NEIGHBORHOOD VISION & DEVELOPMENT FRAMEWORK FOR THE TOWER GROVE NEIGHBORHOODS
Who we are...
PROJECT EXAMPLES

LAFAYETTE SQUARE
PROJECT EXAMPLES
PARKVIEW GARDENS
PROJECT EXAMPLES

CENTRAL WEST END FORM-BASED CODE

6.0 BUILDING DEVELOPMENT STANDARDS: BUILDING TYPES

6.4.4.D
ROWHOUSE AND COURTYARD ROWHOUSE

DESCRIPTION

OPEN SPACE

PRIMARY MATERIALS

MASSING & ARTICULATION
PROJECT EXAMPLES
SKINKER DeBALIVIERE PLAN
Why is a Neighborhood Plan Important?

• If adopted, it becomes an official amendment to the City of St. Louis Strategic Land Use Plan (the City’s Comprehensive Plan).

• It will be referenced by the Planning Commission, Planning and Urban Design Agency, and Zoning Section in future planning and zoning variance matters, provided an enhanced layer of protection and oversight.

• It is a means of both incentivizing future development & investments as well as protecting existing neighborhood resources.
The Challenge…

• The Tower Grove Neighborhoods represent a large area (~3 sq. miles) with a large population (~28,000 residents) and a great range of housing types, amenities, and economic, social, and environmental conditions.

• There are three distinct neighborhoods with differing needs, levels of market opportunity, propensity for change, and potential for strategic impacts.

• We are working with a limited budget and timeframe.
To meet this challenge, we propose...

A NEIGHBORHOOD VISION & FRAMEWORK PLAN...
• 2 Public Charrettes (Visioning Charrette & Framework Plan Charrette)
• Focus Group Engagement and Stakeholder Committee Engagement
• Issues & Assets Analysis

A 4-PHASE NEIGHBORHOOD PLANNING PROCESS...
• 3 Public Workshop-Charrettes
• 4 Steering Committee Meetings
• One or more Neighborhood Plans that are adopted by the City of St. Louis...

3 PROJECT DELIVERABLES...
• Development Framework Plan
• Neighborhood Urban Design Plan
• Detailed Focus Area Plans
To meet this challenge, we propose...

**A NEIGHBORHOOD VISION & FRAMEWORK PLAN...**
- 2 Public Charrettes (Visioning Charrette & Framework Plan Charrette)
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**A 4-PHASE NEIGHBORHOOD PLANNING PROCESS...**
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**3 PROJECT DELIVERABLES...**
- Development Framework Plan
- Urban Design Plan
- Detailed Focus Area Plans
The Objective…

How and where do we make strategic investments and interventions that leverage existing assets to maximize positive impacts?

- A Vision and Framework Plan in which all three neighborhoods operate cooperatively…

- Provides the CDC and neighborhood associations with a plan to help secure competitive funding…

- Serves as the foundation for future neighborhood planning processes (including strategic planning).
What this plan is...

• A strategic vision to coordinate future efforts and investments of the TGNCDC.

• A way to leverage assets that are shared by all three neighborhoods.

• A plan to position the Tower Grove neighborhoods for continued revitalization and future success!
And what it isn’t!

• A plan to discard the unique identities and assets of each of the neighborhoods.

• A plan to create one new, giant neighborhood!
Neighborhood Vision & Development Framework

PROJECT DELIVERABLES

DEVELOPMENT FRAMEWORK PLAN

URBAN DESIGN PLAN

FOCUS AREA PLANS

LAFAYETTE SQUARE NEIGHBORHOOD URBAN DESIGN PLAN
Neighborhood Vision & Development Framework

PROJECT DELIVERABLES

DEVELOPMENT FRAMEWORK PLAN

URBAN DESIGN PLAN

FOCUS AREA PLANS

PARKVIEW GARDENS NEIGHBORHOOD SUSTAINABLE DEVELOPMENT PLAN
Neighborhood Vision & Development Framework

PROJECT DELIVERABLES

1. Preserve Neighborhood Character & Historic Architecture
2. Stabilize & Improve Housing & Property Values
3. Preserve, Maintain & Diversify Neighborhood Landscape
4. Provide Housing, Transportation & Social Programs for Seniors & Youth
5. Improve Sidewalks & Bike Paths for Safety & Comfort
6. Create Strong Inter- & Intra-Neighborhood Relationships
7. Enhance Neighborhood Sustainability Systems & Household Sustainability
8. Promote Neighborhood Diversity, Engagement & Participation
9. Increase resident transit usage & perception as a transit-oriented neighborhood
10. Enhance Civic Infrastructure for multi-generational neighborhood
TOWER GROVE NEIGHBORHOODS PROJECT BOUNDARY

The entirety of the Shaw, Southwest Garden, and Tower Grove South neighborhoods...

- **Grand Boulevard** north to I-44;
- I-44 west to Kingshighway;
- **Kingshighway** south to Vandeventer/Southwest Avenue;
- **Southwest Avenue** west to Columbia Avenue;
- **Columbia Avenue** west to Hampton Boulevard;
- **Hampton** south to Fyler Avenue;
- **Fyler Avenue** east to Kingshighway;
- **Kingshighway** south to Chippewa Boulevard; and
- **Chippewa** east to Grand.
Neighborhood Vision & Development Framework

PROPOSED SCHEDULE

- **MAY**
  - Kick-Off Meeting
  - Data Collection & Transmittal
  - Base Maps & Analysis

- **JUNE**
  - Task 1 & Task 2
  - Neighborhood Visioning Charrette CHARRETTE #1
  - Focus Groups
  - Draft Vision & Principles
  - Draft Framework Plan

- **JULY**
  - Stakeholder Committee Meeting #1
  - Final Vision, Principles & Framework Plan

- **AUGUST**
  - Stakeholder Committee Meeting #2
  - Framework Plan Charrette CHARRETTE #2

- **SEPTEMBER**
  - Final Deliverables
PROJECT SCHEDULE

Week of May 5, 2014
Project Kick-Off Meeting

June 16, 2014
Task 2: Focus Group Meetings

**June 28, 2014**
Task 3: Visioning Charrette

Week of July 7, 2014
Task 4: Stakeholder Committee Meeting #1

**July through September 2014**
*Draft Vision & Framework Plan*

Week of September 8, 2014
Task 7: Stakeholder Committee Meeting #2

Week of September 15, 2014
Task 8: Framework Plan Charrette

Week of September 29, 2014
Task 9: Final Vision, Goals, Principles & Framework Plan
NEIGHBORHOOD ANALYSIS

STREETS & CONNECTIVITY

PARKS

ZONING

BUILDINGS

TRANSIT

LAND USE
## SELECTED DEMOGRAPHIC TRENDS – Shaw Neighborhood

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shaw</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population:</td>
<td>8,243</td>
<td>6,811 (-17.37%)</td>
</tr>
<tr>
<td>Households:</td>
<td>4,484</td>
<td>4,362 (-2.72%)</td>
</tr>
<tr>
<td>Household Mean Earnings:</td>
<td>$52,990 (inflation Adj.)</td>
<td>$62,168 (17.32%)</td>
</tr>
<tr>
<td>Total Housing Units:</td>
<td>3,802</td>
<td>3,633 (-4.45%)</td>
</tr>
<tr>
<td>Vacant Housing Units:</td>
<td>682 (17.9%)</td>
<td>694 (19.1%)</td>
</tr>
</tbody>
</table>

| **City of St. Louis** |                             |
| Population: | 348,189                     |
| Households: | 147,286                     |
| Household Mean Earnings: | $49,458 (inflation Adj.) | $49,371 (-1.75%)          |
| Total Housing Units: | 176,354                     |
| Vacant Housing Units: | 29,278 (16.6%)              |

- Population: 8,243 to 6,811 (-17.37%)
- Households: 4,484 to 4,362 (-2.72%)
- Household Mean Earnings: $52,990 to $62,168 (17.32%)
- Total Housing Units: 3,802 to 3,633 (-4.45%)
- Vacant Housing Units: 682 to 694 (19.1%)

- Population: 348,189 to 319,294 (-8.30%)
- Households: 147,286 to 142,152 (-3.48%)
- Household Mean Earnings: $49,458 to $49,371 (-1.75%)
- Total Housing Units: 176,354 to 176,002 (-0.20%)
- Vacant Housing Units: 29,278 to 33,945 (15.95%)
# Selected Demographic Trends – Southwest Garden

<table>
<thead>
<tr>
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<th>2010</th>
<th>Change (%)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Population:</td>
<td>Population:</td>
<td>-14.97%</td>
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<tr>
<td></td>
<td>5,745</td>
<td>4,885</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Households:</td>
<td>Households:</td>
<td>-18.32%</td>
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<tr>
<td></td>
<td>2,853 (est.)</td>
<td>2,571 (est.)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household Mean Earnings:</td>
<td>$49,502 (inflation Adj.)</td>
<td>23.57%</td>
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<tr>
<td></td>
<td>3,184</td>
<td>2,970</td>
<td>-6.72%</td>
</tr>
<tr>
<td></td>
<td>Vacant Housing Units:</td>
<td>Vacant Housing Units:</td>
<td>20.54%</td>
</tr>
<tr>
<td></td>
<td>331 (10.3%)</td>
<td>399 (13.4%)</td>
<td></td>
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<tr>
<td></td>
<td><strong>Southwest Garden</strong></td>
<td><strong>City of St. Louis</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Population:</td>
<td>Population:</td>
<td>-8.30%</td>
</tr>
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<td></td>
<td>348,189</td>
<td>319,294</td>
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<td>-0.20%</td>
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<td></td>
<td>Vacant Housing Units:</td>
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<td>15.95%</td>
</tr>
<tr>
<td></td>
<td>29,278 (16.6%)</td>
<td>33,945 (19.2%)</td>
<td></td>
</tr>
</tbody>
</table>
## SELECTED DEMOGRAPHIC TRENDS – Tower Grove South

<table>
<thead>
<tr>
<th>Year</th>
<th>Tower Grove South</th>
<th>City of St. Louis</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Population:</td>
<td>Population:</td>
</tr>
<tr>
<td>2000</td>
<td>14,745</td>
<td>348,189</td>
</tr>
<tr>
<td></td>
<td>Households:</td>
<td>Households:</td>
</tr>
<tr>
<td></td>
<td>7,924</td>
<td>147,286</td>
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<tr>
<td></td>
<td>Household Mean Earnings:</td>
<td>Household Mean Earnings:</td>
</tr>
<tr>
<td></td>
<td>$43,638 (inflation Adj.)</td>
<td>$49,458 (inflation Adj.)</td>
</tr>
<tr>
<td></td>
<td>Total Housing Units:</td>
<td>Total Housing Units:</td>
</tr>
<tr>
<td></td>
<td>7,304</td>
<td>176,354</td>
</tr>
<tr>
<td></td>
<td>Vacant Housing Units:</td>
<td>Vacant Housing Units:</td>
</tr>
<tr>
<td></td>
<td>991 (13.5%)</td>
<td>29,278 (16.6%)</td>
</tr>
<tr>
<td>2010</td>
<td>Population:</td>
<td>Population:</td>
</tr>
<tr>
<td></td>
<td>13,333</td>
<td>319,294</td>
</tr>
<tr>
<td></td>
<td>Households:</td>
<td>Households:</td>
</tr>
<tr>
<td></td>
<td>7,889</td>
<td>142,152</td>
</tr>
<tr>
<td></td>
<td>Household Mean Earnings:</td>
<td>Household Mean Earnings:</td>
</tr>
<tr>
<td></td>
<td>$45,210</td>
<td>$49,371</td>
</tr>
<tr>
<td></td>
<td>Total Housing Units:</td>
<td>Total Housing Units:</td>
</tr>
<tr>
<td></td>
<td>7,129</td>
<td>176,002</td>
</tr>
<tr>
<td></td>
<td>Vacant Housing Units:</td>
<td>Vacant Housing Units:</td>
</tr>
<tr>
<td></td>
<td>1,038 (7.7%)</td>
<td>33,945 (19.2%)</td>
</tr>
</tbody>
</table>

Percent Changes:
- Tower Grove South: -9.58%
- City of St. Louis: -8.30%
CONSENSUS ISSUES – Preliminary List

**Transit**
- Lack of bus and bike routes through the Tower Grove Neighborhoods, particularly Tower Grove South and Southwest Garden (TGS, SWG)

**Streets, Walkability & Bikeability**
- Speeding on Kingshighway and Shaw is unsafe for pedestrians, bikes, and parallel parking. (SWG)
- Crossings on Kingshighway and Shaw are not safe for pedestrians, especially seniors and children. (SWG)
- There is a lack of safe biking and walking routes in the neighborhoods. (TGS, SWG)
- Tower Grove is important for bikers, but pavement condition and traffic make it feel unsafe. (Shaw)
- Lighting improvements & pedestrian lighting are necessary on Shaw, Magnolia, Kingshighway, and other major streets. (Shaw)

**Buildings, Housing & Businesses**
- Vacant buildings are detrimental to the neighborhood. (TGS)
- Rental properties/renters are not viewed as contributing to the neighborhood. (TGS, Shaw)
- High renter to owner ratio is detrimental to neighborhood stability. (TGS)
- Light industrial areas near Morganford and in Southwest Garden are not compatible with adjacent residential land use (TGS, SWG)
- The Tower Grove South neighborhood south of Humphrey/McDonald is perceived as unsafe and detrimental to the neighborhood as a whole (TGS)
CONSENSUS ISSUES – Preliminary List

Buildings, Housing & Businesses (Continued)

• There is a lack of business development on Southwest Avenue (SWG)
• Lack of care and maintenance of rental units is problematic in some areas (TGS, Shaw)
• Lack of blue collar jobs (TGS)
• Lack of affordable housing (TGS)

Perception & Communication

• Lack of organizational communication and leadership. (TGS, Shaw)
• Lack of communication about resources, amenities, schools, programs, and other good things about the neighborhoods. (Shaw)
• Social media is perpetuating a negative image of the neighborhoods. (TGS, SWG, Shaw)
• Lack of identity, branding, or signage and feeling of entering or arriving at any of the neighborhoods. (TGS)
• Old organizations such as Block Captains and Grand Oak Hill are not active to keep neighbors involved. (TGS)
• Lack of civic engagement because there is no leading organization. (TGS)
• Renters do not have a high level of participation in civic issues. (TGS, Shaw)
• Signs and banners are not cohesive, out of date, tattered, and faded. (Shaw)
CONSENSUS ISSUES – Preliminary List

Crime & Safety
- Property and home break-ins are a problem in some areas. (TGS)
- Some business areas like the Shop N’ Save Plaza and businesses on Grand Ave north of Magnolia attract crime and undesirable activity. (TGS, Shaw)
- Speeding and running stop signs are a serious issue. (SWG, Shaw)
- Hot spot policing is not effective because police do not engage with the neighbors. (TGS)

Programming & Social Services
- Schools lack good press, advocates, and meaningful connections with the neighborhoods. (TGS)
- Lack of participation or use by neighbors with schools. (TGS)
- Children and teens need programming, recreation opportunities, and things to do. (Shaw)
- There is no comprehensive list of amenities, facilities, programs, or services in the neighborhood. (Shaw)
- Neighborhoods lack a comprehensive communication tool, website, publication, or calendar. (Shaw)

Parks
- Tower Grove Park needs improvements in programming and infrastructure. Many streets and buildings are in poor condition and the park is too adult focused and needs more programs, fields, events, etc. (SWG, Shaw)
- All neighborhood parks could benefit from improved and more programming. (SWG, Shaw)
Open House Instructions

- Review the preliminary Issues & Ideas
- Write your Issues & Ideas on the maps
- Draw it and see if it works!

Thank you!
Don’t forget to sign in for project updates and fill out a one-word card!