

DOWNTOWN CLAYTON MASTER PLAN UPDATE AND RETAIL STRATEGY

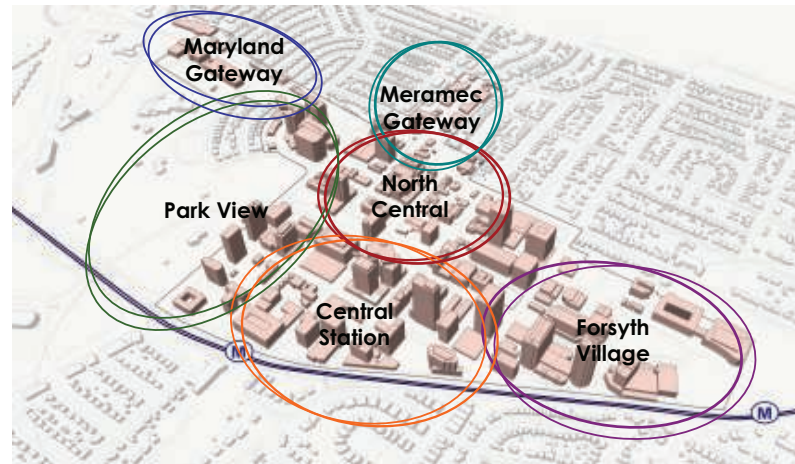


Agenda

- January Recap
- Elements of Great Downtowns
- The Downtown Districts
- Implementation Strategy
- Table Topic Discussions
- Next Steps

Goals of the plan

- 1 Implement Vision 2013 goals
- 2 Anticipate future development
- 3 Create a retail and marketing plan
- 4 Update 1993 CBD Master Plan



January Meeting Input

- **North Central:** General agreement with overall strategy of broadening the sidewalks and pedestrianizing North Central. Concern expressed about the impact on traffic and deliveries. Need for better signage for parking.
- **Forsyth Village:** General agreement with the TOD concept, people liked the idea of a civic space. The area feels separated from downtown by distance and traffic barriers on Hanley and Forsyth. Shuttle route suggested.
- **Park View:** Most groups agreed with enhancing the park and shifting the tennis courts. There were mixed reactions about characterizing the park as regional destination or local community park.

January Meeting Input

- **Central Station:** General agreement with the TOD ideas, skepticism about market for housing in this area. Trolley connection from station would serve CBD better.
- **Maryland Gateway:** Good opportunity for a gateway, but less of a priority for the CBD. Sentiment that the future of this area will depend largely on the Brown Shoe Company. Support for transition to neighborhood scale.
- **Meramec Gateway:** Suitable for residential development, difficult to create young professional housing opportunities. The area feels disconnected from the CBD and needs enhancement. Support for transition to neighborhood scale.

Elements of Great Downtowns

1. Walkable streets
2. Mixed-use, varying-scale & density
3. Preservation & pedestrian scale
4. Iconic civic space
5. Neighborhood connections
6. Identity + wayfinding

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Walkable Streets Reston, VA

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Walkable Streets Reston, VA

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Walkable Streets Greenville, SC

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Mixed-use, varying-scale & density Greenville, SC

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Mixed-use, varying-scale & density Evanston, IL

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Mixed-use, varying-scale & density Evanston, IL

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Preservation & pedestrian scale Newburyport, MA

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Preservation & pedestrian scale Kansas City, MO

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Iconic Civic Space Addison, TX

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Iconic Civic Space Chicago, IL

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Neighborhood Connections Denver, CO

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Neighborhood Connections Charlotte, NC

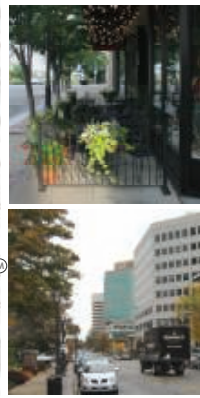
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Identity + Wayfinding Baton Rouge, LA

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The Downtown Districts

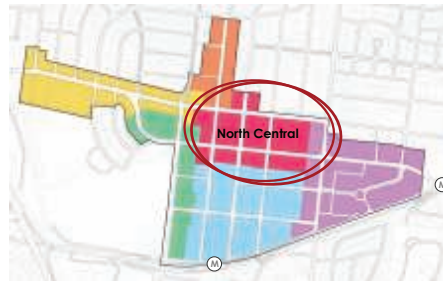


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NORTH CENTRAL

VISION

Grow at a **pedestrian scale** along key pedestrian streets, with fine-grained development, **active streets** and **walkable commercial** areas.



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NORTH CENTRAL

PRINCIPLES

1. Decrease auto-dominance and enhance **pedestrian scale** on key pedestrian streets:
 - North Central between Maryland and Forsyth
 - Meramec between Maryland and Forsyth
 - Forsyth between Brentwood and Bemiston
2. Promote **infill development** at appropriate scale
3. Preserve and enhance established **restaurant cluster**
4. Encourage **outdoor dining**
5. Create a **civic place** for focus, identity and events



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NORTH CENTRAL ACTION PLAN

- Consider **incentives to preserve smaller-scale buildings** on pedestrian streets
- Modify street sections and consider **regulatory adjustments for outdoor dining** as necessary
- Stepback larger scale development from key pedestrian streets
- Create **curbside parking** along Forsyth at off-peak hours
- **Discourage surface parking lots** except behind buildings
- **Make plaza at Forsyth and Central** a new key **civic space** and the symbolic heart of downtown; support with kiosk and programming
- Work with existing art organizations to **create a landmark sculptural element** to mark the center at Forsyth and North Central
- Consider **new approaches to managing deliveries and loading** that are realistic and feasible



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NORTH CENTRAL – Central Avenue Proposed



NORTH CENTRAL – Proposed Plaza



Proposed Plaza



FORSYTH VILLAGE

VISION

Create a dense, **walkable**, mixed use district including a significant new **urban residential** development oriented around the Forsyth **Transit Station** with appropriate connections to the existing development at Carondelet Plaza and the adjacent neighborhoods.



FORSYTH VILLAGE PRINCIPLES

1. **Anchor** the eastern gateway to Downtown Clayton with **mixed use development**
2. Take full advantage of the adjacent **transit station** by creating a mixed use gateway development next to the Metro station
3. **Build on established retail and office** developments at Carondelet Plaza
4. Transition to **medium density residential and compatible uses** north of Forsyth adjacent to existing single family residential.
5. Enhance **key pedestrian streets**: Forsyth, Carondelet Plaza
6. Create a **high-quality, small scale civic gathering space** along the north side of Forsyth



FORSYTH VILLAGE ACTION PLAN

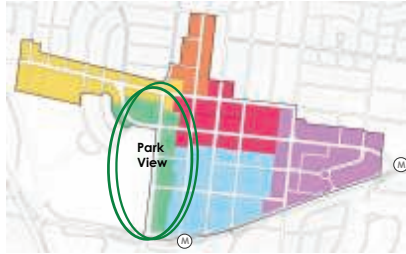
- Provide **density bonuses and reduced parking requirements** to encourage transit use / facilitate TOD
- Consider strategies to **rehabilitate/reuse Famous Barr** building (i.e. residential with street level retail)
- Orient **height along Forsyth**
- **Stepdown height as it approaches residential areas** to the north
- Reinforce street edge and sidewalk by building to the ROW with a **generous sidewalk zone** (15'-20')
- Prohibit parking garages from fronting on key streets
- Discourage blank walks on key pedestrian streets



PARK VIEW

VISION

Create a **high density residential neighborhood along the park** that takes advantage of the valuable views of Shaw Park and transform the urban edge of the park into an **active street life environment with sports, cultural and entertainment venues.**



PARK VIEW

PRINCIPLES

1. Revitalize the park as a destination with a broader range of activities and amenities
2. Encourage taller buildings along Brentwood and Forsyth to take advantage of views across Shaw Park and capitalize on the proximity to the park
3. Improve the pedestrian connections throughout the downtown to the park
4. Activate the Brentwood street edge with restaurants, ice rink, pool, promenade, and pedestrian amenities)
5. Activate the park by introducing kiosks, cafes and small restaurants along Brentwood
6. Create permanent yet flexible space within the park for festivals and large events



PARK VIEW

ACTION PLAN

- Consider regulatory incentives for taller buildings on park, especially near Clayton Station
- Consider expanding the Park View area to include some parcels south of Forest Parkway
- In the long term, consider higher density residential or office on underutilized parcels
- Improve pedestrian crossings at every intersection along Brentwood through use of a traffic table/raised pedestrian crossing
- Relocate ball fields to open a site for a flexible special events space that takes advantage of the natural features of the park
- Consider adapting the land form at the north end of the park for smaller events
- To activate the Brentwood edge, reposition tennis courts
- Use the natural features of the park to create a rainwater storage pond at the lowest point



PARK VIEW



PARK VIEW

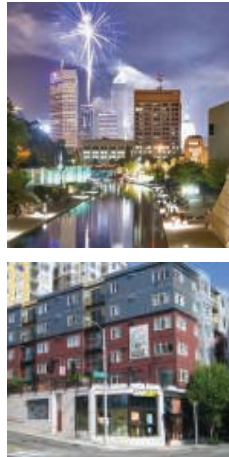
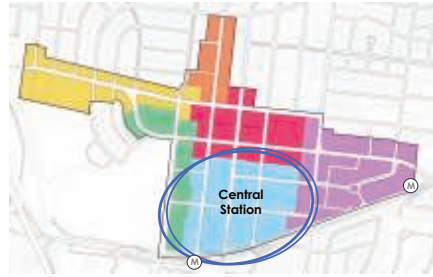


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CENTRAL STATION

VISION

Create a **walkable, high density mixed use** district with significant **new office development** and high density **multifamily rental residential** infill oriented around the **Clayton Transit Station**.



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CENTRAL STATION PRINCIPLES

1. Encourage **transit-oriented development** around the Clayton MetroLink station
2. Direct **office expansion and employment** uses to this district
3. Increase **nighttime and weekend activity** by adding infill housing oriented to professionals and empty nesters on selected sites
4. Improve the **streetscape and widen sidewalks**, especially along North Central
5. Create **small scale park spaces** to complement office and residential uses
6. Over time, through redevelopment and rehabilitation, **minimize blank walks and parking garages at street level**
7. Enhance **key pedestrian streets**: North Central and Carondelet



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CENTRAL STATION ACTION PLAN

- Provide **regulatory incentives to increase residential uses** for market rate rental housing
- **Consolidate underutilized sites** to create opportunities for higher density development
- **Reduce on-site parking requirements** for new multi-family residential near the Metro station
- Prohibit parking garages and blank walls from fronting on key pedestrian streets
- Create a building **façade and build on top of the county parking garage** to add more development and create a **better walking environment**

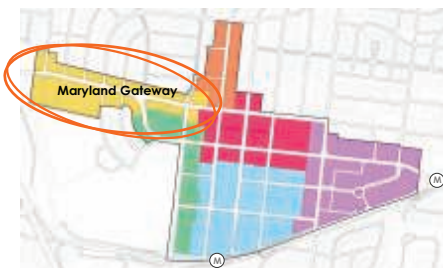


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MARYLAND GATEWAY

VISION

Create a **lower density mixed use** district that provides an **iconic gateway** into Clayton's CBD while respecting the northern residential neighborhood and the civic uses to the south.



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MARYLAND GATEWAY

PRINCIPLES

1. Transform Maryland Avenue into an **attractive urban corridor** leading into Downtown Clayton
2. Create a **new high quality urban streetscape** that announces entrance to Downtown Clayton
3. **Extend the urban character** of the downtown core along Maryland Avenue
4. **Mix housing and retail** to smooth transition to residential areas
5. Encourage a strong street edge by **maintain small retail establishments**



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MARYLAND GATEWAY

ACTION PLAN

- Redesign Maryland Avenue as a **boulevard or frontage road with street trees** to balance traffic and walkability
- **Orient front doors along and align buildings** to address Maryland Avenue
- Parcels to north of Maryland Avenue should **transition to lower height towards neighborhood**
- Parcels to south can accommodate greater building heights, further from the neighborhoods



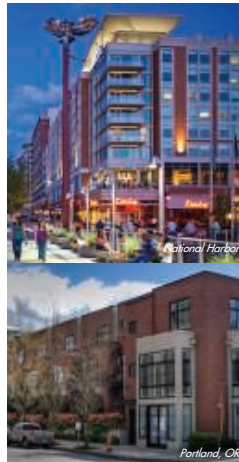
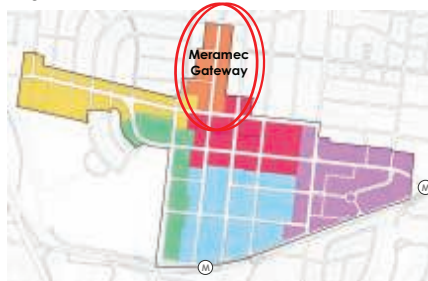
MARYLAND GATEWAY - proposed



MERAMEC GATEWAY

VISION

Create a **lower density mixed use district** that provides a **gateway into Clayton's CBD** while respecting the adjacent residential neighborhood.



MERAMEC GATEWAY

PRINCIPLES

1. Create **sense of arrival and downtown identity**
2. Create **infill development with mixed use** and housing for young professionals
3. Consider **professional/small scale office and hospitality uses** (given proximity to residential uses)
4. All new **development should consider adjacent residential scale**, particularly on parcels abutting residential neighborhood
5. Avoid surface parking lots visible along Meramec Street front
6. Strengthen identity along Meramec by **unifying street treatment**



MERAMEC GATEWAY

ACTION PLAN

- Create **unified landscape identity** along Meramec from Kingsbury Boulevard to Maryland Avenue
- **Enhance** traffic table/raised **pedestrian crossing** at Maryland Avenue to better **connect to North Central** through street treatment and stop light timing

