



Civic Realm Plan



Implementation Strategy

- Infrastructure Initiatives
 - Streetscape
 - Civic Space and Shaw Park
 - Mobility & Parking
 - Identity & Wayfinding
- Economic Development Initiatives
 - Retail
 - Housing
 - Office
- Policy Initiatives
 - Marketing and Recruitment
 - Zoning
- Sustainability Initiatives
 - Environmental
 - Social
 - Economic



Streetscape

- Invest in streetscape and intersection improvements that will change the perception and improve the pedestrian experience throughout the CBD and provide better connections to transit.
- Narrow the streets that are unnecessarily wide to promote walkability and an enhanced pedestrian environment.



North Central Avenue

Forsyth Boulevard

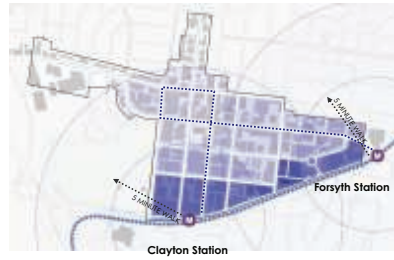
Civic Open Space & Shaw Park

- Invest in an interconnected open space system that is visible and identifiable as part of the Downtown's identity.
- Enhance Shaw Park to create an active and inviting edge along Brentwood with lively sports, entertainment and cultural venues.



Mobility & Parking

- Create designated bicycle routes and invest in a rubber-wheeled trolley
- Undertake a comprehensive parking study to assess utilization and promote shared parking in key locations.
- Pursue an overall parking management strategy and a parking authority to coordinate efforts across the six districts.



Identity & Wayfinding

- Undertake a comprehensive signage and wayfinding study to unify the entire CBD and highlight the districts.
- Consider changing the term "CBD" to "Downtown Clayton" to emphasize that the CBD is about more than just weekday businesses.



Economic Development Initiatives

Comparable Commercial Centers:

- Bellevue, WA Seattle, Washington
- Buckhead, GA Atlanta, Georgia
- Bethesda, MD Washington, DC
- Palo Alto, CA San Francisco, California
- Cherry Creek CO Denver, Colorado
- Evanston IL Chicago, Illinois
- Highland Park IL Chicago, Illinois
- Reston VA Washington, DC

Economic Development Initiatives

Comparable Commercial Centers:

City	Metropolitan Area	DT Res DU's	Estimated DT Residents	Estimated DT Office Pop	Metro Area Population	City Pop.	Avg Ann'l MSA HH Income	Avg Ann'l City HH Income	Estimated DT Retail SF	Estimated DT Office SF	Estimated DT Hotel Rms
Clayton	St Louis MO	379	1,636	35,000	2,850,518	15,453	\$ 71,959	\$ 130,346	364,819	6,942,872	841
Bellevue	Seattle WA	2,750	6,050	53,000	3,438,566	118,000	\$ 86,819	\$ 77,466	3,693,000	8,667,000	815
Buckhead	Atlanta GA	22,000	41,800	115,000	5,543,990	493,028	\$ 87,730	\$ 121,000	4,200,000	23,000,000	5,300
Bethesda	Washington DC	3,000	5,700	40,300	5,448,329	56,852	\$ 105,008	\$ 169,333	2,788,400	8,068,325	1,555
Palo Alto	San Francisco CA	1,464	2,489	24,000	6,436,964	59,681	\$ 83,209	\$ 183,630	1,100,000	5,300,000	458
Cherry Creek	Denver CO	2,300	5,050	12,800	2,552,104	598,084	\$ 88,347	\$ 70,092	1,300,000	2,557,900	505
Evanston	Chicago IL	3,990	5,187	12,700	9,756,941	59,681	\$ 83,654	\$ 183,630	707,000	2,537,700	749
Highland Park	Chicago IL	1,680	3,527	4,200	6,436,964	8,728	\$ 83,209	\$ 206,956	890,000	846,000	149
Reston	Washington DC	1,150	2,000	13,000	5,448,329	58,947	\$ 105,008	\$ 134,550	170,000	2,600,000	650

Source: CoStar; city-data.com; selected downtown organizations; AECOM Economics

Economic Development Initiatives

Retail: Target, recruit and provide incentives for retail uses unique to Clayton to locate in the Downtown and that will differentiate it regionally.

Housing: Increase the number of housing units in the Downtown and offer a mix of housing types.

Office: Strengthen and diversify the Downtown's office supply and demand by offering more professional office space in the selected infill areas.

Government: Retain government uses in appropriate locations within the Downtown. Encourage St Louis County to lease space in new office and mixed use buildings owned by the private sector.

Economic Development Initiatives

Retail:

- Focus a centralized leasing strategy in priority streets and blocks
- Provide financial incentives (TI's, storefront loans/grants, bonus density, loan fund) to reduce "cost of entry"
- Establish a \$1M Revolving Loan fund (such as Providence RI's Duncity Fund) to stimulate DT Clayton retail development

Retail market factors: Assuming reasonable sales productivity, spending power, capture rates and proximate retail/f&b offerings:

- Each new resident supports 4-7 sf of retail space
- Each new office worker supports 2-5 sf of retail space
- Each visitor supports .5 to 1.5 sf of retail space

Economic Development Initiatives

Housing:

- Use Clayton's planning policies to encourage more downtown housing to expand customer base and support new retail
- Reduce front end developer costs through land write-downs, ground leases, joint ventures, property tax incentives and (last resort) subsidies for parking, etc.
- Identify in-fill sites and focus incentives there first

Housing Market Factors:

- High land costs
- Availability and cost of capital
- Cost of structured parking
- Over time, proximity to MetroLink can add value, property appreciation
- Changing demographics
- Quality of Clayton schools increase demand, prices
- Increasing density can provide new product for younger markets, reduce costs/FAR foot

Economic Development Initiatives

Office:

- Balance Downtown Clayton's appeal for Class A office, HQ's and legal/financial services with housing development through Master Plan and zoning policies
- Encourage activating uses at street levels to provide office amenities and services and provide retail on priority streets and blocks
- Maintain Clayton's dominant Class A office role in St. Louis region ; momentum is in place

Office Market Factors:

- Proximity to similar office tenants (financial services, law firms, corporate headquarters) will bring others
- Amenities, safety and commuting distance location from residences all create perceived value
- Parking costs may require subsidy or favorable financing to make projects viable
- Infill existing office sites within the Master Plan obsolete buildings are redeveloped; mix uses

Retail Recruitment Initiative

- Retail recruitment is already part of the City's Economic Development Program
- Annual Special Taxing District Revenues = about \$235,000 ±
- Most of the annual funding is already committed; additional funds will be needed to establish a recruitment-focused staff position
- Experience suggests that dedicating about 1/2 time for the City's Economic Developer to retail recruitment will focus attention on Clayton and bring new stores
- Prospecting should occur in the Greater St. Louis area, Kansas City, suburban Chicago, Dallas, Minneapolis and selected smaller 'creative/educational' communities such as Columbia, MO; Madison, WI; and Manhattan, KS.

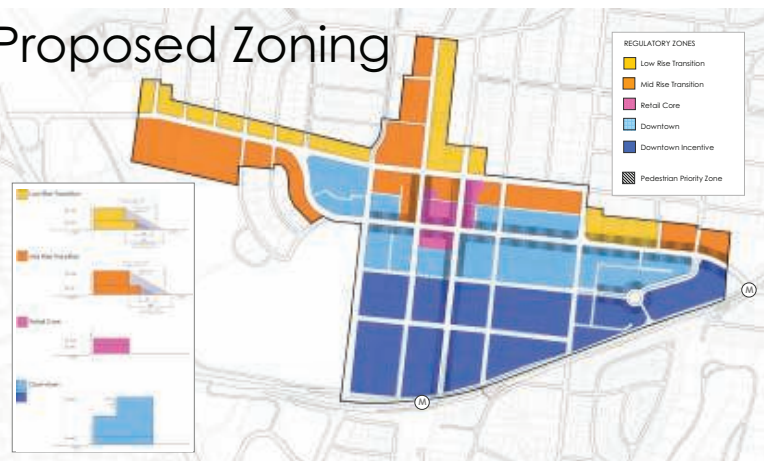
Policy Initiatives

Current Zoning:

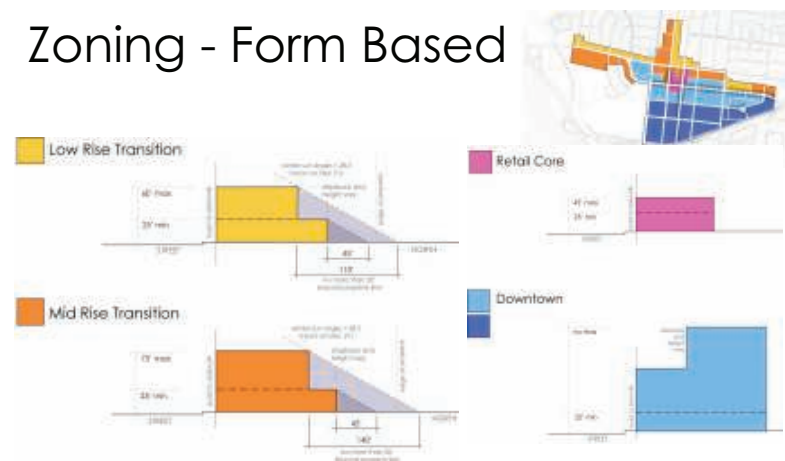
- 9 base districts
- 5 overlay districts
- 8 PUDs (Planned Unit Development)
- 1 Special District



Proposed Zoning



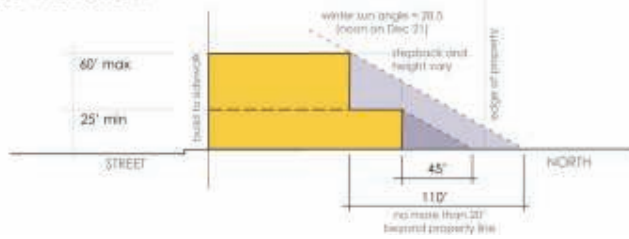
Zoning - Form Based



Zoning - Form Based



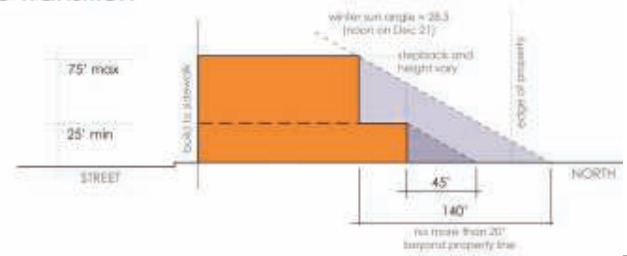
Low Rise Transition



Zoning - Form Based



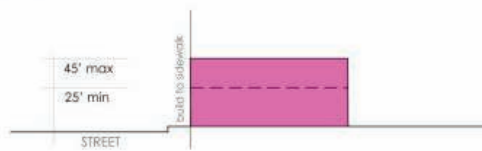
Mid Rise Transition



Zoning - Form Based



Retail Core



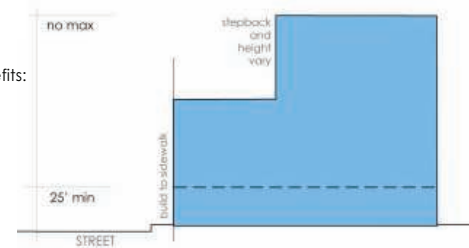
Zoning - Form Based



- Downtown
- Incentive Zone

Incentives for community benefits:

- LEED certification
- Market rate rental housing
- Open space
- Public art
- High quality design



Sustainability initiatives

- Environmental**
- Economic**
- Social**



environmental sustainability

WATER

- rain gardens
- stormwater management

ENERGY/CLIMATE

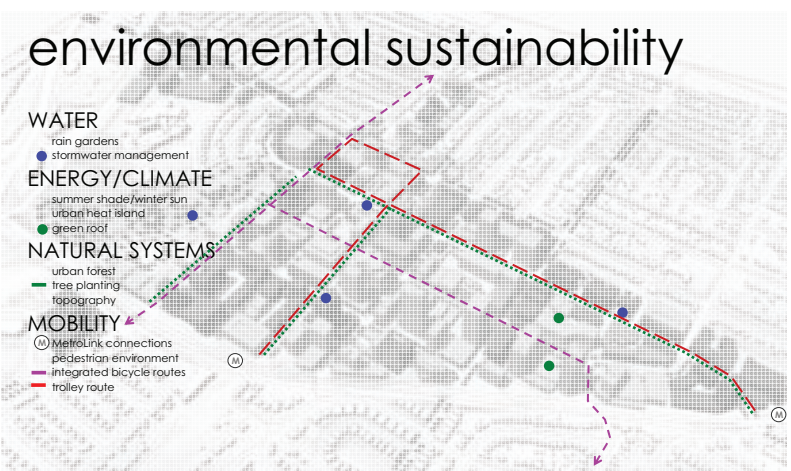
- summer shade/winter sun
- urban heat island
- green roof

NATURAL SYSTEMS

- urban forest
- tree planting
- topography

MOBILITY

- MetroLink connections
- pedestrian environment
- integrated bicycle routes
- trolley route



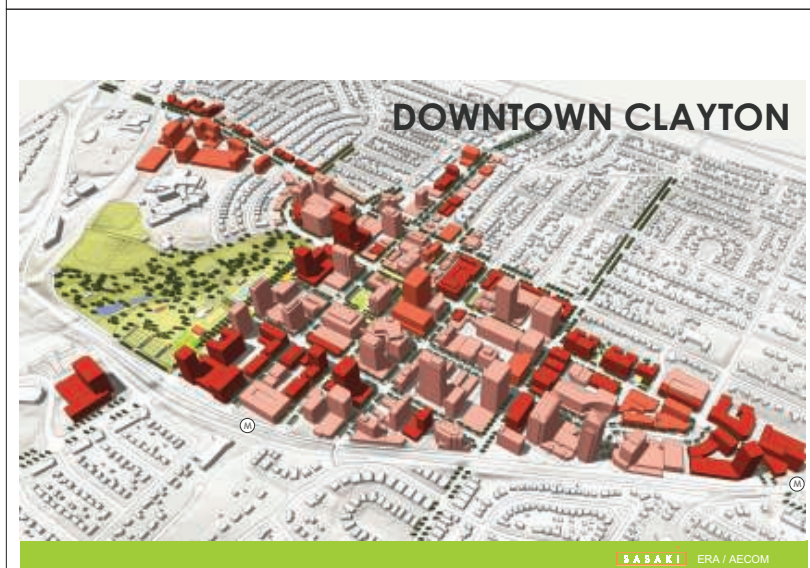


Table Discussion

Implementation Strategy

Marketing and Retail Plan

- Given Clayton's competitive position, what kind of retail and services would you like to add to Downtown?
- Do you accept the increased density as required to support additional retail?

SABAKI ERA / AECOM

Table Discussion

Implementation Strategy

Zoning

- Should the zoning code be streamlined and more based on form?
- Should there be density bonuses in exchange for community benefits (LEED, open space, market rate rental housing)?

SABAKI ERA / AECOM

Table Discussion

Implementation Strategy

Civic Space

- What are your top priorities for civic space and street improvements?
- Are you in favor of a public/private partnership to enhance Shaw Park?

SABAKI ERA / AECOM

3. DOWNTOWN CLAYTON ACTION PLAN

INITIATIVE	REALM	STRATEGY	North Central		Forsyth Village		Park View	
			ACTION	RESPONSIBLE PARTY	ACTION	RESPONSIBLE PARTY	ACTION	RESPONSIBLE PARTY
Economic Development	Retail	Target, recruit and provide incentives for retail uses unique to Clayton to locate in Downtown in order to help differentiate Downtown Clayton from other retail destinations in the region.	Focus on retail and restaurants. Recruit unique retailers to locate in close proximity to the already strong restaurant core. Focus new retail along Maryland Avenue to help connect existing retail nodes.	Office of Economic Development	Provide density bonuses and reduced parking requirements to encourage transit use / facilitate TOD.	Planning Department	Recruit small retail establishments to help support residential and office uses. Add restaurants and kiosks along the Brentwood Boulevard edge of Shaw Park.	Office of Economic Development, Planning Department
	Housing	Increase the number of housing units Downtown and offer a mix of housing types.	Prioritize mixed-use infill development that combines residential and retail uses. Provide density bonuses for mixed-use projects that include residential uses.	Planning Department, Office of Economic Development	Provide density bonuses and reduced parking requirements to encourage transit use / facilitate TOD.	Planning Department	In the long term, consider higher density residential or office on underutilized parcels. Focus residential development along the edges of Shaw Park.	Planning Department
	Office	Strengthen and diversify the Downtown's office supply and demand by offering more professional office space in the selected infill areas.	Indirectly encourage the development (or redevelopment) of professional office space by improving nearby amenities such as the proposed civic plaza at Central Avenue and Forsyth Boulevard, or expanded retail choices.	Office of Economic Development	Provide density bonuses and reduced parking requirements to encourage transit use / facilitate TOD.	Planning Department	In the long term, consider higher density residential or office on underutilized parcels.	Planning Department
	Government	Retain government uses in appropriate locations within the Downtown. Encourage St. Louis County to lease space in new office and mixed use buildings owned by the private sector and consolidate their underutilized sites to create opportunities for higher density development.	Encourage selected small-scale government offices to locate in privately owned office buildings to continue diversifying the mixed use character of the district. However, large government office space users should focus growth in Central Station rather than North Central.	Office of Economic Development	Forsyth Village is not a focus area for government uses.	n/a	Discourage additional spillover government uses from the adjacent Central Station district, and instead focus development in this area on residential uses.	Planning Department
Policy	Zoning and Approval	Adjust the zoning and the design review process to establish a clearer framework for Downtown development. Promote a simplified and more flexible zoning approach that considers the entire Downtown and transitions to the neighborhoods.	Re-zone North Central to be a combination of Downtown and Mid-Rise Transition uses, with nearly all streets included in the Pedestrian Priority Zone.	Planning Department, Plan Commission	Encourage development of the several vacant lots and underutilized buildings, particularly along Forsyth Boulevard. Re-zone Forsyth Village for Downtown uses south of Forsyth Boulevard, and to be a combination of Low-Rise and Mid-Rise Transition uses in the blocks adjacent to residential development north of Forsyth. Forsyth Boulevard and Carondelet Plaza should be included in the Pedestrian Priority Zone. Provide density bonuses and reduced parking requirements to encourage transit use / facilitate TOD.	Planning Department, Plan Commission	Re-zone Park View for Downtown uses, allowing for height along the park.	Planning Department, Plan Commission
	Comprehensive Marketing and Recruitment	Both a policy initiative and an economic development tool, developing a consistent and effective marketing strategy will benefit the private, public, and non profit sectors alike.	Focus marketing for North Central on the retail uses and civic gathering spaces that can be additional stopping places for visitors already heading downtown for a restaurant meal.	Office of Economic Development, Planning Department	Forsyth Village can be marketed as a mixed-use, Transit Oriented Development that is an ideal place for Downtown living.	Office of Economic Development, Planning Department	Marketing efforts for Park View can focus on it being a premier residential destination in the St. Louis metro region, given its proximity to Shaw Park and other amenities as well as the convenience of being close to the Clayton MetroLink Station.	Office of Economic Development, Planning Department
Infrastructure	Streetscape and Building Height	Invest in streetscape and intersection improvements that will change the perception and improve the pedestrian experience throughout Downtown and provide better connections to transit. Narrow unnecessarily wide streets to promote walkability and an enhanced pedestrian environment. Prioritize improvements for those areas identified as Pedestrian Priority Zones.	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 the Pedestrian Priority Zones along Forsyth Boulevard, Central Avenue and Meramec Avenue. Consider new approaches to managing deliveries and loading that are realistic and feasible.	Planning Department, Public Works	Consider strategies to rehabilitate/ reuse Famous Barr building (i.e. residential with street level retail). Orient height along Forsyth Boulevard. 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'). Discourage blank walls in Pedestrian Priority Zones.	Planning Department, Public Works	Consider regulatory incentives for taller buildings across from the park, especially near Clayton Station.	Planning Department, Office of Economic Development
	Civic Open Space and Shaw Park	Invest in an interconnected open space system that is visible and identifiable as part of the Downtown's identity. Enhance Shaw Park to create an active and inviting edge along Brentwood Boulevard with lively sports, entertainment and cultural venues.	Make plaza at Forsyth Boulevard and Central Avenue 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 heart of Downtown at Forsyth Boulevard and North Central Avenue.	Planning Department, Parks Department, Clayton Century Foundation	Create a small park at the corner of Forsyth Boulevard and Lyle Avenue to allow pedestrians to step off the street for a moment and to provide a small civic space for the district.	Planning Department, Parks Department	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 Boulevard edge of Shaw Park, reposition tennis courts. Use the natural features of the park to create a rainwater storage pond at the lowest point.	Planning Department, Parks Department, Public Works
	Parking	Undertake a comprehensive parking study to assess utilization and promote shared parking in key locations to facilitate infill and appropriately scaled downtown development. Pursue an overall parking management strategy and a parking authority to coordinate efforts across the six Downtown districts.	Create curbside parking along Forsyth Boulevard at off-peak hours. Discourage surface parking lots except behind buildings.	Planning Department, Public Works	Prohibit parking garages from fronting on key streets.	Planning Department, Public Works	Allow on-street parking along Brentwood Boulevard to help provide a buffer between moving traffic and pedestrians. Prohibit parking garages from fronting on Brentwood Boulevard. Reduce parking requirements in southern part of Park View given its proximity to the MetroLink.	Planning Department, Public Works
	Mobility	Create designated bicycle routes and invest in a rubber-wheeled trolley to reduce car domination and encourage other modes of transportation.	Consider a rubber-wheeled trolley circulator route that goes along Forsyth Boulevard before connecting to other Downtown districts. Add bike sharrows to Forsyth Boulevard.	Planning Department, Public Works	Consider a rubber-wheeled trolley circulator route that goes along Forsyth Boulevard before connecting to other Downtown districts. Add bike sharrows to Forsyth Boulevard.	Planning Department, Public Works	Consider a rubber-wheeled trolley circulator that makes stops at Forsyth Station and other points within the area. Add sharrows to clearly identify the designated bicycle route along Brentwood Boulevard.	Public Works
	Identity and Wayfinding	Undertake a comprehensive signage and wayfinding study to unify the entire Downtown and highlight the districts. Consider formally changing the term "Clayton CBD" to "Downtown Clayton" to emphasize that the CBD is about more than just weekday businesses. This name change could be part of a larger identity and branding strategy that includes the economic development initiatives and retail strategy.	Introduce strong wayfinding elements that highlight North Central as the historic core of Downtown.	Planning Department, Office of Economic Development	Develop integrated wayfinding and signage system that helps visitors arriving at Forsyth Station orient themselves and locate their destination.	Planning Department, Office of Economic Development	Provide clear direction from Central Station to Shaw Park for visitors attending outdoor events.	Planning Department

INITIATIVE	REALM	STRATEGY	Central Station		Maryland Gateway		Meramec Gateway	
			ACTION	RESPONSIBLE PARTY	ACTION	RESPONSIBLE PARTY	ACTION	RESPONSIBLE PARTY
Economic Development	Retail	Target, recruit and provide incentives for retail uses unique to Clayton to locate in Downtown in order to help differentiate Downtown Clayton from other retail destinations in the region.	Recruit small retail establishments to support residential and office uses.	Planning Department	Support and enhance existing retail development along Maryland Avenue.	Office of Economic Development	Any retail development should be directed towards Meramec Avenue as it approaches the southern boundary of the district and to Maryland Avenue in order to help connect existing retail nodes.	Planning Department
	Housing	Increase the number of housing units Downtown and offer a mix of housing types.	Consolidate underutilized sites to create opportunities for higher density development. Provide regulatory incentives to increase residential uses for market rate rental housing. Reduce on-site parking requirements for new multi-family residential near the MetroLink station.	Planning Department	Consider providing incentives for mixed-use development in this area in order to introduce more residential development that can smooth the transition to adjacent neighborhoods.	Planning Department, Office of Economic Development	Encourage development of multi-family housing, with some directed specifically towards young professionals and "empty nesters."	Planning Department
	Office	Strengthen and diversify the Downtown's office supply and demand by offering more professional office space in the selected infill areas.	Consolidate underutilized sites to create opportunities for higher density development.	Planning Department	Consider providing incentives for mixed-use development that incorporates some small-scale professional offices in keeping with the nearby residential areas.	Planning Department	Incorporate professional offices into future mixed-use development in this area.	Planning Department
	Government	Retain government uses in appropriate locations within the Downtown. Encourage St. Louis County to lease space in new office and mixed use buildings owned by the private sector and consolidate their underutilized sites to create opportunities for higher density development.	Provide a mix of amenities to encourage additional government uses. Consolidate underutilized sites to create opportunities for higher density development.	Planning Department, Office of Economic Development	Maryland Gateway is not a focus area for government uses.	n/a	Meramec Gateway is not a focus area for government uses.	
Policy	Zoning and Approval	Adjust the zoning and the design review process to establish a clearer framework for Downtown development. Promote a simplified and more flexible zoning approach that considers the entire Downtown and transitions to the neighborhoods.	Re-zone Central Station for Downtown uses. Central Avenue should be included in the Pedestrian Priority Zone. Provide regulatory incentives to increase residential uses for market rate rental housing.	Planning Department, Plan Commission	Re-zone Maryland Gateway as a combination of Low-Rise and Mid-Rise Transition areas, with small sections of Downtown.	Planning Department, Plan Commission	Re-zone Meramec Gateway as a combination of Low-Rise Transition to the east of Central Avenue and Mid-Rise Transition to the west of Central Avenue.	Planning Department, Plan Commission
	Comprehensive Marketing and Recruitment	Both a policy initiative and an economic development tool, developing a consistent and effective marketing strategy will benefit the private, public, and non profit sectors alike.	Central Station can be marketed as an ideal office location, with the convenience of easy access to the MetroLink and the benefits of a number of nearby amenities such as Shaw Park. Marketing should emphasize that Central Station is not just a 9 to 5 place. Mixed use, infill development has helped to transform it into a vibrant urban district even at times without the presence of office workers.	Office of Economic Development, Planning Department	Marketing efforts for Maryland Gateway can highlight the visibility and easy access to retail establishments in this area.	Office of Economic Development, Planning Department	Meramec Gateway can be described as a convenient residential location, in easy walking distance to many downtown restaurants and offices yet at a smaller scale than other parts of Downtown.	Office of Economic Development, Planning Department
Infrastructure	Streetscape and Building Height	Invest in streetscape and intersection improvements that will change the perception and improve the pedestrian experience throughout Downtown and provide better connections to transit. Narrow unnecessarily wide streets to promote walkability and an enhanced pedestrian environment. Prioritize improvements for those areas identified as Pedestrian Priority Zones.	Undertake streetscape improvements along South Central Avenue to connect the Clayton MetroLink Station to nearby government buildings and to the North Central area of Downtown. Consider incentives to encourage dense development, particularly of office buildings, in the blocks closest to Central Station. Stepback larger scale development from the Pedestrian Priority Zone along Central Avenue.	Planning Department, Office of Economic Development	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 of Maryland Avenue can accommodate greater building heights, further from the neighborhoods.	Planning Department, Public Works	Create unified landscape identity along Meramec Avenue from Kingsbury Boulevard to Maryland Avenue. Provide an enhanced traffic table (raised pedestrian crossing) at the intersection of Maryland Avenue and Meramec Avenue to better connect to North Central through street treatment and stop light timing.	Planning Department, Public Works
	Civic Open Space and Shaw Park	Invest in an interconnected open space system that is visible and identifiable as part of the Downtown's identity. Enhance Shaw Park to create an active and inviting edge along Brentwood Boulevard with lively sports, entertainment and cultural venues.	Create a small park at the corner of Central Avenue and Bonhomme Avenue to allow pedestrians to step off the street for a moment and to provide a small civic space for the district.	Planning Department, Parks Department, Public Works	Reinforce streetscape connections to Shaw Park.	Planning Department, Parks Department, Public Works	Reinforce pedestrian connections across Maryland Avenue to the North Central District and the proposed plaza at Forsyth Boulevard between Meramec Avenue and Central Avenue.	Planning Department, Parks Department, Public Works
	Parking	Undertake a comprehensive parking study to assess utilization and promote shared parking in key locations to facilitate infill and appropriately scaled downtown development. Pursue an overall parking management strategy and a parking authority to coordinate efforts across the six Downtown districts.	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.	Planning Department, Public Works	Allow on-street parking along frontage lane of redesigned boulevard. Prohibit parking garages and surface lots along Maryland Avenue.	Planning Department, Public Works	Discourage surface parking lots with frontage on primary streets; encourage surface parking lots behind buildings. Prohibit parking garages and surface lots along Meramec Avenue.	Planning Department
	Mobility	Create designated bicycle routes and invest in a rubber-wheeled trolley to reduce car domination and encourage other modes of transportation.	Consider a rubber-wheeled trolley circulator route that goes along Central Avenue and connects to the other Downtown districts. Add sharrows to clearly identify the designated bicycle route along Carondelet Avenue.	Planning Department, Public Works	Consider a rubber-wheeled trolley circulator that makes stops at various points within the area. Identify methods for incorporating bicycle safety into the redesign of Maryland Avenue. Add sharrows to clearly identify the designated bicycle route along Brentwood Boulevard.	Planning Department, Public Works	Consider a rubber-wheeled trolley circulator that makes stops at various points within the area. Consider changing stop light timing to better accommodate pedestrians and bicycles. Add sharrows to clearly identify the designated bicycle route along Brentwood Boulevard.	Public Works
	Identity and Wayfinding	Undertake a comprehensive signage and wayfinding study to unify the entire Downtown and highlight the districts. Consider formally changing the term "Clayton CBD" to "Downtown Clayton" to emphasize that the CBD is about more than just weekday businesses. This name change could be part of a larger identity and branding strategy that includes the economic development initiatives and retail strategy.	Develop integrated wayfinding and signage system that helps visitors arriving at Central Station orient themselves and locate their destination.	Planning Department	Integrate the Downtown wayfinding and signage system in order to emphasize Maryland Avenue as an entrance to the district.	Planning Department	Integrate the Downtown wayfinding and signage system in order to better incorporate Maryland Avenue as an entrance to the district.	Planning Department