape demonstration projects, parklets and temporary wayfinding.

CONCLUSIONS
The existing conditions analysis and the public workshops provide the foundation for the character and identity recommendations in terms of historic assets, placemaking and art.

The following section, Part B, outlines the specific goals and recommendations for Character and Identity. The goals establish a topic for a community vision, and each goal is supported by a series of actionable recommendations with a narrative description and details about phasing, estimated cost, funding source, responsible entity and potential partners. When applicable, images, engagement highlights, metrics and related goals and recommendations are also indicated.
To achieve the aspiration for Character and Identity in Frenchtown, four goals have been identified. Each of these goals are supported by a rationale and multiple actionable recommendations with implementation details in the following section.

### PART B: GOALS AND RECOMMENDATIONS

**CHARACTER & IDENTITY**

<table>
<thead>
<tr>
<th>GOAL 01</th>
<th>Create a welcoming and memorable experience</th>
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<tr>
<td>GOAL 02</td>
<td>Create aesthetic and sustainability performance standards</td>
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<tr>
<td>GOAL 03</td>
<td>Showcase the history of Frenchtown</td>
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<tr>
<td>GOAL 04</td>
<td>Embrace temporary improvements as strategies to celebrate Frenchtown</td>
</tr>
<tr>
<td>GOAL 05</td>
<td>Celebrate Frenchtown through events</td>
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</table>
PART B: GOALS AND RECOMMENDATIONS

CHARACTER & IDENTITY

GOAL 01 Create a welcoming and memorable experience

RATIONALE
A welcoming and memorable experience in neighborhoods is often defined by placemaking elements that contribute to the sense of place. Physical elements such as coordinated wayfinding signage that helps to orient visitors and iconic gateway markers and place-based public art contribute to a distinct sense of place. These elements not only contribute to the aesthetics of physical space but, when designed and curated well, they can help tell the story of Frenchtown.

POTENTIAL BENEFITS OF RECOMMENDATIONS
Increased visitor orientation
Increased traffic and visitors to Frenchtown
Improved sense of safety
Increased brand recognition
Increased community pride
Increased marketability
Improved aesthetics

RECOMMENDATIONS
| CI 01.01   | Introduce gateway elements in Frenchtown |
| CI 01.02   | Complete a comprehensive wayfinding plan and signage design |
| CI 01.03   | Add MODOT destination signage along Route 370 at the North Third Street exits |
| CI 01.04   | Establish a public art program |
| CI 01.05   | Continue to support homeless people and homeless prevention programs |
Installing gateways at the northern and southern ends of Frenchtown will provide a sense of arrival and reinforce the brand and character.

A. The railroad trestle south of Route 370 is an opportunity for a gateway element. It offers an existing structure with high visibility to vehicles on Route 370 as well as local traffic on North Third Street. Integrating a signage element that builds on the existing Frenchtown brand can increase recognition and awareness of Frenchtown.

B. Additional gateway locations have been identified by the community at Clark Street and Tecumseh Street. The community workshop participants prefer a roadway arch for these locations, although a vertical marker or iconic piece of art would also be appropriate.

QUICK FACTS:
Phase: 1, 3
Estimated cost: $30,000 to $40,000 for design documentation
Funding source: City budget
Responsible entity: City
Potential Partner: Frenchtown Revitalization Task Force, railroad authority

A Roadway Arch is the most preferred gateway element according to Workshop 3 participants. (Workshop 3, question 14)
A comprehensive wayfinding plan for Frenchtown serves as an equal opportunity to establish a consistent branded design language for the area in addition to providing essential directional information about the numerous destinations and activities nearby.

The signage plan in Frenchtown should be coordinated with the Clark Street Complete Streets Plan and the City of St. Charles Bicycle and Pedestrian Master Plan. Information should be provided about Frenchtown on nearby signage plans and the Frenchtown signage plan should indicate directional information about destinations outside Frenchtown.

A signage plan should be scaled to equally serve a diversity of travel modes including vehicular passengers, transit and trolley passengers, pedestrians and cyclists.

**WORKSHOP 3 SIGNAGE CONCEPT PREFERENCE**

**Typography**

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nunito Sans

A

abcdefgihjklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bourbon

**Color Palette**

- Sign panels
- Typography
- Details
CI 01.03

Add MODOT destination signage along Route 370 at the North Third Street exits

Currently, the North Third Street exit provides directional information for gas stations, fast food chain restaurants, the hospital, RV camping and the ferry.

As Frenchtown continues to develop with new attractions and destinations, these places should be indicated on MODOT’s existing signage for attractions and food. A new sign category should be added when lodging facilities are available in Frenchtown.

By adding destination signage at the North Third Street exit ramps, visitors will be oriented to the numerous activities and experiences that can be found in Frenchtown.

The interchange signage program requires local businesses to participate in MODOT’s program. The Frenchtown Revitalization Task Force can assist in connecting businesses to the MODOT program. The Frenchtown Revitalization Task Force can coordinate with MODOT about adding a brown tourist destination sign for Frenchtown.

CI 01.04

Establish a public art program

Establish a formal public art program to manage call to artists, acquisition, funding and maintenance. The formation of a public art program will identify a program manager who will be responsible for developing a public art plan and establishing the public process that will guide the site and artist selection and the ongoing management of Frenchtown’s public art. A public art program and plan will identify the goals and objectives for siting, style, and management so that the public art is well integrated and coordinated throughout Frenchtown.

The City should leverage city-owned parcels and public-private partnerships to encourage the incorporation of art as a public benefit and district destination.
Continue to support homeless people and homeless prevention programs

Currently, Frenchtown has a small encampment of approximately twenty homeless people along North Third Street under the Route 370 overpass. The community members residing in this location should be connected with support from the community through local organizations.

Continue partnerships with existing organizations such as the Salvation Army, Community Council and Sts. Joachim and Ann Care Service to provide proactive programs that provide resources to community members in need.

Long-term it will be important for the City and County to collaborate to prepare a unified community response that will benefit all entities.

QUICK FACTS:
Phase: 1, 2, 3, 4
Estimated cost: NA
Funding source: NA
Responsible entity: City
Potential Partner: NA
CHARACTER & IDENTITY

GOAL 02
Create aesthetic and sustainability performance standards

RATIONALE
Introducing new standards and supporting existing standards for aesthetics and sustainability performance will improve the appearance and resilience in Frenchtown while also contributing to a strong sense of place. Residents and visitors will take pride in an attractive appearance and sustainability elements. Showcasing aesthetic standards and sustainability elements will improve marketability and attract new residents and businesses.

RECOMMENDATIONS

| CI 02.01  | Coordinate materials and furnishings for the public realm improvements in Frenchtown |
| CI 02.02  | Utilize the existing Frenchtown branding guidelines |
| CI 02.03  | Create landscape and development standards for the Route 370 interchange |
| CI 02.04  | Prioritize sustainability measures in new developments, redevelopments and public spaces |

POTENTIAL BENEFITS OF RECOMMENDATIONS
Increased brand recognition
Increased community pride
Increased marketability
Improved sustainability and resiliency
Improved aesthetics
Coordinate materials and furnishings for the public realm improvements in Frenchtown

Consistent materials, furnishings and elements have the potential to strengthen the brand and identity of Frenchtown. Public realm elements include benches and seating, lighting fixtures, trash receptacles, bike racks and crosswalk treatment. By coordinating the selection of these materials for the length of the North Second Street and North Third Street corridors, the sense of place will be clear to residents and visitors. Workshop participants expressed a clear preference for a historic palette of materials for Frenchtown. (Refer to the material palettes on the following pages.) The challenge will be to create a distinct character from the existing successful historic destination to the south which requires an assessment of the specific advantages that Frenchtown offers. The ACF property as an anchor is one clear advantage to the neighborhood. With redevelopment for the ACF property in planning phases, the historic industrial character of this site can influence the rest of the look and feel Frenchtown.

QUICK FACTS:
Phase: 2, 3, 4
Ongoing
Estimated cost: Included in streetscape and parks costs
Funding source: City
Responsible entity: City
Potential Partner: Frenchtown Revitalization Task Force

Frenchtown Materials Location Plan

Priority Area
Other areas of North Second Street and Frenchtown
North Third and Tecumseh Streets
Festival Street
### Material palette for priority area

**SIDEWALK + CURB EXTENSION**
- Concrete with brick or paver accents

**CROSSWALK**
- Graphic inlay

**PERMEABLE PARKING LANE**
- Permeable pavers

**PEDESTRIAN LIGHTING**
- Catenary lighting

### Material palette for other areas of North Second Street and Frenchtown

**SIDEWALK + CURB EXTENSION**
- Exposed aggregate concrete sidewalk and curb extensions

**CROSSWALK**
- Graphic or painted art crosswalks

**PERMEABLE PARKING LANE**
- Permeable pavers

**PEDESTRIAN LIGHTING**
- Historic industrial-inspired lighting
**Frenchtown furnishings on North Second Street and North Third Street**

**Bench**
- Traditional steel bench with a modern design. Silver or black color.

**Planters**
- Eclectic planters with laser cut panels that can be coordinated with the trash receptacles will further promote the district’s identity. Utilize the Frenchtown blue color for graphic cutouts.

**Trash Receptacles**
- A simple trash receptacle with laser cut panels that can incorporate the fleur de lis or other Frenchtown branding elements.

**Bike Rack**
- A simple circular bike rack to match finishes of other furnishings will be coordinated throughout Frenchtown.
Material and furnishings palette for the festival street

**FESTIVAL STREET CONCEPT IMAGE**

**CONSISTENT MATERIALS FOR STREET AND SIDEWALK**

- Catenary lighting
- Concrete pavers
- Concrete with decorative jointing

**LIGHTING**

**TREE GRATES**

**BENCH**

Modern steel and wood bench with a simple design that honors the industrial past of the site

**PLANTERS**

A simple metal planter will respond to the industrial character of the ACF development.

**TRASH RECEPTACLES**

Select a streamlined trash receptacle with laser cut panels and an industrial style.

**BIKE RACK**

A simple circular bike rack to match finishes of other furnishings will be coordinated throughout Frenchtown.
Moveable furnishings at ACF property public spaces

1. Foundry Art Centre Art Garden and Plaza

   Bright and durable plastic furniture evokes an artful character.

2. ACF Plaza

   Colorful bistro seating for informal outdoor seating areas.

3. Unger Park

   Playful and dynamic seating is inviting and enjoyable for people of all ages.
CI 02.02

Utilize the existing Frenchtown branding guidelines

Frenchtown’s current graphic identity should continue to be deployed in streetscape elements such as wayfinding signage and gateways. The Frenchtown website and promotional materials for events should also follow Frenchtown branding guidelines. Branding should continue to be distinct from Historic Main Street.

QUICK FACTS:
- Phase: 1, 2, 3, 4
- Estimated cost: NA
- Funding source: NA
- Responsible entity: Frenchtown Revitalization Task Force
- Potential Partner: Foundry Art Centre

CI 02.03

Create landscape and development standards for the Route 370 interchange

Interchange commercial areas typically prioritize the vehicle without much consideration for a pedestrian or bicyclist experience. By creating landscape and development standards for the Route 370 interchange, all modes of transportation can be considered by providing criteria for planting areas, pedestrian paths, bike parking and scale of development.

QUICK FACTS:
- Phase: 3
- Estimated cost: $120,000 to $150,000
- Funding source: City
- Responsible entity: City
- Potential Partner: NA

CI 02.04

Prioritize sustainability measures in new developments, redevelopments and public spaces

Sustainability can be a part of Frenchtown’s identity. By encouraging sustainable development standards in Frenchtown and elevating performance requirements of new buildings and open spaces, the Frenchtown brand will not only be focused on appearance but it will also embrace a set of values about sustainability. Sustainable building is appropriate for new construction and adaptive reuse. Some potential programs the City and developers should consider pursuing includes:

- All United States Green Building Council LEED programs for sustainable buildings including LEED O+M for existing buildings or LEED for Neighborhood Development, which includes redevelopment projects,
- The International WELL Building Institute’s WELL Certification for health and wellbeing,
- The Sustainable SITES Initiative SITES rating system for open spaces that provide ecosystem benefits,
- Greenroads certification program advances sustainability for transportation infrastructure.

Additional rating systems can be pursued by the City and/or developers as a strategy to reduce climate impacts and showcase a commitment to sustainable projects.

QUICK FACTS:
- Phase: 1, 2, 3, 4
- Estimated cost: NA
- Funding source: NA
- Responsible entity: City
- Potential Partner: NA
RATIONALE

Frenchtown has a rich history that dates back to the early nineteenth-century with the French settlers who founded St. Charles, but its story does not stop there. With the arrival of the railroad, Frenchtown developed into its own bustling commercial and industrial district. Today, Frenchtown is overshadowed by the success of the South Main Street Historic District (St. Charles Historic District). By celebrating Frenchtown's rich history and emphasizing what makes Frenchtown unique, Frenchtown can create its own identity, separate from the remainder of St. Charles, and can grow into a thriving, culturally important community.

GOAL 03
Showcase the history of Frenchtown

RECOMMENDATIONS

| CI 03.01    | Maintain the Frenchtown National Register and Local Historic District |
| CI 03.02    | Support the rehabilitation of historic structures in Frenchtown      |
| CI 03.03    | Update the existing Architectural Design Guidelines for the Frenchtown Preservation District |
| CI 03.04    | Update the signage code                                               |

POTENTIAL BENEFITS OF RECOMMENDATIONS

Increase economic value
Positively impact the local economy through tourism
Adds character and charm to a community and emphasizes its uniqueness
Increases neighborhood recognition
Raises the community’s awareness and pride
Maintain the Frenchtown National Register and Local Historic District

Historic districts can help to build community pride, increase neighborhood recognition, and create centers of heritage tourism. By maintaining and celebrating both the Frenchtown National Register and Local Historic Districts, it ensures that the integrity of the community is preserved for the future. It also allows owners of contributing structures to be eligible for historic preservation tax credits. To ensure the Frenchtown National Register and Local Historic Districts are maintained, contributing properties within Frenchtown should be retained, and their character-defining elements should be preserved.

**Quick Facts:**
- **Phase:** 1, 2, 3, 4
- **Estimated cost:** NA
- **Funding source:** NA
- **Responsible entity:** Frenchtown building owners
- **Potential Partner:** City Preservation Planner, Historic Landmarks Preservation and Architectural Review Board, City Building Division
Support the rehabilitation of historic structures in Frenchtown

Maintaining Frenchtown’s historic structures is critical for preserving the integrity of the community and its National Register and local historic districts. It can also strengthen the community, boost the local economy, and the buildings are sustainable.

Rehabilitating historic structures helps strengthen neighborhoods. Studies by the Advisory Council for Historic Preservation show that home values within a historic district rise quicker than they do in areas with modern buildings, and buyers are more willing to pay a premium for homes in historic districts.

Rehabilitating historic buildings offers a higher return on investment in terms of job creation than new construction or manufacturing. Preservation work depends more heavily on craftsmen and local laborers than the purchase of raw materials. Therefore, in comparison to new construction, preservation more directly benefits local businesses.

Rehabilitating historic buildings is environmentally responsible. Historic buildings were constructed with enhanced energy-efficient features, such as being designed to take advantage of natural daylight and natural ventilation, and the buildings were sited to reduce solar heat gain. The U.S. General Services Administration conducted a study and found that utility costs for historic Federal buildings were 27% lower than the utility costs for modern buildings. Historic buildings also have an embodied energy that is lost when the building is lost.

As noted above, the preservation of historic buildings within historic districts can positively impact the local economy through heritage tourism. A great example of this is the St. Charles (Main Street) Historic District.

The rehabilitation of the Frenchtown historic buildings can be done through the following:

- Continuing the existing facades grant programs through the Department of Community Development.
- Raise awareness of state and Federal Historic Tax Credits and direct building owners to the Missouri Historic Preservation Office.
- Provide building owners with lists of qualified architects, engineers, contractors, and conservators.

QUICK FACTS:
Phase: 1, 2, 3, 4
Estimated cost: NA
Funding source: Missouri Historic Preservation Office, National Park Service, Historic Tax Credits
Responsible entity: Department of Community Development (City)
Potential Partner: City Preservation Planner, Historic Landmarks Preservation and Architectural Review Board, Missouri Historic Preservation Office, National Park Service
Update the existing Architectural Design Guidelines for the Frenchtown Preservation District

The Architectural Design Guidelines for the Frenchtown Preservation District were written in 1999 and are now over 20-years old. Design guidelines should be reviewed periodically to ensure that the criteria outlined in the design guidelines reflect a community's current values and character.

Updated Architectural Design Guidelines should be developed in collaboration with the City and community under the guidance of a preservation planner. The process should include multiple public meetings and formal adoption by the City. Existing guidelines recommended to remain:
The current preservation guidelines that are aligned with the Secretary of the Interior’s Standards of Rehabilitation and/or might not meet the current values of the community including these potential updates:

- Allowing painted brick
- New additions, exterior alterations or related new construction should be compatible with the historic structure, but should be differentiated from the original structure.

**Guidelines for Historic Properties**
3.7 Maintain the historic building form, mass and scale.
3.9 Preserve original roof forms.
3.22 Use the gentlest possible procedures for cleaning, refinishing and repairing original materials.
3.24 Replacement materials should appear similar in character to that used historically.

**Guidelines for Additions**
4.7 A new addition shall be subordinate to the historic structure in scale and character.
4.15 Preserve, do not obscure, original architectural details of the historic structure.
4.19 An addition shall not be made to a primary façade.

There are a few instances in the existing guidelines that are contradictory with the Secretary of the Interior’s Standards of Rehabilitation and/or might not meet the current values of the community including these potential updates:

**Guidelines for New Construction and Alterations to Non-Contributing Structures**
5.1 A new building shall appear similar in height to those seen traditionally in the district.
5.2 On a previously undeveloped site, align a new structure with the setback line existing in that block.
5.3 Parking lots should be subdivided into small components so that the visual impact of large paved areas is reduced.
5.6 A new building shall appear similar in height to those seen traditionally in the district.
5.17 Architectural features that provide visual interest to pedestrians are encouraged.

**QUICK FACTS:**
- **Phase:** 1
- **Estimated cost:** $30,000 to $60,000
- **Funding source:** East-West Gateway, Missouri Historic Preservation Office, National Park Service, and National Trust for Historic Preservation
- **Responsible entity:** Department of Community Development (City)
- **Potential Partner:** Frenchtown Community, Historic Preservation Planner, Historic Landmarks Preservation and Architectural Review Board

**Guidelines for Historic Properties**
3.7 Maintain the historic building form, mass and scale.
3.9 Preserve original roof forms.
3.22 Use the gentlest possible procedures for cleaning, refinishing and repairing original materials.
3.24 Replacement materials should appear similar in character to that used historically.

**Guidelines for Additions**
4.7 A new addition shall be subordinate to the historic structure in scale and character.
4.15 Preserve, do not obscure, original architectural details of the historic structure.
4.19 An addition shall not be made to a primary façade.
Update the signage code

**Preserve existing historic signage:** Frenchtown’s history has left a mark by way of historic signage. This adds character and a strong sense of place as it references unique businesses and former building uses. This signage should be preserved where visible, revealed where covered up and in some cases restored. Faded historic facade painted signage is sometimes referred to as "ghost signs."

**Allow facade painted signage:** Current signage code limits signage painted on buildings and façades. This should be reviewed and amended to allow for contemporary painted signage to build upon the historic hand painted signage. There is a historic precedent within the neighborhood for facade painted signage, as there are some original facade painted signs and some historic photographs showing additional signs painted directly on walls.

**QUICK FACTS:**
- **Phase:** 1
- **Estimated cost:** NA
- **Funding source:** City staff time
- **Responsible entity:** Department of Community Development (City)
- **Potential Partner:** City Preservation Planner

**EXAMPLE OF GHOST SIGNS**
GOAL 04 | Embrace temporary improvements as strategies to celebrate Frenchtown

RATIONALE
The Frenchtown community has participated in numerous recent planning efforts including the Hyett Palma Plan and this Great Streets Plan. Now, the community is ready for improvements that can show progress toward some of the goals. Tactical urbanism strategies provide inexpensive and temporary tools for immediate enhancements. Since tactical urbanism is temporary, Frenchtown can take the opportunity to experiment and fully imagine what the aesthetic look could be for an artsy and edgy district (as described in Hyett Palma Plan). The recommendations in this goal will result in major improvements but do not require significant resources so they can be deployed throughout Frenchtown by the year 2021, if not earlier.

RECOMMENDATIONS

| CI 04.01 | Introduce a placemaking striping plan demonstration for North Second Street between Franklin and Olive Streets |
| CI 04.02 | Support parklets on North Second Street |
| CI 04.03 | Install temporary wayfinding signage throughout Frenchtown using the district brand guidelines |

POTENTIAL BENEFITS OF RECOMMENDATIONS
- Increased community trust
- Low investment requirements
- Increased safety
- Increased public space
- Improved sense of place and neighborhood character
- Improved wayfinding
Introduce a placemaking striping plan demonstration for North Second Street between Franklin and Olive Streets

Utilize tactical urbanism to demonstrate the changes envisioned on North Second Street with a temporary demonstration striping plan with colorful curb extension stencils and removable bollards.

This project can be implemented through a partnership with the City Public Works Department and the Frenchtown Revitalization Task Force and the Foundry Art Centre. The City will need to follow these steps:

- Prepare a striping plan that follows the dimensions indicated on the Great Streets Plan including 10-foot drive lanes, 8-foot parallel parking lane, curb extensions and crosswalks.
- The Public Works Department should coordinate the striping plan with the proposed dimensions. Removable and reflective bollards should be placed at the curb extensions crosswalks for safety.
- Through a partnership with the Frenchtown Revitalization Task Force and the Foundry Art Centre, the curb extension areas and the crosswalks can be painted or stenciled in an artful way in collaboration with local artists.
- Typically, the paint application will look appealing for one year so reapplication will be necessary until permanent improvements are implemented.
- If permanent improvements are delayed then the City can consider expanding the area for a placemaking striping plan demonstration on North Second Street from Tecumseh to Adams Streets.

Quick Facts:
- Phase: 1
- Estimated cost: $35,000
- Funding source: City budget
- Responsible entity: City Public Works
- Potential Partner: Frenchtown Revitalization Task Force; Foundry Art Centre

Image credit: street-plans.com
Image credit: kxan.com
Support parklets on North Second Street

Parklets are temporary and seasonal platform structures within parallel parking spaces in the public right of way. Successful examples of parklets can be found all over the world from an established program in San Francisco, California to a new program in Dallas, Texas. The Frenchtown parklet program can be structured in two ways that can be initiated concurrently.

First, local regulations and streamlined permitting can support local businesses on North Second Street if they want to invest in a private parklet in the parking space(s) in front of their storefront to support their customers. Local businesses may use the space for outdoor dining or for pop-up vendors.

Second, the City can deploy multiple public parklets on North Second Street to be utilized for public seating and public access. In each case, a parklet design standard should be established for structural requirements and safety. Elements of parklets to consider include:

- A platform that is sized to meet flush with the curb and maintain a level ADA-accessible surface. The platform should also accommodate the slope and drainage of the gutter on the street.
- A barrier between the occupiable parklet area and the street such as a low wall, guardrail or planter.
- Tables and seating.
- Planting.

The best locations for parklets is within the Priority Area where the community confirmed a preference for early phase improvements and increased investments. The parklet program can be paired with striping plan demonstration project where the parklets can be located in the mid-block crossing areas as depicted on the Great Streets Plan.

QUICK FACTS:
Phase: 1, 2, 3, 4
Estimated cost: <$10,000
Funding source: City budget
Responsible entity: City
Potential Partner: Frenchtown Revitalization Task Force

SEE ALSO
CI 04.01

Image credit: Allan Crawford
Image credit: mobilitylab.org
Install temporary wayfinding signage throughout Frenchtown using the district brand guidelines

QUICK FACTS:
Phase: 1
Estimated cost: $10,000
Funding source: City budget
Responsible entity: City
Potential Partner: Frenchtown Revitalization Task Force

Nimble, short-term wayfinding signage can be deployed in Frenchtown by utilizing simple materials. The existing utility poles and street lamps can provide an adequate surface on which to mount temporary signage. The signage information and graphics can be printed on simple, durable and available materials like corrugated plastics. The corrugated plastic signage can be mounted on the existing posts with zip ties.

The content of the signs can include the names of destinations, directional arrows and information about distance in miles and/or minutes for walking.

In the summer months, signage can take the form of stencils and street striping paints to share directional and events information.
GOAL 05 | Celebrate Frenchtown through events

RATIONALE
Though quantifying the value of community events is challenging, actively programming places and spaces with events can help enhance visibility, exposure, and positive perceptions of a community. These events can include markets, festivals, and performances, or other informal pop-up events like food trucks or beer gardens. In order for events to be successful, an organized and consistent approach is required.

RECOMMENDATIONS

| CI 05.01 | Establish a single-entity to organize the calendar of events and events promotion |
| CI 05.02 | Streamline the permitting process for events in Frenchtown |

POTENTIAL BENEFITS OF RECOMMENDATIONS

- Increased visitors
- Increased Frenchtown recognition
- Improved quality of life for residents
Establish a single-entity to organize the calendar of events and events promotion

Events in Frenchtown such as the community potluck dinner in the streets and competitive outdoor boxing matches should be coordinated by a single-entity in Frenchtown. Large and exciting events could draw thousands of people from the metropolitan region if they are organized and marketed strategically. The Frenchtown calendar of events will ensure there is a strategy to host events throughout the year that do not conflict with other regional events, especially on Historic Main Street.

Marketing for Frenchtown events should follow the existing brand guidelines with a look that is distinct from Historic Main Street events. Promotions strategy and communication channels such as social media should be determined by a professional marketing entity.

Streamline the permitting process for events in Frenchtown

The permitting process for community events in Frenchtown should be streamlined to reduce barriers. The City should ensure that the basic health, safety and welfare are considered with events. Any other requirements should be as straight-forward as possible.

The City could establish a checklist or toolkit approach for event permitting that outlines an approachable process including a timeline and approved vendors.

what we heard

The top three St. Charles festivals/events that workshop participants enjoy the most are Christmas Traditions, Festival of the Little Hills and Oktoberfest.

(Workshop 1, question 1)

CI 05.01

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SEE ALSO
CI 05.02

CI 05.02

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</table>

what we heard

The top three St. Charles festivals/events that workshop participants enjoy the most are Christmas Traditions, Festival of the Little Hills and Oktoberfest.

(Workshop 1, question 1)
The Frenchtown Great Streets Plan is a comprehensive corridor plan requiring coordinated effort amongst various entities. This section provides a path forward.

Contents:
Implementation Overview
Phasing and Catalyst Projects
Business and Management Plan
A Living Plan
IMPLEMENTATION OVERVIEW

The Frenchtown Great Streets Plan offers a multi-faceted vision for the corridors in the district. Focused on North Second and North Third Streets, the adjacent parcels, assets and opportunities, the Plan considers the streets and the context in a comprehensive way. The Plan’s aspirations, goals and recommendations are organized within four framework topics:

- Connections and Mobility,
- Development Assets,
- Green Network and Stormwater, and
- Character and Identity.

These framework topics evaluate complex systems, like stormwater and habitat, and consider existing opportunities, like multiple regional and statewide bicycle networks. The pieces of the Plan work together synergistically to offer the most benefit to the existing Frenchtown community and future residents and visitors. Synergistic elements of the Plan are evident when uses and benefits are not single-serving but layered such as:

- A street with ample public space so it accommodates all people and functions of the street, not just people driving in cars,
- A street that also functions to slow, filter and convey stormwater through BMPs,
- A new development that can provide additional housing and retail as well as tax revenue to fund large infrastructure projects like upgrading the Missouri River levee,
- A public park that provides a venue for events but also habitat and pedestrian and bicycle access to the Missouri River,
- An innovative wayfinding signage project that provides directional information and also reflects the character of Frenchtown.

Given the depth and breadth of this Plan, a strategic implementation approach is required in order to meet the vision for Frenchtown as established through the Hyett Palma Audit, 2019.

This chapter will provide implementation guidance through four sections including phasing and catalyst projects, funding toolkits, business and management plan and a summary action matrix.

CHAPTER OVERVIEW

PHASING AND CATALYST PROJECTS

The phasing plan and the identified catalyst projects are intended to spark meaningful, sustainable growth that supports the existing community and spurs ongoing economic development in Frenchtown. Coupled with targeted incentives, phasing can initiate change and showcase early success in key locations. When completing economic development and corridor plans, the community plays an important role in identifying desirable locations for catalytic change, such as the
ACF property. This Plan considers mobility and connectivity, market and economic trends as well as vacant or available parcels and adjacent land uses to understand potential for private redevelopment in the Frenchtown area. Public realm investment can also serve as a catalyst. A well-designed and highly functional public space has the potential to attract private redevelopment.

The phasing and catalyst projects build upon the current trajectory in Frenchtown, considering projects already underway:

- The Foundry Art Centre opened in 2004
- Climb So Ill’s The Steel Shop destination climbing gym plans to open in 2020
- The ACF property developer and the City are currently in due diligence phase
- The Missouri River levee study will provide recommendations in April 2021 for a 500-year certified levee
- The Missouri River Trail improvements along Route 370
- The Boschert Greenway extension to Lawrence and North Second Streets
- The Clark Street Complete Streets Plan and Market Study

FUNDING TOOLKITS

Funding toolkits are provided to describe various funding mechanisms. Developers can extend their private investment by utilizing the “Development Funding Toolkit.” The City can take advantage of resources in the “Infrastructure Funding Toolkit” when building streetscape improvements. Additional funding mechanisms are also listed under “Other Funding Options.”

BUSINESS AND MANAGEMENT PLAN

The Business and Management Plan identifies existing organizations and potential service opportunities in order to provide additional maintenance and business support in Frenchtown.

A LIVING PLAN

The Living Plan section and summary table will conclude the Great Streets Plan. This table summarizes all the goals, recommendations and corresponding phasing from Chapter 2 Connections and Mobility, Chapter 3 Development Assets, Chapter 4 Green Network and Stormwater and Chapter 5 Character and Identity. Direction is provided for achieving a living plan.
The proposed phasing prioritizes catalyst projects and a logical sequence that can be implemented over the next fifteen years in four sequential phases that each build upon the previous phase. Each of the recommendations found within the Frenchtown Great Streets Plan are accounted for within each of the phases.

Catalyst and priority projects are projects that provide significant improvements that serve an economic purpose to inspire future private investment. They also have the potential to contribute positively to resident or visitor experience.

In Frenchtown, the priority projects requiring public funding are:

- Upgrade the Missouri River levee
- North Second Street improvements
- Complete a walkable street grid network in Frenchtown including a North Main Street extension through the ACF property
- Pedestrian and bike connections to the Katy Trail, especially by Lawrence Street
- The Frenchtown public square
- The Frenchtown farmers market

The catalyst projects requiring private investment are:

- Redevelopment of the ACF property
- New multi-family housing in the Rivers Edge sub-district
- New mixed-use development in the New Frenchtown sub-district
- New structured parking with ground-floor retail at North Second and Clark Streets

All of the catalyst sites requiring private investment are currently underutilized and provide nominal property or sales tax revenue in their current condition. Development as conceptually proposed would generate significant increases in new sales and/or property taxes for the City, County, and State.

### PHASING AND CATALYST PROJECTS

### FRENCHTOWN INFRASTRUCTURE IMPROVEMENTS

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<td>North Second Street (Clark to Bayard Street)</td>
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<td>North Second Street (Bayard to Bainbridge Street)</td>
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<td><strong>Total North Second Street Improvements</strong></td>
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<tr>
<td>Main Street extension into ACF property</td>
<td>$5,580,000</td>
</tr>
<tr>
<td>East-west streets extension into ACF property</td>
<td>$950,000</td>
</tr>
<tr>
<td><strong>Total Street Improvements in ACF Property</strong></td>
<td><strong>$6,530,000</strong></td>
</tr>
<tr>
<td>Total Lawrence Street Improvements and Riverfront Promenade</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Total Tecumseh and North Third Street Improvements</td>
<td>$3,900,000</td>
</tr>
<tr>
<td>Underground overhead utilities</td>
<td>$3,150,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$24,440,000</strong></td>
</tr>
</tbody>
</table>
PHASING CONSIDERATIONS
Implementing the Plan's vision for a vibrant and attractive district will require a systematic and thoughtful phasing approach. The Plan's success will rely on the support and coordination between the City of St. Charles and a variety of stakeholders. Before the physical implementation of the Plan can begin, initial efforts must focus on the development of partnerships and the securing of potential funding sources.

The following pages provide an overview of each of the four phases:

- **Phase 1 Laying the groundwork** starts with easily implemented tasks such as code and guideline updates and temporary physical improvements.

- **Phase 2 Build upon excitement** initiates permanent improvements to the Sawtooth and Old Frenchtown sub-districts.

- **Phase 3 Expanding vibrancy** introduces a series of shared parking lots and completes streetscape improvements on North Second, Tecumseh and North Third Streets.

- **Phase 4 Maximize latent capacity** completes the Frenchtown Great Streets Plan with a nature preserve park and new development in the Interchange Commercial and River Bridge sub-districts.
The Frenchtown community can benefit from immediate action to make progress toward larger visionary goals. Phase one includes recommendations for temporary improvements, demonstration projects, zoning code updates and additional planning efforts. Phase one projects can be implemented in 2020 and 2021, setting up the framework for more permanent change.

Phase two projects include interventions that will affect change such as streetscape and public space enhancements that will help trigger redevelopment in the area and attract outside spending. It also includes more complex projects that are critical first steps to the success of the Frenchtown vision, like the redevelopment of the ACF property. These first projects set a logical foundation for other consecutive improvements.
Phase three projects include additional improvements for district connectivity and identity as well as more redevelopment opportunities, that will bring new investment and residents to the area. These projects will also help solidify the new image for Frenchtown and create a recognizable character for the area.

Phase four projects include longer term recommendations related to larger redevelopment areas such as the Route 370 interchange and potential mix-use along North Third Street. The Frenchtown nature park along the Missouri River is also sequenced in Phase four, completing the vision for the Frenchtown Great Streets Plan.
Phase One: Laying the Groundwork in 2020 and 2021

Placemaking striping plan demonstration project and parklets (CI 04.01 and CI 04.02)

Temporary farmers market south of Eco Park (DA 01.01)

Extend the Boschert Greenway east on Lawrence Street as a bicycle boulevard to connect to the Katy Trail (CM 04.02)

Introduce bike sharrows on Wood, North Third and North Fourth Streets (CM 01.08)

Gateway element at the trestle bridge (CI 01.01)

Establish new pedestrian and bike connects to the Katy Trail through the ACF property (CM 04.01), pending owner agreement

Other recommendations for Phase 1:
CM 03.01, DA 04.01, DA 06.01, DA 06.03, CI 03.03, CI 03.04, CI 04.03
Phase Two: Build upon excitement in 2022 to 2025

Legend
- Public improvements
- Private development
- Temporary/demonstration projects

- **2A**: Streetscape improvements on North Second Street including relocation of overhead utilities (CM 01.01, CM 01.09, CM 01.05, CM 01.07, CM 02.01, CM 02.02, CM 02.03, CM 02.04, CM 02.06, CM 03.02, CM 03.07, GS 02.01, GS 02.02, GS 04.02, GS 04.03, GS 04.04, CI 01.02, CI 02.01)

- **2B**: Extend street grid through the ACF property and introduce festival street (CM 01.06, CM 02.05)

- **2C**: ACF property redevelopment with Frenchtown public square, Unger Park and year-round farmers market (DA 01.01, DA 01.02, Goal DA 02, DA 03.01, DA 05.01, GS 03.04)

- **2D**: Provide interim surface parking lots prior to vacant lot development (CM 03.04)

- **2E**: Provide new parking garage(s) with ground-floor retail to activate street frontage (CM 03.05, DA 05.02)
Introduce new destination public spaces along the Missouri River (CM 05.01)

Other recommendations for Phase 2:
CM 01.10, CM 01.11, CM 03.06, CM 04.03, DA 03.02, DA 04.03, DA 04.04, DA 04.06, DA 06.01, GS 01.02, GS 02.03, GS 02.04, CI 05.01, CI 05.02
At roughly 400,000 square feet of mostly underutilized building area and more than 22 acres of land area, the ACF’s redevelopment is a key short-term catalyst. The site presents a tremendous opportunity to activate Frenchtown and attract new residents and visitors. The proposed street grid connections will increase connectivity and mobility in the area. The new Main Street extension would also serve as a festival street, a venue for future community events. As part of the ACF property redevelopment a new ACF Plaza is proposed, as well as Unger Park and connections to the Katy Trail. A pedestrian promenade with views and access to the Missouri River is also included in this catalyst project.

The parcels to the north can serve as temporary public parking lots prior to formal development.

### ACF PROPERTY DEVELOPMENT OPPORTUNITY

#### OPINION OF PROBABLE COST

<table>
<thead>
<tr>
<th>Streetscape improvements</th>
<th>$7,500,000 to $8,500,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total redevelopment</td>
<td>$60,000,000</td>
</tr>
</tbody>
</table>

(developer financed)

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC). The full OPC is located in Appendix G. The total redevelopment costs are based on comparable developments.

### ACF PROPERTY DEVELOPMENT OPPORTUNITY

#### FISCAL IMPACT ESTIMATE

<table>
<thead>
<tr>
<th>Fiscal impact summary based on market study estimation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected new annual property taxes</td>
</tr>
<tr>
<td>Projected annual City sales tax revenue</td>
</tr>
<tr>
<td>Projected annual County sales tax revenue</td>
</tr>
<tr>
<td>Projected annual State sales tax revenue</td>
</tr>
</tbody>
</table>
The North Second Street streetscape improvements will help create an attractive and vibrant core for Frenchtown, with traffic calming narrow drive lanes, new sidewalks and pedestrian crosswalks, curb extension at the corners, rain gardens and extended planting areas. By rerouting overhead utilities, there is also an opportunity for additional street trees.
To respond to the future parking demand in the area and support the ACF redevelopment, a new parking structure is proposed south of the Foundry Art Centre. This structure would have commercial uses facing North Main Street and would support future restaurants, the Frenchtown farmers market and other uses within the ACF property.

The opportunity site west of the proposed parking garage could be a potential second retail-wrapped parking garage.

**Fiscal impact summary based on market study estimation of one parking garage at North Second and Clark Streets.**

<table>
<thead>
<tr>
<th>CLARK STREET BLOCKS DEVELOPMENT OPPORTUNITY</th>
<th>OPINION OF PROBABLE COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundry Art Centre Lot</td>
<td>$9,750,000</td>
</tr>
<tr>
<td>(structured 3 level, 300-space garage with 6,700 sf of ground-floor retail; developer financed with subsidies)</td>
<td></td>
</tr>
<tr>
<td>North Second Block</td>
<td>$48,500,000</td>
</tr>
<tr>
<td>(mixed use development; developer financed)</td>
<td></td>
</tr>
</tbody>
</table>

The total redevelopment costs are based on comparable developments.

<table>
<thead>
<tr>
<th>CLARK STREET BLOCKS DEVELOPMENT OPPORTUNITY</th>
<th>FISCAL IMPACT ESTIMATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected new annual property taxes</td>
<td>$430,000</td>
</tr>
<tr>
<td>Projected annual City sales tax revenue</td>
<td>$90,000</td>
</tr>
<tr>
<td>Projected annual County sales tax revenue</td>
<td>$100,000</td>
</tr>
<tr>
<td>Projected annual State sales tax revenue</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

Fiscal impact summary based on market study estimation of one parking garage at North Second and Clark Streets.
Phase Three: Expanding vibrancy in 2026 to 2030

Legend
- Public improvements
- Private development

- Streetscape improvements on North Second Street between Bayard and Bainbridge Streets (CM 01.01, CM 01.09, CM 01.05, CM 01.07, CM 02.01, CM 02.02, CM 02.03, CM 02.04, CM 02.06, CM 03.02, CM 03.07, GS 02.01, GS 02.02, GS 04.02, GS 04.03, GS 04.04, CI 01.02, CI 02.01)
- Upgrade the Missouri River levee (GS 01.01)
- Rivers Edge sub-district development (DA 05.03, DA 03.03, Goal DA 02)
- Riverfront Park by the ACF Plaza (GS 03.04)
- Shared parking lots (CM 03.03)
- New Frenchtown sub-district development (DA 05.04, DA 03.04, Goal DA 02)
Infill development along North Second Street (Goal DA 02, DA 03.01, DA 03.02, DA 03.04, Goal DA 04)

Streetscape improvements on North Second Street between Bainbridge and Tecumseh Streets, along Tecumseh Street and on North Third Street to Route 370 (CM 01.01, CM 01.09, CM 01.05, CM 01.07, CM 02.01, CM 02.03, CM 02.04, CM 02.06, CM 03.02, CM 03.07, GS 02.01, GS 02.02, GS 04.02, GS 04.03, GS 04.04, CI 01.02, CI 02.01)

Convert North Third and North Fourth Streets to two-way operation (CM 01.03)

Add gateway elements along North Second Street (CI 01.01)

Other recommendations for Phase 3:
CI 02.03
Streetscape improvements continue on North Second Street. Improvements include traffic calming narrow drive lanes, new sidewalks and pedestrian crosswalks, curb extensions at the corners, rain gardens and extended planting areas. With the relocation of overhead utilities, there is also an opportunity for additional street trees.

**NORTH SECOND STREET IMPROVEMENTS BETWEEN BAYARD AND BAINBRIDGE STREETS**  
**OPINION OF PROBABLE COST**  
**Streetscape improvements**  
$4,600,000

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC). The full OPC is located in Appendix G.
The sites in New Frenchtown east of North Second Street present a key redevelopment opportunity to attract new residents to the area and help consolidate the northern portion of Frenchtown. The three sites located south of Eco Park have existing vacant lots that could redevelop as whole blocks and become catalysts for change in the area.

The development on the blocks between Olive and Wilkinson Streets could include up to 175 upscale residential units and 20,000 square feet of first-floor retail fronting North Second Street.
Phase 3: Rivers Edge development opportunity

With roughly 3.3 acres of total land area, the vacant sites located within the River Edge sub-district just north of the ACF buildings provide a distinct opportunity for new four-story residential development. The new upscale housing has the potential to transform the eastern edge of the district.

Upgrading the levee to floodproof this area is a key step to support development in this location.

**OPINION OF PROBABLE COST TOTAL:**

$2,200,000

(for streetscape improvements only)

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**RIVERS EDGE DEVELOPMENT OPPORTUNITY**

**OPINION OF PROBABLE COST**

Streetscape improvements, east-west street extensions  

$2,700,000

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC). The full OPC is located in Appendix G.

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**RIVERS EDGE DEVELOPMENT OPPORTUNITY**

**FISCAL IMPACT ESTIMATE**

Projected new annual property taxes  

$350,000

Fiscal impact summary based on market study estimation.
Improvements on North Third and Tecumseh Streets will create a more pedestrian friendly environment and connecting to larger mobility networks, such as the cycle track on North Third Street. This phase also includes the removal of the North Third Street roundabout and a reconfiguration of the intersection at North Second and Tecumseh Streets.

STREETScape IMPROVEMENTS ON NORTH THIRD AND TECUMSEH STREETS
OPINION OF PROBABLE COST

| Streetscape improvements | $3,850,000 |

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC). The full OPC is located in Appendix G.
Phase Four: Maximize latent capacity in 2031 to 2040

Legend

Public improvements

Private development

New Frenchtown sub-district development (Goal DA 02, DA 03.04, DA 05.04, Goal DA 04)

Interchange commercial sub-district development (Goal DA 02, DA 03.06, Goal DA 04)

River Bridge sub-district development (Goal DA 02, DA 03.05, Goal DA 04)

New nature preserve and river restoration (GS 03.03)

Other recommendations for Phase 4:

GS 03.01, CI 01.04
The new nature preserve and river restoration park will become a passive recreation area between the Missouri River and the Katy Trail. This park will provide ecosystem benefits. Educational interpretive signage can provide information to visitors about the flora and fauna of the region's riparian habitats. Observation platforms and river overlook nodes provide places to rest and enjoy views of the river. An elevated boardwalk will traverse the park, allowing for seasonal flooding. The pathway system will connect public spaces in Frenchtown including the ACF Plaza, Unger Park and Blanchette Landing to the north.
The sites along Tecumseh and North Second Street present a second mix-use redevelopment opportunity in the New Frenchtown sub-district that will attract new businesses and residents to the area and help create a gateway to the district.
### Phasing Gantt Chart

<table>
<thead>
<tr>
<th></th>
<th>PHASE 1</th>
<th></th>
<th>PHASE 2</th>
<th></th>
<th>PHASE 3</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020</td>
<td>Q3</td>
<td>2021</td>
<td>Q1</td>
<td>2022</td>
<td>Q2</td>
</tr>
<tr>
<td>Q4</td>
<td>Q3</td>
<td>Q4</td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
</tr>
<tr>
<td>Q2</td>
<td>Q1</td>
<td>Q2</td>
<td>Q4</td>
<td>Q3</td>
<td>Q2</td>
<td>Q1</td>
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</tr>
</tbody>
</table>

**Legend**
- Orange: Recommendation duration by framework topic
- Blue: Dependent on private development

*CM 01.01 and CM 01.02: Also refer to CM 01.07, CM 01.09, CM 02.01, CM 02.03, CM 02.04, CM 02.06, CM 03.02, CM 03.07, GS 02.01, GS 02.02, GS 04.02, GS 04.03, GS 04.04, CI 02.01*
Note: This phasing diagram is preliminary and intended to outline possible implementation time frames only. All information herein should be vetted by City and County leadership against available funding and annual priorities to determine final implementation strategy. All of the recommendations depicted are desired by the community and should be coordinated with City processes for the most effective implementation time frame.
FUNDING TOOLKITS

Streetscape improvement funding requires creative combinations of multiple city, state, federal and private funds that are available but also challenging to obtain. Funding frequently depends on winning grants and mobilizing property owners, businesses, residents and public sector officials. There is no singular path to follow to fund streetscape improvements. To help facilitate the implementation of this plan, we have created a series of Funding Toolkits for the different types of projects that are part of the Frenchtown Great Streets Plan, including a development funding toolkit and an infrastructure funding toolkit.

The development funding toolkit is a list of potential resources that could be useful for development partners in Frenchtown. This list could be formalized with additional support and guidance that can be provided by the City and/or County.

The infrastructure funding toolkit will be useful for the City and County to reference when budgeting for streetscape and public projects in Frenchtown.

Many recommendations in this report will require investments from the City and/or County. This could be in the form of staff time or directly funding improvements through municipal budgets.

<table>
<thead>
<tr>
<th>Funding Options</th>
<th>Typology</th>
<th>Suitable use</th>
<th>Responsible entity</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Increment Financing (TIF)</td>
<td>Tax tool</td>
<td>ACF property</td>
<td>City</td>
<td>100% of payments in lieu of taxes (PILOTS) and 50% of economic activity taxes (EAT); contributing value of TIF is often about 15% of total development value.</td>
<td>TIF incentivizes new development by committing future property and sales tax increases within a defined district to finance redevelopment costs for blighted areas. Tax increment financing captures all or portions of these increases for a period of up to 23 years and projects can also include public infrastructure improvements and cleaning up polluted areas.</td>
</tr>
<tr>
<td>Community Improvement District (CID)</td>
<td>Tax district</td>
<td>North Second Street and ACF property</td>
<td>City and local property owners</td>
<td>0.25 to 1.00% district-wide sales tax.</td>
<td>A Community Improvement District (CID) is a local special taxing district that collects revenue through special assessments or additional property and sales taxes within its designated boundaries to pay for special public facilities, improvements or services. CIDs are created by ordinance of the local governing body of a municipality upon presentation of a petition signed by owners of real property within the proposed district’s boundaries, typically encompassing a commercial, not a residential area.</td>
</tr>
<tr>
<td>Neighborhood Improvement District (NID)</td>
<td>Tax district</td>
<td>Frenchtown residential neighborhoods</td>
<td>City and local property owners</td>
<td>Special property tax assessment ranging from 1.0 to 3.0%</td>
<td>A Neighborhood Improvement District (NID) is a special taxing district that collects revenue within its designated boundaries to help pay for public infrastructure, facilities or other improvements that confer a benefit on property within the district. NIDs are normally utilized within a residential area and not a commercial area.</td>
</tr>
<tr>
<td>Funding Options</td>
<td>Typology</td>
<td>Suitable use</td>
<td>Responsible entity</td>
<td>Value</td>
<td>Description</td>
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<td>--------------------------------------------------</td>
<td>--------------------</td>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Chapter 353 Tax abatement</td>
<td>Property tax tool</td>
<td>All new development</td>
<td>City</td>
<td>Contributing value of tax abatement is often about 10% of total development value.</td>
<td>Real Estate Tax Abatement is an incentive tool that freezes property tax assessment of new improvements at pre-development levels. Missouri state law allows abatements to last up to 25 years, with the first ten years eligible for complete abatement, and the remaining years eligible for 50 percent abatement.</td>
</tr>
<tr>
<td>Missouri Development Finance Board (MDFB)</td>
<td>Bond financing tool</td>
<td>Cultural facilities, public infrastructure improvements</td>
<td>City</td>
<td>Tax exempt bond program is available for projects with loans ranging from $400,000 to $10 million; MDFB tax credits of up to 50% of contribution.</td>
<td>The MDFC provides tax-exempt bond financing for development of cultural facilities and tax credits of up to 50 percent for qualifying public infrastructure improvements related to economic development projects in Missouri.</td>
</tr>
<tr>
<td>State and Federal Historic Tax Credits</td>
<td>Tax credit tool</td>
<td>All income-producing contributing properties within the National Register Historic District</td>
<td>Property owners</td>
<td>State tax credits equal to 25% of eligible development costs; federal credits equal to 20% of eligible development costs</td>
<td>Contributing properties within the National Register Historic District can qualify for Missouri State Historic Tax Credits and the Federal Historic Preservations Tax Incentive Program. The state historic tax credit is a tax credit equal to 25 percent of the eligible costs and expenses of the rehabilitation of an income-producing historic residential or commercial structure. The federal program allows for a 20 percent investment tax credit for rehabilitation of income-producing historic structures, such as commercial, industrial, or rental housing.</td>
</tr>
<tr>
<td>Brownfields Remediation Program</td>
<td>Tax credit tool</td>
<td>ACF property</td>
<td>ACF property owner</td>
<td>State credits are equal to 100% of eligible remediation costs.</td>
<td>Brownfields are abandoned or underutilized industrial and commercial properties with actual or perceived contamination that have potential for redevelopment. The Missouri Department of Economic Development provides tax credits of up to 100 percent for eligible remediation costs. Additional support is available from the Department of Natural Resources and the Environmental Protection Agency in the form of grants and low-interest loans for remediation, as well as technical assistance for regulatory programs and environmental liability.</td>
</tr>
<tr>
<td>Community Development Block Grants (CDBG)</td>
<td>Grant</td>
<td>Varies</td>
<td>City</td>
<td>Varies</td>
<td>The CDBG program provides communities with resources to revitalize neighborhoods, expand affordable housing and economic opportunities, and/or improve community facilities and services for low- and moderate-income households. The City of St. Charles utilizes CDBG funding for the Home Improvement Loan Program, a program focused on development.</td>
</tr>
<tr>
<td>National Park Service (NPS)</td>
<td>Grant</td>
<td>Historic properties</td>
<td>City or property owners</td>
<td>Typically between $24,000 to $50,000</td>
<td>The National Park Service provides several grants to assist with a variety of historic preservation and community projects focused on heritage preservation.</td>
</tr>
<tr>
<td>Funding Options</td>
<td>Typology</td>
<td>Suitable use</td>
<td>Responsible entity</td>
<td>Value</td>
<td>Description</td>
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</tr>
<tr>
<td>Missouri State Historic Preservation Office</td>
<td>Grant</td>
<td>Historic properties</td>
<td>City</td>
<td>Varies</td>
<td>The Missouri State Historic Preservation Office provides several grants that help with the rehabilitation of historic properties.</td>
</tr>
<tr>
<td>National Trust for Historic Preservation</td>
<td>Grant</td>
<td>Historic properties</td>
<td>City or nonprofit organization</td>
<td>Varies</td>
<td>The National Trust for Historic Preservation offers grants to help cities and nonprofit organizations to encourage historic preservation.</td>
</tr>
<tr>
<td>Missouri Department of Economic Development Neighborhood Assistance Program (NAP)</td>
<td>Tax Credit</td>
<td>Missouri business owners</td>
<td>Business owner</td>
<td>50% tax credits per project; maximum of $250,000</td>
<td>Provide assistance to community-based organizations that enables them to implement community or neighborhood projects in the areas of community service, education, crime prevention, job training and physical revitalization. The key priority is to focus efforts for the prevention, education and awareness, treatment and reduction of opioid abuse. Additional priorities include job training to develop the workforce and address the gap between available jobs and qualified workers in a community, and innovative programs to facilitate the transition of military service members back into the workplace and community upon return from combat deployment.</td>
</tr>
</tbody>
</table>

**INFRASTRUCTURE AND PUBLIC PROJECTS FUNDING TOOLKIT**

<table>
<thead>
<tr>
<th>Funding Options</th>
<th>Typology</th>
<th>Suitable use</th>
<th>Responsible entity</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Charles County Transportation Sales Tax</td>
<td>Tax</td>
<td>Street and transportation projects</td>
<td>County</td>
<td>Varies, dependent on project criteria</td>
<td>The County’s ½-cent transportation sales tax was first enacted by the voters in 1985 and has been reauthorized three times. The county’s ½ cent transportation sales tax was established as a capital improvement tax with three priorities (1) arterial road improvements, (2) congestion/safety improvements on non-arterial roads, and (3) economic development. The tax was not intended to be used for maintenance. These improvements are included in the three-year Transportation Improvement Plan (TIP). The sales tax generates approximately $20 million a year for road improvement projects.</td>
</tr>
<tr>
<td>Stormwater tax</td>
<td>Tax</td>
<td>Green infrastructure projects</td>
<td>City</td>
<td>Varies, dependent on amount of tax levied</td>
<td>A stormwater tax can be issued to all property owners within the City of St. Charles. Alternative, an impact area can be determined within the municipality to reduce the number of property owners responsible for the stormwater tax.</td>
</tr>
<tr>
<td>Transportation Development District (TDD)</td>
<td>Tax district</td>
<td>Parking and transportation projects</td>
<td>City</td>
<td>Varies, dependent on amount of tax levied</td>
<td>A Transportation Development District (TDD) is a special taxing district that collects revenue through add-on sales or property taxes and or special property assessments to assist with funding for the promotion, design, construction, improvement or operations of transportation-related infrastructure.</td>
</tr>
<tr>
<td>Funding Options</td>
<td>Typology</td>
<td>Suitable use</td>
<td>Responsible entity</td>
<td>Value</td>
<td>Description</td>
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</tr>
<tr>
<td><strong>Surface</strong></td>
<td>Grant</td>
<td>Street and transportation projects</td>
<td>City</td>
<td>Up to 80% federal grant with 20% local funding match</td>
<td>STP-S provides flexible funding that may be used for projects to preserve and improve the conditions and performance on any Federal-aid highway, bridge and tunnel projects on any public road, pedestrian and bicycle infrastructure, and transit capital projects, including intercity bus terminals.</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td>Grant</td>
<td>Street and transportation projects</td>
<td>City</td>
<td>Up to 80% federal grant with 20% local funding match</td>
<td>The CMAQ program provides a flexible funding source for transportation projects and programs to help meet the requirements of the Clean Air Act.</td>
</tr>
<tr>
<td><strong>Program (STP-s)</strong></td>
<td>Grant</td>
<td>Street and transportation projects</td>
<td>City</td>
<td>Up to 80% federal grant with 20% local funding match</td>
<td><strong>Congestion Mitigation and Air Quality Improvement Program (CMAQ)</strong></td>
</tr>
<tr>
<td><strong>Transportation Alternatives Program (TAP)</strong></td>
<td>Grant</td>
<td>Street and transportation projects</td>
<td>City</td>
<td>Up to 80% federal grant with 20% local funding match</td>
<td>TAP provides funding for a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities, safe routes to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity.</td>
</tr>
<tr>
<td><strong>Better Utilizing Investments to Leverage Development (BUILD) Transportation Discretionary Grants program</strong></td>
<td>Grant</td>
<td>Street and transportation projects</td>
<td>City</td>
<td>Up to $25 million</td>
<td>BUILD grants are for planning and capital investments in surface transportation infrastructure and are to be awarded on a competitive basis for projects that will have a significant local or regional impact. BUILD funding can support roads, bridges, transit, rail, ports or intermodal transportation. Projects for BUILD will be evaluated based on merit criteria that include safety, economic competitiveness, quality of life, environmental sustainability, state of good repair, innovation, and partnership. This tool has provided for a variety of streetscape and transportation improvements in the St. Louis area.</td>
</tr>
<tr>
<td><strong>Community Development Block Grants (CDBG)</strong></td>
<td>Grant</td>
<td>Varies</td>
<td>City</td>
<td>Varies, project dependent</td>
<td>Annual grants on a formula basis issued to states, cities, and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. Within the City and County of St Charles the Transportation Services Program and Homeless Prevention Program are two services currently funded by the CDBG.</td>
</tr>
<tr>
<td>Funding Options</td>
<td>Typology</td>
<td>Suitable use</td>
<td>Responsible entity</td>
<td>Value</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------------</td>
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</tr>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>Grant</td>
<td>Varies</td>
<td>City, County or nonprofit organizations</td>
<td>Varies</td>
<td>The Grants fund a wide array of research and initiatives to help address some of America’s most pressing health challenges, including but not limited to:</td>
</tr>
</tbody>
</table>
|                                      |          |              |                                                    |                | • Planning and demonstration projects  
• Research and evaluations  
• Policy and statistical analysis  
• Learning networks and communities  
• Public education and strategic communications  
• Community engagement and coalition-building  
• Training and fellowship programs  
• Technical assistance |
| National Endowment for the Arts (NEA) | Grant    | Public art   | City, County or local nonprofit organization      | Cost share matching grants between $25,000 to $150,000 (Our Town Grant) | NEA grants generally require the participation of a nonprofit organization. Matching funds, if required, should be provided by the City of St. Charles. Various grants are available and could be used to curate a mural program, other public art initiatives or placemaking projects. |
| Corporate and private donations      | Donations| Varies       | City and Frenchtown Revitalization Task Force      | Varies         | Corporate and/or private donations can be utilized to fund specific investments within Frenchtown, such as the potential Unger Park. Naming rights should be considered as an acknowledgement of the generous gifts. |
BUSINESS AND MANAGEMENT PLAN

Economic and community development resources already exist in the Frenchtown Great Streets study area, offering services, programming and organizational capacity.

Which organizations currently support local job creation, small business, tourism, real estate development, and the built environment?

What is their capacity to implement aspects of the strategy?

What are the gaps of service?

TYPES OF STAKEHOLDERS

Primary Stakeholders, which are local agencies or organizations that currently support economic and community development-oriented initiatives in or around the Great Streets study area. These agencies/organizations should lead future strategic efforts as identified in the plan; and,

Partner Organizations, which are local, regional, or state agencies, organizations, institutions, and other agencies that should support primary stakeholder and/or serve as strategic partners.

WHY?

Successful commercial corridors, downtowns, and districts need to provide an environment that attracts and retains a diverse customer base with an appropriate mixed of uses and spaces to support business needs. This emphasizes the importance of the public realm—streets, sidewalks, and in-between spaces—that must be well-programmed and maintained as part of this economic ecosystem. In many communities, local government does not have the capacity to provide the necessary investments, interventions, or programming to fulfil these needs; therefore, local organizations, stakeholders, alternative funding structures are needed to “fill the gaps” in service, but also dedicate specific attention to particular elements of the public realm and small business ecosystem. This is why main street organizations, downtown organizations, business associations, and special districts (Business Improvement District, Community Improvement District, Special Service District) are needed to support the city, local businesses, and community at large.

WHAT ARE TYPICAL SERVICES PROVIDED BY COMMERCIAL DISTRICT ORGANIZATIONS?

Downtown, main street, and other service district organizations can offer a wide range of services and their structure and capacity can vary considerably based on size of community and district needs. There is no one-size-fits-all structure, and in many cases, multiple organizations can take on different roles for achieving broader community goals. Additionally, organizations can evolve over time by increasing capacity with expansion of fundraising activities and service fees.

PRIMARY STAKEHOLDER ASSESSMENT

HISTORIC FRENCHTOWN ASSOCIATION

Description

The Historic Frenchtown Association (HFA), a 501c3 nonprofit organization, was formed in 2006 with a mission to “build and sustain community through supporting our neighbors, promoting local businesses, and fostering community involvement.” The organization website is the primary resource
for information about Frenchtown, as well as neighborhood news, events, and promotion of existing businesses.

The boundaries for the organization consists of Clark Street on the South, the river on the East, 5th Street on the West and Tecumseh on the North, although Highway 370 is considered an extension of the area.

**Key Service/Program Offerings**

HFA is focused on the following services and programs:

- Community Building
- Beautification
- Small Business Assistance
- Special Events/Promotion

**Potential Roles in Great Streets Implementation**

HFA should continue providing all of its core small businesses services and potentially expand its role in leading placemaking efforts and supporting real estate development activities, although this would require additional funding should they form or be associated with a revenue generating district, such resources could be made available.

- Continue serving local businesses
- Revitalization
- Creative placemaking and programming (pocket parks, events, etc)
- Networking/Facilitation
- Co-sponsor pop-up events in retail spaces
- Retail tenant diversification efforts

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**Typical services and programs that special district organizations can provide**

- **Clean Up & Maintenance**
  - Trash pick up
  - Street/sidewalk cleaning
  - Graffiti mitigation

- **Business Development**
  - Small business services
  - Real estate
  - Attraction & retention
  - Workforce development and education

- **Public Safety & Hospitality**
  - Enhanced security
  - Hospitality guides
  - Visitor kiosks

- **Marketing & Promotion**
  - Special events and festivals
  - Farmers market
  - Advertising
  - Signage and district branding

- **Beautification & Public Art**
  - Flowers and planters
  - Murals and public art
  - Façade improvements

- **Capital Improvements**
  - Streetscaping
  - Lighting
  - Pedestrian Infrastructure
Making It Happen

The HFA currently has an annual budget of just $5,000, but can vary depending on available grant money, city reimbursements, and events. It has no paid staff members, but consists of four elected officers and two committee members that make up the organization’s board of directors.

The organization serves local business by connecting them to local and regional resources, but currently, does not have the capacity to support dedicated part- or full-time staff to provide technical assistance or other direct services. Though it could be a lead for greater revitalization and placemaking efforts, it does not have a budget for capital investment, which would require additional funding streams.

**FRENCHTOWN REVITALIZATION TASK FORCE**

*Description*

An additional, but separate, partner to the HFA, the Frenchtown Revitalization Task Force was formed by the Mayor in 2018 with a purpose to “spearhead the revitalization efforts and work with the mayor, council members, and city staff to determine the next steps and establish time lines and goals for the Frenchtown community.”

There are no formal boundaries, but the organization’s focus is the commercial areas along Second and Third streets between Clark Street and Highway 370.

*Key Service/Program Offerings*

The Frenchtown Revitalization Task Force is focused primarily on the following services:

- Marketing
- Business Attraction/Retention
- Development Planning and Revitalization
- Placemaking

*Potential Roles in Great Streets Implementation*

In the wake of the Great Streets Plan, there is an opportunity for the Frenchtown Revitalization Task Force to expand its role by helping implement the various recommendations provided in the Plan. With additional funding, this expanded role could include the following:

- Establishment of co-working space
- Creative placemaking and programming (pocket parks, events, etc)
- Liaison for real estate services
- Retail tenant diversification efforts

**Capacity Assessment**

The Task Force currently does not have a formal budget or outside source of revenue. It also has no formal staff and consists of three appointed members who work with the City’s planning and economic development staff. While it could be a liaison for various real estate services, retail tenant diversification, and a lead in the establishment of new co-working spaces in the area, it does not currently have the necessary budget or professional staff required for such services. It would also require significant funding sources for creative placemaking services.

**GREATER ST. CHARLES CONVENTION AND VISITOR’S BUREAU**

*Description*

The Greater St. Charles Convention and Visitors Bureau (the CVB), promotes St. Charles as a destination for conventions, sporting events, leisure travel, and day-trips to insure the city remains a premier destination for visitors; leading to increased economic vitality for our community. It is responsible for
assisting visitors and community members with questions, itineraries, and other information needs. The CVB also sponsors numerous events and festivals located on Historical Main Street.

**Key Service/Program Offerings**
The CVB provides marketing, promotion, and other media-related outreach to support tourism in St. Charles County. It maintains a website as the city and county’s primary visitor guide with information on attractions, events, lodging, dining and retail, and wayfinding. In addition to daily and overnight visitor promotions, it also supports group activities for youth sports, weddings, meetings, and smaller conventions.

**Summary of key services/programs**
- Marketing
- Special Events/Promotion
- Small Business Assistance
- Tourism attraction
- Convention services
- Policy advocacy

**Potential Roles in Great Streets Implementation**
The CVB will have a role in marketing and promoting Frenchtown to daily and overnight visitors, as well as attracting group activities, making it a key player in drawing tourists into Frenchtown. Supporting the Great Streets plan could involve incorporating more local small business related promotion, aligning marketing and advertising with implementation of the plan, and supporting district branding and wayfinding activities.

**Capacity Assessment**
The CVB had a 2019 budget of about $9.5 million to support payroll for 12 FTE staff members, as well as advertising and other promotional activities, including events, printing, and publications. The majority of its funding comes from the city's tourism tax and other county taxes, although a portion of revenue comes from advertising fees and a state tourism grant. Supporting the Great Streets plan could involve incorporating more local small business related promotion, aligning marketing and advertising with implementation of the plan, and supporting district branding and wayfinding activities.

**SUPPORT ENTITIES/ORGANIZATIONS**
In addition to the primary stakeholders, there are other support organizations that can help with implementation.

**CITY/LOCAL**
**City of St. Charles:** The city’s Department of Community Development will continue playing a critical role in the future of Frenchtown. It consists of five separate divisions that will address various issues though mechanism such as zoning and regulatory changes to support new real estate development, implementation of plans, code enforcement, and the administration of Community Development Block Grant (CDBG) funds. The city's Economic Development department will also have a significant role to play as it relates to incentivizing development, establishing redevelopment districts, and issuing RFQs. Additionally, the Landmarks board will have a significant
part in guiding new development in and around the existing Frenchtown historic districts.

**Historic Downtown Association:** The Historic Downtown Association (HDA)'s primary purpose is promoting, representing, and enhancing Historic Main Street St. Charles. Although HDA currently focuses its efforts on Main Street south of Clark Street, there is an opportunity to merge some overlapping roles with HFA and the Task Force, particularly as it relates to marketing, retail tenant diversification, small business support, and workforce development, as well as placemaking efforts on the southern end of Frenchtown.

**Foundry Arts Centre:** The gallery, exhibition, and education space could be a partner in future event planning, public art and beautification efforts in the study area as well as providing synergistic programming for entrepreneurial activities.

**St. Charles Neighborhood Preservation Partnership:** With a mission to provide assistance to low-income households in need of property maintenance, increase accessibility, and provide education, the St. Charles Neighborhood Preservation Partnership could provide support for existing households and the preservation of affordable housing.

**REGIONAL**

**East West Gateway:** The St. Louis region's metropolitan planning organization will continue to be a key partner, particularly as it relates to issues regarding transportation funding, community development, and research assistance.

**St. Charles County Road Board:** With funding from the county's half-cent sales tax, the road board provides funding and prioritizes local road and bridge projects.

**St. Charles County Economic Development Council:** As the county's primary funder for economic and community development initiatives, future investment in the study area will require a sustained partnership with the EDC.

**St. Charles Workforce and Business Development:** Future workforce development efforts, including the development of a workforce development center or one-stop should leverage the services provided by St. Charles County.

**St. Charles Chamber of Commerce:** An advocate of multi-modal transportation, increases in funding for tourism, entrepreneurship, and workforce development programs, the Chamber of Commerce can play a key role in advancing these aspects of the Frenchtown plan.

**St. Louis Regional Chamber:** St. Charles stakeholders should maintain partnerships with the St. Louis Regional Chamber and ensure that local economic development efforts align with regional efforts.

**STATE**

**Missouri Department of Transportation (MODOT):** An ongoing partnership with the state's department of transportation will be necessary to advance a number of key projects.

**Missouri Department of Conservation:** The department provides financial and technical assistance for community projects involving habitat improvement, green infrastructure, stormwater management, native landscaping, and other conservation practices.
**Missouri Department of Economic Development:** This department will play a role in administering various incentives and development tools, but can also help support existing businesses, increase entrepreneurship, and recruit new businesses.

**Missouri Historical Preservation:** Future renovation of historical structures in the study area will likely require financial assistance (incentives, grants, and loan programs) from the Missouri Historic Preservation Office, which is part of the Missouri Department of Natural Resources.

**Missouri Main Street Connection:** Support organization for main streets statewide; Main Street St. Charles is a participating organization.

**SERVICE GAPS AND RECOMMENDATIONS**
Currently, St. Charles is well-served with business support organizations and promotional and marketing resources, which is a testament to its already strong small business community and tourism support ecosystem. Ongoing programs and services should continue and expand where possible with continued efforts to link local businesses to the broader regional economic development community.

**SERVICE EVALUATION AND GAP ANALYSIS**
**CLEAN UP AND MAINTENANCE**
Other than city services and waste management services for restaurants, there are no supplemental clean up and maintenance services provided in the Study Area. Though clean up and maintenance is not an immediate need, these services can help the overall perceptions and marketability of a district. Additionally, as visitation to the Study Area increases over time, additional services will be needed to maintain its appearance. Typically, these services are provided by a special service district with a dedicated stream of funding through incremental sales or property taxes within the district.

Incorporating dedicated clean up and maintenance services would require a long-term funding strategy.

Maintenance for recommended treatments such as rain gardens and permeable pavers or pavements may require special maintenance equipment or knowledgeable staff that the City does not currently own or employ. These may be obstacles to the implementation of some of these recommendations.

**PUBLIC SAFETY & HOSPITALITY**
Full-time security personnel or guides are typically more common in larger downtown areas, although enhanced security services may be needed during certain times of day with larger volumes of pedestrian and vehicular traffic (such as Friday and Saturday nights) or during special events.

Hospitality services are currently provided, and though public safety is not an immediate concern, additional services should be provided in the long-term and would require a funding strategy. Short-term efforts could support pedestrian-related safety concerns in highly-trafficked areas.

**MARKETING & PROMOTION**
The study area is generally well-served with marketing and promotional resources through the programming and operations of HFA and the Convention and Visitor’s Bureau. There is a wealth of promotional material available as well as
Making It Happen

a well programmed and sponsored schedule of events and festivals. As part of the implementation of the Great Streets plan, a district branding strategy will need to be incorporated in future marketing efforts and aligned with capital investment.

The study area is generally well-served with marketing and promotional resources, and all current activities and programs should continue, or even expand where possible. District branding and wayfinding should be incorporated in future marketing efforts and capital improvement strategies.

BEAUTIFICATION & PUBLIC ART
Planters, flowers, and other greenery are incorporated in some areas along South Main Street, but little is currently available along North 2nd Street. The HDA has design and placemaking as part of its core offerings, including public art and garden maintenance, but expanding these efforts into Frenchtown would require additional funding and capacity building.

HFA and the Frenchtown Task Force are positioned to provide services, although funding and capacity is limited for providing district-wide services of scale. Dedicated funding and partnerships with local organizations will be needed.

CAPITAL IMPROVEMENTS
Currently, there is no dedicated funding stream for enhanced capital improvements within the study area beyond routine city public works investments/improvements. The primary stakeholder organizations currently do not have the capacity for funding or overseeing major capital investment efforts, although HFA or the HDA could be positioned to implement smaller-scale improvements if funding was available.

Implementation of right-of-way improvements will require dedicated local funding streams as well as state and federal grant dollars.

BUSINESS DEVELOPMENT
Currently, the study area is fairly well-served with business resources by the HFA, with support from city and county groups. Added capacity and partnerships will be needed to further expand programming and provide more dedicated on-the-ground services, including a small business and entrepreneurship hub such as an incubator and co-working space.

The HFA provides some resources and services for Downtown businesses, although expansion of these programs, real estate services, and a one-stop-shop small business center would require additional funding and partnerships with regional organizations.
A LIVING PLAN

LIVING PLAN CHAMPION

The Frenchtown Great Streets Plan can maximize effectiveness over time if a single entity can champion the recommendations.

Who would be the best plan champion?

An entity who is invested in the Frenchtown community would be the best candidate for the plan champion role. Since the Great Streets Plan provides recommendations for the next 20 years, it is best if the Plan Champion is not directly associated with a political administration or city government. The entity is recommended to be a local non-profit, BID, NID or Chamber of Commerce. Although the City has the competencies to execute this Plan, an outside entity will ensure that competing priorities within the City do not create a barrier to progress while bringing an additional level of energy, passion and time to help see it through.

What is the relationship between the plan champion, the City and the community?

The Plan Champion should build a relationship with City leadership and staff and keep communication channels open regarding progress on the Frenchtown Great Streets Plan. The relationship can be formalized through a Memorandum of Understanding (MOU) to empower the entity and collaborate on the implementation of the Plan. The Plan Champion should consider strategies to partner with the City to achieve the goals in the Great Streets Plan, as well as:

- The Plan Champion should attend between two and four City Council meetings per year in order to provide progress updates regarding the Great Streets Plan.
- The Plan Champion should coordinate with other entities identified within the Plan and City leadership to track milestones.
- The Plan Champion should use existing (and create new as necessary) communication channels to provide updates to the Frenchtown (and greater St. Charles) community regarding recent accomplishments, current efforts and upcoming priorities.

How can the Plan Champion track progress on the Great Streets Plan?

The Phasing Gantt chart and the recommendations summary action matrix function as a stand-alone checklist tools for the Plan Champion to document progress on the Great Streets Plan.

SUMMARY ACTION MATRIX

All the goals, recommendations and phasing are summarized in this “Summary Action Matrix.” This table can be utilized as a checklist to determine progress on the Great Streets Plan over time. The column for “phasing notes” provides additional phasing guidance for the corresponding recommendation including if the recommendation:

- Is an ongoing effort through all phases,
- Should be implemented concurrently with another,
- Has a critical-path sequence with another recommendation or outside project.

Catalytic and high priority recommendations are shaded as indicated in the legend.

How to stay updated:

The City’s Frenchtown webpage (www.stcharlescitymo.gov/greatstreets) will continue to be the online source for the Great Streets Plan and its updates. The City will continue to provide information about its progress within its quarterly newsletters and regular e-newsletters and social media posts. The community is encouraged to continue to stay engaged.
# Frenchtown Great Streets

## Connections & Mobility

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
<th>Phasing Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CM 01</strong> Create a walkable and connected multi-modal street network</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CM 01.01 Reduce lane width and introduce curb extensions and crosswalks on North Second Street</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CM 01.02 Reduce lane width and introduce curb extensions and crosswalks on North Third Street, north of Tecumseh Street and Tecumseh Street improvements</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 01.03 Convert streets to two-way operation</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>This recommendation is best phased after the roundabout is removed at Tecumseh and North Third Streets.</td>
</tr>
<tr>
<td>CM 01.04 Remove the free right turn at North Fourth and Olive Streets</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 01.05 Consolidate access management to east-west streets along North Second Street between Franklin and Olive Streets</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with North Second Street streetscape improvements in Frenchtown.</td>
</tr>
<tr>
<td>CM 01.06 Complete a walkable street grid network in Frenchtown</td>
<td>X (A)</td>
<td>X (B)</td>
<td></td>
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</tr>
<tr>
<td>CM 01.07 Provide improved ADA accessible sidewalks and wider sidewalks where feasible</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 01.08 Introduce additional bicycle routes within Frenchtown</td>
<td>X (B, E)</td>
<td>X (C)</td>
<td>X (A, D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CM 01.09 Add bike and scooter parking to each block of North Second Street</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 01.10 Introduce a public bike and scooter program in St. Charles</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 01.11 Conduct a study to increase transit service in Frenchtown</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td><strong>CM 02</strong> Enhance the comfort and aesthetics along North Second and North Third Streets</td>
<td></td>
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<tr>
<td>CM 02.01 Introduce planting areas in the rights-of-way</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>CM 02.02 Reroute overhead utilities on North Second Street underground</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 02.03 Add street trees where feasible to avoid existing overhead utilities</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 02.04 Provide pedestrian-scale lighting for streets, trails and parking lots</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape, trail and parking lot projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 02.05 Introduce a festival street as a northern extension of Main Street into the ACF property</td>
<td>X</td>
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</tbody>
</table>

**Legend**

- **Catalytic and high priority recommendations are shaded**
<table>
<thead>
<tr>
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<th>Phase 3</th>
<th>Phase 4</th>
<th>Phasing Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM 02.06 Introduce amenities for bus and trolley stops in Frenchtown</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
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<tr>
<td>CM 03 Solve for parking</td>
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<tr>
<td>CM 03.01 Update City of St. Charles parking ratio requirements</td>
<td>X</td>
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<tr>
<td>CM 03.02 Maximize and maintain on-street parking including ADA parking spaces</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 03.03 Allow or incentivize shared parking lots east and west of North Second Street</td>
<td></td>
<td></td>
<td>X</td>
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<td></td>
</tr>
<tr>
<td>CM 03.04 Provide interim surface parking lots prior to vacant lot development</td>
<td></td>
<td></td>
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<td>X</td>
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</tr>
<tr>
<td>CM 03.05 Provide new parking garage(s) with ground-floor retail to activate street frontage</td>
<td></td>
<td></td>
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<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 03.06 Introduce a “Smart Parking” system to Frenchtown</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 03.07 Add Electric Vehicle charging stations throughout Frenchtown</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>CM 04 Connect trail systems</td>
<td></td>
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<tr>
<td>CM 04.01 Establish new pedestrian and bike connections to the Katy Trail including through the ACF property</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>CM 04.02 Extend the Boschert Greenway east on Lawrence Street as a bicycle boulevard to connect to Katy Trail</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 04.03 Create an intersection treatment along the Boschert Greenway street crossings to highlight bicycle crossings</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>CM 05 Connect to the Missouri River</td>
<td></td>
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<tr>
<td>CM 05.01 Create new destination public spaces along the Missouri River</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>CM 05.02 Maintain view corridors along east-west streets to the Missouri River</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X This will be an ongoing effort in Frenchtown.</td>
</tr>
<tr>
<td>CM 05.03 Provide pedestrian and bicycle access to the Missouri River</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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</tr>
<tr>
<td>Development Assets</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>DA 01 Provide amenities and programs for existing residential neighborhoods</td>
<td></td>
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</tr>
<tr>
<td>DA 01.01 Build a year-round Frenchtown farmers market</td>
<td>X (A)</td>
<td>X (B)</td>
<td></td>
<td></td>
<td>A temporary farmers market could be located south of Eco Park.</td>
</tr>
<tr>
<td>DA 01.02 Establish a new Frenchtown public square</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>DA 01.03 Require construction management plans to assist active businesses</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X This will be an ongoing effort in Frenchtown.</td>
</tr>
</tbody>
</table>

Legend

<p>|           | Catalytic and high priority recommendations are shaded |</p>
<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
<th>Phasing Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>DA 02确定潜在的发展产品</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
| DA 02.01引入新的住宅开发 | x | | x | | 这将是一个持续的努力在法国镇。
| DA 02.02引入新的零售开发 | | x | x | x | 这将是一个持续的努力在法国镇。
| DA 02.03引入新的办公开发 | | | x | x | 这将是一个持续的努力在法国镇。
| DA 02.04引入新的住宿开发 | | | x | | 这将是一个持续的努力在法国镇。
| DA 03在法国镇建立子区 | | | | | |
| DA 03.01建立锯齿区 | | | x | | |
| DA 03.02建立旧法国镇区 | | | | x |
| DA 03.03建立河流边缘区 | | | x | | |
| DA 03.04建立新法国镇区 | | | | x |
| DA 03.05建立河桥区 | | | | x |
| DA 03.06建立互换商业区 | | | | x |
| DA 04鼓励新发展 | | | | | |
| DA 04.01更新区划代码 | | x | | | |
| DA 04.02提供发展激励 | | x | x | x | x | 这将是一个持续的努力在法国镇。
| DA 04.03建立再开发区 | | | | x |
| DA 04.04进行网站收购和地块组合 | | | x | x |
| DA 04.05进行最高和最佳用途分析 | | | x | x | x |
| DA 04.06完成环境和基础设施评估 | | | | x |
| DA 04.07识别发展锚点并鼓励多元化的租户组合 | | x | x | x | x | 这将是一个持续的努力在法国镇。
| DA 05建立催化开发 | | | | | |
| DA 05.01ACF物业 | | | | x |
| DA 05.02北第二与克拉克街道 | | | | x |
| DA 05.03河流边缘区 | | | | x | 这些建议将遵循GS 01.01进行 levee防洪保护。
| DA 05.04新法国镇区 | | | | x |
| DA 06鼓励临时用地 | | | | | |
| DA 06.01支持临时使用和pop-up零售商 | | | x | x | x | x |
| DA 06.02为食品卡车提供支持 | | x | x | x | x |
| DA 06.03确保与ACF物业房东的临时租赁协议允许公共停车 | | | x | x | x |
| Green Network & Stormwater | | | | | |
| GS 01解决河流洪水 | | | | | |
| GS 01.01提供从500年洪水事件的防洪保护 | | | | x |

Frenchtown Great Streets | 227
<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Phase 1</th>
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<th>Phase 4</th>
<th>Phasing Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS 01.02</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>This recommendation supports development in the River Bridge after the Missouri River levee is upgraded.</td>
</tr>
<tr>
<td>GS 02</td>
<td><strong>Recommendation</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>GS 02.01</td>
<td>Incorporate rain gardens in the curb extension planting areas</td>
<td></td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>GS 02.02</td>
<td>Include permeable paving for on-street parking areas and surface parking lots where feasible</td>
<td></td>
<td></td>
<td></td>
<td>This recommendation should be concurrent with all streetscape projects in Frenchtown.</td>
</tr>
<tr>
<td>GS 02.03</td>
<td>Provide incentive programs for homeowners and businesses to add stormwater BMPs on their properties</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GS 02.04</td>
<td>Incorporate stormwater BMPs in existing city-owned property</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>GS 03</td>
<td><strong>Recommendation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GS 03.01</td>
<td>Enhance the park programming along the Boschert Greenway</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GS 03.02</td>
<td>Support existing park assets</td>
<td></td>
<td></td>
<td></td>
<td>This will be an ongoing effort in Frenchtown.</td>
</tr>
<tr>
<td>GS 03.03</td>
<td>Locate new nature parks in Frenchtown</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GS 03.04</td>
<td>Create new urban parks</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>GS 04</td>
<td><strong>Recommendation</strong></td>
<td></td>
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<tr>
<td>GS 04.01</td>
<td>Establish appropriate habitat along the Missouri River</td>
<td></td>
<td></td>
<td></td>
<td>This recommendation will be completed concurrently with the Frenchtown nature park.</td>
</tr>
<tr>
<td>GS 04.02</td>
<td>Prioritize native plan materials that provide ecosystem benefits throughout Frenchtown</td>
<td></td>
<td></td>
<td></td>
<td>This recommendation should be implemented concurrently with streetscape improvements.</td>
</tr>
<tr>
<td>GS 04.03</td>
<td>Protect existing street trees where feasible</td>
<td></td>
<td></td>
<td></td>
<td>This recommendation should be implemented concurrently with streetscape improvements.</td>
</tr>
<tr>
<td>GS 04.04</td>
<td>Adopt a resilient street tree planting plan for Frenchtown through tree species diversity</td>
<td></td>
<td></td>
<td></td>
<td>This recommendation should be implemented concurrently with streetscape improvements.</td>
</tr>
</tbody>
</table>

**Legend**

- **Catalytic and high priority recommendations are shaded**

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<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Phase 1</th>
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<tbody>
<tr>
<td>CI 01.04</td>
<td>Establish a public art program</td>
<td></td>
<td></td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>CI 01.05</td>
<td>Continue to support homeless people and homeless prevention programs</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>CI 02</td>
<td>Create aesthetic and sustainability performance standards</td>
<td></td>
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<tr>
<td>CI 02.01</td>
<td>Coordinate materials and furnishings for the public realm improvements in Frenchtown</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>CI 02.02</td>
<td>Utilize the existing Frenchtown branding guidelines</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>CI 02.03</td>
<td>Create landscape and development standards for the Route 370 interchange</td>
<td></td>
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<tr>
<td>CI 02.04</td>
<td>Prioritize sustainability measures in new developments, redevelopments and public spaces</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>CI 03</td>
<td>Showcase the history of Frenchtown</td>
<td></td>
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<tr>
<td>CI 03.01</td>
<td>Maintain the Frenchtown National Register and Local Historic District</td>
<td>✗</td>
<td>✗</td>
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<td>✗</td>
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<tr>
<td>CI 03.02</td>
<td>Support the rehabilitation of historic structures in Frenchtown</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>CI 03.03</td>
<td>Update the existing Architectural Design Guidelines for the Frenchtown Preservation District</td>
<td>✗</td>
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<tr>
<td>CI 03.04</td>
<td>Update the signage code</td>
<td>✗</td>
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<tr>
<td>CI 04</td>
<td>Embrace temporary improvements as strategies to celebrate Frenchtown</td>
<td></td>
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<tr>
<td>CI 04.01</td>
<td>Introduce a placemaking striping plan demonstration for North Second Street between Franklin and Olive Streets</td>
<td>✗</td>
<td></td>
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<tr>
<td>CI 04.02</td>
<td>Support parklets on North Second Street</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>CI 04.03</td>
<td>Install temporary wayfinding signage throughout Frenchtown using the district brand guidelines</td>
<td>✗</td>
<td>✗</td>
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</tr>
<tr>
<td>CI 05</td>
<td>Celebrate Frenchtown through events</td>
<td></td>
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<tr>
<td>CI 05.01</td>
<td>Establish a single-entity to organize the calendar of events and events promotion</td>
<td></td>
<td></td>
<td>✗</td>
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</tr>
<tr>
<td>CI 05.02</td>
<td>Streamline the permitting process for events in Frenchtown</td>
<td></td>
<td></td>
<td>✗</td>
<td></td>
</tr>
</tbody>
</table>