



October 2010

DOWNTOWN CLAYTON

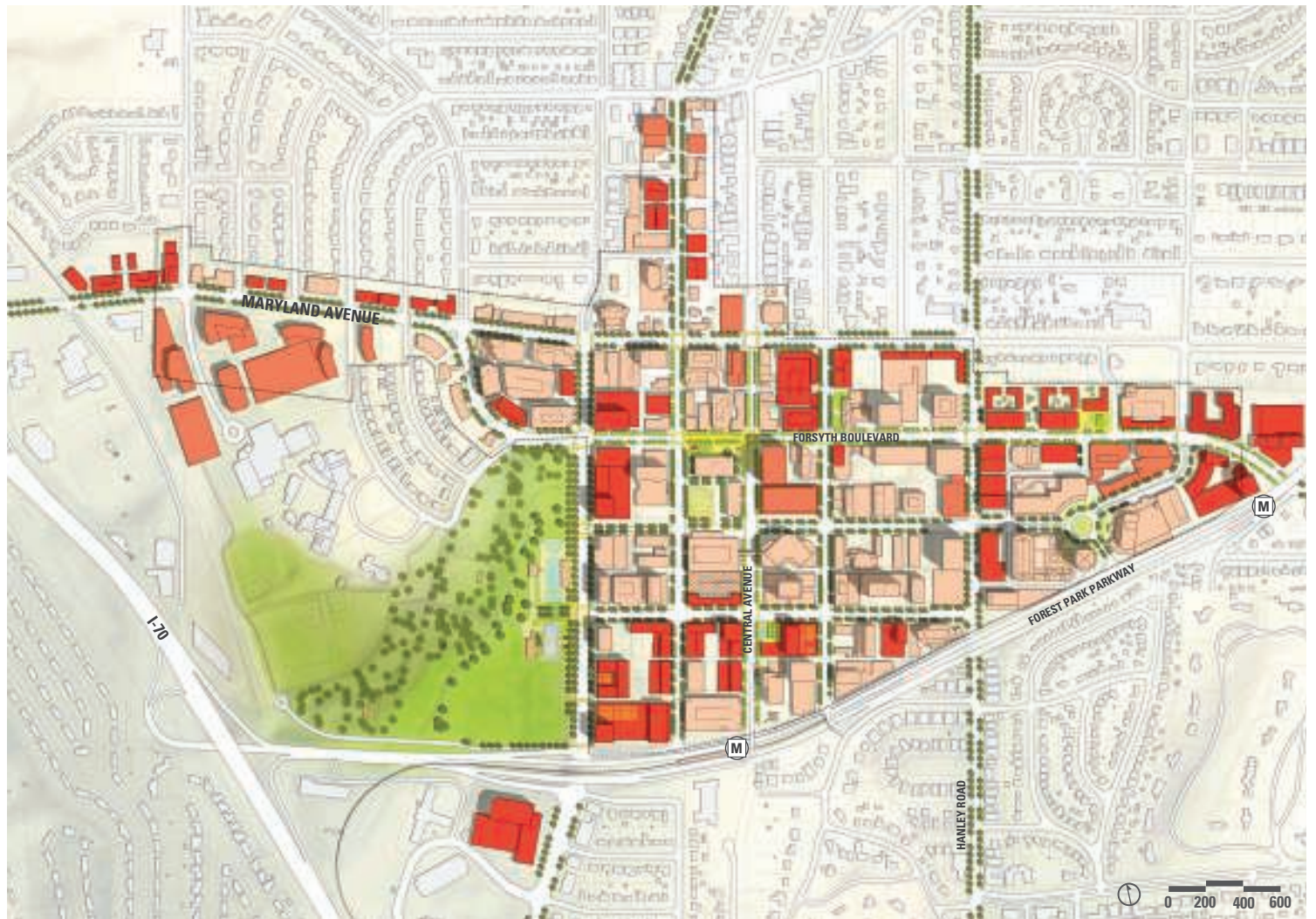
Master Plan Update and Retail Strategy
City of Clayton

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INTRODUCTION .



THE DOWNTOWN CLAYTON MASTER PLAN RECOMMENDS SPECIFIC STRATEGIES FOR FUTURE DEVELOPMENT IN THE SIX DOWNTOWN DISTRICTS. THE PLAN IDENTIFIES SITES FOR FUTURE INFILL DEVELOPMENT THAT WILL BETTER UTILIZE THE LAND AND CREATE A DIVERSITY OF USES.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES

INTRODUCTION

Building cities is a process that allows little room for complacency, especially in difficult economic times. Over the last decade, Clayton has experienced significant investment in its central business district ranging from the The Crescent to the Centene Headquarters to the MetroLink stations. With several more projects planned or under construction, Downtown Clayton has become an area with the potential for significant real estate development. However, these changes and improvements bring a new set of challenges. Projects must be assessed, successes must be reinforced, and a new, forward-looking vision must be defined to anticipate future development. The Downtown Clayton Master Plan is an extraordinary opportunity for the City of Clayton to think broadly and comprehensively about its future by establishing strategic policies to attract, enhance and direct Downtown opportunities.

In the 17 years since the 1993 Central Business District Master Plan, a number of significant changes have occurred that impacted the development of Downtown. Locally, there has been turnover in property ownership; regionally, infrastructure has been improved; and nationally, the economy has shifted. There is also a renewed sense of community interest requiring stakeholder input and consensus on the future of Downtown Clayton. Clayton's Downtown Master Plan is being updated for a variety of reasons which include providing the city with a vision for future development opportunities, civic improvements, streamlining the current zoning, and implementation strategies. Without action, Downtown Clayton will be challenged to maintain its leadership position in the St. Louis metro area and its national reputation as a great community and national headquarters location. While Clayton is an outstanding city in many ways—it has the highest commercial values in the metro area, quality neighborhoods, and excellent public schools and public services—it must continue to evolve and make downtown improvements to retain and enhance its leadership position. There will be ever-increasing competition in the St. Louis area to attract the best companies, businesses, services, retailers, young professionals and high-income families that Clayton currently enjoys.

“Central Business District” vs. “Downtown”

Clayton’s Central Business District has always been known as the “CBD,” with its concentration of government uses, office buildings, and restaurants. It was the place where business was done. However, one of this plan’s overarching recommendations is to build upon the already strong business, government, and dining functions of the area and to grow into a mixed-use, human-scale center of activity for the city and the region. The term “Downtown” more accurately reflects the evolution of this heart of Clayton. Downtown Clayton will be about much more than business—it will be about Sunday brunch with old friends, about evening performances at cultural venues, walks through the parks, about going shopping over lunch and running errands after work. Don’t let a name define a place; have the place define the name.



A STREET FLANKED WITH OFFICE BUILDINGS, SUCH AS CARONDELET AVENUE (ABOVE), IS TYPICAL IN CLAYTON

An important strategy for advancing Clayton forward and to build upon its competitive advantage is to transform Downtown from a weekday (9 am–5 pm) corporate and office environment with great dining into a more vibrant mixed use urban district that is a model of social, economic and environmental sustainability for the next generation of Clayton’s corporations, businesses, services, residents and families. While Downtown currently functions well as a corporate and county office environment with automobile oriented streets, it needs and could readily have more of the elements of great urbanism: a human-scale public realm, pedestrian friendly streets and sidewalks, diverse residential options for young professionals and empty nesters, more specialty retail, updated hospitality, cultural venues and great civic spaces.

Based upon the urban design and retail analysis we believe that Downtown Clayton will continue attracting corporate and business uses. However, for Clayton to have a world-class downtown, it must also accommodate the broader mix of uses within a high quality public realm. This will be the city and the Downtown that thrives in the future and serves as a regional and national model for great urbanism.

Downtown Clayton

The Downtown Clayton Master Plan sets forth a flexible framework for development, integrating and anticipating the actions of the public sector and the private sector. Ten principles form the foundation for the recommendations in the plan. Within this framework, a great variety of decisions can be made over time to create a richly textured Downtown, while still ensuring a shared vision of the overall outcome.

1. CREATE a framework for future development downtown
2. REINFORCE the role of Downtown Clayton within the St. Louis region
3. LEVERAGE prior successes to move to the next level
4. IDENTIFY a fully functional mixed use, sustainable, urban environment and development program
5. DESIGN a distinctive civic realm that establish the city's identity, links districts, and is integral to surrounding development
6. LEVERAGE the MetroLink stations for transit oriented development and access
7. ESTABLISH a network of pedestrian friendly streets
8. CELEBRATE adjacent neighborhoods and their connections to downtown
9. POSITION each district according to its unique assets to promote diverse mixed-use environments
10. DEVELOP a comprehensive signage and wayfinding system and shared parking in strategic locations



THE CENTENE HEADQUARTERS (TOP) ARE EMBLEMATIC OF DOWNTOWN CLAYTON'S STRENGTH AS A REGIONAL CLASS A OFFICE LOCATION.

THERE IS OPPORTUNITY TO ENHANCE THE DOWNTOWN PUBLIC REALM (BOTTOM) THROUGH EXPANDED RETAIL AND RESTAURANT DESTINATIONS TO SERVE THE GROWING OFFICE MARKET AND FUTURE RESIDENTS.



OVER 200 COMMUNITY MEMBERS WERE ENGAGED IN THE DOWNTOWN CLAYTON MASTER PLANNING PROCESS THROUGH TWO INTERACTIVE PUBLIC MEETINGS AND INDIVIDUAL INTERVIEWS (ABOVE).

Process

In October of 2009, the City of Clayton embarked on the Downtown Master Plan Update & Retail and Marketing Strategy to create a vision for Downtown, establish a retail and marketing plan, implement Vision 2013 goals, and anticipate future development within the study area. Sasaki Associates, Inc. (Sasaki) led the team providing planning, urban design, landscape architecture, and public engagement, and was joined by Economics at AECOM, with expertise in retail, market and real estate services. The Master Plan Update has been an important opportunity to engage the Clayton community in defining issues, developing alternatives and coming together around a shared vision and implementation strategy.

Community engagement has been a critical element of the planning process. The planning process was set up to provide ongoing engagement with key downtown stakeholders through a series of community forums to gather information and discuss possibilities. The downtown stakeholders were wide ranging and encompassed key partners, constituents, and investors. The City was involved at many levels, with several meetings with the Mayor, Board of Aldermen, Plan Commission, and Economic Development Advisory Committee. There were also regular meetings with the City Manager, Economic Developer, and Planning and Development Department.

The process began in October 2009 when the Sasaki team engaged in conversations with a number of focus groups, including local institutions, major companies, property owners, developers, local banks, and restaurant and retail owners. In January 2010, the planning team returned to hold a work session to review the analysis and discuss alternatives for Downtown with the community. Over 80 people attended the charrette where a variety of community members provided input on the vision and principles for the six downtown districts. Building upon this community input, the March community presentation provided further refinement to the vision and planning principles of the six districts within the Downtown as well as recommendations for implementation strategies to achieve this vision. The Retail and Market Strategy focused on market opportunities for future office and housing development and how to retain, enhance and sustain a stronger retail mix for Downtown Clayton. Community members provided input on the implementation strategy for the marketing and retail plan, zoning changes, and civic realm improvements.

For approval, the final plan was reviewed by the City Staff and presented to the Plan Commission and Board of Aldermen.

Please note that the scope of services did not include a thorough traffic analysis. However, the plan does include specific conceptual transportation related recommendations.



DOWNTOWN CLAYTON (CENTRAL BUSINESS DISTRICT) MASTER PLAN STUDY AREA

— STUDY AREA BOUNDARY



DEVELOPMENT CONTEXT.



Central Avenue, Looking North, Clayton, Mo.

OLD POSTCARD SHOWING CENTRAL AVENUE, LOOKING NORTH (1927)

Photo Credit: Clayton History Society—A Pictorial History
(<http://claytonhistorysociety.blogspot.com/>)

HISTORY OF DEVELOPMENT

Since it was first established, Clayton has been a center for government and business in the St. Louis area. Downtown Clayton was originally defined by the 1877 construction of a new county courthouse. As the town had few residents at that time, local businesses initially catered to the courthouse traffic that arrived from all over St. Louis County. Clayton was formally incorporated in 1913 and soon became a favorite relocation destination for a number of prominent St. Louisians who chose to escape the crowded city for the relative quiet of the surrounding area. This movement had a profound effect on Clayton, doubling its population and tripling its property values during the 1920s. The historic Hanley House, listed on the National Registry, is one of the last remnants of this time period and the oldest building in Clayton.

Clayton was somewhat sheltered from the Great Depression that followed, and found itself in the midst of another boom following World War II. This spurt of post-war growth greatly influenced the look and feel of today's Downtown. In 1952, the central business district was rezoned to allow for retail and commercial expansion and in 1957 height limits on new buildings were abolished altogether. Clayton's first office towers opened in the early 1960s and were immediately popular, many fully leased before construction even finished.

While Clayton remains a prime location for corporations in St. Louis County and a substantial upscale residential community, the Downtown has lost much of the retail base which had defined Clayton as a major hub of St. Louis County in the 1980s. Today, with a substantial employment base, a proximate concentration of residential neighborhoods and excellent infrastructure including highway access and light rail, Clayton has the potential to create a truly vibrant pedestrian-oriented environment that will allow it to regain the retail base it has lost in the past couple decades to the surrounding suburbs and single-use malls. The identification of retail opportunities, the creation of a downtown vision and the development of strategies for implementation have the potential to renew the core of Downtown Clayton.



VIEW OF DOWNTOWN CLAYTON FROM THE WEST WITH SHAW PARK IN THE FOREGROUND (2009)

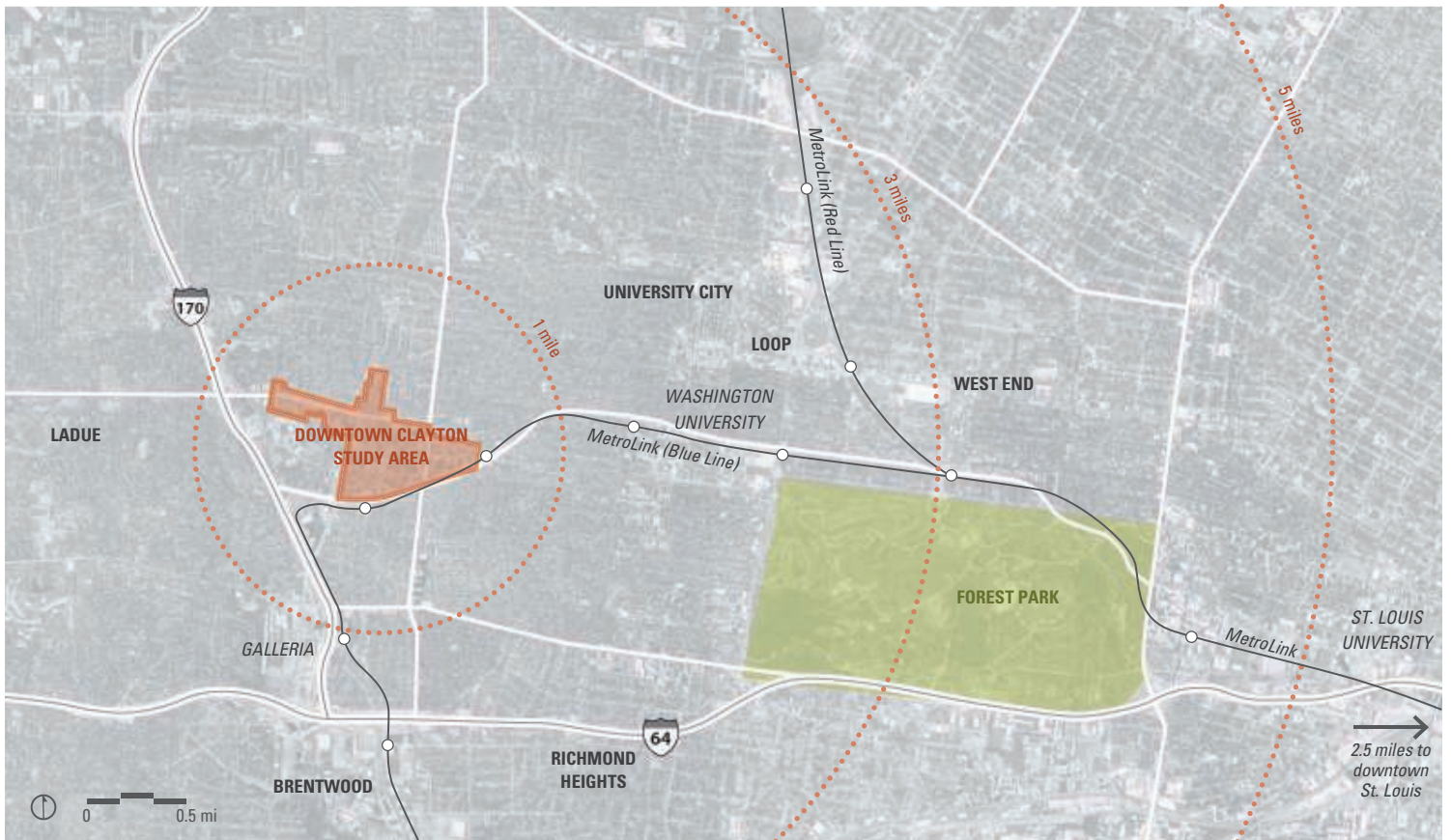
CLAYTON TODAY

Approximately 35,000 people are employed in Downtown Clayton, nearly all in office jobs such as management, business and financial services, professional services and sales. There are 16,500 people who live within a mile of Downtown Clayton and a total of 318,000 people within five miles. Within the closer radius, adults tend to be highly educated with about 70% having bachelor's degrees and half of those holding an advanced degree as well.

YEAR	POPULATION (1 MILE)	POPULATION (5 MILES)
1990 (CENSUS)	15,450	353,014
2000 (CENSUS)	16,299	324,111
2007 (ESTIMATE)	16,446	317,961
2010 (PROJECTION)	16,331	312,452

An overview of Clayton's demographic and economic profile shows that Clayton is one of the more affluent suburbs in the St. Louis area, where the median household income has increased 2.6% annually from 2000 to 2009. Household income is projected to continue to increase at a rate consistent with the rest of the County, which is slightly faster than the metropolitan statistical area and the nation.

Clayton's population is slightly younger than the rest of the County and region. In 2009, the median age for Clayton was 36.7 while it was 39.6 for the County and 37.8 for the region. Importantly, Clayton represents 1.5% of St. Louis County's population, but has 2.4% of its college graduates, which is reflected in the high-paying jobs of Clayton residents. Employment is concentrated in finance, professional services and management. While Clayton has been successful in attracting and retaining high-income employers this data suggests characteristics of an attractive location for retailers and for employers although Clayton has been unable to attract and retain its fair share of retail offerings at the same level.



DOWNTOWN CLAYTON IS APPROXIMATELY 8 MILES WEST OF DOWNTOWN ST. LOUIS. IT IS REGIONALLY ACCESSIBLE BY INTERSTATE HIGHWAYS AND NEAR WASHINGTON UNIVERSITY AND THE ST. LOUIS GALLERIA.

Downtown Clayton is located approximately eight miles from Downtown St. Louis and is considered one of the wealthy inner-ring suburbs. While the city only has a total land area of 2.5 square miles, it has a major impact on the region and its surrounding environment. Several national headquarters, desirable residential neighborhoods, and quality public schools have helped define the character of Clayton. Downtown's relationship to adjacent areas, patterns in the physical form, and the underlying topography has shaped the existing development and makes this place unique providing a useful context for future development. Downtown Clayton is bounded by Forest Park Parkway to the south, the Forsyth MetroLink Station to the east, the residential neighborhood beyond Maryland Avenue to the north, and Shaw Park to the west.



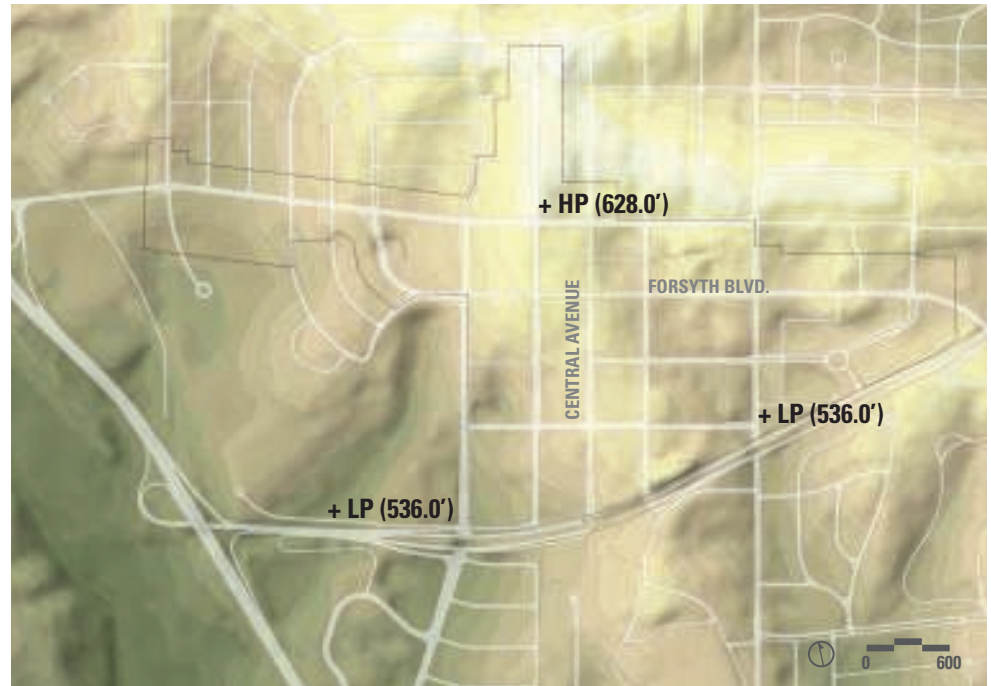
THE DOWNTOWN SITE ANALYSIS IDENTIFIED A RANGE OF URBAN DESIGN CONDITIONS AS SHOWN ABOVE.

The urban form of Downtown Clayton ranges from high-rises to low-rise neighborhoods. Carondelet Avenue and Bonhomme Avenue define a spine along which most of Downtown's high-rise buildings are sited. There is a slight step down from this to both the Forsyth and Park mid-rise areas, which have slightly lower rise buildings and hence less density. Nestled between the mid-rise zones is the Restaurant Row Low-Rise area, several blocks of one- or two-story buildings that form the core of Downtown's broad offering of dining options. The northern edge of Downtown includes three different transition zones that soften the jump from the high-rise corridor to the adjacent neighborhoods. The Maryland Corridor Transition Zone is a series of low-rise retail and office buildings that are designed for ease of access by automobile. In contrast, the Meramec Transition Zone has a more residential character while the Forsyth

Transition Zone includes several large, low buildings interspersed with surface parking lots and vacant lots. Downtown is flanked to the north and south by residential areas that are mostly comprised of one- to two-story single-family homes built relatively close to one another at a moderate setback from the street.

The predominant topographical feature of Downtown Clayton is the ridge along Maryland Avenue, along which early development took place. Clayton's initial commercial development was near the high point of the ridge, at the location of the current restaurant core. The land steadily slopes downwards from this point towards Shaw Park in the west and Carondelet Village in the east, losing about 90 feet of elevation across Downtown in each direction. These two low areas are separated by a secondary ridge that extends south from the restaurant core towards Forest Park Parkway. Overall, the topography of Downtown is significant for such a small developed area. With both the Clayton and Forsyth Stations near low point, people arriving by MetroRail have an uphill walk to get to the center of Downtown.

DOWNTOWN CLAYTON HAS SIGNIFICANT TOPOGRAPHIC VARIATION THAT HAS LONG BEEN A FACTOR IN URBAN GROWTH AND DEVELOPMENT.






AN EXAMPLE OF MAJOR GRADE CHANGE WITHIN DOWNTOWN, LOOKING NORTH ON MERAMEC AVENUE FROM SHAW PARK DRIVE





Gateways and Vehicular Access

-  GATEWAY
-  MAIN VEHICULAR CONNECTION
-  CENTRAL DOWNTOWN CONNECTION

DOWNTOWN CLAYTON IS REGIONALLY AND LOCALLY ACCESSIBLE FROM THE IDENTIFIED GATEWAYS (LEFT). FORSYTH BOULEVARD, BRENTWOOD BOULEVARD AND HANLEY ROAD ARE PRIMARY ACCESS CORRIDORS.



Street Grid and Neighborhood Connections

-  DOWNTOWN STREET GRID
-  CONNECTIONS TO NEIGHBORHOOD

THE STRONG STREET GRID IN DOWNTOWN CLAYTON HELPS TO EVENLY DISTRIBUTE TRAFFIC AND ALSO PROVIDES STRONG CONNECTIONS TO THE ADJACENT NEIGHBORHOODS.

Access and Circulation

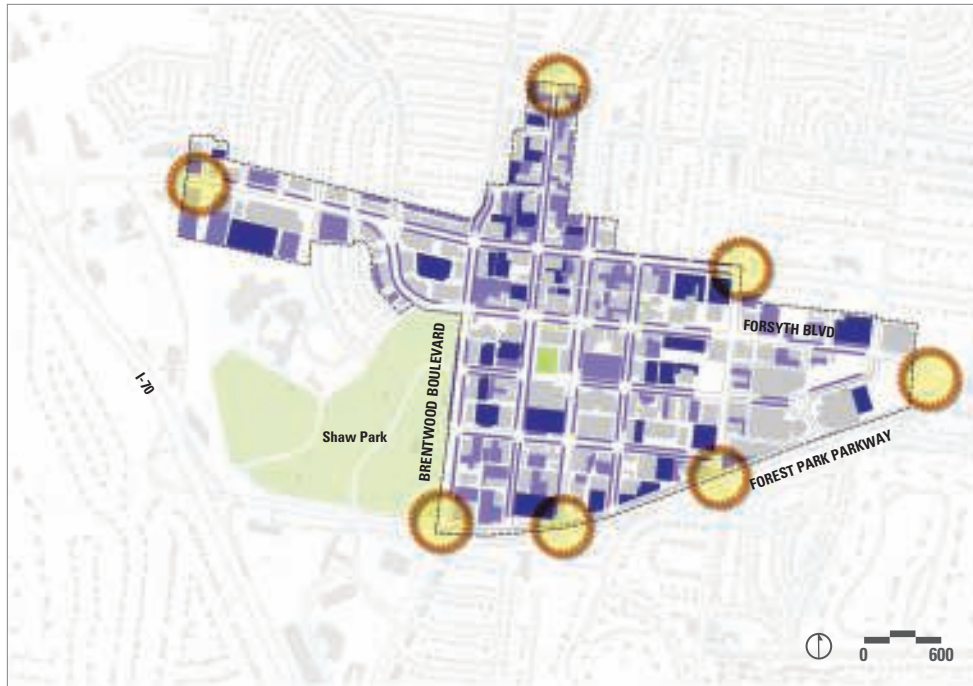
Downtown Clayton is easily accessible via multiple modes of transportation. The regional light rail system traverses the southern boundary of Downtown, with Blue Line stops at both Clayton and Forsyth MetroLink Stations. MetroLink's Blue Line serves much of the St. Louis metropolitan area, spanning from Fairview Heights, Illinois in the east to Shrewsbury in the west. Furthermore, the Clayton MetroLink Station is adjacent to the Clayton Metrobus Center, which is served by seven regional bus routes and includes an 800-space park and ride lot. Pedestrians and bicyclists can reach downtown from adjacent residential areas via the street grid that extends from the business district to residential areas. This street grid also helps to distribute Downtown vehicular traffic evenly, reducing congestion and slowing travel speeds.

As shown in the lower diagram, there is a strong connection across Maryland Avenue from Downtown to the residential area to the north, with the fabric of the city grid extending several blocks into the neighborhood. There is some degree of a link across Brentwood Boulevard from downtown to Shaw Park, but connections from Downtown to the south are not as prevalent, due to Forest Park Parkway.

By car, access points to Downtown are evenly distributed along the perimeter of the district. The major vehicular gateways include:

- Maryland Avenue, connecting to I-170 from the west
- Forsyth Boulevard, from the northwest and the east
- Meramec Avenue, from the north
- Hanley Road, from the north and the south
- Forest Park Parkway/Central Avenue, from the east and west

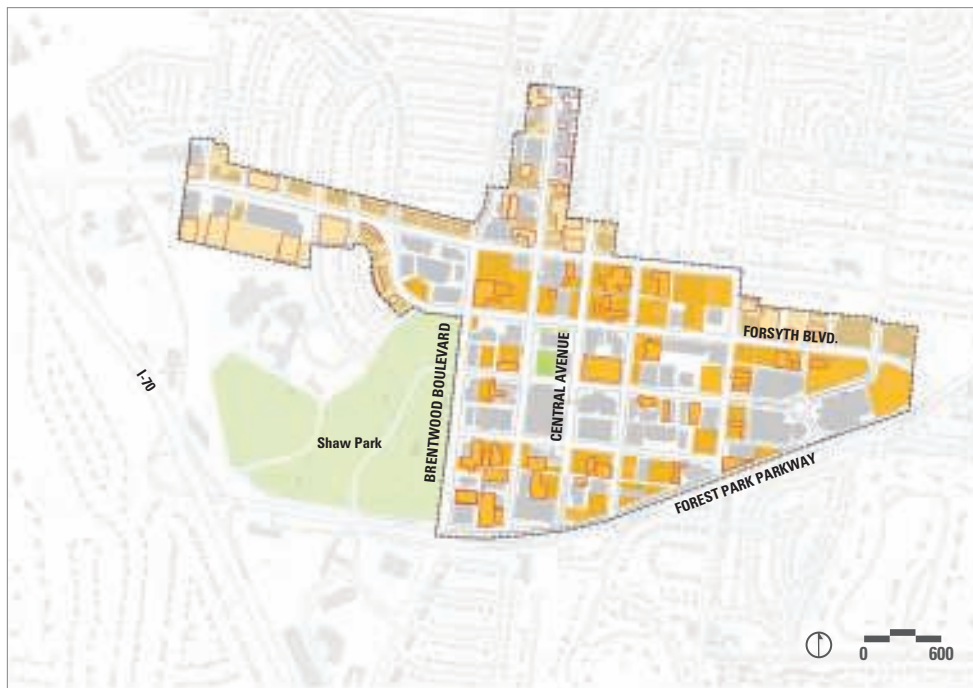
Within Downtown, Forsyth Boulevard is the primary commercial street, running east-west from Forsyth Station at the eastern gateway to Shaw Park, where it turns ninety degrees to connect to the residential areas to the north. Other major connector streets include Maryland Avenue, Hanley Road, Meramec Avenue and Brentwood Boulevard.






Access and Parking

-  ACCESS POINT
-  SURFACE PARKING
-  STRUCTURED PARKING

PARKING FACILITIES ARE DISTRIBUTED THROUGHOUT DOWNTOWN AND ACCESSIBLE FROM ALL MAJOR GATEWAYS.



Underdeveloped Sites (by Zoning)

-  BUILDING <3 STORIES (zoned max is 3 stories)
-  BUILDING <3 STORIES (zoned max is >3 stories)
-  SURFACE PARKING

THERE ARE A SIGNIFICANT NUMBER OF UNDERUTILIZED DOWNTOWN PARCELS THAT PROVIDE OPPORTUNITIES FOR INCREASED DEVELOPMENT DIVERSITY AND DENSITY.

Parking

Once downtown, drivers can choose to park along the street, in surface lots, or in parking structures. Parking is evenly distributed throughout downtown, but is currently either publicly-owned or dedicated to a single use. However, there is opportunity to augment the existing parking signage with a more comprehensive wayfinding system that would help direct drivers from Downtown access points to parking and would also help to clearly identify times at which it is permissible to use private garages for public needs.

Underdeveloped Sites (by Zoning)

While a number of factors go into determining the development potential for the area, comparing the actual height of buildings to the height allowed by zoning can give a general sense of where there might be room for growth. The yellow areas on the opposite page identify Downtown parcels that have both potential and pressure for denser development, as they currently have low-rise (one-to three-story) buildings or no buildings at all. The darker shade of yellow is used for parcels where zoning allows for three or more stories to be built, while the lighter shade of yellow is used for parcels where zoning restricts height to less than three stories. The red outlines indicate surface parking lots, which often have minimal barriers to development because they do not house an existing structure.



SHAW PARK PROVIDES 45 ACRES OF OPEN SPACE ADJACENT TO DOWNTOWN.

Strengths of Downtown

Downtown Clayton is already an exceptional place. According to residents who attended public meetings during the planning process, downtown is:

- home to over 80 restaurants and is regionally known as a destination for a good meal
- an excellent location for both public and private offices
- a strong office market, with high land values and rents and low vacancy rates
- an established hospitality destination
- well-connected to the surrounding neighborhoods
- highly accessible by regional public transportation
- organized by an existing street grid that successfully distributes and slows vehicular traffic
- adjacent to Shaw Park, one of Clayton’s largest open spaces
- a place with outstanding schools and public services, as is Clayton as a whole.

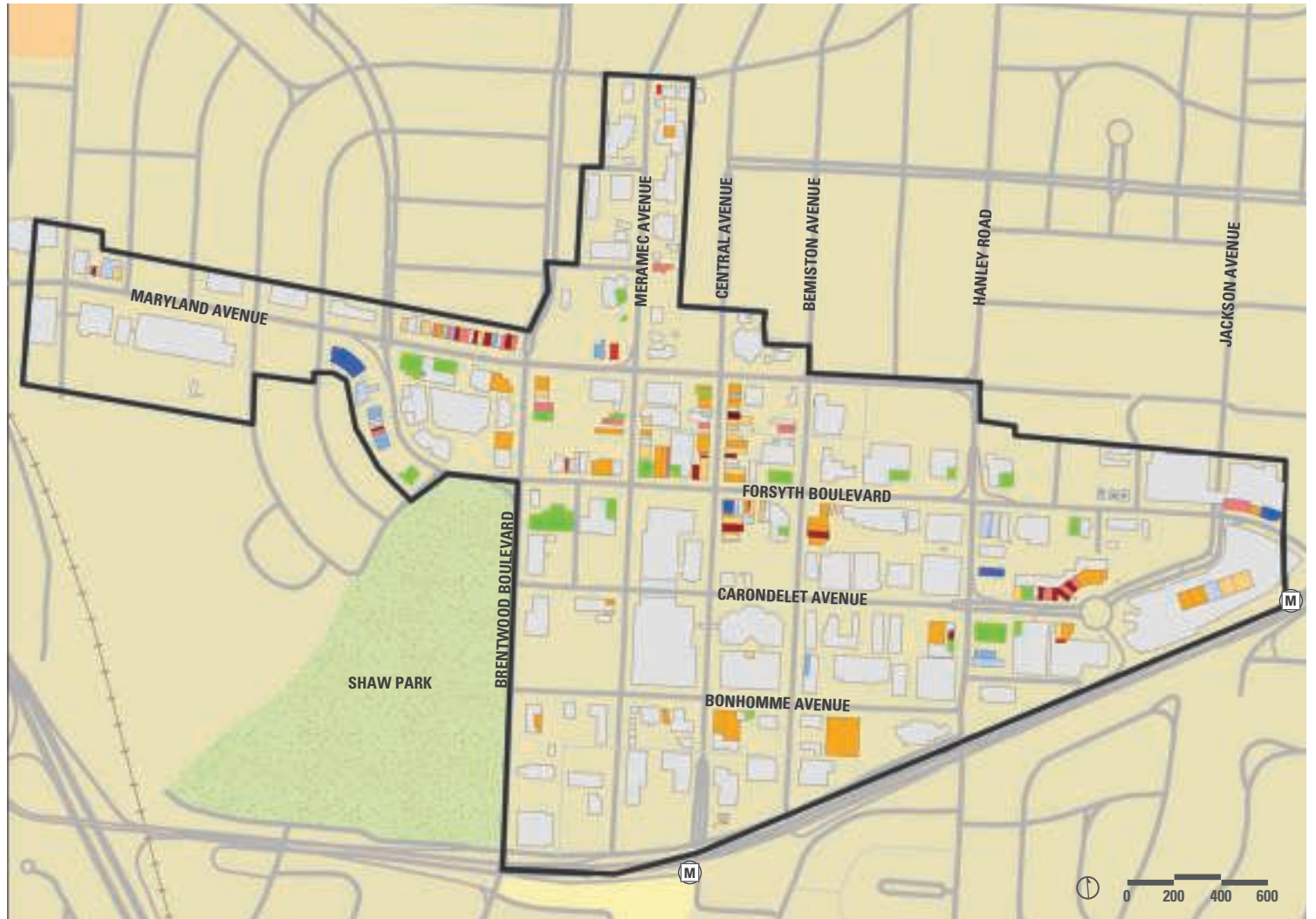
These many amenities help Clayton recruit the top tier of businesses, services, and people. However, competition among cities regionally and nationally means that Clayton must maintain an edge in order to retain and enhance its competitive advantage. This means recognizing what Downtown Clayton lacks—a human-scale public realm, pedestrian friendly streets and sidewalks, diverse residential options for young professionals and empty nesters, substantial amounts of specialty retail, updated hospitality, cultural venues and great civic spaces—and establishing a plan for a future that builds upon the current strengths of Downtown to incorporate these many additional elements that can help make Clayton a truly great urban place.



CARONDELET PLAZA



RESTAURANTS ALONG NORTH CENTRAL AVENUE



AN ON-THE-GROUND RETAIL INVENTORY CONDUCTED IN DECEMBER 2009 IDENTIFIED APPROXIMATELY 160 RETAIL BUSINESSES IN DOWNTOWN CLAYTON. THE MOST PREDOMINANT RETAIL TYPES ARE FINANCIAL SERVICES SUCH AS BANKS AND FULL-SERVICE FOOD AND BEVERAGE ESTABLISHMENTS.

- F & B RETAIL STORES
- CONVENIENCE SERVICES
- CONVENIENCE SERVICE
- FINANCIAL SERVICE
- FULL SERVICE F & B
- LIMITED SERVICE F & B
- GENERAL MERCHANDISE
- CLOTHING/ACCESSORIES
- SPORTS/ENTERTAINMENT
- FURNITURE AND HOME PRODUCTS
- ELECTRONICS AND APPLIANCES
- NON-RETAIL/VACANT

MARKET ANALYSIS

Retail establishments are a critical component of Downtown Clayton and thus take an important position in this chapter's analysis of the current development context. While restaurants and dining are exceptionally strong in Downtown Clayton, the area has suffered from the loss of major retail and significant new competition in the surrounding area. The following section discusses the existing retail market demand and inventory for Downtown.

Retail market demand has four main sources: area residents, visitors to Downtown (overnight hotel guest as well as visitors staying with friends and family), Downtown employees and "inflow" markets (others outside of the resident, visitor and employee markets). The resident market can be defined by three sub-markets; the primary trade area (Downtown), the secondary trade area (0-3 mile radius from Downtown) and the tertiary trade area (3-5 miles from Downtown). The visitor market is estimated by considering typical occupancy rates for the

Downtown Clayton Retail

According to an inventory conducted in December 2009, Downtown Clayton has:

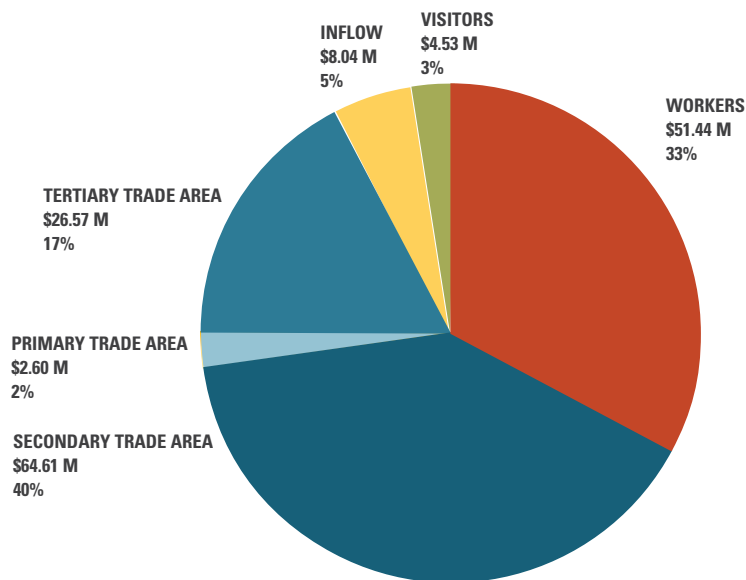
- 159 retail businesses
- 463,000 sf of occupied retail space
- 364,500 sf of occupied retail space (excluding banks)

841 hotel rooms in Downtown. Assuming 60% occupancy with an average of 1.5 persons per room and a 2.5 day length of stay, there are about 111,000 visitors annually to Downtown Clayton. Visiting friends and family are estimated by assuming that each Clayton resident has one visitor per year, a total of 15,246 people. Combined, there are an estimated 126,250 visitors annually to Downtown who spend a total of approximately \$20 million, or \$160 per visitor. Downtown Clayton has 35,000 employees who spend a total of \$63.4 million annually, \$ 1,800 per worker.

The rate at which this spending is captured by Downtown businesses varies significantly by market and retail type. There is a potential for \$178.8 million to be captured Downtown, of which about \$93.8 million would come from the residential market. Visitors, employees and inflow combined account for the remaining \$64 million in spending. This understanding of retail demand can be translated to the range of 364,000-410,000 sf total retail area for Downtown Clayton.

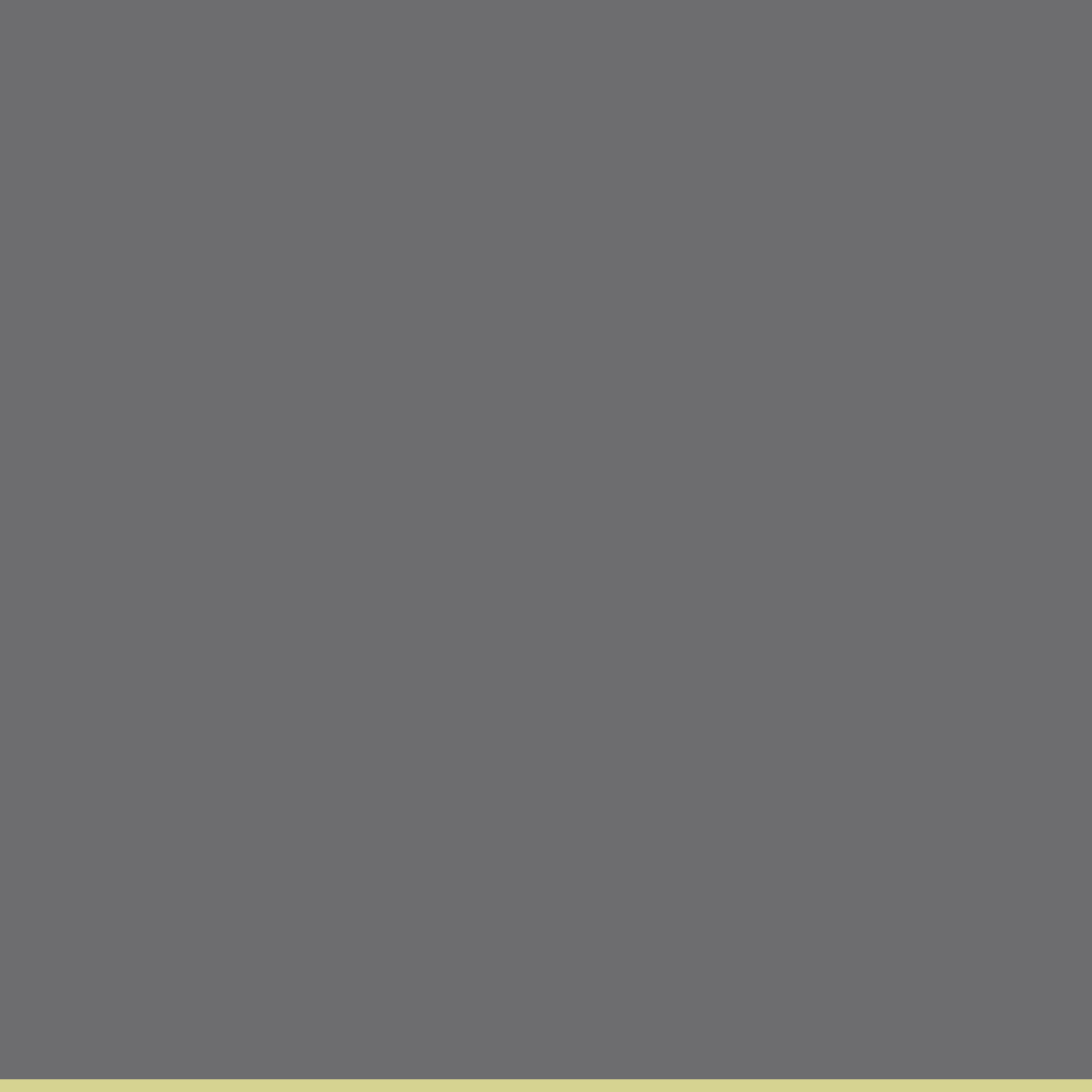
Comparatively, Downtown Clayton had 463,000 sf of occupied retail space and 159 retail businesses according to a December 2009 inventory. Excluding banks, there are 364,500 sf of occupied space. There were only an estimated 1,980 sf of vacant retail space at the time of the survey in December, 2009. As seen on the map at the beginning of this section (p. 26), retail is clustered along Maryland Avenue, near the Central Avenue-Forsyth Boulevard intersection, and within the recently developed Carondelet Plaza. Other retail is scattered throughout Downtown Clayton in a combination of freestanding commercial structures, mixed-use developments, and commercial strips.

RESIDENTS	PRIMARY TRADE AREA	\$ 2,602,283	\$ 2.60
RESIDENTS	SECONDARY TRADE AREA	\$ 64,606,951	\$ 64.61
RESIDENTS	TERTIARY TRADE AREA	\$ 26,570,631	\$ 26.57
VISITORS	VISITORS	\$ 4,528,899	\$ 4.53
WORKERS	WORKERS	\$ 51,444,682	\$ 51.44
INFLOW	INFLOW	\$ 8,041,554	\$ 8.04



Market Analysis Conclusions

1. In 2014, Downtown Clayton is projected to have unmet market demand supporting an additional 13,500 to 45,500 sf of retail space in addition to existing retail, though not including existing space of banks and financial institutions. (This estimates includes new retail in the Centene building, currently under construction.)
2. While this amount of total retail space can be considered significant and represents more retail space than in a typical urban sub-district, it is also noted that Clayton's retail space is not concentrated into one area. Furthermore, the sub-areas (the Central Avenue restaurant district, the Maryland Avenue shops and the retail cluster at Carondelet Circle) are not particularly well linked, nor is there a sense of retail continuity along Downtown Clayton's blocks that would tie the three areas together.
3. While there is 'theoretically' more food and beverage (F & B) than the base markets 'support', this is a major attraction to downtown Clayton, and can be increased if average required sales productivities are slightly reduced. F & B is also a powerful attractor of inflow markets. Both specialty and convenience retail categories can support additional square feet and stores.
4. It is not that the city has too much dining, but rather, not enough specialty and consumer service retail to balance the demand created by the dining district. More of the area office workers' spending could be captured within Downtown Clayton.
5. An important finding of the 2003 study by the International Council of Shopping Centers was that though workers are often more likely to shop closer to home than work, "superior retail opportunities can shift this balance—in markets with strong retail, nearly 40 percent of non-grocery shopping trips are made closer to work, versus only 24 percent among those working in areas with weaker retail opportunities."
6. For master planning purposes, estimated annual absorption of office space between 50,000 and 80,000 sf is a realistic assumption. Speculative office space constructed within the past six to seven years has primarily been in buildings sized between 150,000 and 200,000 gross square feet, this suggests that downtown Clayton should plan for a new building approximately every two to three years based on market demand and building efficiencies. Build-to-suit and corporate relocations or expansions may vary from the average size described above.
7. The most competitive locations for residential would be adjoining Shaw Park, near existing retail clusters, and close to the MetroLink transit stations (over the longer term, as ridership increases and the value of proximity to transit is recognized).



DOWNTOWN VISION .



THE MASTER PLAN PROPOSES EXPANDING ON EXISTING STRENGTHS—A STRONG OFFICE MARKET AND GREAT DINING—AS DOWNTOWN CLAYTON DEVELOPS INTO A GREAT URBAN PLACE WITH WALKABLE STREETS, MIXED-USE DEVELOPMENT, ICONIC CIVIC SPACES, CONNECTIONS TO ADJACENT NEIGHBORHOODS AND CLEAR WAYFINDING.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT PROJECTS

VISION

In recent years, the city has experienced a barrage of development proposals for key areas of the downtown. New proposals often exceed existing regulations, raising the question of where to direct height and density. Many plans have been developed over the years, but each one focuses on a small territory creating a patchwork without any connections physically or economically. Questions have arisen about the relative strengths of the retail and housing markets. In a city where downtown is the job center and the primary tax base, concern exists about the opportunity costs of ongoing residential development and retail expansion. Without a focused strategy of distinct downtown districts, to which one should prospective investors be directed and where should public investment be targeted? Rather than operate in a reactive mode, the city initiated this planning process to strengthen each area of the downtown while looking at how all the pieces fit together. The city's goal is to direct and shape private investment through consistent policies and targeted capital improvements. A fundamental underpinning of the current planning process has been to create a vision for the area through community participation so that this input can help shape the strategic recommendations.

Elements of Great Downtowns

The vision for Downtown Clayton reflects the six major elements of great downtowns:

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



Looking forward, a strong Downtown Clayton is essential to maintain the identity of the City of Clayton. The vision for Downtown Clayton builds on the area's existing strengths—a healthy office market, excellent dining options, and good access by car and by public transportation—to guide the evolution of the downtown in manner that reflects demographic change and market trends, as necessary to stay competitive regionally and nationally. The goal of the current master plan is to look beyond these existing strengths, however, to achieve a more fully functioning, diversified downtown. In the future, Downtown will offer a variety of distinct places that expand the retail and housing market opportunities and allow people to stroll easily throughout a larger area. Downtown Clayton will have a human scale public realm, pedestrian friendly streets and sidewalks, diverse residential options for young professionals and empty nesters, more specialty retail, updated hospitality, cultural venues and great civic spaces.



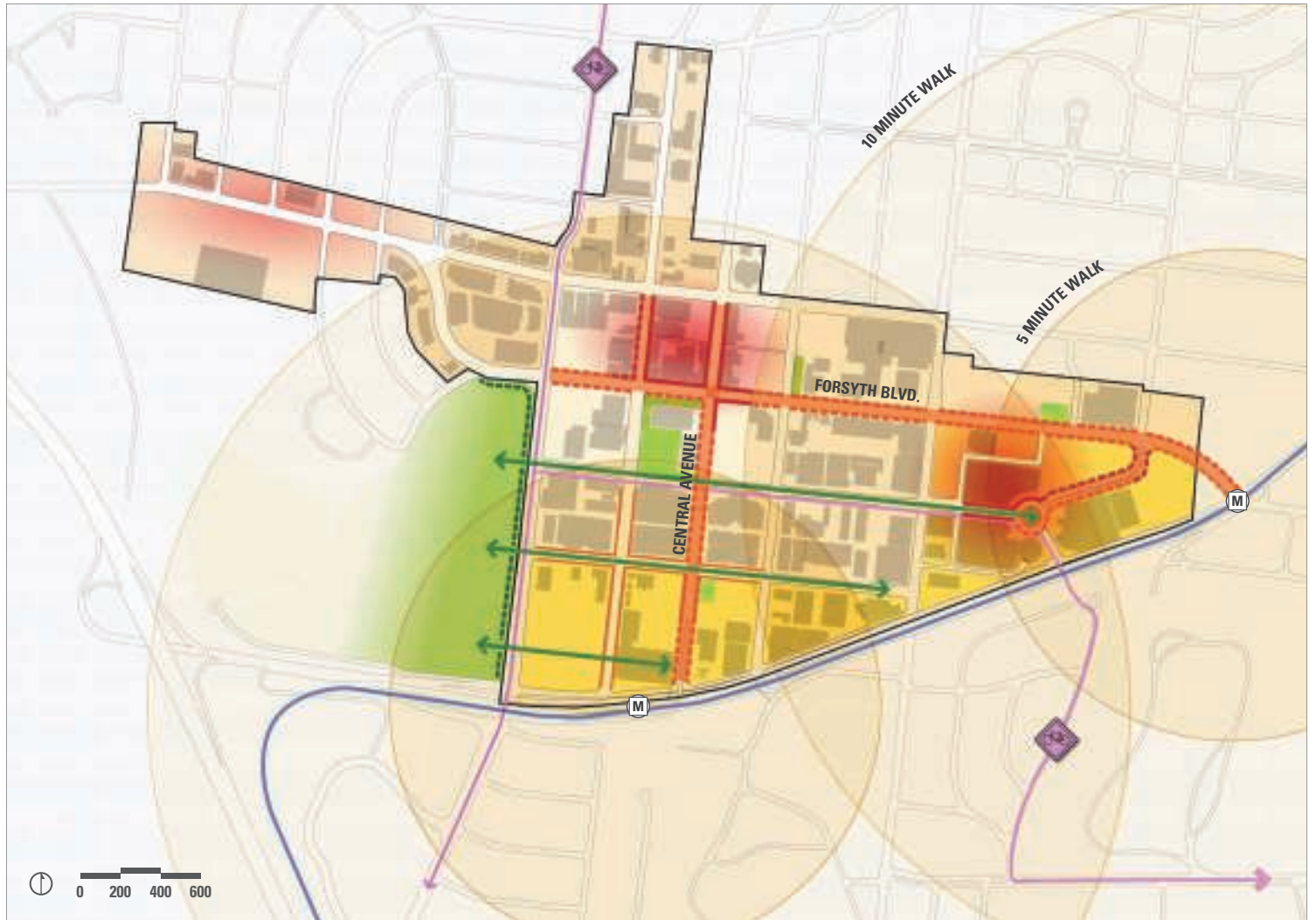
CLOCKWISE, FROM LEFT PAGE:

WALKABLE STREETS (RESTON, VA)
TREE-LINED SIDEWALKS AND ACTIVE STOREFRONTS
IMPROVE THE PEDESTRIAN EXPERIENCE

PRESERVATION AND PEDESTRIAN SCALE (GREENVILLE, SC)
OUTDOOR CAFE SEATING HUMANIZES DOWNTOWN STREETS

ICONIC CIVIC SPACE (ADDISON, TX)
ADDISON CIRCLE PARK PROVIDES SPACE FOR EVERYDAY
USE AND SPECIAL GATHERINGS

IDENTITY AND WAYFINDING (BATON ROUGE, LA)
KIOSKS PROVIDE INFORMATION ABOUT DOWNTOWN.



THE PLANNING FRAMEWORK IDENTIFIES RETAIL NODES, AREAS OF RESIDENTIAL CONCENTRATION AND IMPROVED PEDESTRIAN CONNECTIONS TO PUBLIC TRANSPORTATION AND CIVIC SPACES.

- RETAIL NODE
- RESIDENTIAL ENCOURAGED
- OPEN SPACE
- EXISTING PEDESTRIAN SCALE
- PROPOSED PEDESTRIAN SCALE
- BIKE ROUTE
- CONNECTIONS TO PARK

PLANNING FRAMEWORK

The planning framework establishes the foundation for the Downtown Clayton Master Plan. These key strategies derive from conversations with stakeholders, the diagnosis of current issues, and an understanding of the overwhelming potential that lies ahead for downtown Clayton.

- Focus retail growth in areas that already have active street edges and pedestrian-friendly environments (shown in red)
- Emphasize the connections (shown in orange) along Central Avenue and Forsyth Boulevard between these retail centers and Clayton's two MetroLink stops
- Develop a sense of place and provide focus by creating iconic civic spaces such as an enhanced park at North Central Avenue and Forsyth Boulevard (shown in light green)
- Establish stronger connections to Shaw Park by taking advantage of views from across Brentwood Boulevard and along east-west street corridors (shown in green arrows)
- Encourage residential growth within walking distance of the Clayton and Forsyth MetroLink Stations (shown in yellow)
- Build on existing planning work to continue developing linkages into the neighborhoods adjacent to Downtown



THE FRAMEWORK FOR CIVIC REALM IDENTIFIES SHAW PARK AS A MAJOR RECREATIONAL AMENITY AND RECOMMENDS ESTABLISHING STRONGER EAST-WEST CONNECTIONS TO THE PARK. KEY PEDESTRIAN CORRIDORS ARE NOTED AS PLACES TO FOCUS STREETScape IMPROVEMENT EFFORTS.

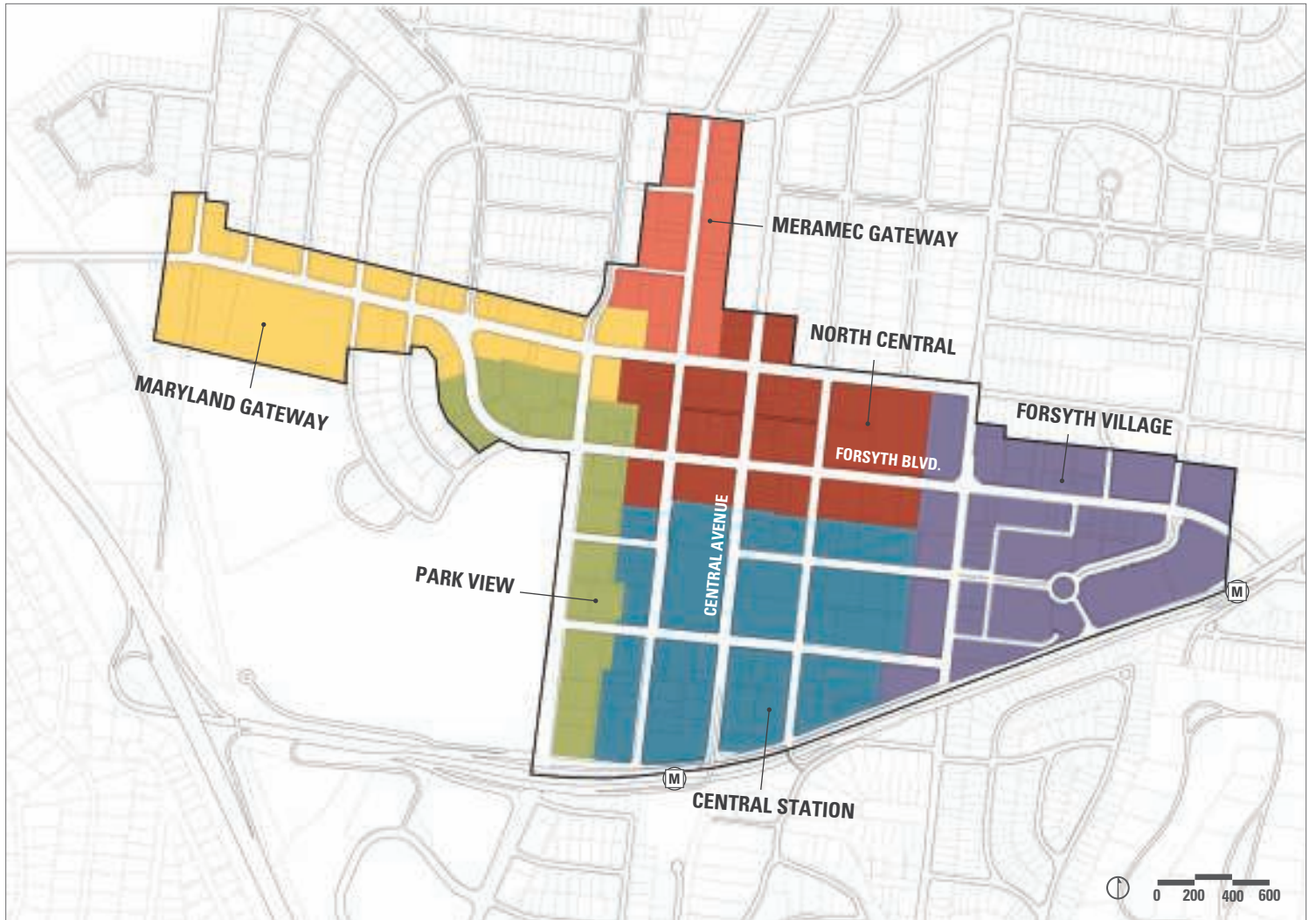
- EXISTING BUILDINGS
- PROPOSED BUILDINGS
- PEDESTRIAN PRIORITY AREA
- PARK

Civic Realm

The civic realm and public spaces represent the long-term structure of the city and its enduring identity. Parks complement the dense use of urban land by opening up views and providing shared spaces. Monumental civic buildings punctuate the urban form, while parking structures and transit systems represent major infrastructure that enhances the operation of the city. Together these facets of the urban environment complement private investment that occurs on the intervening blocks. The civic realm is both necessary infrastructure and an amenity that adds value to real estate, while in the long run making the city more desirable for residents, workers, and visitors.

The framework for the civic realm identifies open space and landscape initiatives that complement the planning framework:

- Enhance the public space along Forsyth Boulevard adjacent to the county police building to anchor the restaurant core and provide a more formal center to Downtown. Enliven the space by installing a kiosk and wayfinding signage and also by hosting special events such as farmers markets that draw people downtown during non-business hours.
- Make key streets such as Forsyth Boulevard and Central Avenue (shown in yellow) Pedestrian Priority Zones with additional street trees, wider sidewalks, and small welcoming public spaces.
- Improve the pedestrian environment along Brentwood Boulevard.



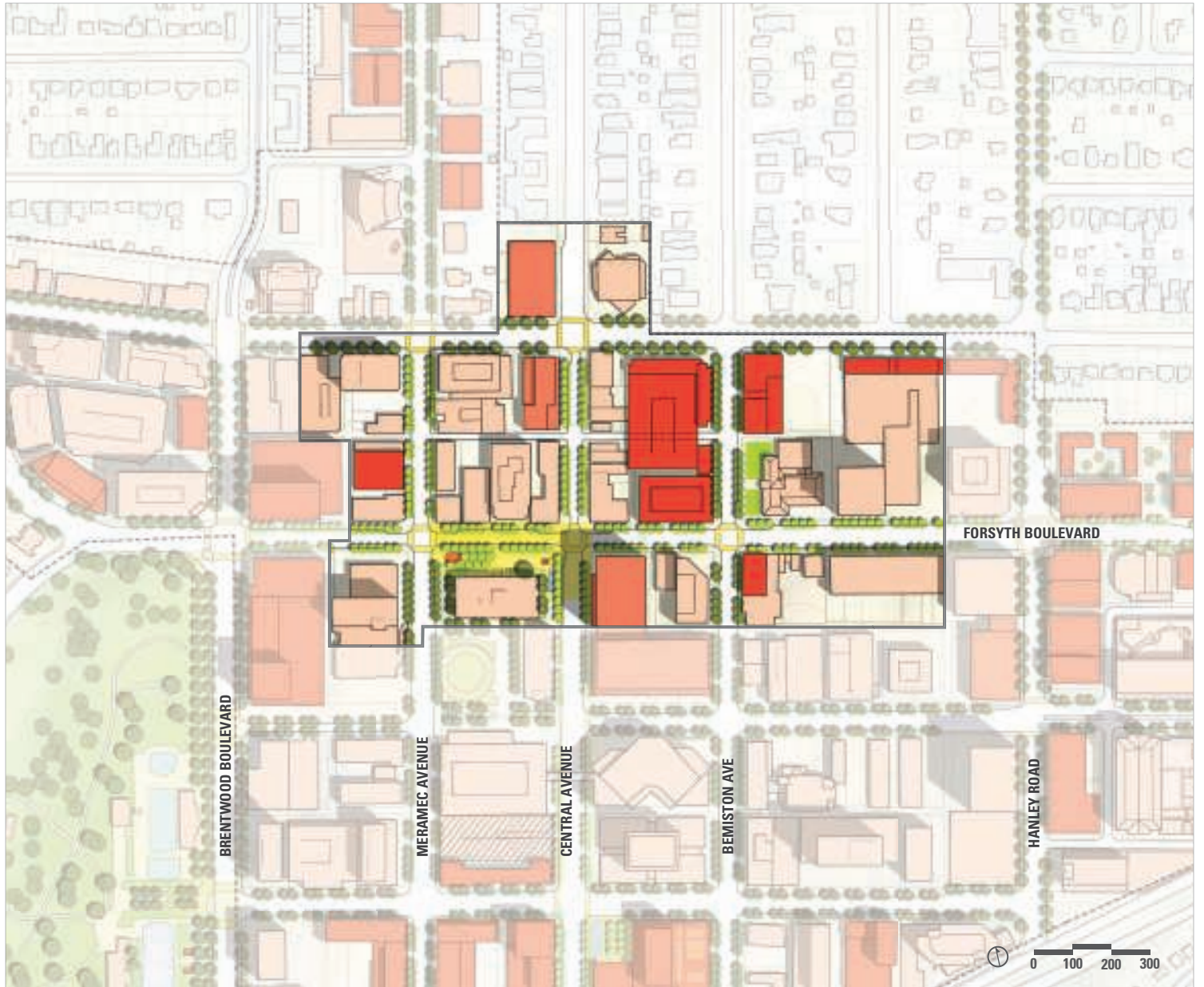
DOWNTOWN IS ORGANIZED INTO SIX DISTRICTS (ABOVE) THAT CREATE DISTINCTIVE IDENTITIES WHILE CONTRIBUTING TO THE ENTIRE DOWNTOWN.

DISTRICTS

The Downtown Clayton Master Plan has six key districts that each have a unique historic development, urban character, and competitive advantage for new development. Each of the downtown districts will require a different approach to development and change as the vision for Downtown Clayton becomes a reality.

The six Downtown Districts were purposefully created to include both sides of major streets such as Forsyth Boulevard and Central Avenue, rather than using these streets as boundaries. Having both sides of the street within the same district contributes toward a more cohesive built environment and creates identity and “ownership” for major thoroughfares as opposed to an edge condition. Each district has existing strengths that can be complimented by further development of underutilized portions of the area.

- **NORTH CENTRAL**—The heart of downtown, focusing on the low-rise restaurant row and nearby mid-rise office buildings.
- **FORSYTH VILLAGE**—A combination of high-rise offices, hotels and mixed use with an emphasis on transit oriented development and a transition area to adjacent neighborhoods.
- **PARK VIEW**—High and mid-rise buildings along the eastern and northern edges of Shaw Park that capitalize on the exceptional views of and adjacency to the park.
- **CENTRAL STATION**—High and mid-rise buildings currently dominated by office and government uses, but with proximity to the Clayton Station MetroLink, that has the potential for housing and infill development.
- **MARYLAND GATEWAY**—A low-rise corridor mixed use into Downtown that serves as a gateway from the west.
- **MERAMEC GATEWAY**—A combination of smaller-scale offices residential opportunities and services that step down towards surrounding neighborhoods.



NORTH CENTRAL DISTRICT

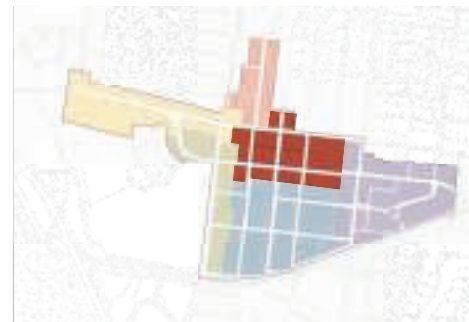
- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT PROJECTS

North Central District

North Central is the historic heart of Downtown, with buildings at a significantly smaller scale than the surrounding business areas. The district is home to about one-third of Downtown's retail and food service. Due to this large concentration of cafes and restaurants, the area is active not only during lunch but also on evenings and weekends when the rest of Downtown is generally closed. North Central houses a dozen banks, making it an important office area as well. These uses make North Central a particularly active area within Downtown Clayton.

Future development in North Central can best leverage these existing strengths by maintaining the pedestrian scale of the district, by preserving and enhancing the established restaurant cluster, and by creating a civic place that serves as a focus point for community identity and a gathering place for events and celebrations. All of this can be supported by promoting appropriately-scaled infill development.

Critical sections of key streets, North Central Avenue, Meramec Avenue and Forsyth Boulevard, are given a pedestrian focus by planting and pruning street trees, widening sidewalks and encouraging active ground floor uses. Restaurants can take advantage of the wider sidewalks to set up café tables for outdoor dining, which in turn will help to increase pedestrian traffic and enliven the street at all times of day. A new plaza at Central and Forsyth becomes the heart of downtown, with a kiosk and signage to help orient visitors and a new sculptural element highlighting the space. The plaza and nearby street can be blocked off for special events such as farmers markets or art fairs. Service areas and parking lots are located to minimize their impact on the street edge, although curbside parking is more widely allowed in some places to help accommodate parking demand at off-peak hours.



The vision for the North Central District is to grow at a human scale along key pedestrian streets, with fine-grained development, active streets and walkable commercial areas.



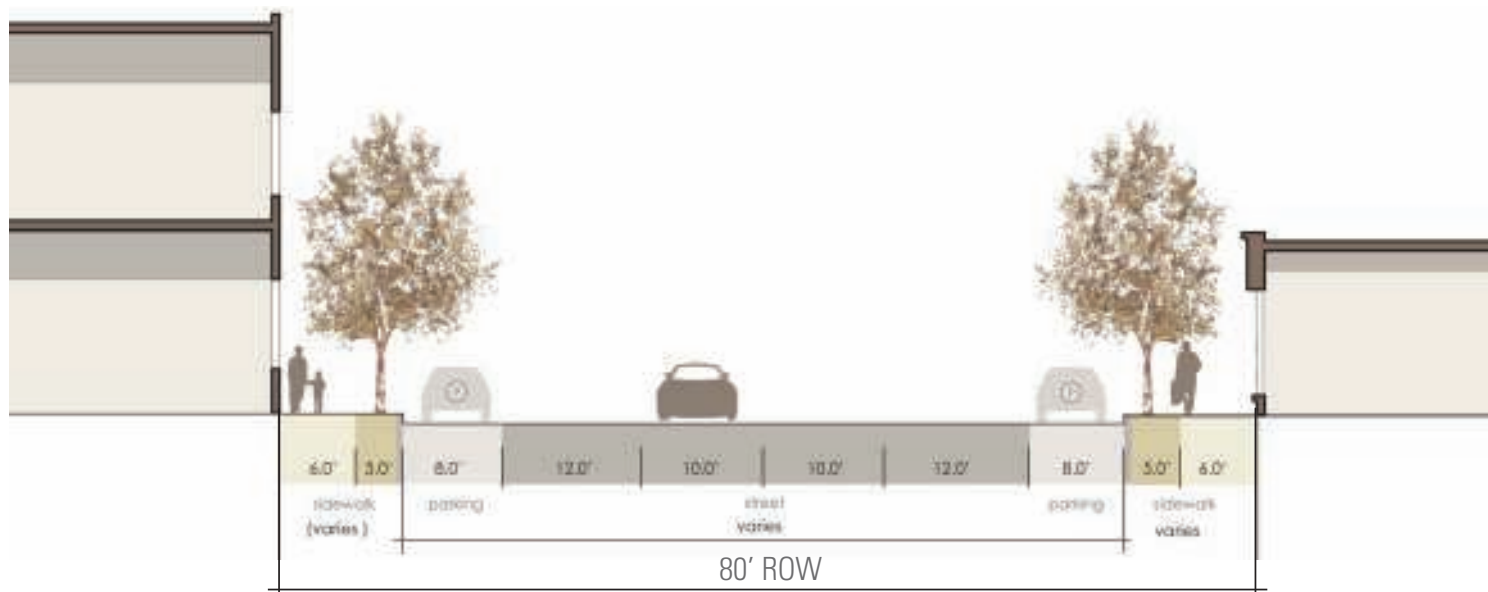
A COMBINATION OF ENHANCED CIVIC SPACES AND IMPROVED STREETScape MAKES THE DISTRICT A PLEASANT ENVIRONMENT FOR PEDESTRIANS. VIEW OF PROPOSED CIVIC PLAZA IN FRONT OF THE COUNTY POLICE BUILDING FROM THE SOUTH WEST.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES

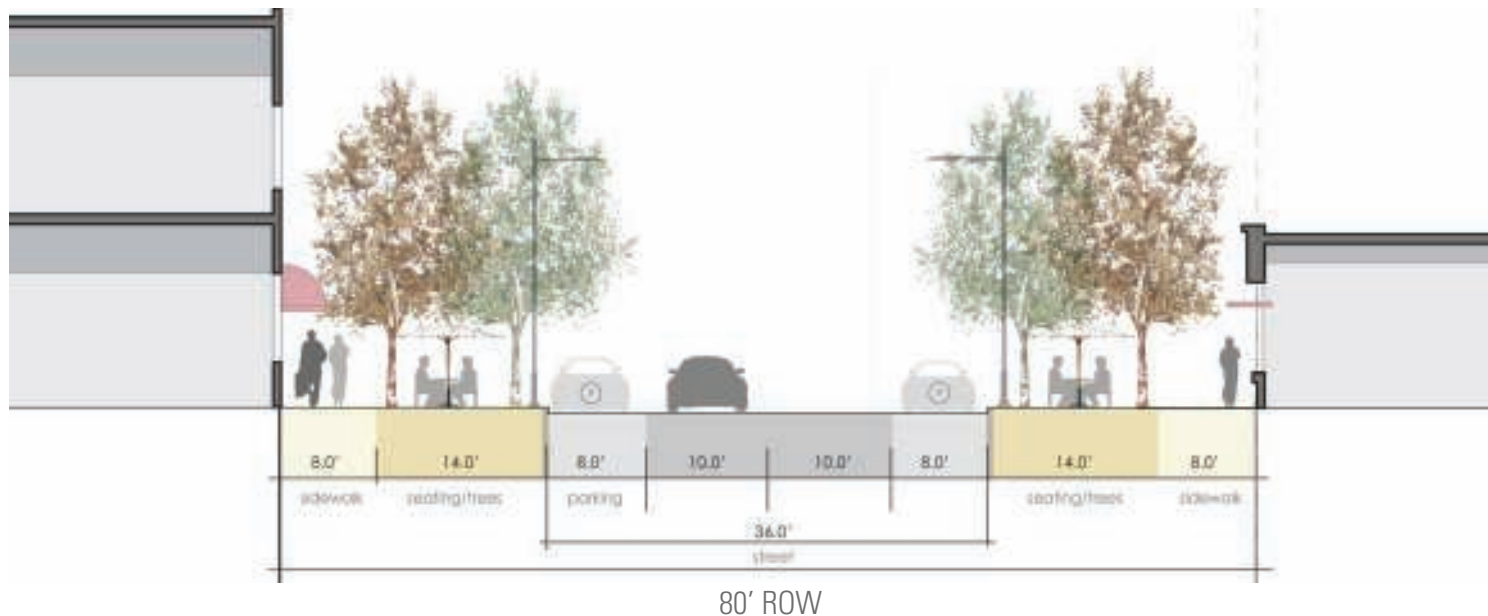
North Central Avenue

AT PRESENT, NORTH CENTRAL AVENUE HAS FOUR LANES OF TRAFFIC AND TWO LANES OF ON-STREET PARKING (TOP). SIDEWALKS ARE TYPICALLY ONLY 6' FEET WIDE, WITH AN ADDITIONAL 5' FEET OF SPACE FOR TREE PLANTING. PROPOSED CHANGES WOULD REDUCE THE NUMBER OF TRAVEL LANES FROM FOUR TO TWO, DEVOTING MORE OF THE RIGHT-OF-WAY TO PEDESTRIAN USE.

EXISTING



PROPOSED





THE PROPOSED PLAZA ON FORSYTH BOULEVARD BETWEEN MERAMEC AVENUE AND CENTRAL AVENUE



North Central

Key Action Items

Please reference the Downtown Clayton Action Plan for further detail.

ECONOMIC DEVELOPMENT (p. 114)

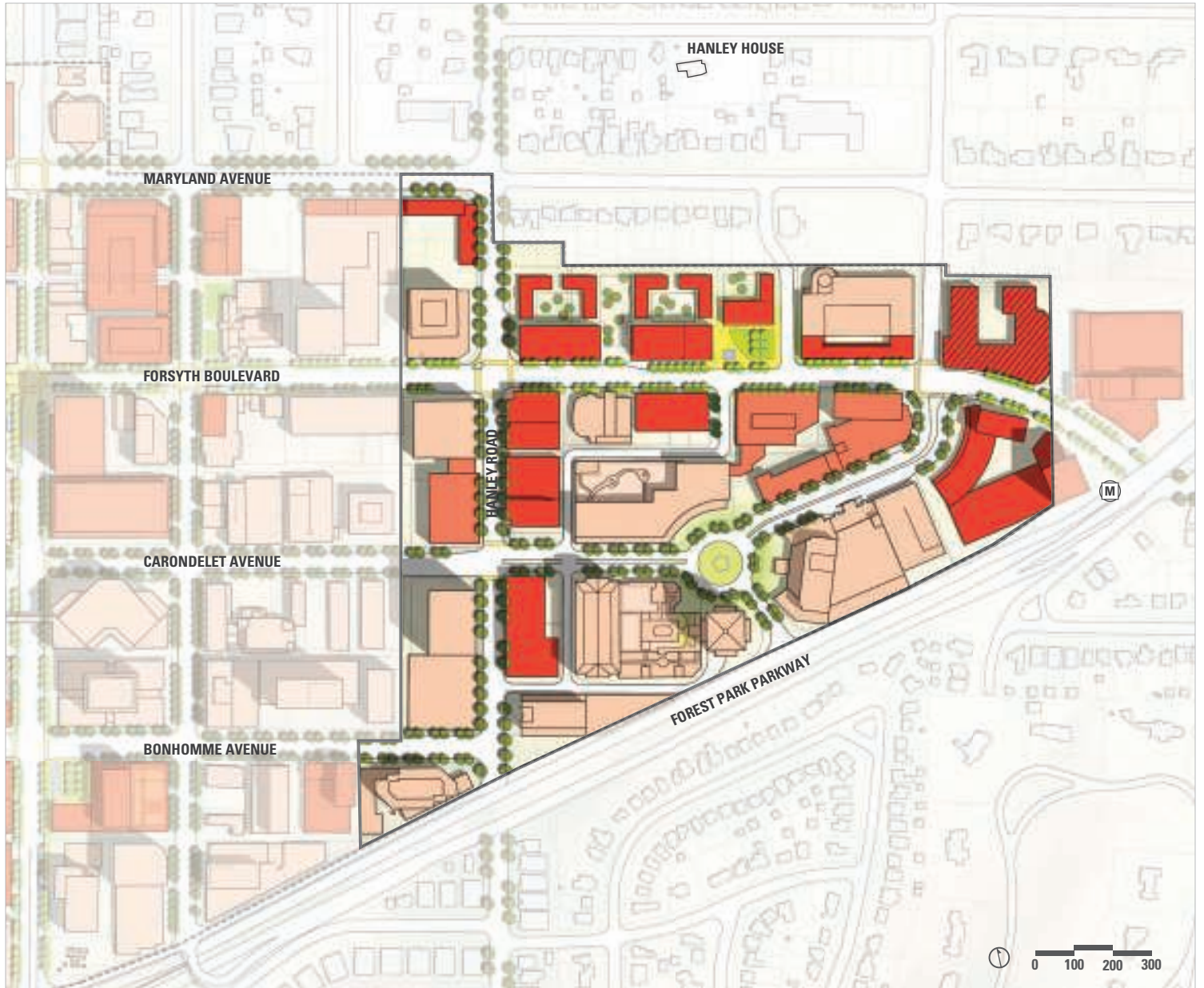
- Focus on retail and restaurants, recruiting more unique retailers
- Provide nearby amenities to help indirectly encourage the development of office space

POLICY (p. 120)

- Setback large scale development within Pedestrian Priority Zones

INFRASTRUCTURE (p. 126)

- Modify street sections and consider regulatory adjustments for outdoor dining as necessary
- Consider new approaches to managing deliveries and loading that are realistic and feasible
- Make plaza at Forsyth Boulevard and Central Avenue a new key civic space and work with existing art organizations to create a landmark sculptural element in the space
- Create curbside parking along Forsyth Boulevard at off-peak hours
- Discourage surface parking lots except behind buildings
- Consider a rubber-wheeled trolley circulator route that includes Forsyth Boulevard
- Add bike sharrows to Forsyth Boulevard



FORSYTH VILLAGE DISTRICT

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT PROJECTS
- POTENTIAL RENOVATION PROJECTS

Forsyth Village District

Financial institutions have a major presence in Forsyth Village, along Hanley Road. The village also includes a new restaurant, retail, and hotel cluster at Carondelet Plaza. The Forsyth MetroLink Station is a major asset for the area and is the eastern gateway to Downtown, providing a public transit connection to St. Louis and much of the metro area.

The presence of Forsyth Station in this district opens up the opportunity for increased development centering around the MetroLink stop. Moreover, Forsyth Village has significant development opportunities to the several vacant lots and empty/underutilized building, most notable along Forsyth Boulevard. Further mixed-use gateway development, building on the recently-completed retail and office project at Carondelet Plaza, could draw customers from elsewhere in the Metro area while serving daily needs of the rising number of Downtown Clayton residents. Given such proximity to Forsyth Station, key streets such as Forsyth Boulevard and Carondelet Plaza should be made as pedestrian-friendly as possible and new development should be pedestrian-oriented. Specifically, creating a small-scale public space along the north side of Forsyth Boulevard would give visitors and nearby employees a comfortable, easily accessible place to rest and enjoy the outdoors. Finally, clustering growth around the transit stop would allow for a natural step-down in height as development further from the station transitions to uses compatible with the existing single-family residential neighborhood and the historic Hanley House to the north.

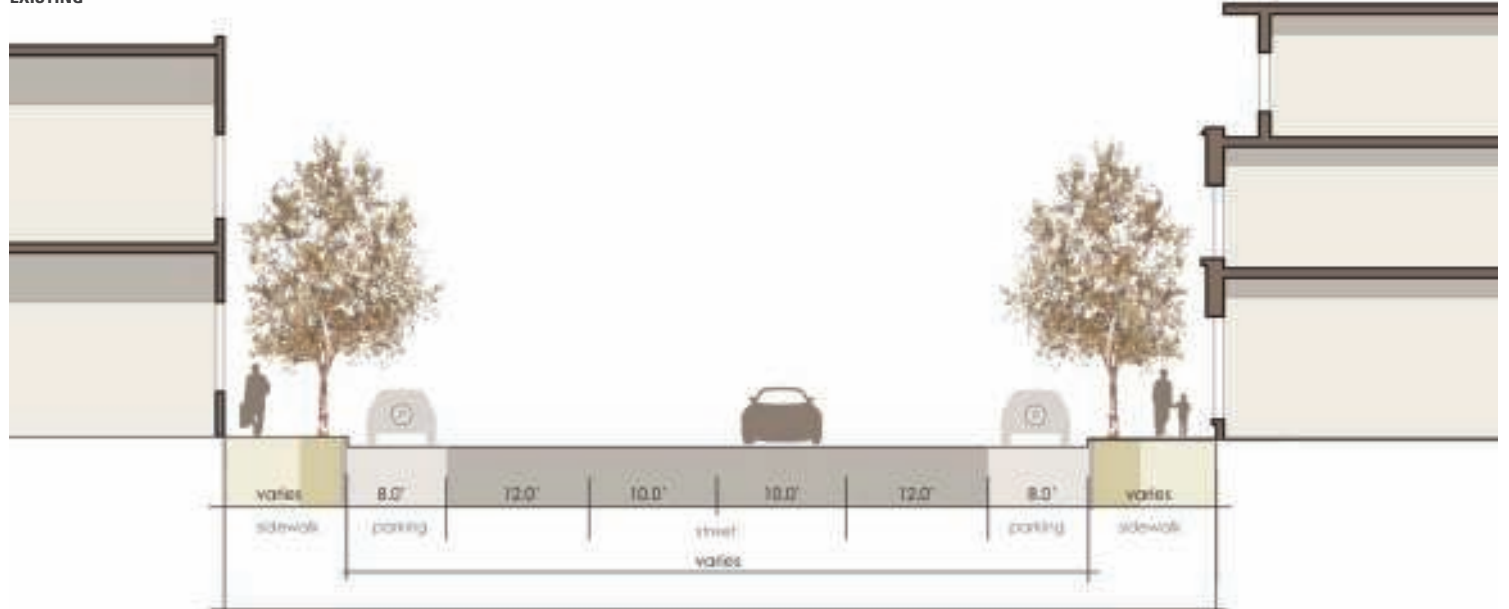
Dense development begins in the east, closest to Forsyth Station, and continues westward along Forsyth Boulevard. The height along Forsyth Boulevard transitions downwards toward the neighborhood to the north, and is also punctuated by a small civic space. Both Forsyth Boulevard and Carondelet Plaza are treated as key pedestrian areas with comfortable sidewalks and buildings reinforcing the street edge. Parking requirements throughout the district should be modified to reflect the prevalence of public transit, rather than car travel, and remaining garages should not have frontage on key streets.



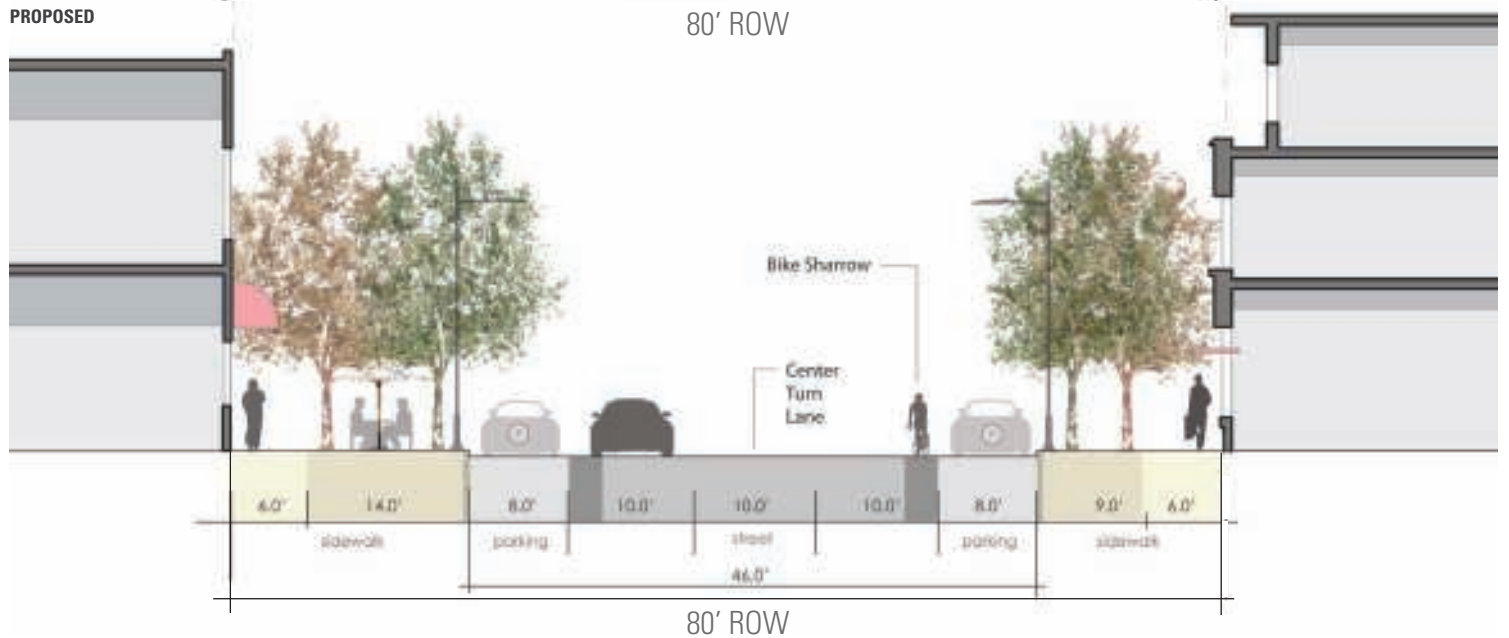
Forsyth Boulevard

PROPOSED CHANGES TO FORSYTH BOULEVARD WOULD ALLOW WIDER SIDEWALKS FOR MORE TREE PLANTINGS AND OUTDOOR SEATING WITHOUT SIGNIFICANTLY COMPROMISING TRAFFIC CAPACITY. THE CHANGES WOULD TAKE PLACE ALONG ALL OF FORSYTH BOULEVARD FROM THE METROLINK STATION TO BRENTWOOD, EXCEPT FOR THE BLOCK BETWEEN BEMISTON AVENUE AND HANLEY ROAD WHERE THE FIRE STATION IS LOCATED FOR EMERGENCY ACCESS TO HANLEY ROAD.

EXISTING



PROPOSED



The vision for the Forsyth Village District is to create a dense, walkable, mixed use district including a significant new urban residential development oriented around the Forsyth MetroLink Station with appropriate connections to the existing development at Carondelet Plaza and the adjacent neighborhoods.



FORSYTH VILLAGE HAS POTENTIAL TO GROW INTO A MIXED-USE, TRANSIT-ORIENTED DEVELOPMENT CENTERED AROUND THE ADJACENT FORSYTH METROLINK STATION. VIEW OF THE FORSYTH VILLAGE LOOKING WEST.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES



RESTON TOWN CENTER, RESTON, VIRGINIA

Forsyth Village

Key Action Items

Please reference the Downtown Clayton Action Plan for further detail.

ECONOMIC DEVELOPMENT (p. 115)

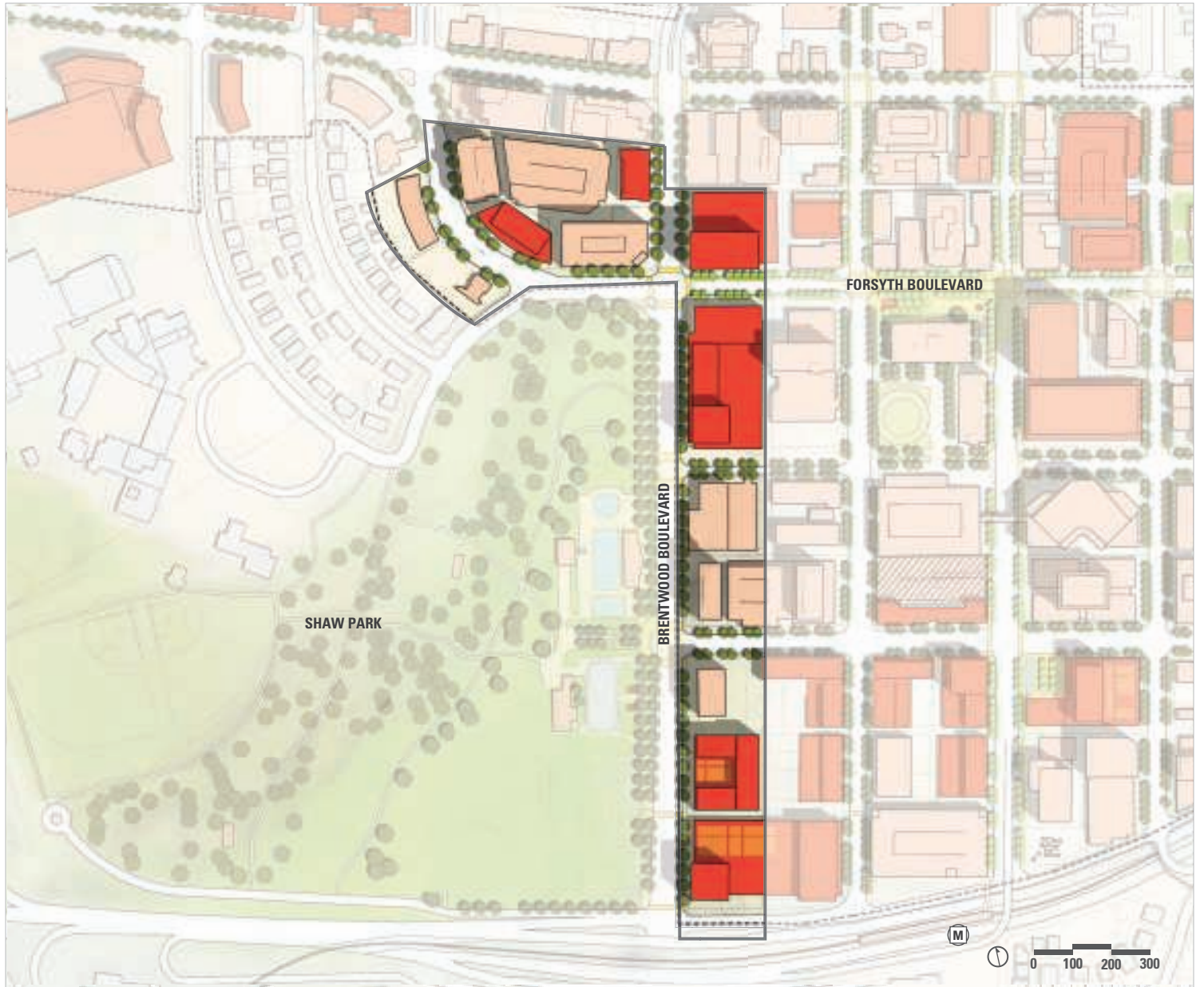
- Provide density bonuses and reduced parking requirements to facilitate transit-oriented development

POLICY (p. 121)

- Include Forsyth Boulevard and Carondelet Plaza in the Pedestrian Priority Zone

INFRASTRUCTURE (p. 127)

- Consider strategies to rehabilitate or reuse Famous Barr building
- Orient height along Forsyth Boulevard
- Stepdown height as it approaches residential areas to the north
- Reinforce street edge and sidewalk by building to the right-of-way with a generous sidewalk zone
- Discourage blank walls on key pedestrian streets
- Create a small park at the corner of Forsyth Boulevard and Lyle Avenue
- Consider a rubber-wheeled trolley circulator route connecting Forsyth Station to the rest of Downtown
- Add bike sharrows to Forsyth Boulevard
- Develop a wayfinding system to help orient visitors arriving at the Forsyth MetroLink Station



PARK VIEW DISTRICT

-  EXISTING BUILDINGS
-  PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
-  POTENTIAL DEVELOPMENT PROJECTS
-  POTENTIAL RENOVATION PROJECTS

PARK VIEW DISTRICT

The Park View district includes a diverse collection of uses ranging from offices and the future police headquarters to housing and local retail, such as Straub’s Fine Grocer. At present, there is minimal street activity in the area. The buildings along Brentwood Boulevard and Forsyth Boulevard range from four story office buildings to mid and high rise offices , there are a few residential buildings near Forest Park Parkway. This district is held together by the common access—both physically and visually—to Shaw Park. Shaw Park is a significant open space amenity for Downtown and for Clayton as a whole, and should be a clear point of identification for the district.



Shaw Park should serve as an anchor for future development in the Park View area. Future buildings facing the park along Brentwood Boulevard and Forsyth Boulevard should take advantage of the park views. Additional residential uses will serve to activate the streets in this district. The impact of a more vibrant Shaw Park can be spread throughout the district, with the opportunity for excellent park views encouraging development of taller buildings along Brentwood Boulevard and Forsyth Boulevard. Improved pedestrian connections to the park from other Downtown points will increase foot traffic that can help to support small retail establishments and activity centers. The highly-accessible Brentwood edge of the park is particularly suited to having kiosks, cafés, small restaurants and a promenade with outdoor dining to complement the existing large public amenities such as an ice rink and a pool. The central and western portions the of park are well suited for more passive and active recreation. The city should seek to retain these recreational uses in the park. The natural drainage of the park could be designed to accommodate functional uses, such as enhanced stormwater management systems to mitigate runoff.

Pedestrians should be able to safely cross Brentwood Boulevard by using a number of crosswalks and traffic tables. In the long term, Clayton could consider placing more active uses along Brentwood Boulevard. One strategy might be to reposition the tennis courts, opening up the area along Brentwood Boulevard to improve access to the park and to provide space for a park edge promenade and park restaurants such as a Shake Shack.

Neighborhood along the park that takes advantage of the valuable views of Shaw Park and transform the urban edge of the park into an active street life environment with sports, cultural and entertainment venues.



SHAW PARK IS A SIGNIFICANT OPEN SPACE AMENITY FOR DOWNTOWN CLAYTON. ADJACENT DEVELOPMENT CAN GAIN VALUE FROM THE BEAUTIFUL VISTA ACROSS THE PARK.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES



THE PARK PROMENADE IN ADDISON, TEXAS

Park View

Key Action Items

Please reference the Downtown Clayton Action Plan for further detail.

ECONOMIC DEVELOPMENT (p. 116)

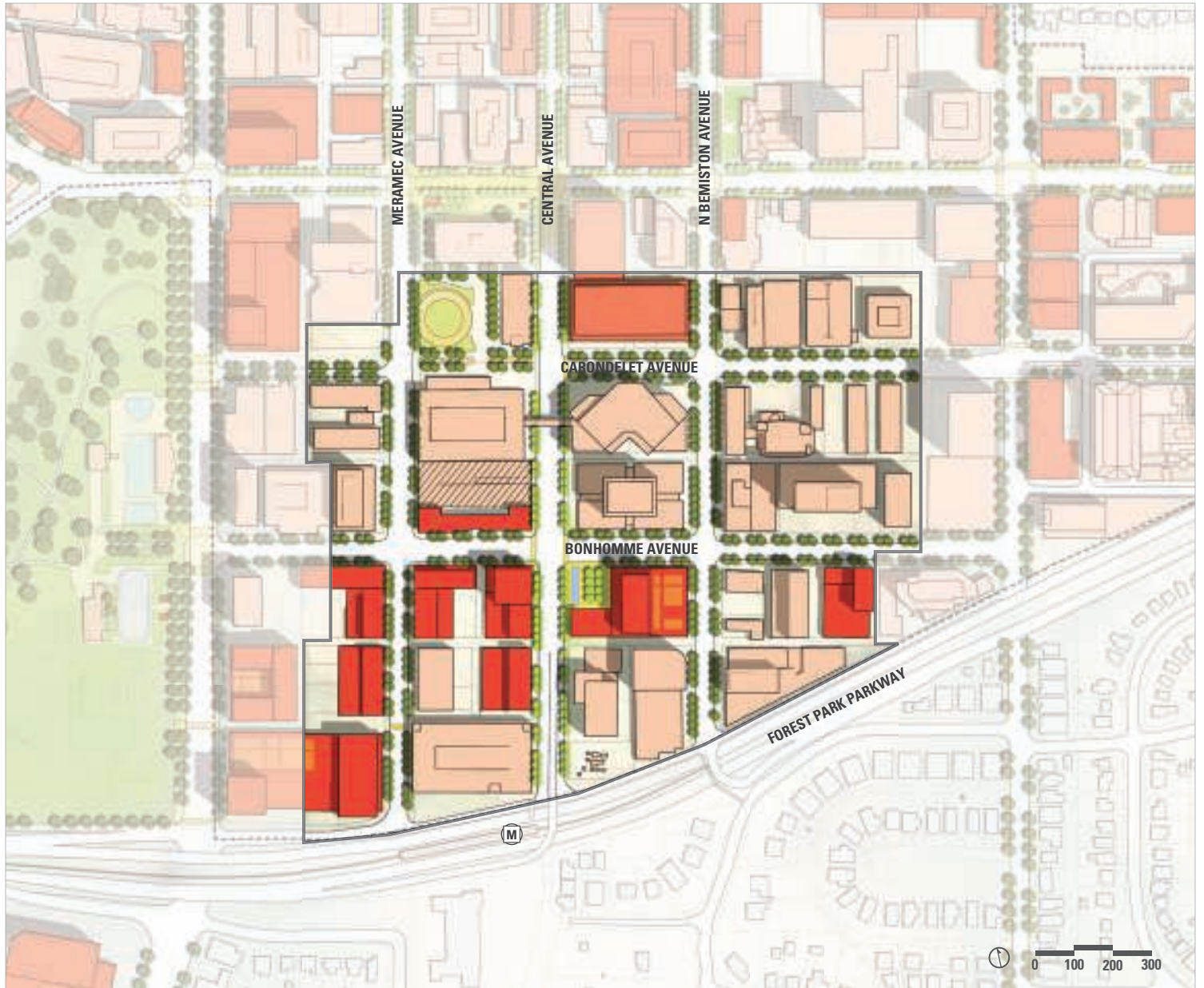
- Add restaurants and kiosks along the Brentwood Boulevard edge of Shaw Park
- Encourage residential, rather than governmental, use

POLICY (p. 122)

- Consider expanding the Park View area to include some parcels south of Forest Park Parkway

INFRASTRUCTURE (p. 127)

- Consider regulatory incentives for taller buildings across from the park
- Activate the Brentwood Boulevard edge. If there is a future opportunity to relocate the tennis courts the City should consider creating a more inviting entrance to the park.
- Use the natural features of the park to create a rainwater storage pond at the lowest point
- Improve the pedestrian environment along Brentwood Boulevard by extending on-street parking to shield pedestrians from traffic
- Enhance existing street crossings
- Add sharrows to clearly identify the designated bicycle route along Brentwood Boulevard



CENTRAL STATION DISTRICT

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT PROJECTS
- POTENTIAL RENOVATION PROJECTS

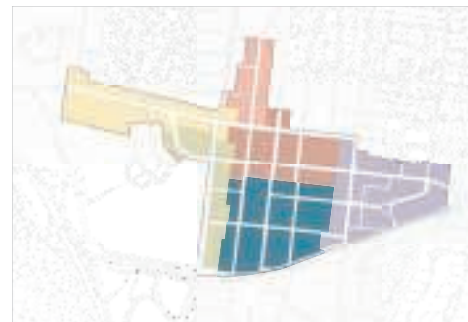
Central Station District

The Central Station District is currently dominated by office and government uses. The area has a number of mid-rise buildings and also includes a portion of the Carondelet-Bonhomme high-rise corridor. However, many parcels remain underutilized, particularly given the potential value that could be derived from their proximity to the Clayton MetroLink Station.

The presence of the Clayton MetroLink and MetroBus Stations makes Central Station an ideal place for transit-oriented development. The already-strong office market in the district can continue to be expanded, with Central Station becoming one of downtown's predominant concentrations of employment. However, daytime activity generated by office workers can be supplemented by adding infill housing oriented to young professionals and empty nesters. In general, the area can be brought down to the human scale by improving streetscapes, widening sidewalks, and creating small-scale parks to complement office and residential uses. Over time, the street-level aesthetic can be improved by minimizing first-floor blank walls and parking garages as part of larger redevelopment projects. Central Avenue and Carondelet Avenue are key pedestrian corridors and may be the focus for some of these changes.

Future development of Central Station could take advantage of underutilized sites such as surface parking lots by consolidating them in order to create new opportunities for higher density residential and office development. A combination of regulatory incentives and reduced parking requirements may encourage more residential development in the Central Station area. Additional residential development in this area could serve to increase pedestrian activity on evenings and weekends as well as during the work day.

The blocks north of Bonhomme Avenue may be somewhat more focused on office, hotel and government uses than development of the blocks south of Bonhomme Avenue, which are better-suited to transit oriented development, residential and mixed uses. However, it is important to nurture the identity of the district as a whole in order for all areas within to benefit from the excellent access to transit. One way to help create a district identity is through a cohesive public realm, including a small new park on the corner of Bonhomme Avenue and Central Avenue. The park would be one of many efforts to improve the area for pedestrians and could be used by office workers during the day and residents in the evening and on weekends. Additionally, pedestrian links to the MetroLink station could be emphasized and many street-level facades could be improved in order to create a more pleasant walking environment.



The vision for Central Station District is to create a walkable, high density mixed use district with significant new office development and high density multifamily rental residential infill oriented around the Clayton MetroLink Transit Station.



THE CLAYTON METROLINK AND METROBUS STATIONS PROVIDE EXCELLENT ACCESS TO THE CENTRAL STATION DISTRICT, PROVIDING THE OPPORTUNITY FOR GREATER DEVELOPMENT DENSITY AND A WIDER RANGE OF USES.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES



MIXED-USE MULTIFAMILY HOUSING IN SEATTLE, WASHINGTON

Central Station

Key Action Items

Please reference the Downtown Clayton Action Plan for further detail.

ECONOMIC DEVELOPMENT (p. 117)

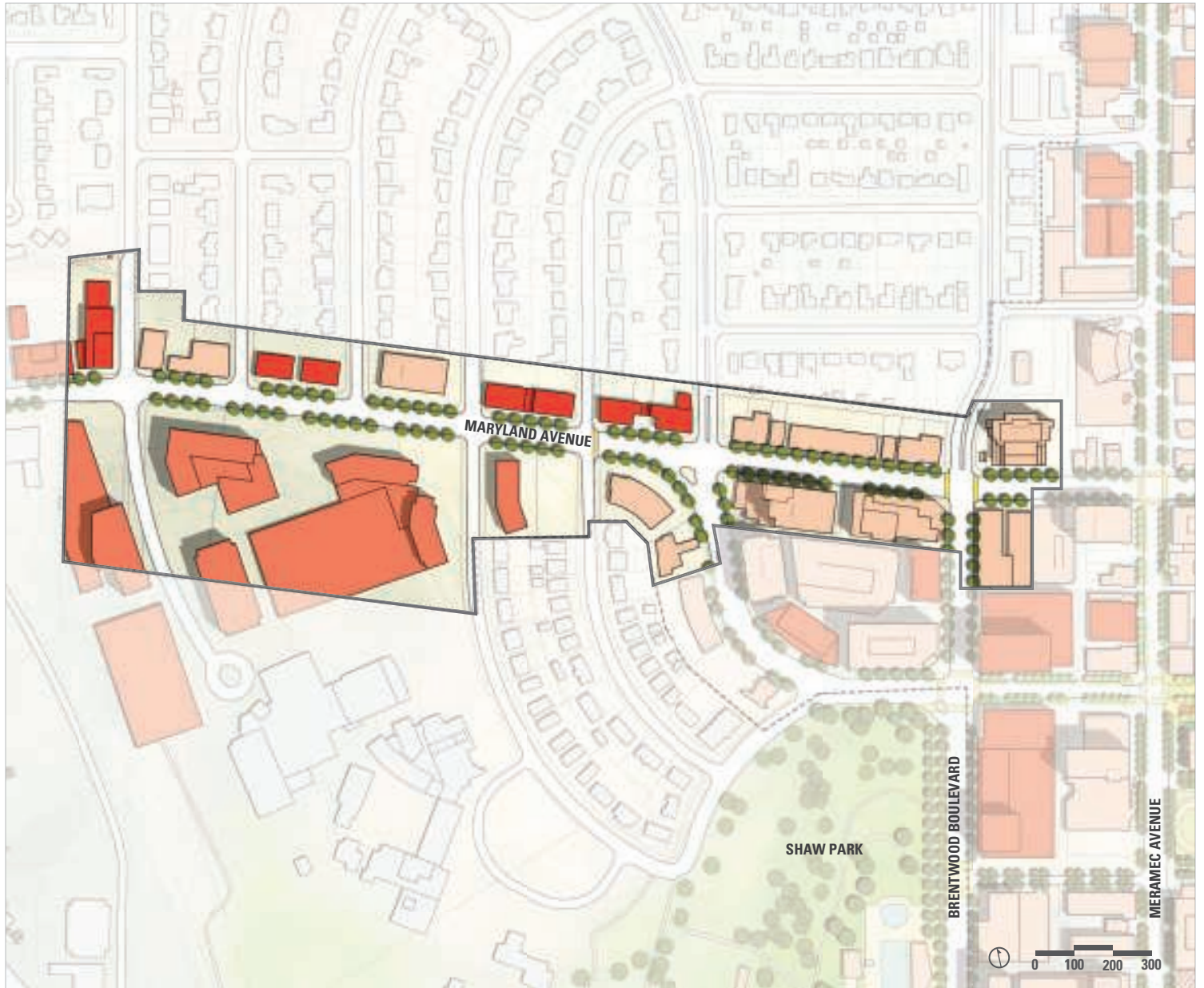
- Consolidate underutilized sites to streamline development
- Provide regulatory incentives for market rate rental housing
- Encourage additional government use by providing amenities

POLICY (p. 123)

- Include Central Avenue in the Pedestrian Priority Zone

INFRASTRUCTURE (p. 129)

- Make streetscape improvements along South Central Avenue to improve connections to the Clayton MetroLink Station
- Create a small park at the corner of Central Avenue and Bonhomme Avenue
- Improve the county parking garage façade and add uses by developing on top of the existing structure
- Consider a rubber-wheeled trolley circulator route to connect to the other Downtown districts
- Add sharrows to clearly identify the designated bicycle route along Carondelet Avenue
- Develop a wayfinding system to help orient visitors arriving at the Clayton MetroLink Station



MARYLAND GATEWAY DISTRICT

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT PROJECTS

Maryland Gateway District

As a major approach to Downtown Clayton, Maryland Avenue is currently a strip of low-rise retail and commercial buildings that are designed for convenient access by car. The current character of the street does little to build anticipation of arriving downtown, and also is an abrupt contrast to adjacent civic and residential uses.

The natural function of Maryland Avenue as a gateway to Downtown Clayton gives an opportunity for creating a memorable and representative entry to the core of the city. Maryland Avenue can be transformed from an auto-focused right-of-way to a human-focused corridor with changes to the streetscape that reflect the urban character of downtown. Much of this can build on the already-strong presence of small retail establishments, which can help to define the street edge and can serve as a transition to adjacent residential areas. Mixing housing with the retail can help smooth this transition even further.

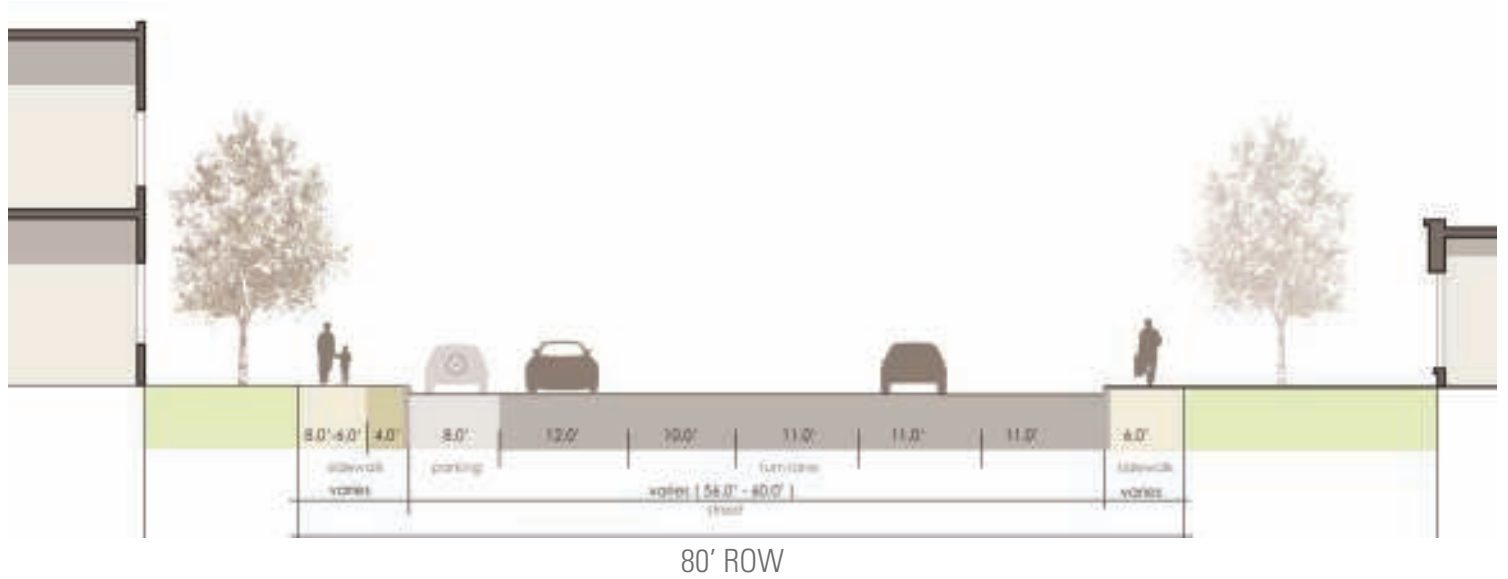


The vision for Maryland Gateway District is to create a lower density mixed use district that provides an iconic gateway into Downtown Clayton while respecting the northern residential neighborhood and the civic uses to the south.

Maryland Avenue

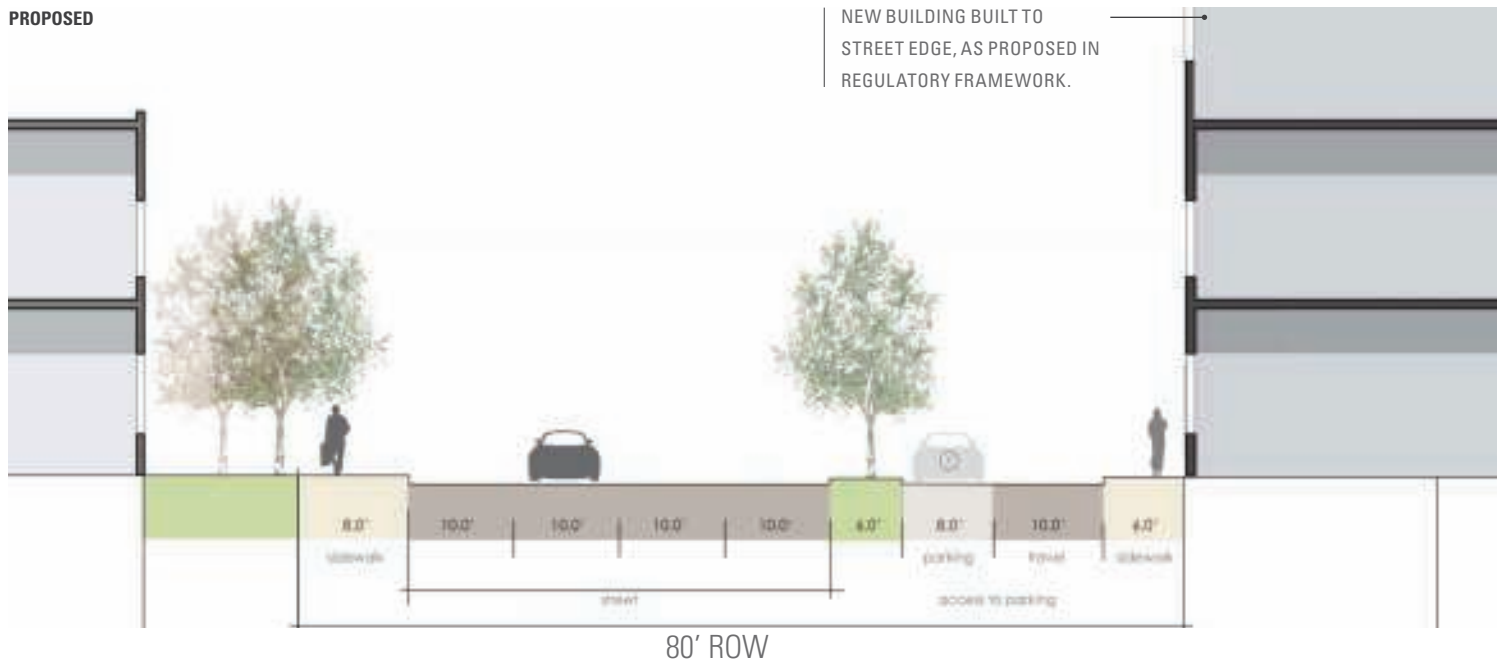
REORGANIZING THE NUMBER OF TRAVEL LANES CREATES SPACE FOR A SEPARATED PARKING LANE, SIMILAR TO THE SUCCESSFUL ARRANGEMENT USED ON K STREET IN WASHINGTON, DC (RIGHT HAND PAGE).

EXISTING (TYPICAL)



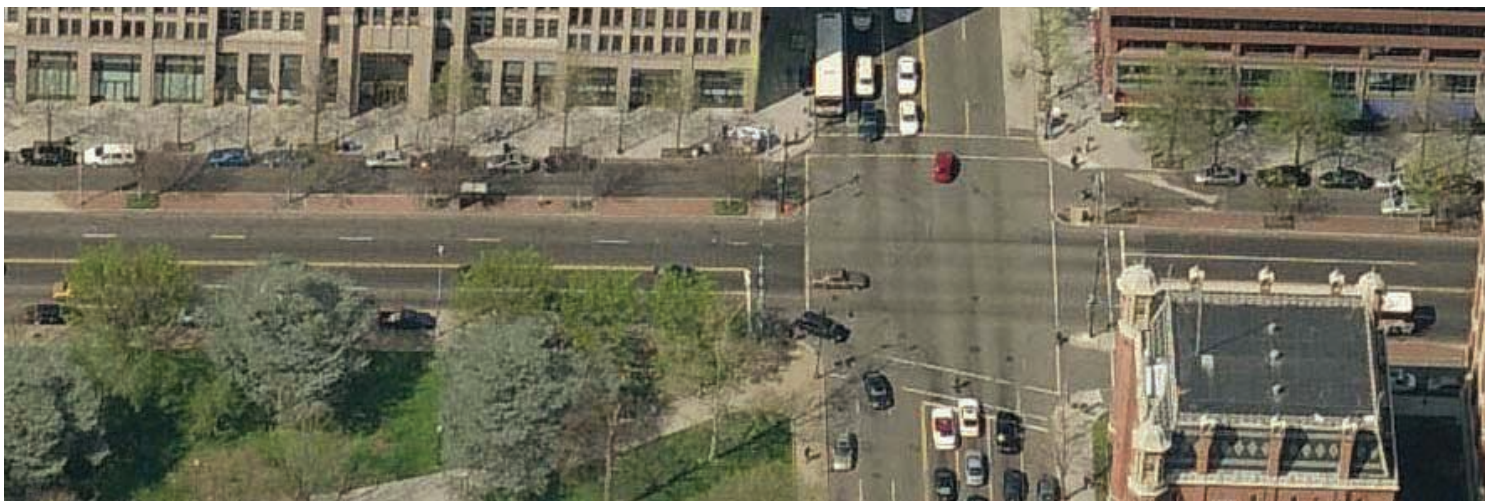
PROPOSED

NEW BUILDING BUILT TO STREET EDGE, AS PROPOSED IN REGULATORY FRAMEWORK.



To transform Maryland Avenue into an iconic entrance to Downtown Clayton the street itself is redesigned as a boulevard or frontage road with parking in order to balance accommodating traffic with the need for greater walkability. As shown in the street sections, the number of travel lanes is reduced from five to four with a separate frontage road between Gay Avenue and Topton Way. Appropriately spaced curbcuts allow easy access to the frontage road from every intersection, but still leaves plenty of space to remove parking from the throughway, plant additional trees, and develop a buffer between the street and the sidewalk. All of these changes contribute to a greatly enhance pedestrian zone and an improved retail experience. Additionally, there is an opportunity to enhance the existing pedestrian connections to Shaw Park.

Having building entries address the street and facades up to the street edge also help to concentrate activity within a narrower corridor, helping to build a more urban character that is a closer reflection of Downtown than the existing semi-suburban strip. Beyond serving as a gateway to downtown, the Maryland Gateway can also be used to help smooth the transition between residential neighborhoods to the north and civic uses to the south. Careful stepping of building height and regulation of uses can help to ensure that adjacencies are appropriate and not overly abrupt.



K STREET IN WASHINGTON, D.C. HAS A SEPARATE PARKING LANE WITH TREES IN THE MEDIAN.



THE MARYLAND GATEWAY PROVIDES AN OPPORTUNITY TO TRANSITION AWAY FROM THE DENSE DEVELOPMENT OF THE DOWNTOWN CORE WHILE STILL MARKING THE ENTRY TO DOWNTOWN FROM THE HIGHWAY. (VIEW FROM THE WEST)

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES

The future development of Maryland Avenue is likely to include a proposed project (see image to left) by Brown Shoe—an important member of the Downtown Clayton community—along the south side of the street. Regardless of the final development, this plan recommends emphasizing the need for new development to address the street appropriately, by encouraging lower development with an active edge near the street and allowing for higher buildings and parking garages deeper in the parcel.

Maryland Gateway

Key Action Items

Please reference the [Downtown Clayton Action Plan](#) for further detail.

ECONOMIC DEVELOPMENT (p. 118)

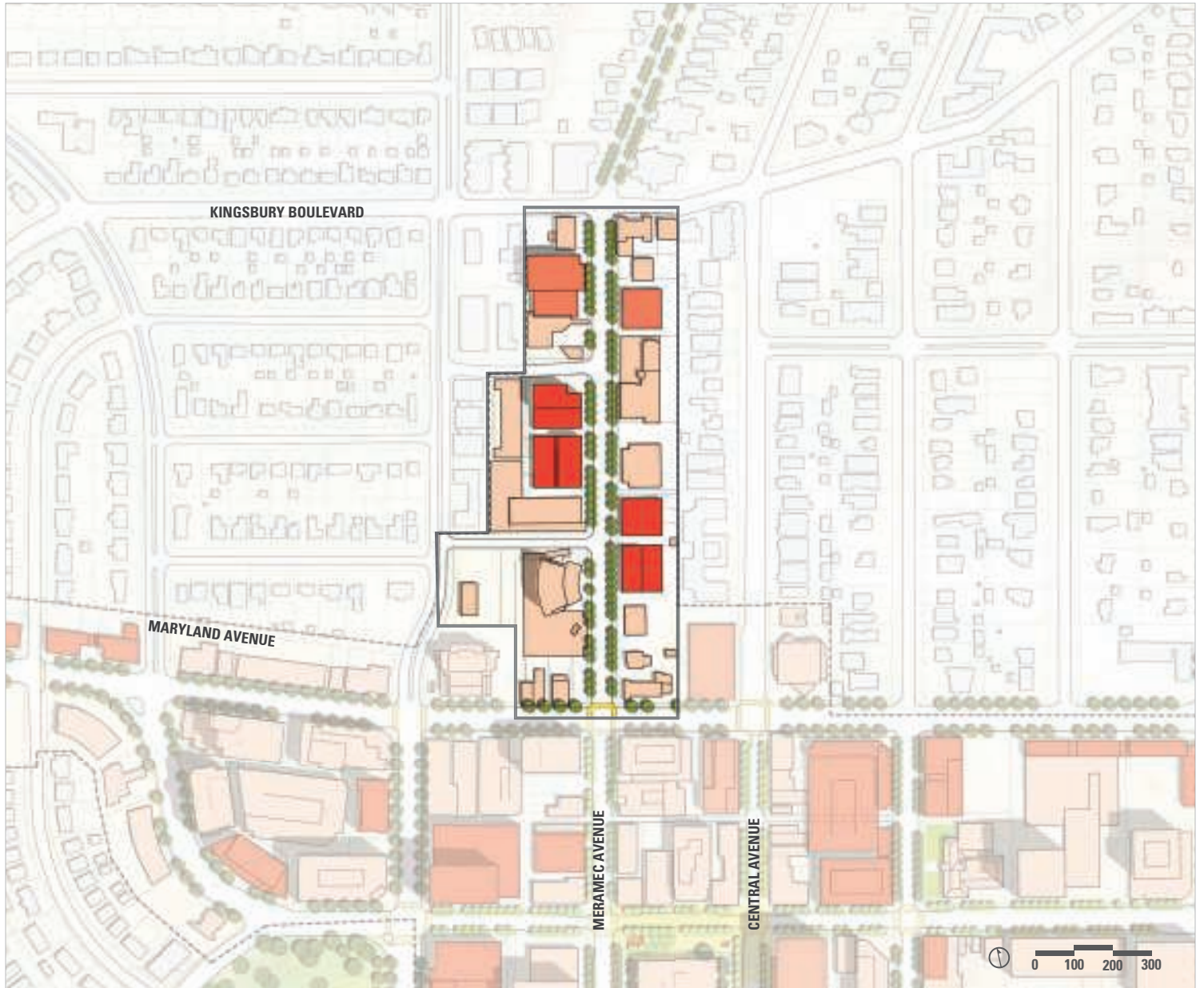
- Support and enhance existing retail development along Maryland Avenue
- Consider providing incentives for mixed-use development, including residential uses and professional offices

POLICY (p. 124)

- Marketing efforts for Maryland Gateway can highlight the easy access to retail establishments

INFRASTRUCTURE (p. 130)

- Redesign Maryland Avenue as a boulevard or frontage road with street trees to balance traffic and walkability
- Orient front doors along and align buildings to address Maryland Avenue
- Parcels to north of Maryland Avenue should transition to lower height towards neighborhood
- Parcels to south can accommodate greater building heights
- Allow on-street parking along the frontage lane of the redesigned boulevard
- Identify methods for incorporating bicycle safety into the redesign of Maryland Avenue
- Enhance the pedestrian connection to Shaw Park



MERAMEC GATEWAY DISTRICT

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT PROJECTS

Meramec Gateway District

Meramec Avenue connects Downtown with the residential neighborhood to the north, and is a mix of commercial and residential uses. Buildings are placed at irregular intervals and much of the space in between is devoted to surface parking lots.

In connecting Downtown with the residential area to the north, Meramec Avenue provides an additional opportunity to create a strong gateway to the city center to support a sense of arrival and downtown identity. To improve pedestrian connections between this District and the North Central District, a revised pedestrian crossing is recommended at the intersection of Maryland Avenue and Meramec Avenue. Further development must consider the need to provide a smooth transition to the nearby residential area. Appropriate uses might be professional offices, small-scale mixed-use, hospitality and housing for young professionals. Much of this development could replace the surface parking lots currently fronting the street; any new parking areas should be kept from the street front. The gateway function could also be strengthened by a more unified treatment of the street, with consistent street widths, crosswalks, sidewalks, and landscaping.

To realize the vision for this district, the Meramec Avenue edge should be filled in with mid-rise buildings that tend to be taller at the street and step back towards the adjacent residential areas. Parking for these buildings is in the rear, giving the street a more cohesive look as it is not constantly interrupted by a variety of parking lots. The identity of the street is further supported by planting a consistent pattern of trees along the street edge. Also, the key interface with Downtown at the Meramec-Maryland intersection is strengthened with a clearer pedestrian crossing and stop-light timing that supports walkers and bicyclists as well as cars.



The vision for Meramec Gateway District is to create a lower density mixed use district that provides a gateway into Downtown Clayton while respecting the adjacent residential neighborhood.



THE MERAMEC GATEWAY PROVIDES AN OPPORTUNITY TO TRANSITION AWAY FROM THE DENSE DEVELOPMENT OF THE DOWNTOWN CORE WHILE STILL MARKING THE ENTRY TO DOWNTOWN FROM THE RESIDENTIAL AREAS TO THE NORTH.

- EXISTING BUILDINGS
- PROPOSED DEVELOPMENT PROJECTS (AS OF APRIL 2010)
- POTENTIAL DEVELOPMENT SITES



THE UPPER FLOORS OF THIS MID-RISE DEVELOPMENT IN DOWNTOWN GREENVILLE, SC EXTEND BEYOND THE FRAME OF THE IMAGE, WHICH SHOWS THE STREET-LEVEL PORTIONS OF MID-RISE BUILDINGS

Meramec Gateway

Key Action Items

Please reference the Downtown Clayton Action Plan for further detail.

ECONOMIC DEVELOPMENT (p. 119)

- Encourage retail development in strategic locations near the intersection of Meramec Avenue and Maryland Avenue to connect existing retail nodes
- Encourage development of multi-family housing, with some directed specifically towards young professionals and 'empty nesters'
- Incorporate professional offices into future mixed-use development in this area

POLICY (p. 125)

- Promote Meramec Gateway as a convenient residential location

INFRASTRUCTURE (p. 131)

- Create a unified landscape identity along Meramec Avenue
- Discourage surface parking lots with frontage on primary streets and instead encourage parking lots behind buildings
- Prohibit parking garages and surface lots along Meramec Avenue
- Consider modifying stoplight timing to better accommodate pedestrians and bicyclists
- Add sharrows to clearly identify the designated bicycle route along Brentwood Boulevard
- Improve pedestrian connection at the intersection of Maryland Avenue and Meramec Avenue

