

### 3.0 DEVELOPMENT CONCEPTS AND STRATEGIES

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The Clayton business district has been divided into seventeen "Action Areas" for the purpose of identifying development opportunities and recommending strategies to capitalize upon the opportunities that exist. The maps on the following pages show the location of each of these areas. For each Action Area the consultant team has addressed the following items:

- Location and Existing Development
- Future Function of Area
- Development Objectives
- Development Obstacles/Impediments/Constraints
- Redevelopment/Land Use Change Opportunities
- Public Actions
- Private Actions

As these items were considered for each of the seventeen Action Areas, it became apparent that a number of recurring issues arose that were common to all or most of the Action Areas. For example, one of the obstacles/impediments to achieving the development objectives for many of the Action Areas is the fragmented property ownership throughout much of the CBD. Another item that represents an obstacle/impediment to development objectives in many of the Action Areas is the practice and expectation of redeveloping Clayton's CBD property for office towers with internally-oriented (as opposed to street-oriented) amenities and design features. In some cases the issues and the recommended public and private actions are the same for more than one Action Area, thereby appearing repetitive or redundant to anyone reading this report from beginning to end. However this repetition is necessary in order to communicate to the reader interested in just one such area the full scope of the plan with regard to that area.

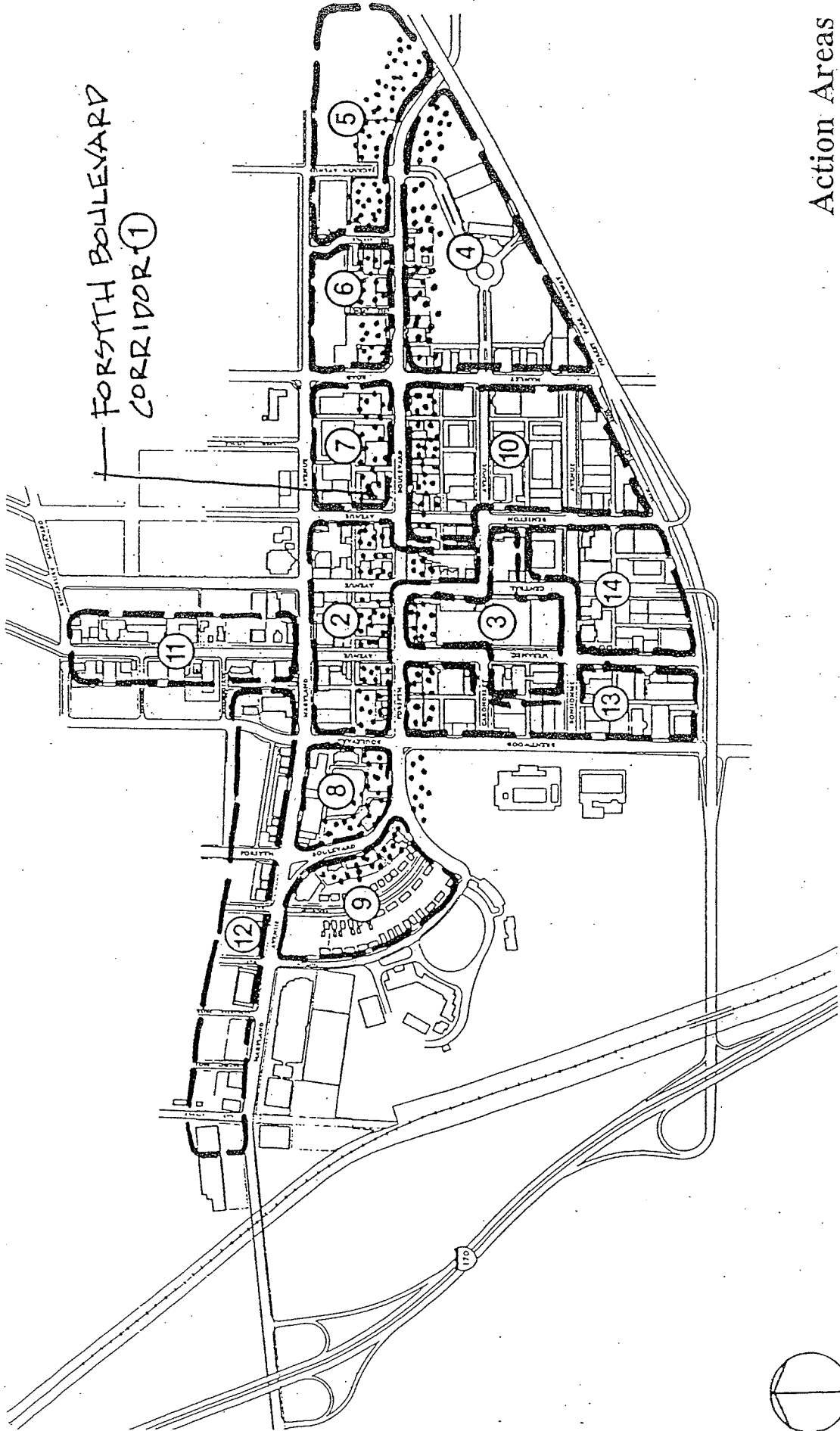
As public actions were evaluated for the Action Areas, another recommendation that continued to emerge was to revise and update the zoning code, particularly as it relates to providing development and design standards and site plan review procedures. Currently the City's business districts are zoned to some combination of the C-1 and C-2 Commercial Districts, the C-3 Commercial Office District and the

C-4 Central Business District. All four districts are present in the CBD, whereas the Hanley-Wydown and DeMun business districts are zoned C-1 and the Clayton Road corridor is in the C-1 and C-2 categories. However, it is clear that all four categories need to be rethought individually and as a system, along with relevant standards and procedures applicable to all four districts, in order to encourage the highest quality of future investment in the business districts without discouraging such development with undue regulation. Likewise the use of zoning and tax incentives to achieve specific development and redevelopment objectives is a recommendation applicable to several Action Areas though the specific criteria for use of these may vary from one area to another.

Several other public and private actions related to security, parking, and cooperative retail management also apply to all or most of the Action Areas and will be addressed separately in other sections of the report.

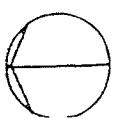
#### CLAYTON BUSINESS DISTRICT PLAN - ACTION AREAS

- |   |                   |
|---|-------------------|
| 1. Forsyth Corridor                     | 14. South Central |
| 2. Retail/Mixed Use Core                | 15. Clayton Road  |
| 3. County Government Center             | 16. Hanley/Wydown |
| 4. Ritz-Carlton Area                    | 17. Demun         |
| 5. Washington<br>University/Famous Barr |                   |
| 6. Hanley/Forsyth Northeast             |                   |
| 7. City Hall/Pierre Laclede             |                   |
| 8. Jefferson Smurfit Area               |                   |
| 9. Straub's/Brighton/Topton             |                   |
| 10. Hotel/Office Core                   |                   |
| 11. North Meramec                       |                   |
| 12. West Maryland                       |                   |
| 13. South Brentwood                     |                   |



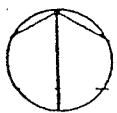
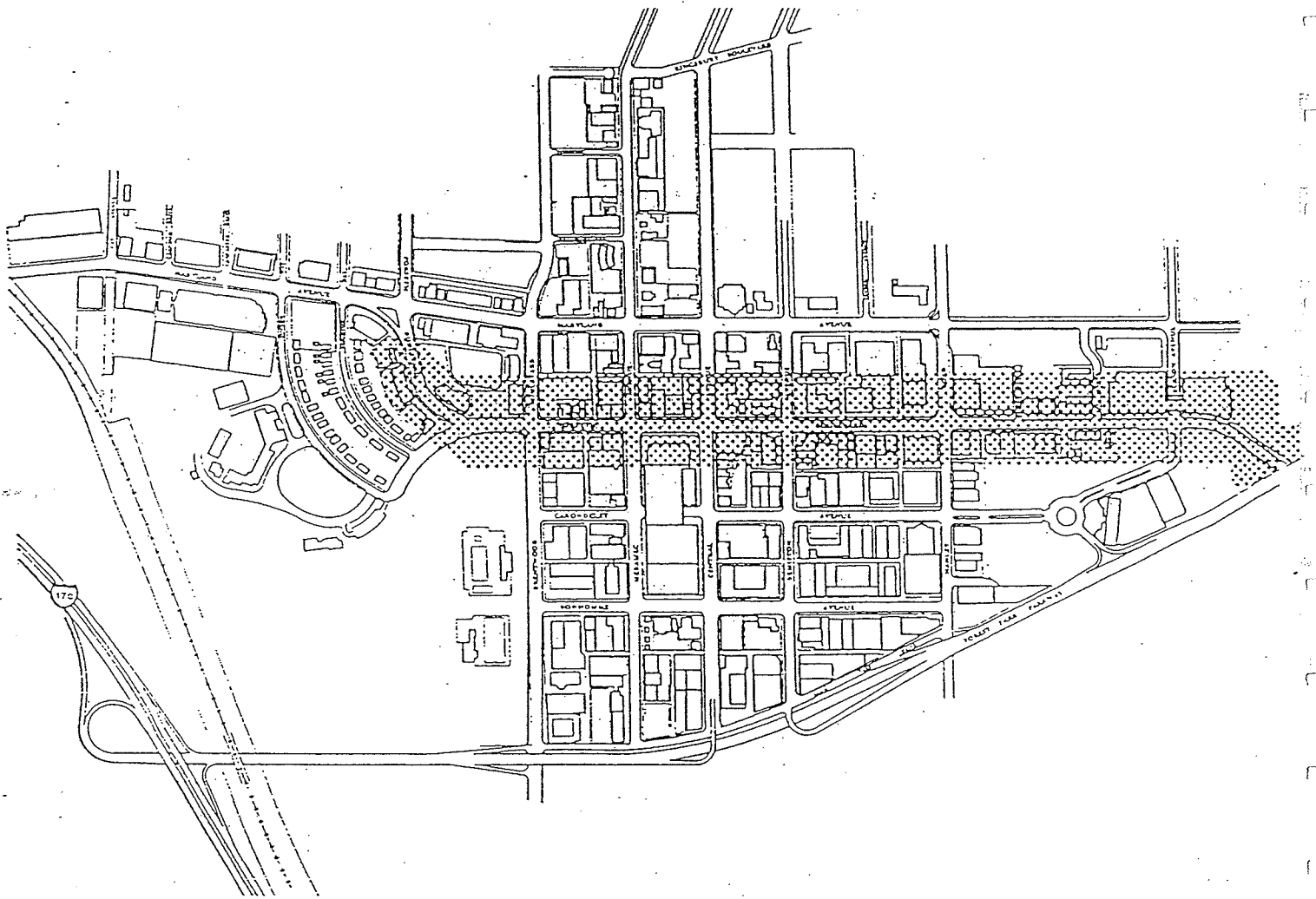
FORSYTH BOULEVARD  
CORRIDOR ①

Action Areas  
Central Business District



Clayton Business District Master Plan

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*Clayton Business District Master Plan*

Forsyth Corridor  
Central Business District

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## ACTION AREA #1 - FORSYTH CORRIDOR

### Location and Existing Development

The Forsyth Corridor extends from the Forsyth and Maryland Avenue intersection at the west edge of the Central Business District to the Clayton city limit beyond Jackson Avenue on the east. For the purpose of this study it includes all properties fronting Forsyth Avenue.

If any street can be said to be characteristic of Clayton's CBD, it would have to be Forsyth. On the west end of the corridor are two Clayton landmarks, Straub's market and Shaw Park. The old County Court building faces the street at Forsyth and Central, which is also the primary retail commercial intersection in the Clayton Business District. City Hall occupies another prominent corner along the corridor at Bemiston. Several major office towers such as the Pierre Laclede Center and Boatmen's Bank are also located within the corridor. At the corridor's east end, the Washington University property and the Plaza in Clayton represent two sites with outstanding long-term development potential in the Central Business District.

From Hanley Road to Brentwood Boulevard, the zoning is C-4. East of Hanley Road properties are zoned C-2. The area from Shaw Park to Maryland Avenue is in the C-1 district with the exception of properties on the east side of the "bend" which are zoned SDD.

### Future Function of Area

The Forsyth Corridor should serve as the "spine" of Clayton's Central Business District, bringing a focus on the retail core. It should be recognizable as Clayton's "Main Street" providing an unbroken pedestrian-friendly environment throughout the central business district from east to west.

### Development Objectives

- Create a "Main Street" for Clayton's CBD.
- Improve the entrances into the CBD from the east and west.
- Reinforce the link between the greenspace areas planned for the east and west ends of the CBD and to eliminate "dead spaces" along Forsyth.
- Improve and coordinate the streetscape the length of Forsyth.

- Indicate to visitors that they have entered the "heart" of the City of Clayton.

#### Development Obstacles/Impediments/Constraints

- Uninviting streetscape in many parts of the corridor.
- No consistent image to signify a continued "Main Street" environment.
- Retail competition is fierce for general merchandise, services and even some specialty retailers located along the corridor.
- Undeveloped and vacant property creates a void at the corridor's east end, while underutilized and underdeveloped property exists at the west end.
- Long blocks on the east end are not consistent with pedestrian scale and access.
- Inconsistent streetscaping and changing sidewalk widths.
- Expectation and history of developing office towers which do not "address the sidewalk".
- Weak retail businesses are found at some locations along the corridor.
- The Commerce Bank and Boatmen's Bank buildings are not pedestrian friendly at street level.
- In some locations, auto traffic dominates (Brentwood and Forsyth).
- Parking garages create barriers to street (buildings don't meet ground).
- No public plaza on Forsyth Avenue.
- No inviting link to Shaw Park exists along the Forsyth Corridor.
- There is a lack of sidewalk space in many areas combined with intimidating roadway width.
- A town square/green or plaza is needed.

### Redevelopment/Land Use Change Opportunities

- The potential exists for creating a unifying system of greenspaces in the corridor.
- Other redevelopment opportunities are outlined in descriptions of overlapping action areas fronting Forsyth.

### Public Actions

- Implement a system of consistent streetscaping improvements according to a detailed design plan for Forsyth Avenue.
- More consistent signage should be encouraged (public and private).
- East and West end greenspace improvements should be undertaken.
- Create a Public Plaza in front of or in place of the old County building.
- Establish design review for development and redevelopment projects.
- Increase ground floor retail (require for new and rehab development) and require visible activity at street level windows for non-retail (e.g. office uses).
- Detailed design plan for Forsyth improvements should be prepared.
- Eminent domain and tax abatement should be considered as incentives for significant private reinvestment.
- Attempt to create additional sidewalk width where possible.

### Private Actions

- Capitalize upon public improvements by making existing retail, office, service commercial, and private parking more pedestrian-oriented through upgraded facades, entries, signage, window treatments/displays and landscaping.
- Orient new development in this corridor toward Forsyth Boulevard and ensure that buildings are designed to include street front elevations that present a pedestrian-scale, active, street level face consistent with a "Main Street" environment.

## ACTION AREA #2 - RETAIL/MIXED-USE CORE

### Location and Existing Development

The Retail/Mixed Use Core includes the three blocks between Maryland Avenue, Forsyth Avenue, Bemiston Avenue and Brentwood Boulevard plus the businesses fronting Central Avenue between Forsyth and Carondelet Avenues. Uses are primarily retail, including restaurants, and some offices, most notably the Clayton Mercantile Center and the Graybar office towers.

The quality of uses and structures vary greatly. Pedestrian scale development predominates though urban streetscape quality needs improvement. Uses such as the Seven Gables Hotel and high quality specialty shops represent major assets to be retained, encouraged and emulated. All property within this action area is zoned C-4.

### Future Function of Area

To serve the retail and service needs of Clayton's residents, visitors and daytime employment population in a manner that addresses the street-level pedestrian environment.

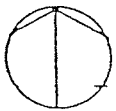
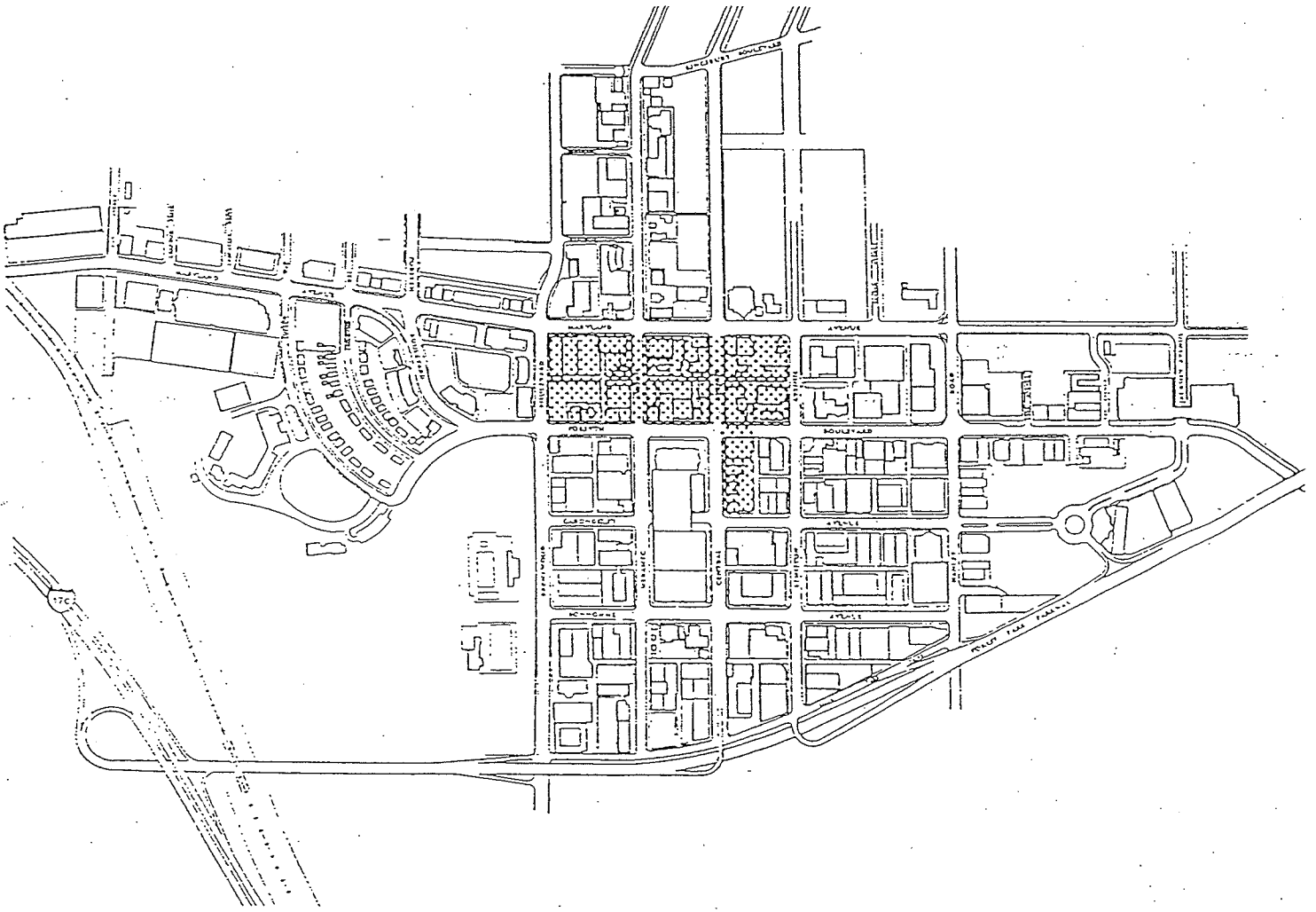
### Development Objectives

- Retain and improve this area's pedestrian scale retail environment.
- Promote infill or new development that enhances the above objective.
- Retain retail/service uses on the ground level of buildings facing the street and extending to the sidewalk. This development could be new, rehab, or infill provided it conforms to and enhances the retail/mixed-use core's pedestrian environment.
- Upper levels may be mixed use (office/residential/hotel).

### Development Obstacles/Impediments/Constraints

- Retail competition within and outside core area (Galleria, Central West End, U. City Loop, etc.).





*Clayton Business District Master Plan*

Retail/Mixed-Use Core  
Central Business District

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- Redevelopment speculation/expectations.
- The standard and expected practice of developing office towers with internal retail and design amenities.
- Perceived land values based upon a continual large-scale office demand.
- Unrealistic retail parking expectations.
- Outmoded retail facilities and structures.
- Lack of streetscaping amenities.

#### Redevelopment/Land Use Change Opportunities

- Potential for continued "reclaiming" of streetfront space for restaurant and retail use.
- Potential for new development or redevelopment of mixed-use structures.
- Property on the northeast quadrant of Brentwood Boulevard and Forsyth Avenue has special redevelopment potential attributable to its high visibility and views of Shaw Park.

#### Public Actions

- Revise/update the C-4 Central Business District and related planning and design standards in the zoning code to provide guidance and incentives for the creation of an active and exciting street level shopping and pedestrian environment with offices, hotel and residential uses above.
- Strict code enforcement is needed to ensure the appearance, safety, and value of many of the aging structures and improvements in this action area.
- Streetscape/signage improvements.
- Provide tax and site consolidation incentives to achieve reinvestment objectives.
- Increase the use of special assessment district funds for CBD management functions.

- Implement new development guidelines incorporated into zoning for this area.
- Design review (site plan review) should be established for all development or redevelopment in this area.
- Create a retail core zoning district with site plan review; minimum site consolidation and design standards.
- The Economic Development Department should continue to attract and retain desired target tenants/owners.
- Create a small area pedestrian circulation plan which takes advantage of mid-block/alley walkways and other features that facilitate and encourage pedestrian traffic and exploration.

#### Private Actions

- Chamber of Commerce should steer new target retail business into this area.
- Owner reinvestment based upon changing markets.
- Development and redevelopment plans should be consistent with the standards and guidelines for Retail/Mixed-Use Core and should build upon the public improvements.
- Establish a CBD merchant's association.

## ACTION AREA #3 - COUNTY GOVERNMENT CENTER

### Location and Existing Conditions

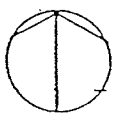
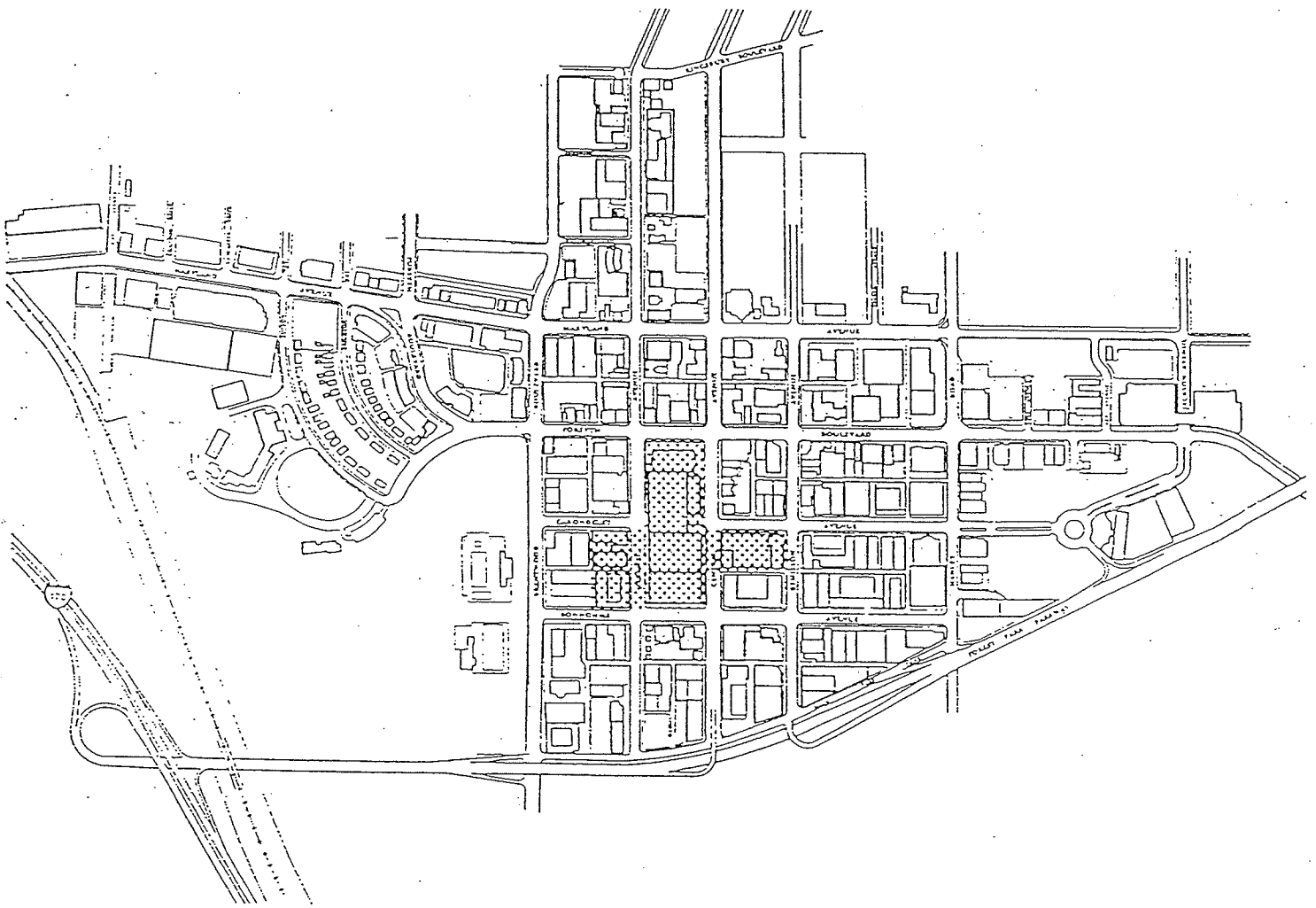
This area is focused on the two blocks between Meramec and Central Avenues extending from Forsyth on the north to Bonhomme on the south. Adjacent properties to the east and west also include the former Seven-Up building and the site of the new Justice Center. The site includes the County Courts, Administrative Center (including former Seven-Up building), an elevated plaza, the Old County Court building and the future Justice Center. With the exception of the former Seven-Up building and the county parking garage sites which are zoned C-3, all other property in this action area is within the C-4 zoning district.

### Future Function of Area

To continue as the center of St. Louis County government courts, administrative and legislative activity and as a major regional employment center.

### Development Objectives

- Create a new public plaza on Forsyth as useable, landscaped public open space. This should be a joint development of a civic plaza (city/county) on the old County building site facing Forsyth.
- Eliminate the existing internally-oriented upper level plaza of the present County Government Center complex.
- As part of the County Government Center facilities master plan, the new County Justice facility should be positioned to allow MetroLink to the turn from Carondelet to and from the east to Central to and from the south and an alignment along the Forest Park Expressway. (A minimum 100' turning radius is necessary to turn the MetroLink line from east/west to a north/south alignment along any Clayton street right-a-way.) Such a turn would be necessary somewhere near the County Government Center if a station is to serve the complex from the east and then proceed to Forest Park Boulevard in order to avoid going through Shaw Park as the line continues west to I-170. The Justice Center should also provide ground floor windows allowing pedestrian visibility of interior activities.



*Clayton Business District Master Plan*

County Government Center  
Central Business District

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### Development Obstacles/Impediments/Constraints

- Lack of clear long-range development plan for total county government center complex.
- Until light-rail transit comes, need additional parking for county employees.
- Cost/financial feasibility of plaza(s) development.

### Redevelopment/Land Use Change Opportunities

- Old County Courthouse (long and short-term opportunities for reutilization as greenspace/plaza).
- Space occupied by existing elevated County plaza may be better utilized for other county uses.

### Public Actions

- Create joint Clayton/County study group (including joint staffing) to interface with county for long-term future of County Government Center (not just the new Justice Center). The City should encourage and participate in facilities master plan for County facilities.
- Negotiate City/County participation in plaza, discourage additional County investment in old Courthouse building.
- Begin planning/strategies for incorporating MetroLink and a bus transfer station into the County Government Center complex.
- Negotiate with County to make additional County parking facilities available for public use during non-peak hours (evenings and weekends) and/or set aside part of parking for public use based on other considerations.

### Private Actions

- Chamber of Commerce/Clayton Economic Development Advisory Commission and other private business participation in creation of the new public plaza at Forsyth and Central/Meramec.
- Private participation in use of first floor of the new Justice Center.

## ACTION AREA #4 - RITZ-CARLTON AREA

### Location and Existing Development

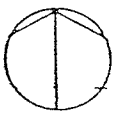
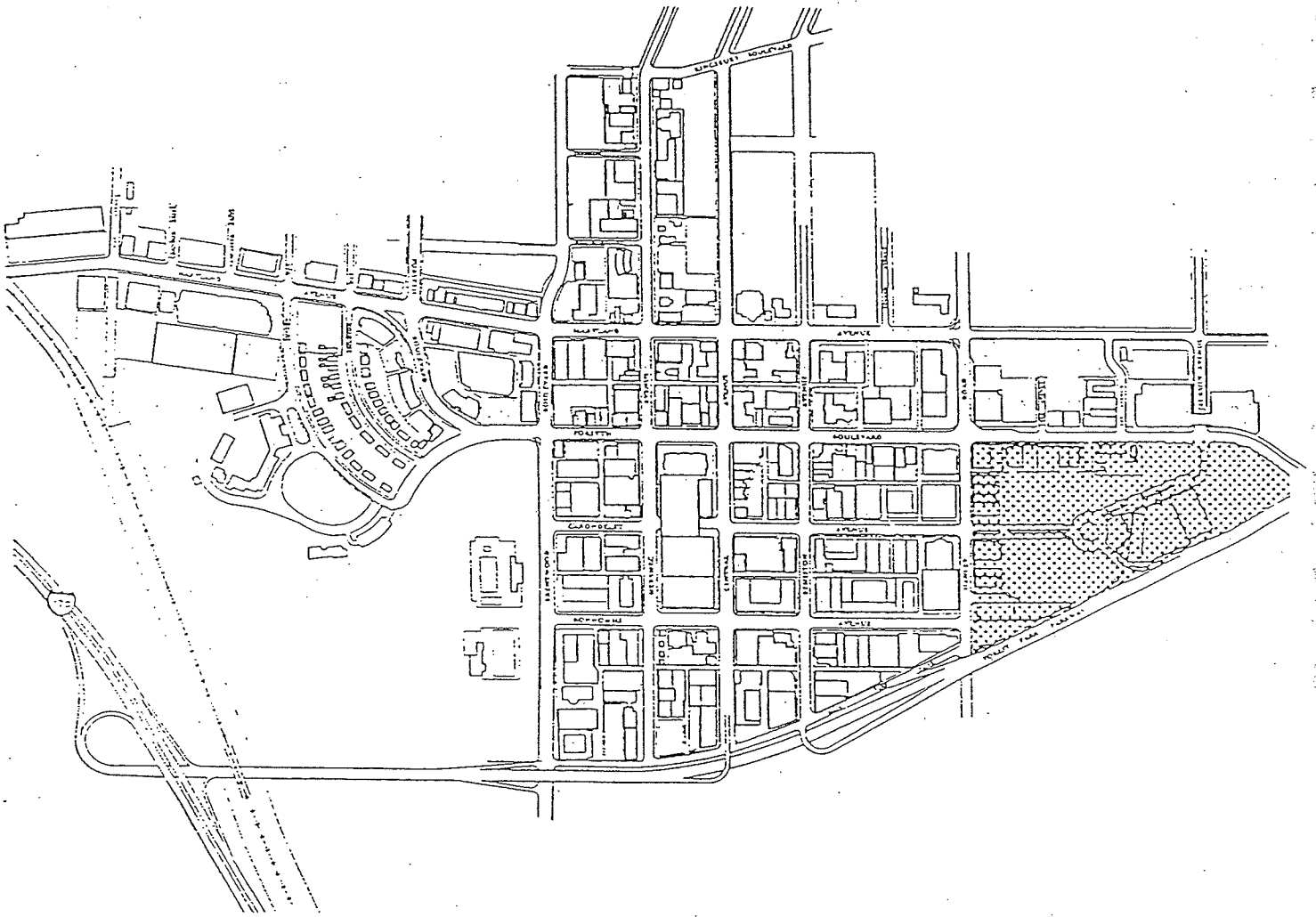
This Action Area is the largest of those designated in the central business district. It is bounded by Hanley Road on the west, Forsyth Boulevard on the north and Forest Park Parkway on the south. The dominant development in this area is the Plaza in Clayton, anchored by the Ritz Carlton Hotel. Much of the Plaza in Clayton property remains undeveloped. Hanley Road frontage in this Action Area is primarily comprised of office structures of varying scale and quality. Along the Forsyth frontage are smaller scale offices, the Shady Oak Theater and small scale retail uses in buildings of moderate scale and quality. The Plaza in Clayton properties in the core of Action Area #4 are zoned C-4, while the properties surrounding it are zoned C-2. The only exception to this is the properties facing Hanley Road which are zoned C-3.

### Future Function of Area

This area, along with Action Area #5 to the north, should become a recognizable entryway from the east into the Clayton Central Business District. Its position at the eastern terminus of Forsyth, Clayton's "Main Street", suggests that a significant greenspace should be located at the eastern part of the Forsyth frontage. Given the large amount of undeveloped and underdeveloped property in this Action Area, it represents one of the CBD's few locations for future large scale office and mixed-use development, including higher-density multifamily residential development. This area could also evolve to include additional cultural uses.

### Development Objectives

- Provide a better link between this area, the retail core, and the rest of the Forsyth Corridor.
- Establish a significant public greenspace near the eastern portion of the area to define the entry into Clayton's CBD and the Forsyth Corridor.
- Continue quality development consistent with that in the Plaza at Clayton.
- Make provision for the incorporation of a future MetroLink station in the area.
- Upgrade and incorporate into the Plaza in Clayton project the underdeveloped properties along Forsyth and Hanley.



*Clayton Business District Master Plan*

Ritz-Carlton Area  
Central Business Distri

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- Include housing and cultural uses in the range of development types to be accommodated in this area.
- Incorporate the concept of a mid-block right-of-way linking the Plaza in Clayton property (Carondelet Plaza Drive) with Forsyth Avenue.

#### Development Obstacles/Impediments/Constraints

- The Ritz Carlton and Plaza in Clayton currently lack a real presence on Forsyth or Hanley and are not integrated into the uses that do front these two major roadways.
- A number of the properties fronting Hanley and Forsyth are underutilized, vacant or structurally obsolete.
- The expanse of underdeveloped land, though a long-term asset, further accentuates the sense that the Ritz Carlton and surrounding properties are isolated from the CBD.
- There is no current plan for a MetroLink line or station in this area.
- Current market conditions make it unlikely that large scale office or retail development will be undertaken at the Plaza in Clayton in the next few years.
- Existing property owners do not feel a sense of urgency to do anything due largely to unrealistic expectations of future development potential and land values.

#### Redevelopment/Land Use Change Opportunities

- While the Plaza in Clayton property fronting Forsyth is vacant, and the former Famous Barr property is being upgraded for reuse by Washington University, the opportunity exists for incorporating a public greenspace area into their development plans.
- The large amounts of vacant and underutilized properties in this Action Area present the opportunity to investigate the feasibility of its accommodating MetroLink lines and stations. In addition to benefitting Clayton in general, a MetroLink line would be a specific benefit to the Ritz Carlton Hotel by effectively linking it to the Convention Center facilities in Downtown St. Louis.

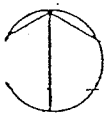
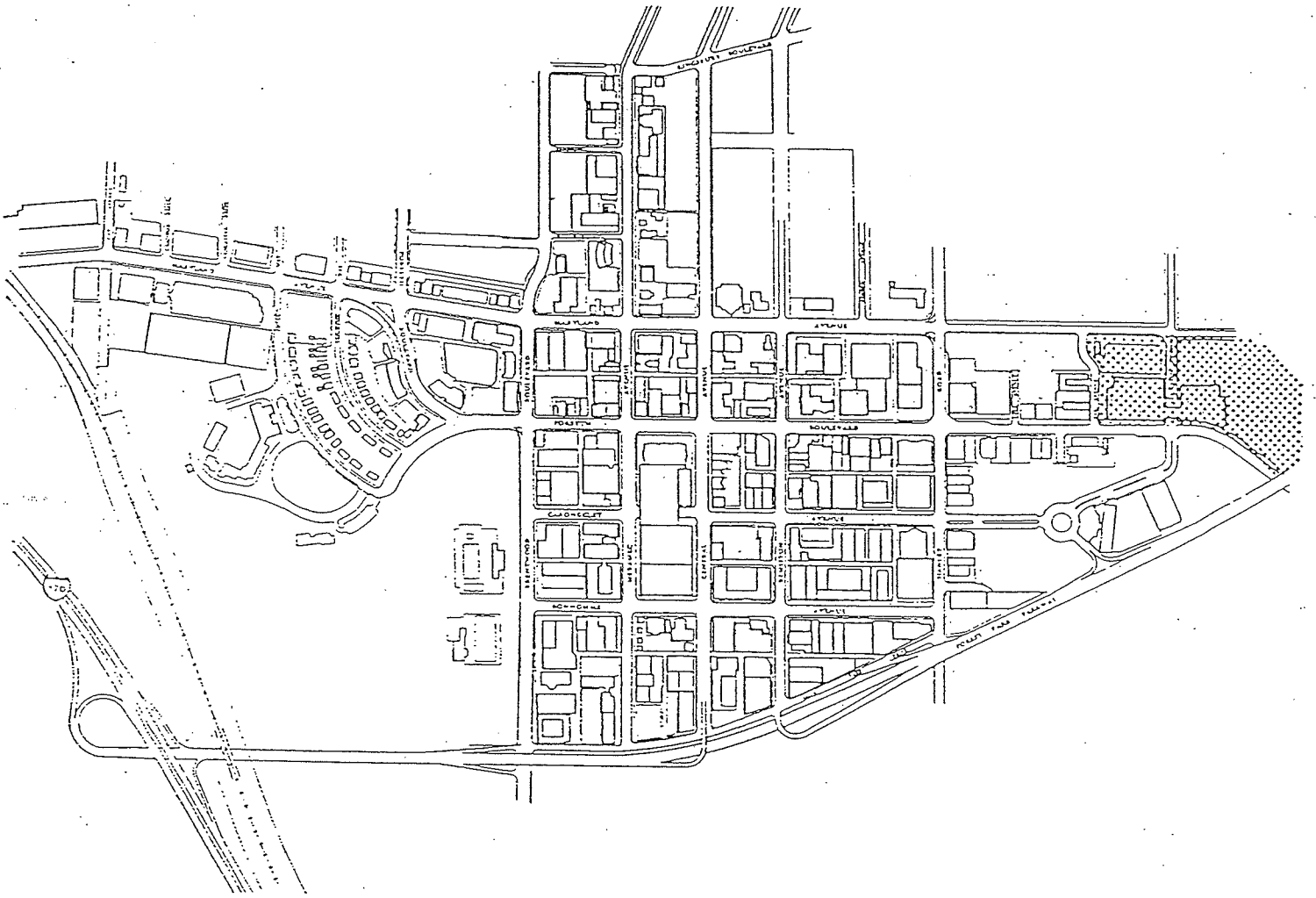
- Underutilized properties fronting Forsyth and Hanley should be incorporated into the development plans for the Plaza in Clayton.

#### Public Actions

- Negotiate with Washington University and the Plaza in Clayton to establish a site for a public greenspace that can be incorporated into their development and redevelopment plans.
- Initiate discussions with all appropriate parties (e.g. Bi-State Development Agency, University City, St. Louis County, property owners) about the potential for a MetroLink line and station somewhere in this Action Area.
- Entertain proposals for higher-density residential development in the area, particularly those which might include or take advantage of a public greenspace amenity.
- Make available the eminent domain powers to assist in assembling additional properties fronting Hanley and Forsyth as a part of the overall development plan for the Plaza in Clayton. Likewise the City may be compelled to use its powers to induce development activity in the area if the unwillingness of property owners to act and invest in the area persists indefinitely.
- Create a mid-block right-of-way to link Forsyth Boulevard with Carondelet Plaza Drive.

#### Private Actions

- Consider residential development as an option to existing office/retail development plans.
- Work with the City to determine how a public greenspace could be located along Forsyth.
- When evaluating future development and redevelopment investments, consider MetroLink as one of the factors that may positively influence economic performance of the property as well as influence its use and design.



*Clayton Business District Master Plan*

Washington University/Famous Barr  
Central Business District

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## ACTION AREA #5 - WASHINGTON UNIVERSITY/FAMOUS BARR

### Location and Existing Development

This Action Area includes property between Maryland Avenue and Forsyth Boulevard extending to Lee Avenue on the west and Forest Park Parkway on the east. Though the eastern most part of this area is actually in University City, it has all been included for planning purposes in order to incorporate all of the former Famous Barr property. This former retail center is presently owned by Washington University which is renovating much of the 285,000 square foot space for administrative uses. The store, along with the surface parking and garage structure west of Lee, comprises over eleven acres. The university also utilizes the property for off-site parking for its main campus by running a shuttle bus between the two locations. Fronting Maryland Avenue east of Lee Avenue are single family homes as well as the Board of Education office at the corner of Lee and Maryland. The commercial properties in this Action Area are zoned C-2.

### Future Function of Area

The residences on Maryland Avenue will and should remain in the future and be protected, as necessary, from commercial encroachment. The property fronting Forsyth, along with that to the south in Action Area #4, should signify an entry into Clayton's CBD and the Forsyth Corridor. The general theme for this area in the future should be that of a cultural district. The University's short and long range educational use of the property is consistent with this concept, though it might also include uses such as galleries, film and live theater and other types of exhibition and performing arts.

### Development Objectives

- Upgrade the physical appearance of the structures and parking lots along Forsyth.
- Protect the single family residences along Maryland.
- Reutilize the University-owned property with uses that generate day and nighttime activity in the area.
- Incorporate greenspaces and building design features into new development plans that reinforce the concept of an "entry" into the CBD.

### Development Obstacles/Impediments/Constraints

- The former department store configuration makes reuse difficult for non-university related purposes.
- The age of the former Famous Barr retail and parking structures will make property maintenance and renovation a continuing challenge.
- The University's plans are long range in scope and may not include new development for a number of years.

### Redevelopment/Land Use Change Opportunities

- The University's broad educational mission may provide opportunities for initiating some of the cultural district concepts such as exhibition and performing arts, galleries, or community theater uses.
- The reuse of existing buildings for administrative, library and educational purposes will provide needed property maintenance and activity.
- Long range development on the site for educational programs will provide additional opportunities to coordinate development on the north and south sides of the Forsyth "entry" into the CBD.
- The opportunity exists to include MetroLink in the redevelopment of the site.

### Public Actions

- Present recommendations for upgraded landscaping/open space features on Washington University property.
- Recommend coordinated plans for new development for property north and south of Forsyth to create a significant entry design statement when both developments are ultimately completed.
- Encourage street level and outdoor uses of the University property that generate activity, interest, public participation and promote the cultural theme.
- Discuss with the University the potential for utilizing MetroLink to link this property to the main campus.

### Private Actions

- Upgrade landscaping and building facades.
- Continue to pursue ground floor users such as galleries, theaters and other related tenants.
- Consider the "entryway" design concept and MetroLink as a part of the short and long term development strategies.

## ACTION AREA #6 - HANLEY/FORSYTH NORTHEAST

### Location and Existing Development

This Action Area is bounded by Hanley Road, Lee Avenue, Forsyth Boulevard and Maryland Avenue. The northern part of this area fronting Maryland is comprised of single family homes and is not within the business district. The former Missouri Savings building, now vacant, occupies the corner at Hanley and Forsyth with its surface parking extending east to Lyle Avenue. Fronting Forsyth between Lyle and Lee Avenues are a row of small, older structures housing retail and service commercial businesses. Behind these to the north is an older apartment building, Hanley Arms. All commercial properties in this area are zoned C-2.

### Future Function of Area

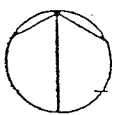
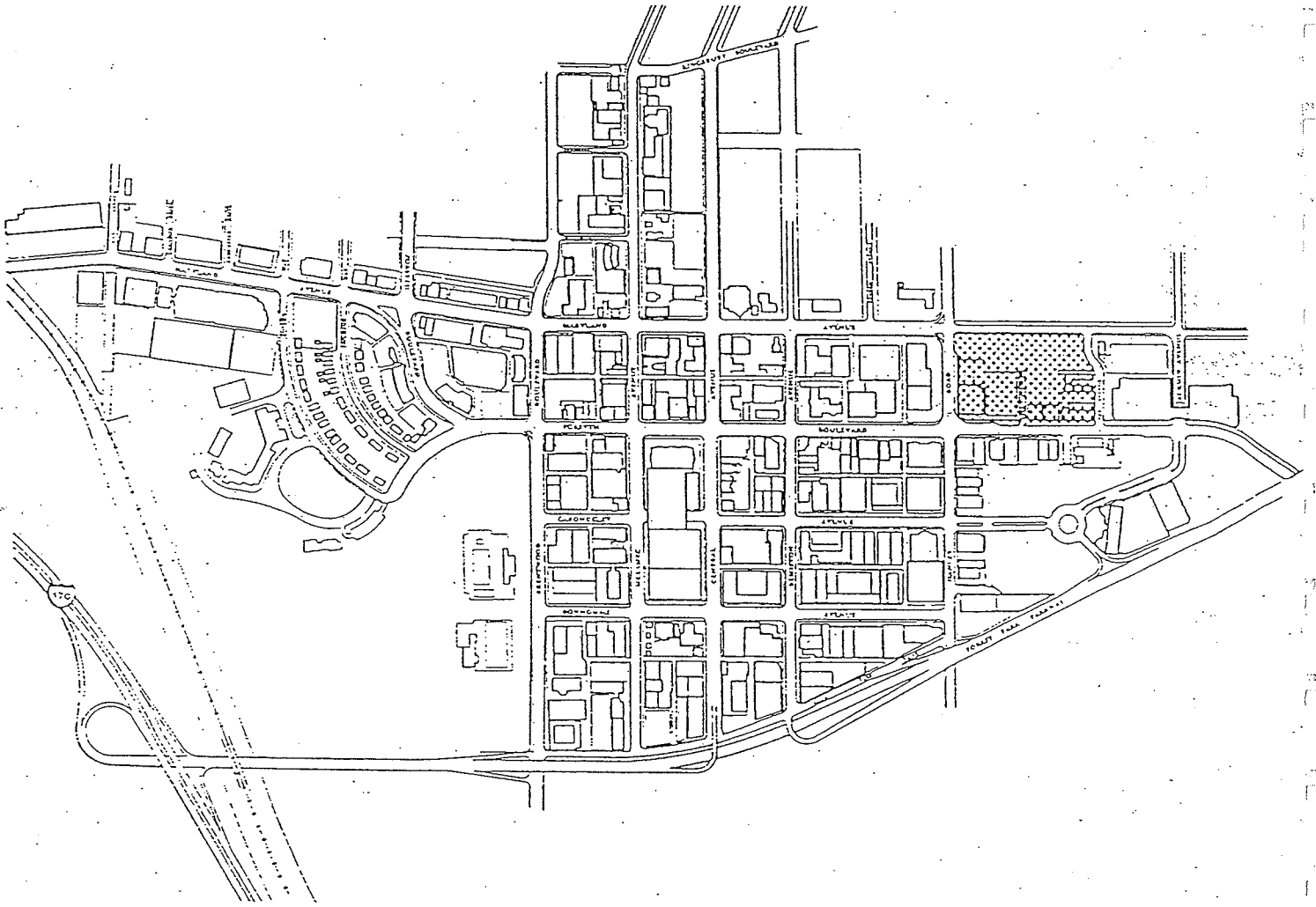
This area will serve several important functions in the future of the Central Business District. First, the properties fronting Forsyth should be part of a continuous corridor of development linking Shaw Park on the west, the Retail Core, and the Washington University property and the Plaza in Clayton to the east. A second function is to serve as a transition area between the Plaza in Clayton/Forsyth frontage commercial uses and the single family residences which will remain along Maryland. The 1988 Master Plan Update defines these functions and details the criteria that should guide development in this area. Future uses include mixed retail, office and residential development along Forsyth, a 100 foot buffer area (which may include parking as a conditional use) behind the single family lots, and the single family uses along Forsyth.

### Development Objectives

- Protect the single family homes fronting the south side of Maryland Avenue.
- Redevelop the eastern half of the area between Lyle and Lee in a coordinated fashion.
- Reuse or redevelop the handsome and architecturally significant Missouri Savings property at Hanley and Forsyth which is a visual asset to the area.

### Development Obstacles/Impediments/Constraints

- The shallow depth (250 feet) of the commercial property fronting Forsyth and



*Clayton Business District Master Plan*

Hanley/Forsyth Northeast  
Central Business District

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the need for a 100 foot buffer behind commercial structures will make coordinated site design a necessity for redevelopment.

- The present under-utilization of the former Famous Barr property to the east and the vacant Missouri Savings property at Hanley and Forsyth diminish the potential market for retail and service commercial redevelopment between Lyle and Lee. Likewise, the vacancies and underutilized properties facing this area across Forsyth in Action Area #4 are an impediment to reinvestment on the north side.
- Building heights for new structures on this portion of Forsyth Avenue are limited to five stories, according to the 1985 Master Plan Update. Because of the five-story height limit, this area cannot be developed for major new office or residential towers.

#### Redevelopment/Land Use Change Opportunities

- Almost all of the Action Area #6 has been consolidated under single ownership which will make coordinated redevelopment possible when market and economic conditions are favorable for reinvestment.
- The short and long term plan for the Washington University property and the Plaza in Clayton may influence the appropriate mix of uses for redevelopment in this Action Area. For example, a large employment or student population at the Washington University site or additional office or residential development at the Plaza in Clayton could enhance the market for retail and service commercial development in Action Area #6.

#### Public Actions

- Consider use of eminent domain if necessary to assist in a coordinated private redevelopment plan for the Action Area.
- Allow rezoning and/or conditional uses to accommodate well-conceived mixed-use development if proposed (eventually, zoning code should be updated or revised for this purpose).
- Continue the streetscape improvements planned for the Forsyth Corridor to this area to encourage private reinvestment.

### Private Actions

- Reuse the Missouri Savings property for an office, financial, or institutional purpose which can take full advantage of its architectural merit.
- Continue property consolidation efforts.
- Upgrade landscaping and improve the maintenance of existing properties.
- Coordinate long-term development plans with Washington University and the Plaza in Clayton to maximize the potential of the property and to create compatible uses.

## ACTION AREA #7 - CITY HALL/PIERRE LACLEDE

### Location and Existing Development

Directly east of the Retail Core, this Action Area occupies the long block between Maryland Avenue, Forsyth Boulevard, Bemiston Avenue and Hanley Road. Clayton City Hall and the post office to the north occupy the western third of the area. The two office towers of the Pierre Laclède Center and their accompanying parking facilities comprise the eastern two-thirds of the block. The southern half of the Action Area is zoned C-4. The northern half, occupied by the Post Office and Pierre Laclède Center parking is zoned R-3.

### Future Functions of Area

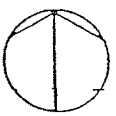
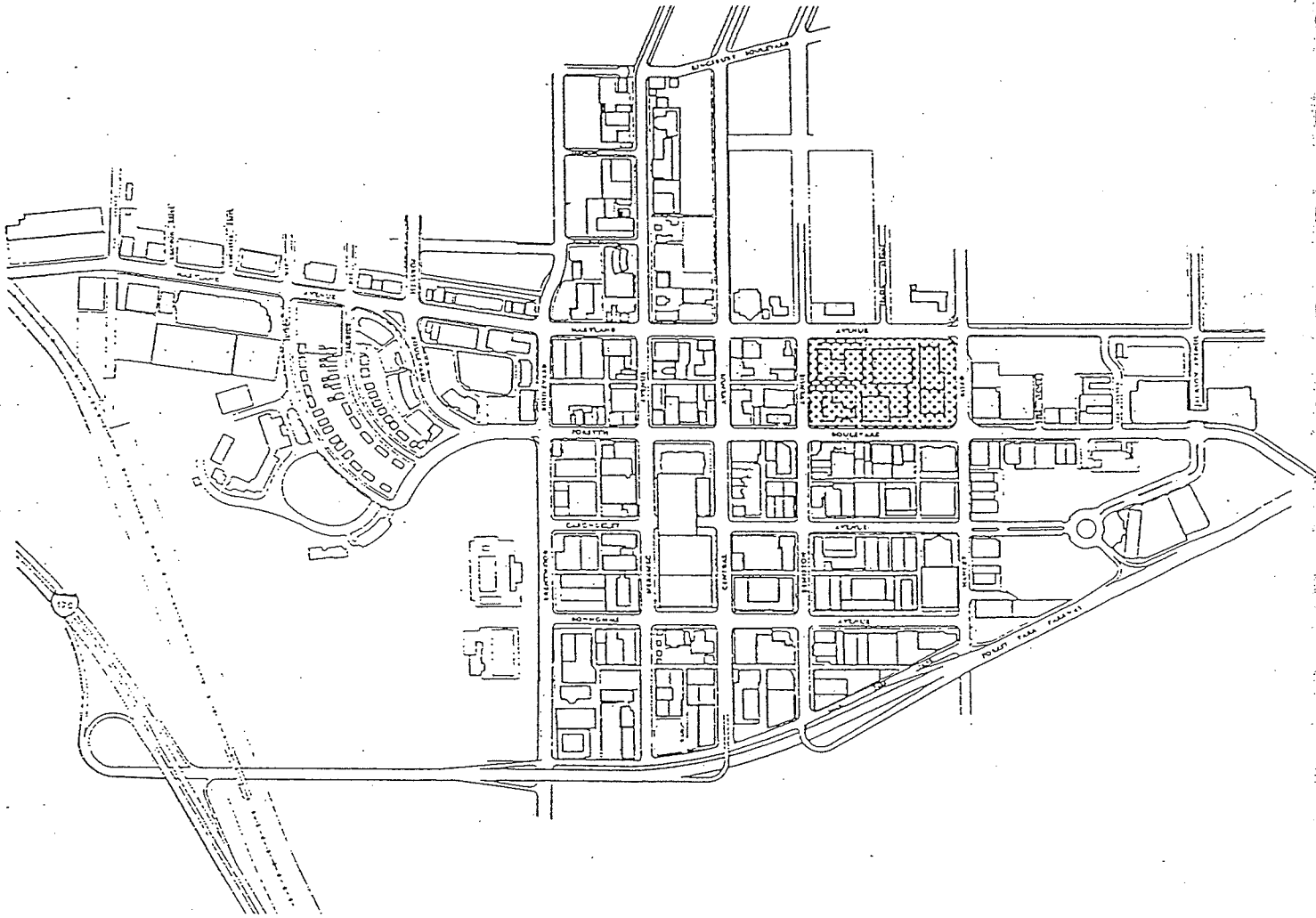
The present patterns of public and private land uses are not anticipated to change in Action Area #7. Having the City Hall adjacent to the Retail Core and on the Forsyth Corridor is both convenient for City residents and important as a future anchor and public presence in the CBD.

### Development Objectives

- Retain the pedestrian scale of the City Hall and the greenspace amenity its yard adds to this part of the Forsyth Corridor.
- Improve the pedestrian environment in front of the Pierre Laclède Center.

### Development Obstacles/Impediments/Constraints

- Continued use of the existing City Hall will require additional investment to maintain and upgrade the structure and facilities to meet space demands, Americans with Disabilities Act (ADA) requirements and other needs.
- The street level environment in front of the Pierre Laclède Center is somewhat sterile. This is an example of buildings that do not "meet the street" by addressing the pedestrian on the sidewalk in their design. It is especially critical in this part of the Forsyth Corridor because this is the last fully-occupied, active block on the eastern part of the "Main Street" corridor which should provide an inviting link to Action Areas #4, #5 and #6.



*Clayton Business District Master Plan*

City Hall/Pierre Laclede  
Central Business District

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### Redevelopment/Land Use Change Opportunities

- No significant land use changes or development opportunities are anticipated in this Action Area. The Pierre Laclède Center represents a major real estate investment that will remain for years to come. The City Hall and post office are both viable uses that should be encouraged to remain in this Action Area though this would not preclude upgrading or building new public facilities on the site in the future.

### Public Actions

- Extend the streetscape improvements recommended for the Forsyth Corridor through Action Area #7.
- Encourage pedestrian-friendly environmental improvements in front of the Pierre Laclède Center including public art.
- Make it the City's policy to retain both the Post Office and City Hall at the present location and recognize City Hall as a landmark building to be retained if economically and functionally feasible.

### Private Actions

- Work with the City to improve the pedestrian environment in front of the Pierre Laclède Center.

## ACTION AREA #8 - JEFFERSON SMURFIT AREA

### Location and Existing Development

Action Area #8 lies between Forsyth Boulevard, Maryland Avenue, and Brentwood Boulevard. Facing Maryland is the Jefferson Smurfit Building (former Apex Tower) and the Willis Corroon Corporation Office building. Two three-story brick office buildings front Brentwood Boulevard. Along the "bend" on Forsyth is a single story building housing a number of retail and service commercial businesses and a vacant site originally intended for a second office building on the former Apex property. A parking garage occupies the center of the block. The entire area is zoned SDD, Special Development District.

### Future Function of Area

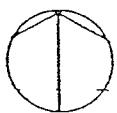
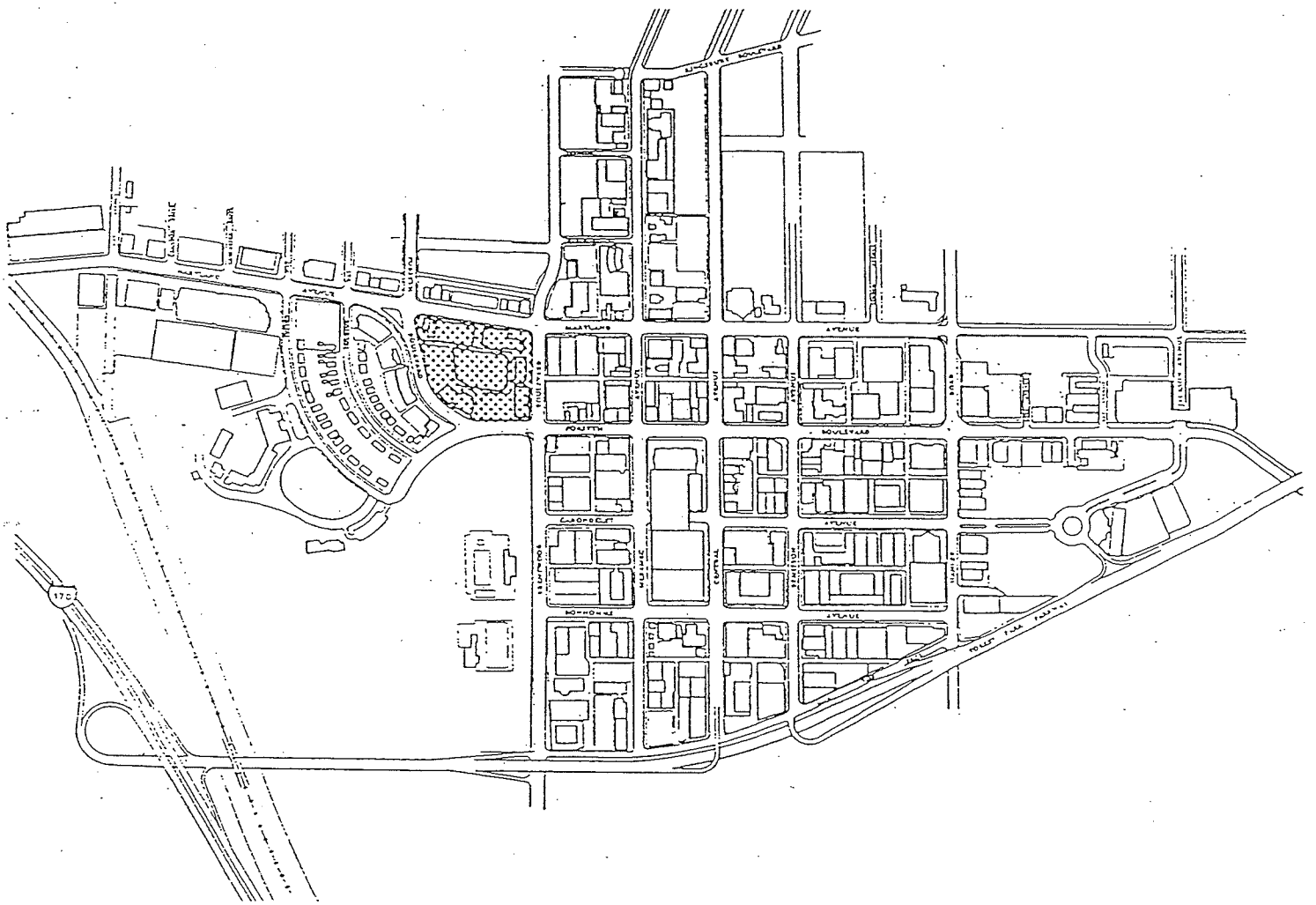
The office buildings will remain the dominant uses in this action area. In the near term, the service and retail uses on the "bend" will remain, though they may ultimately be redeveloped or consolidated with the vacant property for office development. A signature structure at this location with an externally-oriented public space or plaza would contribute to the "entry" design concept desirable at this end of the Forsyth corridor and could take advantage of the views afforded by Shaw Park.

### Development Objectives

- Fill the void created by the vacant property adjacent to the Jefferson Smurfit building.
- Create a better image at the Forsyth entry point into the Central Business District.

### Development Obstacles/Impediments\Constraints

- Retail and service commercial businesses are isolated from the concentrations of retail uses in the CBD.
- Traffic volumes and the curving street configuration patterns along Forsyth make on-street parking and access to retail uses difficult.
- The present weak market for office space makes development of the vacant parcel on Forsyth a long-term project.



*Clayton Business District Master Plan*

Jefferson Smurfit Area  
Central Business District

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- Vehicular traffic volumes and Y intersections are intimidating to pedestrians in this area.

#### Redevelopment/Land Use Change Opportunities

- The vacant property south of the Jefferson Smurfit office building represents the most obvious opportunity of development. The development plan for this site is to construct another office building with parking provided by the existing garage structure. This remains the most reasonable use for the site.
- Over the long term, a higher and better use for the retail property and parking lot at the south end of the block may evolve. Ideally, this would be an office building mixed with ground floor service commercial uses. Because of its isolation from other concentrated retail uses and parking and traffic problems, it is unlikely that a primarily retail development project is feasible.

#### Public Actions

- Extend Forsyth streetscape improvements through this action area.
- Review development proposals to ensure that new buildings "meet the street" and provides an interesting street level environment.
- Encourage development on the vacant site that incorporates a well-conceived public plaza, interesting facade or public art suggesting a special entry point into the CBD.

#### Private Actions

- Upgrade existing facades along Forsyth Boulevard.
- Work with City when development plans for the vacant property are prepared to achieve a design consistent with the entry theme for this portion of Forsyth Boulevard.



## ACTION AREA #9 - STRAUB'S/BRIGHTON/TOPTON

### Location and Existing Development

Current uses primarily consist of moderately-priced multi-family rental and condominium apartments in a low-rise configuration along Brighton and Topton. Office and retail parking dominate the northern end of the area along Maryland Avenue. Straub's grocery and retail/service commercial uses extend along the shallow frontage on Forsyth Boulevard. The multifamily properties along Topton and Brighton are zoned R-4 in this area. Along the "bend" on Forsyth Boulevard, the property is zoned C-1, while the surface parking lots fronting Maryland Avenue are zoned C-2.

### Future Function of Area

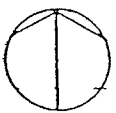
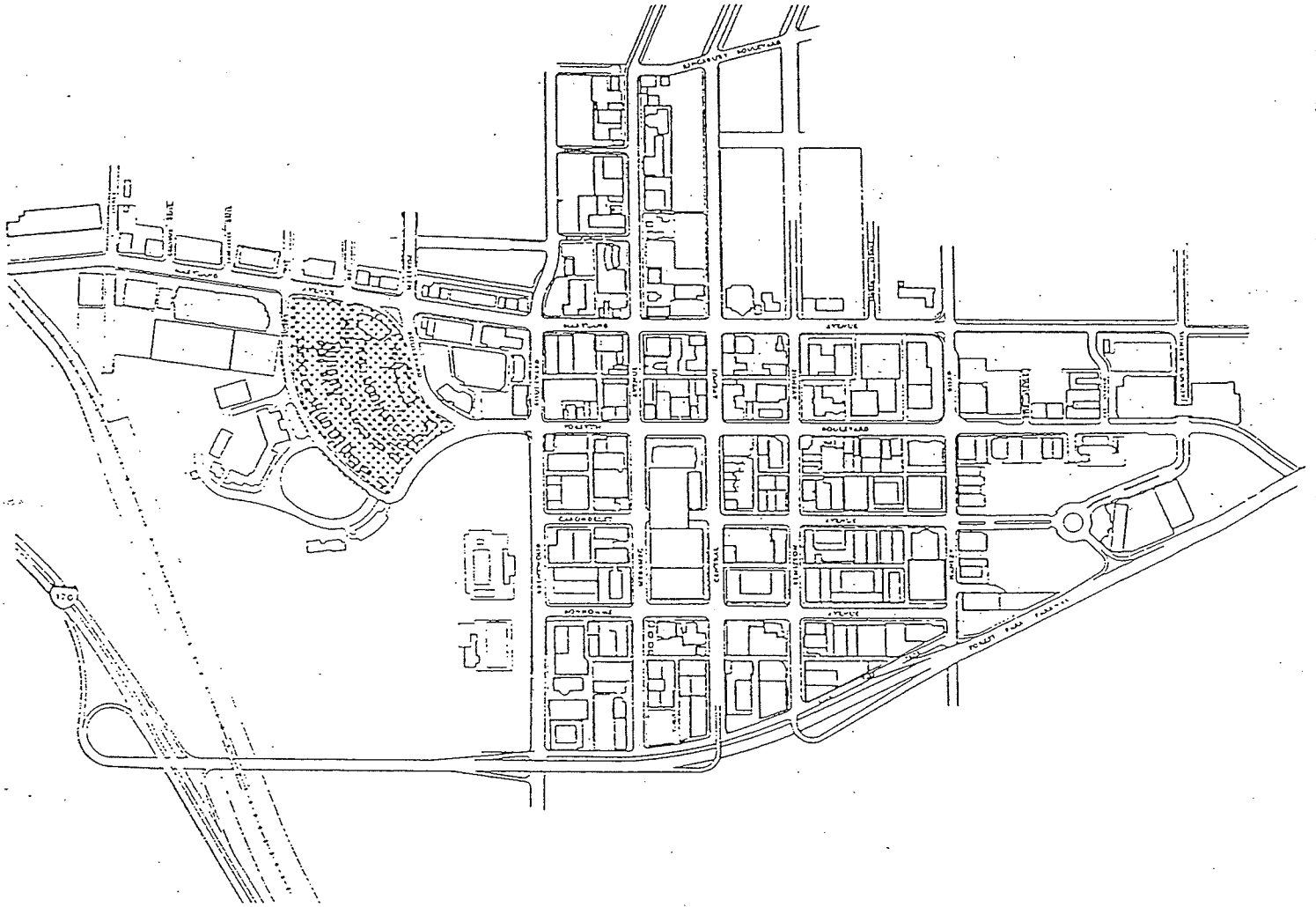
This area should provide an identifiable western entry point into the Forsyth Corridor and the CBD while remaining a viable residential area oriented to take advantage of the proximity to Shaw Park and the CBD. It is well-positioned to take advantage of the best in urban convenience and ambiance offered by Clayton's CBD.

### Development Objectives

- Maintain/strengthen the residential integrity of the area.
- Develop higher/better uses along Forsyth.
- Relocate "disconnected" retail uses currently along Forsyth.
- Provide site for higher intensity residential development in area.

### Development Obstacles/Impediments/Constraints

- Retail uses in this area are "disconnected" from the retail core and the Maryland retail strip.
- Shallow depth of commercial frontage along Maryland and Forsyth makes effective commercial redevelopment difficult.
- Any development must be compatible with adjacent Shaw Park and residential character of area.



*Clayton Business District Master Plan*

**Straub's/Brighton/Topton  
Central Business District**

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- Potential traffic hazards exist at the Forsyth/Maryland and Forsyth/Parkside intersections.

#### Redevelopment/Land Use Change Opportunities

- The potential exists for development of a mid to high-rise residential project which takes advantage of the views and recreational opportunities afforded by Shaw Park. One possible site would be along Parkside between Forsyth and Brighton. Such a project would require land assembly and redevelopment of property presently occupied by other existing uses. Careful site planning and design could successfully integrate a project of this type into the existing neighborhood.
- The property presently occupied by parking and retail uses at the north end of this area may eventually be more appropriate for office development because of the site's excellent location and visibility. If a well-conceived proposal is presented for such a development at an appropriate scale, the City should consider it and perhaps consider the possibility of eliminating through traffic on Brighton if necessary to retain the residential character of that street.

#### Public Actions

- Entertain proposals or concepts for a higher density residential development project at an appropriate location in this area.
- Discourage new retail development in this area because of traffic, access and parking problems as well as the fact that this area is physically detached from other concentrations of the CBD's retail uses.
- Consider proposals for office development fronting Maryland Avenue if such opportunities arise.
- Consider use of eminent domain powers, if necessary, to implement desired redevelopment plans.

#### Private Actions

- In the near term, the commercial properties along Forsyth need improved signage, maintenance and upgrading.
- In the longer term, private reinvestment and market demand must drive any redevelopment activities in this area.



## ACTION AREA #10 - OFFICE/HOTEL CORE

### Location and Existing Development

The Office Core includes the two large blocks and one partial block between Forsyth Boulevard, Shaw Park Drive, Hanley Road and Central Avenue plus the properties fronting the west side of Central Between Forsyth and Carondelet. The northern edge of the area, along Forsyth is comprised of one to three story small scale retail and office uses with S.G. Adams on the west end and Library Limited on the other end. On the north side of Carondelet are Clayton Towers and Aragon Place office building plus two parking structures that front the street. The Radisson Hotel and the Interco Corporate Tower anchor the two corners on the south side of Carondelet with smaller offices in between. The north side of Bonhomme is lined with three other office buildings, the One Thirty South Building, the Sevens Building, and the Windsor Building, with the Holiday Inn, the Bonhomme Place Office Tower, and the Two Thirty Building Office Tower the major properties south of Bonhomme. The Boatmen's Bank Office Tower occupies the southwestern corner of the Forsyth and Bemiston intersection. This entire Action Area is zoned C-3.

### Future Functions of Area

This area should remain as a concentration of high-density office uses, hotels, and accompanying public and private parking facilities in the future. The Forsyth frontage itself may ultimately be redeveloped for higher density uses. If this occurs, it is important that subsequent redevelopment incorporate pedestrian oriented street level retail with the same development guidelines and design criteria as those recommended for the retail core (Action Area #2) and the Forsyth Corridor (Action Area #1).

### Development Objectives

- Maintain/upgrade the quality of existing high-density development in the area.
- Route a MetroLink light rail transit line along Carondelet or Bonhomme to serve the Office/Hotel core.
- Develop mid-block pedestrian linkages in the long blocks comprising this Action Area.

### Development Obstacles\Impediments\Constraints

- High density development will continue to require dedicated parking at the ratios presently in force; without the addition of MetroLink this will continue to put Clayton at a competitive disadvantage with suburban office centers which can use surface parking to satisfy all or part of their parking needs.
- There is no current plan for extending MetroLink into the Clayton office core.
- Future high-density development in this area will have to absorb additional development costs related to demolition and site preparation.

### Redevelopment/Land Use Change Opportunities

- Several older, three-story office buildings remain in this action area on adjacent sites that could be consolidated for future higher-density development.
- The other future redevelopment opportunities lie along Forsyth Boulevard extending from the Boatmen's Bank Tower to the Library Limited. Most of the structures in this location are one to three story shallow retail buildings with surface parking accessed by the alley behind them. This sizeable concentration of properties offers redevelopment possibilities with a considerable degree of flexibility including a consolidated parking facility, consistent design and shared amenities.

### Public Actions

- Apply the same development/design guidelines being used in the Retail Core for new development or redevelopment fronting Forsyth Avenue.
- Begin evaluating Carondelet and Bonhomme as potential alignments for a MetroLink line serving the office core.

### Private Actions

- Maintain and upgrade existing properties.
- Incorporate city development/design criteria into development plans early in the redevelopment process.
- Consider the potential for MetroLink line in any future development for this area.

## ACTION AREA #11 - NORTH MERAMEC

### Location of Existing Development

The North Meramec Action Area includes properties fronting Meramec Avenue from Maryland Avenue to Kingsbury Boulevard. The dominant uses are offices ranging from two and three story structures to the newer five to seven story offices at 150, 165, and 168 North Meramec and the First Bank Office Building. However, a number of other uses are also found in this active area including St. Joseph's Church, and two small retail stores at Maryland Avenue, Clayton Academy, two residential structures used for commercial purposes, the Daniele Hotel, and three older apartment buildings at the northern end of the block. The area is all within the C-2 zoning district.

### Future Functions of Area

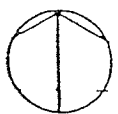
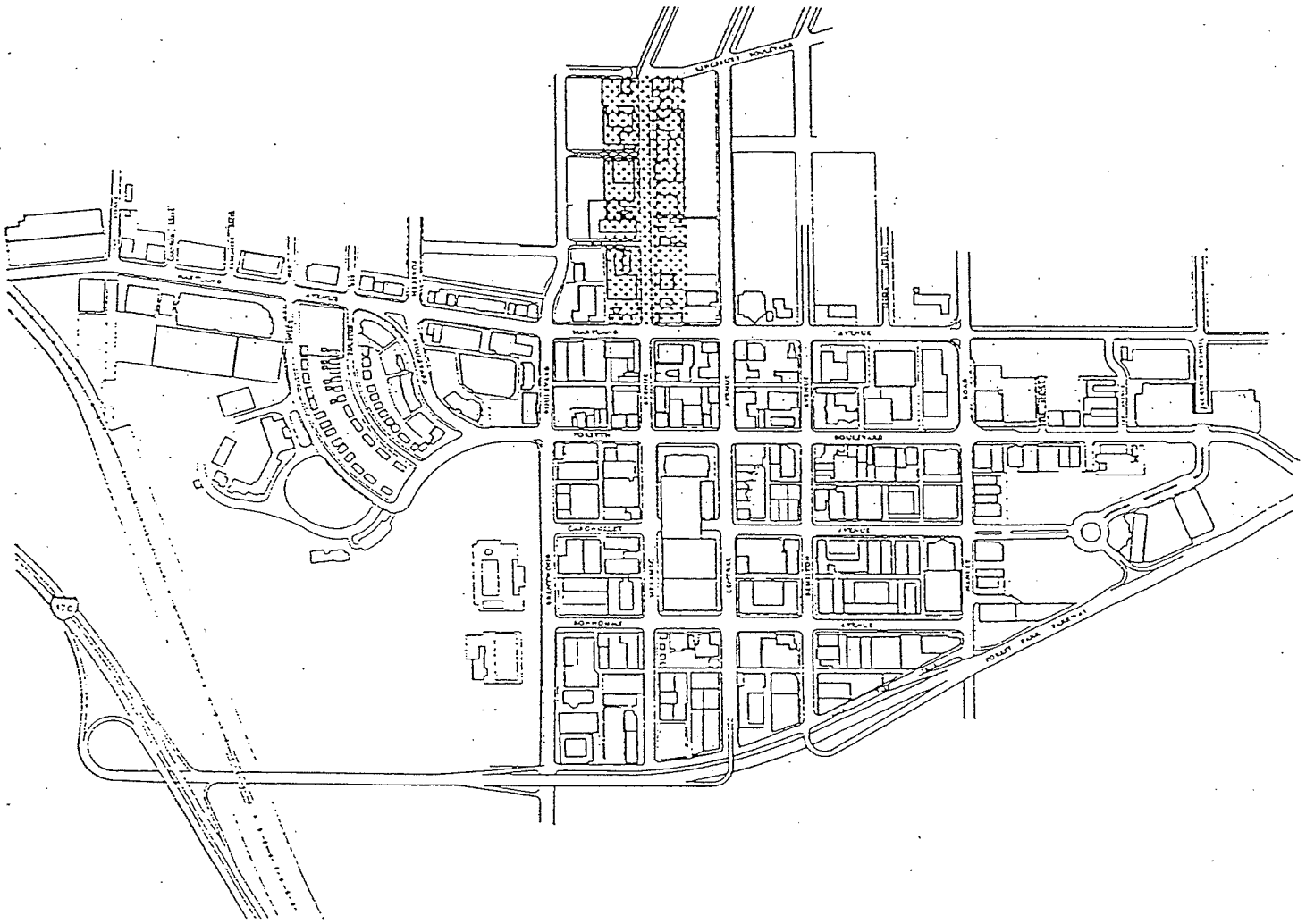
This area should continue to evolve as a site for office, institutional, and service commercial uses as dictated by future market demand. However, because it is flanked by residential uses, future development must be carefully guided to ensure compatibility with adjacent single and multi-family homes. Retail or service commercial uses should be encouraged at the street level for any new development fronting Maryland in order to provide a link between the Maryland Avenue retail shops and those along the east side of Meramec between Maryland and Forsyth.

### Development Objective

- Ultimately, redevelop some of the older, marginal properties for new office, institutional, or service commercial uses.
- Protect the residences surrounding the area.
- Develop street level retail or service commercial uses in new development fronting Maryland.

### Development Obstacles/Impediments/Constraints

- Access to the area is limited to Meramec Avenue and Kingsbury on the north end which is residential in character. Additional development at the densities permitted by the C-2 district will place increased traffic on Kingsbury and north Central Avenue residential areas.



*Clayton Business District Master Plan*

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North Meramec  
Central Business District



- Building heights are restricted to seven stories in this area.
- Surrounding residential areas will require special care in site and building design for new development to ensure compatibility.

#### Redevelopment/Land Use Change Opportunities

- The limited height (7 stories) of the new office development, and surrounding residential neighborhoods provide an attractive environment for future development along North Meramec.
- A number of older or underdeveloped properties of significant size or which could be consolidated to create developable sites, offer opportunities for future development. The properties fronting Maryland (Dick Blick and Brady Drake), the two residential structures and the adjacent Love Building, and the apartment buildings at the north end of the block are examples of such properties with redevelopment potential.

#### Public Actions

- Enforce property maintenance and related codes to prevent older or poorly-maintained properties from negatively impacting the area's quality and environment.
- Encourage street level retail or service commercial for any redevelopment purpose fronting Maryland Avenue.
- Use site plan review procedures to ensure that future redevelopment is sensitive to the adjacent and surrounding residential properties.

#### Private Actions

- Maintain and upgrade existing properties (including landscaping on some properties currently needing improvement).
- Design future development to be sensitive to surrounding residential neighborhoods and compatible with the new lower-density, less urban-oriented development that has evolved along North Meramec in recent years.

## ACTION AREA #12 - WEST MARYLAND

### Location of Existing Development

This area includes all properties facing Maryland Avenue extending from the former Family Chevrolet site to the western city limits just beyond Gay Avenue. The block between Brentwood and Forsyth includes approximately twenty specialty shops in single-story buildings with parallel street parking in front and limited additional parking behind the buildings accessed from the alley. In the next block to the west are three one- and two-story office buildings with parallel street parking in front and additional limited parking behind the building accessed from the alley. In the next block to the west are three one- and two-story buildings with surface parking located behind them. The two blocks between Brighton Way and Lancaster Drive are each occupied by a single two-to-three story office building with garage parking under the building. A surface parking lot comprises the entire frontage property between Lancaster Drive and Crandon Drive. The BMW of Clayton auto dealer and the Colonial Cleaners facilities comprise the western-most full block before reaching the community shopping center anchored by the new National Garden Market grocery and Lammerts store. This mix of office, specialty retail, and service commercial uses is zoned C-1 with the exception of the Family Chevrolet site which is zoned C-2 and the small portion west of Gay which is zoned S-1.

### Future Function of Area

The Maryland West area should remain as a location for low-intensity office, retail and service commercial uses. It also functions as the gateway into the northern section of the Central Business District.

### Development Objectives

- The specialty shops between Brentwood Boulevard and Forsyth Avenue should be better linked to the retail core.
- Redevelop/reuse the former Family Chevrolet site.
- Protect residential neighbors to the north.



### Development Obstacles/Impediments/Constraints

- The shallow (150 feet) depth of properties in this area makes office and retail development with adequate parking and rear lot buffers very difficult.
- In most of Action Area 11, building height is limited to three stories.
- Adjacent residences preclude large-scale redevelopment and will require careful site planning to make future low density redevelopment compatible with neighboring homes.

### Redevelopment/Land Use Change Opportunities

- The former Family Chevrolet site represents one of the best opportunities for retail, office (or residential on the northern portion) redevelopment if carefully planned to protect the surrounding residences.
- The properties between Gay Avenue and Crandon Drive (BMW, Colonial Cleaners) may in the long-term provide an opportunity for redevelopment if properties are consolidated.

### Public Actions

- The City should not consider any development or redevelopment in this action area that requires extending non-residential uses to the north of the present zoning district. Such uses should be directed to available sites in the Retail Core or other parts of the Central Business District.
- Require any redevelopment plan for the former Family Chevrolet site to provide adequate buffers for existing residences and a pedestrian way that is a consistent link between the shops to the west of the Retail/Mixed-Use Core.

### Private Actions

- Improve appearance of the properties at the back of the buildings that are adjacent to the residential areas.
- Redevelop the former Family Chevrolet site with a use and site plan that provides a well-conceived pedestrian link to the Retail/Mixed-Use Core and which includes buffering and plans for traffic circulation and parking which minimize impacts on the surrounding neighborhood. This would also include placing the building at the front of the site to produce an urban streetfront appearance rather than allowing a large setback with parking in front.

## ACTION AREA #13 - SOUTH BRENTWOOD

### Location and Existing Development

Three blocks comprise the South Brentwood Action Area which lies between Brentwood Boulevard and Meramec Avenue from Forsyth Boulevard to Shaw Park Drive. The St. Louis County buildings, 111 and 121 South Meramec are excluded because they have been incorporated into Action Area #3. Uses in the two blocks north of Bonhomme Avenue include office buildings, financial institutions, and parking (the former cafeteria on the northwest corner of Meramec and Carondelet has been converted to surface parking). The Commerce Bank tower and Roosevelt Bank dominate the northern end of the area while the four-story Heritage Building and the five-story Park Place office building represent the major structures facing Brentwood Boulevard and Shaw Park in these two blocks. Three residential structures, Park Towers apartments, Barclay House apartments and a four-level condominium development line Brentwood Boulevard in the block south of Bonhomme. Two smaller two and four-story office buildings and the ten-story Parkway Towers office building occupy the balance of the block. The northern-most block is zoned C-4, as is the northern half of the middle block. Zoning district C-3 covers the southern half of the middle of the block and the eastern half of the block south of Bonhomme. The property south of Bonhomme facing Shaw Park is zoned R-7.

### Future Function of Area

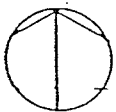
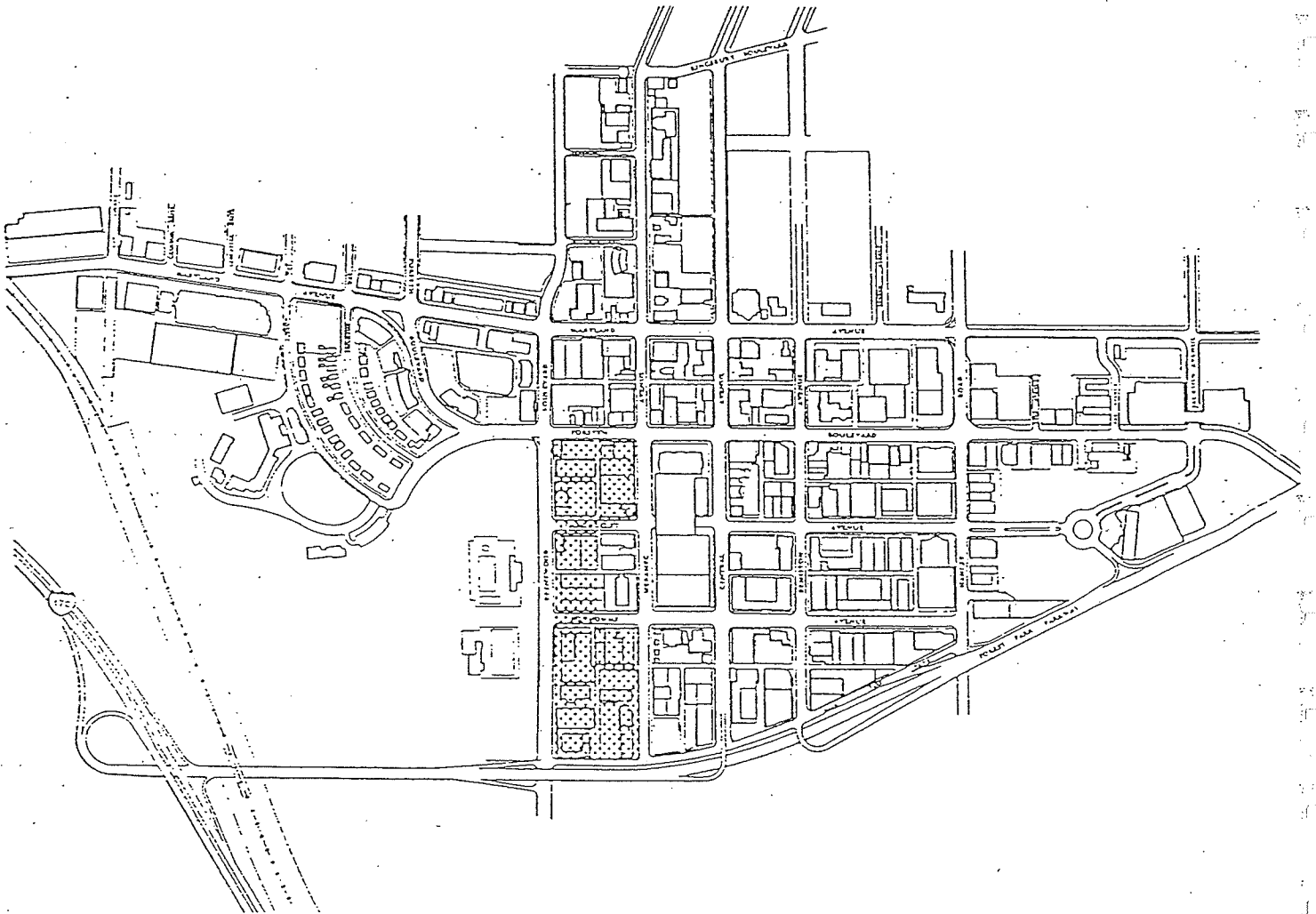
The present pattern of office and residential uses should remain in the future. This area also should serve as a transition zone and an inviting pedestrian environment between the core retail/office areas and Shaw Park.

### Development Objectives

- Maintain/improve the quality of existing office and residential development.
- Redevelop selected sites for higher intensity office uses.

### Development Obstacles/Impediments/Constraints

- There are very few underdeveloped sites in this action area that are likely to be economically feasible as candidates for redevelopment in the foreseeable future.



*Clayton Business District Master Plan*

South Brentwood  
Central Business District

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### Redevelopment/Land Use Change Opportunities

- Three potential sites for future infill or higher density development exist in the South Brentwood Action Area. One is at the northwest corner of the Carondelet/Meramec intersection. Another is the southwest quadrant of the Bonhomme/Meramec intersection. The third is on the property south of Parkway Tower at Meramec and Shaw Park Drive. All of these areas would involve relatively high site preparation cost due to existing uses. This means that their development is not likely to occur in the near term (e.g. over the next ten years) although introduction of MetroLink within one or two blocks of some of these sites could conceivably improve the potential for their redevelopment.

### Public Action

- No present action required other than strict enforcement of property maintenance codes.

### Private Actions

- Consider potential impact of MetroLink line and /or station within one or two blocks on the long-range investment potential/plans for underdeveloped properties in this area.

## ACTION AREA #14 - SOUTH CENTRAL

### Location and Existing Development

The boundaries for the South Central Action Area are Bemiston Avenue on the east, Meramec Avenue on the west, Shaw Park Drive on the south, Bonhomme Avenue on the north, plus the Chromalloy Plaza property. The Chromalloy Plaza, Bemiston Tower, and 222 South Office Towers are the area's dominant developments, all located between Bemiston and Central Avenues. The area west of Central Avenue is generally two- to four-story older office buildings, including the Clayton Police Department located at 227 South Central. A surface-level public parking lot is located on the southern end of the block between Central and Meramec. The quality of the small office buildings in this action area ranges from very good to marginal. The entire area is zoned C-3.

### Future Function of Area

The eastern half of the South Central Action Area should remain as high density office uses and accompanying parking structures. The block east of Central Avenue should be redeveloped for higher density offices and/or for additional structured public parking, possibly in conjunction with a nearby MetroLink Station.

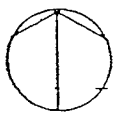
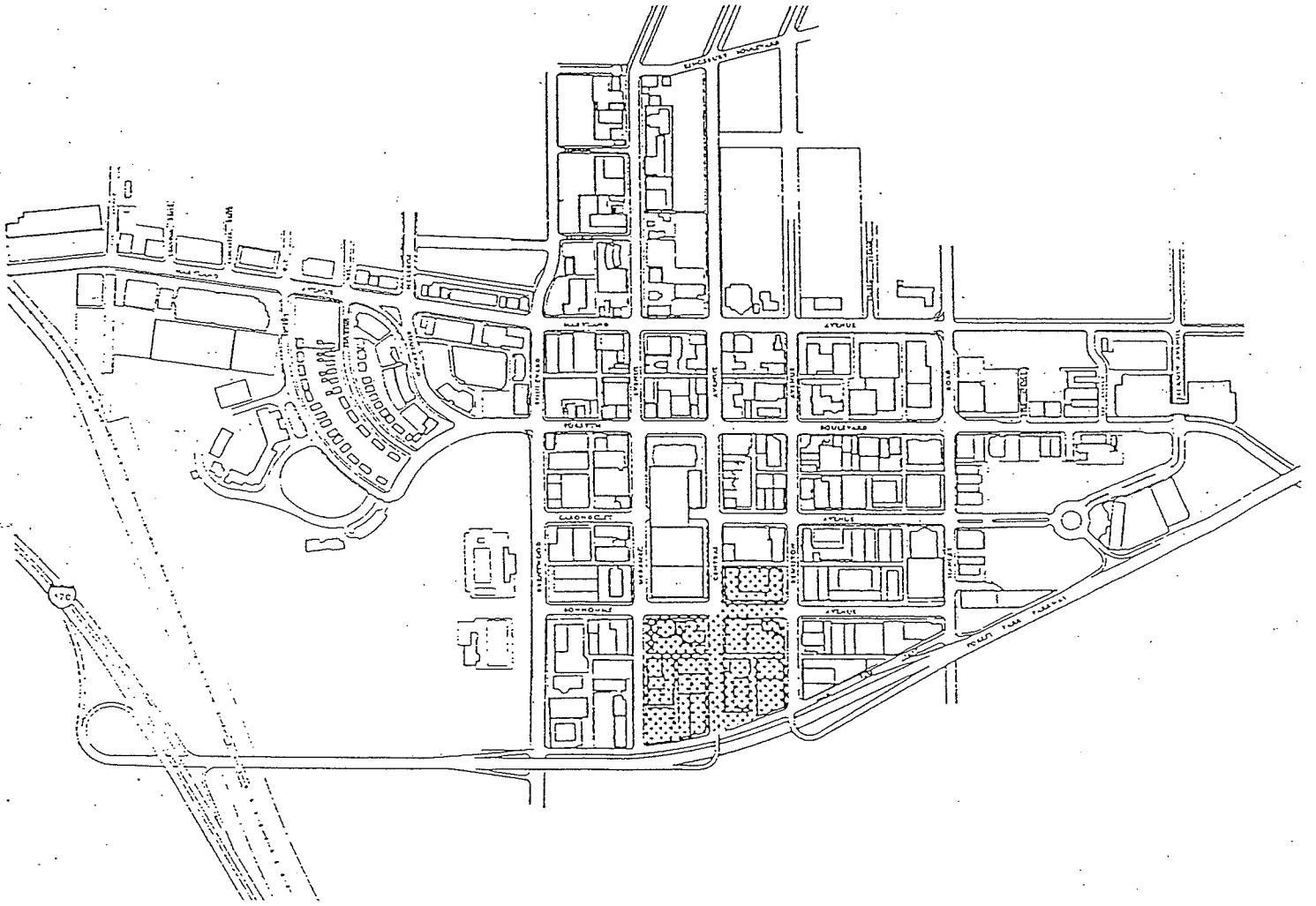
### Development Objectives

- Redevelop underutilized properties, particularly those between Central and Meramec Avenues.
- Provide additional public parking in conjunction with private redevelopment and/or a nearby MetroLink Station or line.

### Redevelopment/Land Use Change Opportunities

- The two story property at the southwest corner of Bonhomme and Bemiston has potential for redevelopment for more intense office use as do the properties on the northern part of the block west of Central around the Police Station. However, individual infill development or larger scale development consolidating several properties will rely upon a major investment in parking facilities. This might be most effectively achieved by a joint public/private development in a parking structure of significant size to serve this action area and perhaps to be a part of a larger plan for parking to serve a MetroLink





Clayton Business District Master Plan

LDR International, Inc. • Development Strategies Inc.

South Central  
Central Business District

station. Having the Clayton Police Station located adjacent to such a parking facility would be a major asset from a security and perception stand point.

#### Public Actions

- Evaluate South Central as a possible MetroLink corridor along with other alignments in this area.
- Consider a public/private partnership mechanism such as TIF for expanding public parking in the block between Central and Meramec to accommodate higher density development as well as MetroLink related property.

#### Private Actions

- Expand long range investment concepts to include property consolidation possibilities, participation in joint public/private development and the potential for capitalizing upon the economic benefit of a nearby MetroLink station or line.

## ACTION AREA #15 - CLAYTON ROAD

### Location and Existing Development

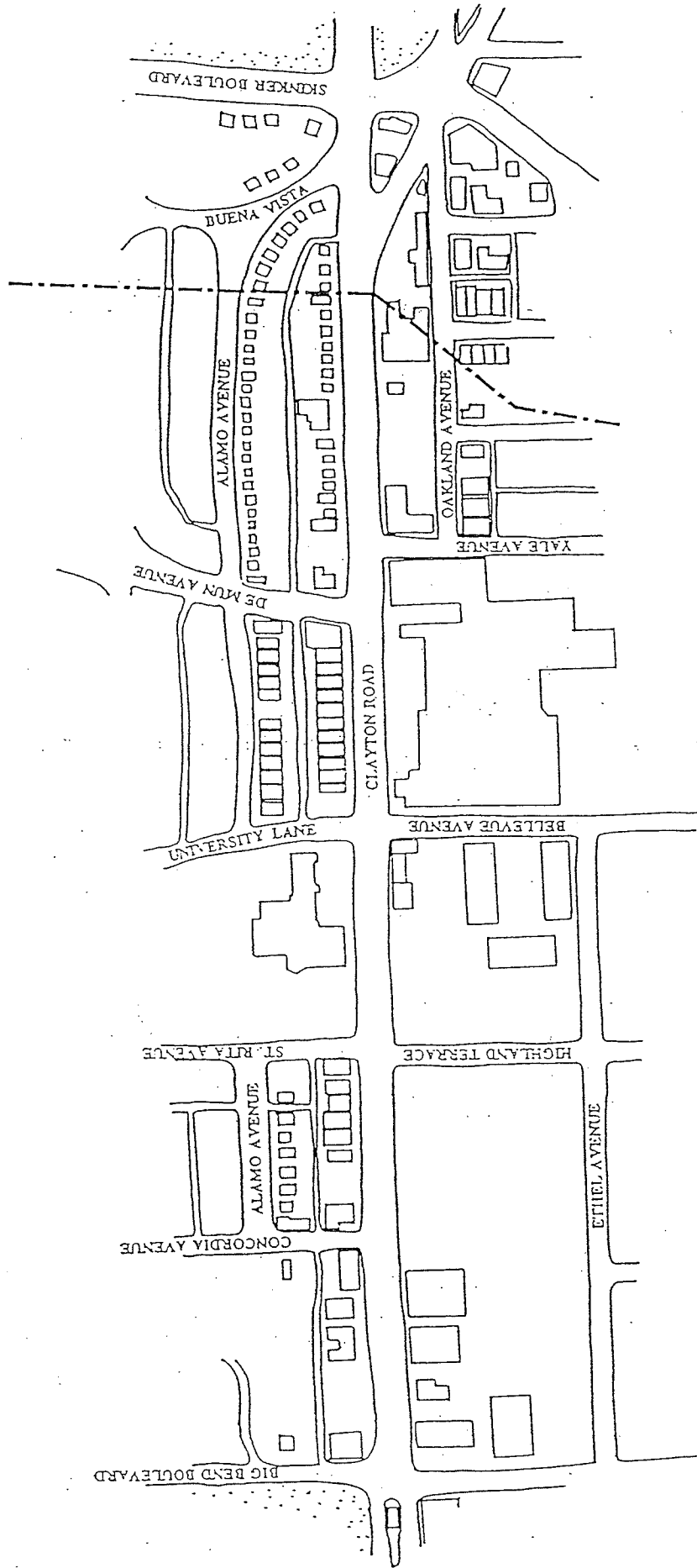
The Clayton Road business corridor extends along the North side of this major artery from Haddington Court across from the St. Louis Galleria shopping center to the eastern city limits near Buena Vista and Skinker Boulevard. It excludes the residential areas between the Schnuck's Supermarket and Big Bend Boulevard as well as the Christian Brothers College property between University Lane and St. Rita Avenue. The area comprises approximately 185,000 square feet of retail/service commercial space and approximately 96,000 square feet of office space.

At the western end of the corridor is the Brod-Dugan building housing that firm as well as two service commercial firms. An adjacent office building and a one level shopping center with five specialty shops (Caroline Classics, Erlichs Jewelry, The Flower Shop, etc.) form the frontage up to the Clayshire subdivision entrance. US National Bank, a three story structure with deck parking, and Al Bakers building occupy the frontage extending east to Brentwood Boulevard. The streetscape and parking for these uses ranges from very good to very marginal. The contrast to the consistent streetscape treatment across Clayton Road at the Galleria is striking. The properties fronting Clayton Road are zoned C-1 and C-2.

Extending north on Brentwood Boulevard are the Westroads Medical Center The Design Center of Clayton and the Hans Wiemann business, all two or three story brick structures. These all have off-street parking, generally a mixture of surface and garage facilities. The quality and appearance of these buildings range from excellent (869 Brentwood) to poor (the garage entrance to the Westroads Medical Center). Access to these properties along this busy roadway can be challenging.

In the "triangle" formed by Clayton Road, Brentwood Boulevard and Francis Place are a Clark Service Station, Stallone's Formal Wear, Continental Fur, and a real estate office. This odd configuration of buildings and parking leaves little room for landscaping and makes access difficult. Along the east side of Francis Place are the IHOP restaurant and the three-story Francis Place medical office building and its accompanying two level parking structure. Those properties lie in the C-1 zoning district.

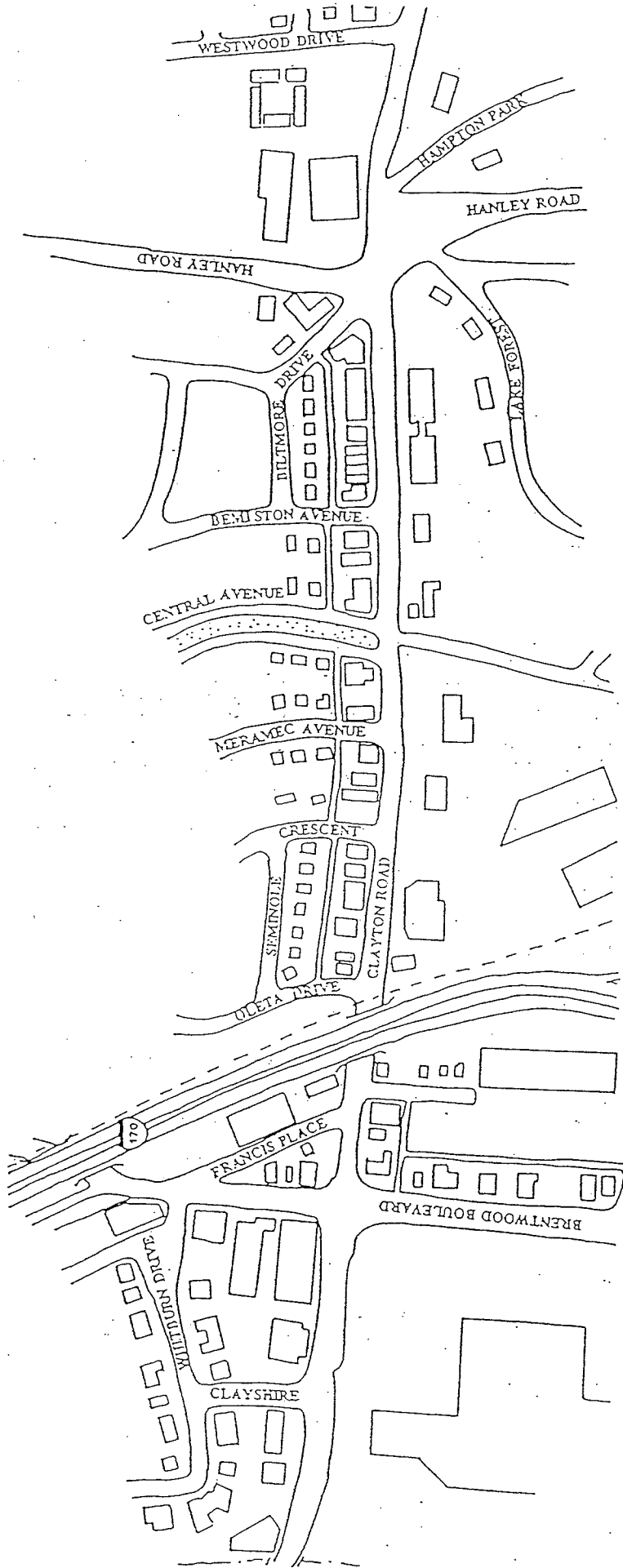
East of the I-170 overpass on the north side of Clayton Road is an unbroken series of shops and offices extending to the Schnuck's Supermarket at Hanley Road. Some of Clayton's landmark businesses such as Lake Forest Pastry Shop and Byron Cade China are located along this area as well as some newer retailers like Mesa Cycles. All share some common characteristics to varying degrees including difficult access, limited parking, and inconsistent streetscaping. Parking is limited to metered street



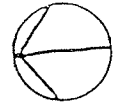
Clayton Road Business District - East  
Action Area

Clayton Business District Master Plan

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Action Area  
 Clayton Road Business District - West



Clayton Business District Master Plan

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parking, minimal parking behind the buildings and a few small lots at the sites of some of the businesses. This entire area is zoned C-1. At Big Bend Boulevard the Clayton Road business corridor resumes with the Parkmoor restaurant, Walgreens, Porter Paints and MC Sporting Goods stores, all single story structures. Good off-street surface parking is provided for these businesses though streetscaping is marginal in some areas and definitely inconsistent. The next commercial property in this cluster is the Armbruster Funeral Home, a beautiful limestone chapel with very attractive landscaping at the corner of Concordia Avenue. Between the Funeral Home and CBC are five two-story apartment buildings of which two are used for commercial purposes.

CBC occupies the block between St. Rita and University Avenue. A small city parking lot is located just east of University Avenue with a row of two-story apartments extending to 6405 Clayton Road. Proceeding east, Spectrum Hair Design, Clayton Antiques, and Carl's Deli line the street to Demun Avenue in two story buildings. Around the corner in this cluster of commercial uses are several other a small offices and shops facing Demun.

Commerce Bank sits on the eastern corner of Demun and Clayton Road beyond which are ten other two-story apartment buildings plus St. Marks church before reaching the city limits. All but two or three of these buildings are presently used for office or service commercial purposes (e.g. a hair salon, accounting firm, chiropractic center, etc.). With the exception of the CBC property, all of the properties fronting Clayton Road from Big Bend to the eastern city limits are zoned C-2.

#### Future Function of Area

Commercial properties west of I-170 should take advantage of the high traffic volumes and proximity to the Galleria to provide office, convenience, and specialty retail sites. The area between I-170 and Hanley Road should remain primarily a commercial corridor for destination retail and service commercial uses not dependant on convenience or drive-by patronage. The business area near Big Bend is positioned to serve as a location for additional restaurant and/or convenience retail uses which complement the existing Parkmoor restaurant, Esquire Theater, and Applebees restaurant. The area east of CBC should continue to provide buildings and sites for office, convenience retail, or service commercial businesses serving the neighborhood and St. Mary's Hospital and medical center.

#### Development Objectives

- Upgrade/redevelop sites west of I-170.

- Provide consistent streetscaping for each area
- Create an identity for each area along the Clayton Corridor.
- Consolidate properties to allow improved development.
- Do not extend commercial development into existing residential districts.
- Continue to redevelop or reuse residential properties for office or retail uses in the area east of CBC.

#### Development Obstacles/Impediments/Constraints

- Landscaping and streetscaping along the entire corridor is inconsistent or non-existent.
- Traffic volumes and circulation near the Clayton/Brentwood intersection create serious access problems for some businesses on the north side of Clayton Road and the west side of Brentwood Boulevard.
- The shallow depth of the properties on the north side of Clayton Road, generally 120 feet to 175 feet, makes parking and access a problem for almost all businesses.
- The lineal nature of business areas along Clayton Road dictates that most are auto-oriented, destination businesses not generally pedestrian-friendly in their environment.
- Properties in the Clayton Road business district are zoned C-1 and C-2, limiting building height to three and seven stories, respectively.

#### Redevelopment/Land Use Change Opportunities

- The opportunity exists for redevelopment of the northwest corner of the Clayton Road/Brentwood Boulevard intersection if sufficient property can be assembled to ensure quality development with adequate off-street parking at this prominent location.
- Redevelopment potential on or along the "triangle" at Francis Place/Clayton Road/Brentwood Boulevard is very limited due to the size, configuration, and traffic/access/parking problems associated with the site. However, if the Francis Place "leg" of the triangle were vacated and the triangle, the former

right-of-way, and the IHOP and medical center properties were consolidated, a redevelopment site of reasonable size could be created to accommodate quality development at a reasonable scale.

- Because of the shallow lots, no large-scale redevelopment possibilities exist on the north side of Clayton Road between I-170 and Hanley Road though individual property improvements and consolidation of sites to create increased parking and improved access could be achieved.
- East of Big Bend the lot depths also restrict redevelopment potential, though these properties are slightly deeper than those west of Hanley Road, especially the properties east of CBC. The 1985 Plan Update clearly articulated the City's policy of limiting future development in this area to the existing C-2 limits rather than possibly extending it further north to the alley between Alamo and San Bonita as was suggested in earlier studies. However, the 175 foot lot depths along this portion of Clayton Road do offer the opportunity for better reuse of the existing properties or redevelopment for new facilities on consolidated properties in the future.

#### Public Actions

- Cooperate with merchants, the Chamber of Commerce, the City of Richmond Heights, and property owners to develop consistent signage, streetscaping, and facade improvements that identify the Clayton Road/Brentwood Boulevard area, the "Clayton Row District" between I-170 and Hanley Road, the Clayton/Big Bend area, and the St. Mary's District between CBC and Buena Vista.
- Consider vacating Francis Place from Clayton Road to Brentwood Boulevard if a private development plan is proposed which consolidates the "triangle" and adjacent properties along I-170.

#### Private Actions

- The Chamber of Commerce should offer to assist merchants and property owners in forming merchants associations in the four subareas mentioned above to consider signage, property improvements and streetscaping improvements to improve each areas identity and image. This should also be coordinated with the Richmond Heights Chamber of Commerce and the City of Richmond Heights.
- Continue to improve/upgrade existing properties and consider property consolidation for redevelopment when dictated by market conditions.



## ACTION AREA #16 - HANLEY/WYDOWN

### Location and Existing Development

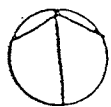
The Hanley/Wydown business district includes properties fronting Hanley Road from Walinca Terrace to Wydown Boulevard and properties fronting Wydown Boulevard from Hanley Road to Westwood Drive. This neighborhood business district includes an array of retail, and service commercial and small office uses such as the Shell Service Station, Protzels Deli, Wydown Market, two laundry/dry cleaners, several hair salons, Bellevue Pharmacy, two dentists' offices, and others. Approximately, 38,000 square feet of retail/service commercial space and approximately 800 square feet of office space are located in this district. There are two small city parking lots on Wydown, one at the west end on the south side of the street and the other at the east end on the north side of the block. These lots, combined with on-street parking, provide adequate parking at most times, though as with most small neighborhood shopping districts, it is sometimes a challenge to find spaces at certain busy times. Buildings in the area are one and two-stories. Streetscaping is generally good, and the pedestrian environment, particularly on Wydown, is pleasant and inviting. Outdoor seating is available for patrons in a few locations. All commercial properties in this area are zoned C-1.

### Future Function of Area

The small scale, limited property, and surrounding residential development will require that the Hanley/Wydown area remain a neighborhood business district in the future, primarily serving the convenience retail, service, and related needs of the residents. Several individual uses do serve a broader market, however. These include the Manhattan Cafe, the Pet Emporium, and several others. But the size, parking and access create constraints that will operate to keep this a neighborhood business district in the future, as it should be.

### Development Objectives

- Retain the neighborhood, pedestrian scale and environment that makes the Hanley/Wydown area a pleasant, convenient place for surrounding residents and visitors.
- Protect adjacent residential neighborhoods from expanding non-residential development.



Clayton Business District Master Plan

Action Area  
Hanley and  
Wydown Business District

- Upgrade/maintain existing properties.

#### Development Obstacles/Impediments/Constraints

- The size and depth of commercial properties limits the potential to redevelop for significant commercial development with off-street parking.
- Access to some properties is difficult, especially the parking lot serving Colonial cleaners and adjoining businesses on the west side of Hanley Road south of Walinca Terrace.
- Identification signage, store signs and building facades are very inconsistent and in some cases need upgrading.
- On and off-street parking is very limited.

#### Redevelopment/Land Use Change Opportunities

- Though property consolidations for redevelopment are possible, the more likely opportunities lie in renovating and upgrading existing properties for neighborhood retail and service commercial purposes.

#### Public Activities

- Do not allow expansion of commercial uses beyond the area presently zoned C-1.
- Continue to allow redevelopment and reuses targeted to neighborhood commercial markets rather than convenience retail uses targeted to capture patronage from high volume auto traffic on Hanley Road.
- The City should provide guidance and ideas to merchants and property owners interested in upgrading signage and facades.

#### Private Actions

- Reinvestment strategies should be intended to capture neighborhood retail and service markets rather than auto-oriented retail/convenience markets.

## ACTION AREA #17 - DEMUN

### Location and Existing Development

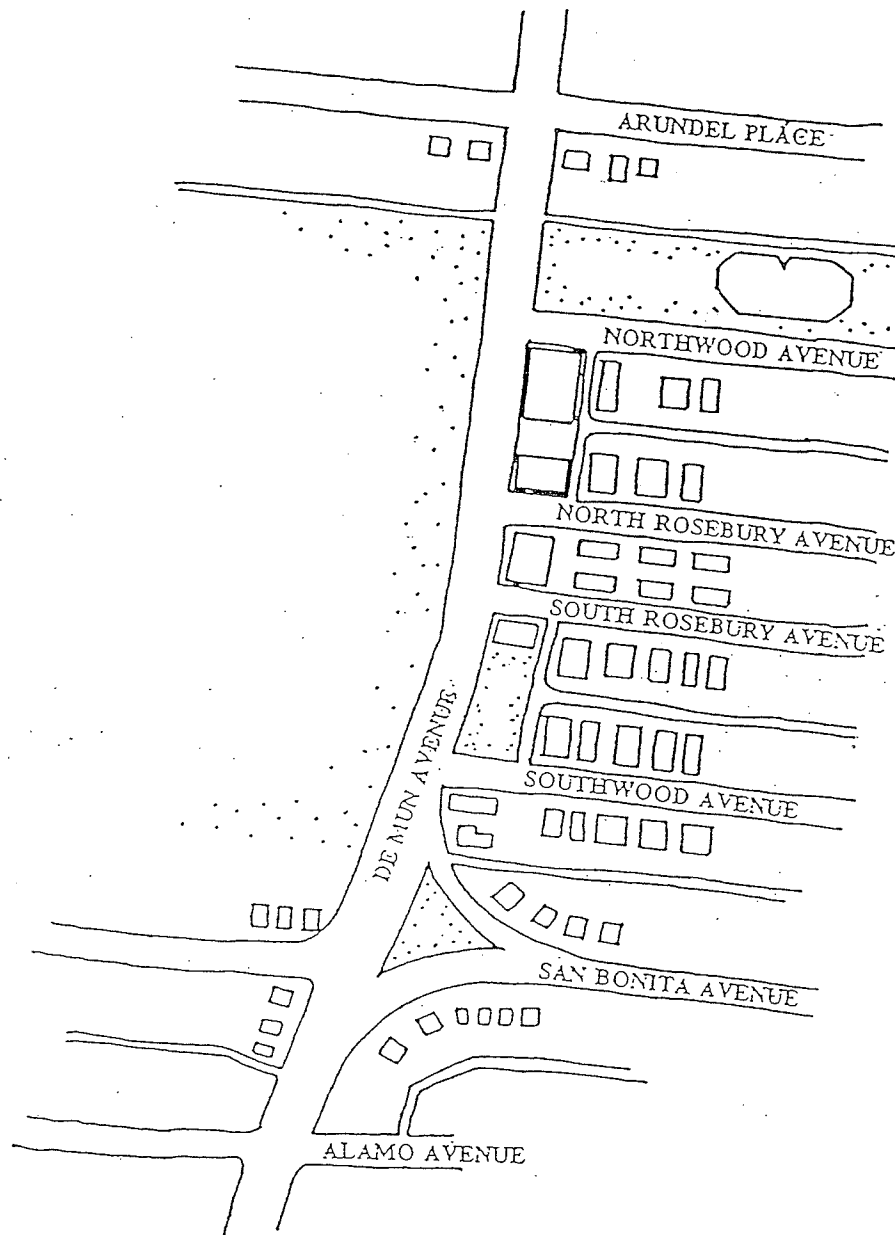
The Demun business district extends along the east side of Demun Avenue from Northwood Avenue to Southwood Avenue near the neighborhood park at San Bonita Avenue. Of the three non-CBD business districts, Demun is the most insulated from a major roadway. It is surrounded by Concordia Seminary on the west, Captain School on the north, and residential neighbors on the remaining sides. The Demun business district is also the smallest of non-CBD districts with approximately 14,000 square feet of retail/service commercial space and another 4,500 square feet of office space. In terms of its streetscaping, pedestrian environment, parking and access, Demun is one of the most attractive neighborhood business districts in the metropolitan area. Though the area includes a number of neighborhood retail and service uses such as Demun Market, a cleaner/laundry, and hair salon, the area has also evolved to be a concentration of antique and design businesses. Most of the buildings are two and three story structures. Well-designed parking along the boulevard provides four "lanes" of parallel parking in the district. The zoning for this area is C-1.

### Future Function of Area

The Demun business district has evolved from a concentration of retail/service establishments serving surrounding neighborhood customers to an area dominated by antique shops. This presents a dilemma regarding what the future function of the business district will or should be. Though both antique shops and neighborhood retailing can and often do flourish in the same area, it presents more of a challenge to merchants and shop owners in terms of how they market themselves and promote business development. Antique shops are generally destination oriented businesses with a wide geographic customer base while the neighborhood retailers are obviously primarily dependant upon very localized patronage. In this case, the antique/gift shops and the neighborhood retail/service businesses could both benefit from improved visibility and some additional types of businesses that complement both. It is surprising, for instance, that there are not coffee shops, specialty food, or similar businesses in the Demun area that allow both residents and visitors to take better advantage of the inviting pedestrian environment offered in this business district.

### Development Objective

- Provide additional complementary uses to those presently in the Demun Business district.



Clayton Business District Master Plan

Action Area  
De Mun Business District

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- Provide improved exposure for Demun businesses which have no visibility from a major roadway.

#### Development Obstacles/Impediments/Constraints

- Lot depths are generally not over 125 feet.
- The district is limited to street frontage on only one side of Demun, approximately 750 feet in length. This makes it difficult to create a "critical mass" of uses.
- Few businesses targeted to surrounding residents presently exist.
- The district has long had no visibility from or identity on Clayton Road, although a recently installed City sign has undertaken to redress this shortcoming.

#### Redevelopment/Land Use Change Opportunities

- Redevelopment opportunities are most likely related to reuse of existing/upgraded spaces for uses that could appeal to the surrounding residents and to antique/gift shop customers (e.g. small cafe, specialty food, newsstand/bookstore, etc.).

#### Public Actions

- Do not extend commercial development beyond those areas currently zoned C-1.
- Provide additional identification /directional signage at Clayton Road if desired by local businesses.

#### Private Actions

- The Chamber of Commerce should work with the City Economic Development Department to assist in attracting businesses that enhance and complement the existing businesses.
- Demun business owners should continue to work toward a stronger merchants organization to increase their identity and visibility.