



Downtown Next

2020 Vision For Downtown St. Louis

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 720 OLIVE STREET, SUITE 450
 ST. LOUIS, MO 63101
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THE PARTNERSHIP FOR DOWNTOWN ST. LOUIS SERVES AS THE CATALYST FOR CREATING AND PROMOTING A VIBRANT DOWNTOWN—A NATIONALLY CELEBRATED ASSET THAT ATTRACTS INVESTMENT AND ECONOMIC ACTIVITY AT THE HUB OF OUR REGION.

THE PARTNERSHIP ALSO MANAGES THE DOWNTOWN ST. LOUIS COMMUNITY IMPROVEMENT DISTRICT (THE CID) THAT PROVIDES ENHANCED SERVICES TO MAKE DOWNTOWN ST. LOUIS A CLEANER, SAFER AND MORE VIBRANT PLACE.



Ten years after Downtown Now! was released, more than \$4.5 billion has been invested, and another \$700 million in Downtown projects are currently in development. This investment and Downtown's growing regional presence has attracted the attention of the much sought after "creative class." Companies such as Osborn & Barr, e+u Architecture, Antidote, NSI Marketing Services and Group 360 have moved Downtown to experience a vitality that was not here 10 years ago.

The area of most dramatic growth can be seen in the more than 5,000 new residents who have moved into the 4,400 new residential units that have come online over the last 10 years. These additional residents have increased the demand for shopping and services.

The bold blueprint set forth in Downtown Now! provided the vision and tools for Downtown to reemerge as the region's activity center. Downtown is now poised to attract more investment by residents and employees.

Downtown Now! Development Goal: \$1.29 billion (by 2004)
Actual by 2004: \$2.5 billion
Actual by 2009: \$4.5 billion

Results:

- More than 100 historic buildings redeveloped
- More than 12,000 Downtown residents
- More than 4,400 new residential units
- 2,500 new hotel rooms
- Over 130 new shops, restaurants and services

Downtown Now! Results

Downtown Next

Step Up to the Next Level

The Downtown Development Action Plan of 1999 (Downtown Now!) served as a catalyst and guide for Downtown's rejuvenation. The Downtown **Next** Vision is our opportunity to continue the resurgence and advance to the next stage of Downtown's revitalization. At Mayor Francis Slay's request, the Partnership for Downtown St. Louis developed the Downtown **Next** vision by engaging people from across the region about their hopes and dreams for what Downtown can become in the next 10 years. Americans are rediscovering their downtowns for what they are—vital, authentic hubs of activity. The people of this region strongly believe in Downtown St. Louis, and aspire to create an even more dynamic urban center.

Working together we can realize the Downtown **Next** aspiration of "a vibrant, regional hub offering an authentic Downtown experience for residents, employees and visitors."



1 Attracting Jobs: Building a Competitive Business Climate

With 88,000 employees, Downtown St. Louis is home to the greatest concentration of jobs in the region. Given the state of the economy, many community participants encouraged a focus on developing a welcoming environment for entrepreneurial endeavors and major investments.

Key Strategies:

- Boost jobs by 20 percent to a workforce of 105,000 people
- Create an environment and implement policies that attract small to midsize companies
- Compete strategically for large company relocations/expansions



2 Creating an Inviting Environment

In addition to Downtown's workforce and residential base, 10 million annual visitors come to enjoy the urban core. Combined, these numbers translate into a daytime population of approximately 130,000 people. Whether it is for a game, concert or to enjoy a special event, people come Downtown when they have a reason to celebrate. However, Downtown must become a place that entices more of the region's residents to stay Downtown.

Key Strategies:

- Reconnect Downtown with the Arch grounds both physically and psychologically
- Transform Gateway Mall, Downtown's Central Park, into the region's activity center and point of pride
- Implement streetscape enhancements to spread the success of Washington Avenue
- Create welcoming entryways, with a focus on highway ramps and Metro stops
- Provide incentives for residents, employees and visitors to explore Downtown through expanded marketing and new programming
- Support the rebirth of the Kiel Opera House to entice more cultural and arts anchors

3 Cultivating a Retail Critical Mass

In 2003, retail pioneers began to re-enter the Downtown market in response to the revitalization of a growing residential market. Except for those along Washington Avenue, Downtown's 130 retailers are widely dispersed, thus minimizing their impact and synergistic potential. To attract residents, visitors and employees to spend more time Downtown, a viable and concentrated selection of retail that meets the various needs of a diverse group of constituents must exist.

Key Strategies:

- Establish a retail hub in the core that offers a mix of "mainstream" shopping and regional and local businesses
- Develop a retail leasing plan that identifies appropriate strategies for various districts
- Bolster retail recruitment with additional sales and marketing resources



4 Making Downtown Accessible and Easy to Get Around

To increase its energy, Downtown must remain a walkable, accessible destination that is easy to navigate once you arrive. Furthermore, Downtown should take advantage of the potential synergies of adjacent neighborhoods by reaching out and connecting to its neighbors.

Key Strategies:

- Strive for walkability by implementing accessible pedestrian and bike amenities and activating the street level
- Develop and promote a circulator that connects Downtown and links to nearby destinations



5 Growing the Residential Population

Downtown has attracted more than 5,000 new residents and built more than 4,400 new homes over the last 10 years. While many single residents and empty nesters have been drawn to this urban lifestyle, the Downtown neighborhood must evolve into one that can accommodate the various needs of families too.

Key Strategies:

- Increase the residential population from 12,000 to 20,000
- Diversify the housing options
- Become the most diverse, amenity-rich neighborhood in the region



7 Emphasizing Downtown's Unique Character

Throughout the engagement process, participants encouraged a more aggressive effort in educating people about all that Downtown has to offer. Other feedback suggested that Downtown needs to highlight the identity of its neighborhoods to help build community pride.

Key Strategies:

- Engage in an aggressive marketing campaign
- Build identities around Downtown's distinct neighborhoods that celebrate each district's history and cultivate individual communities



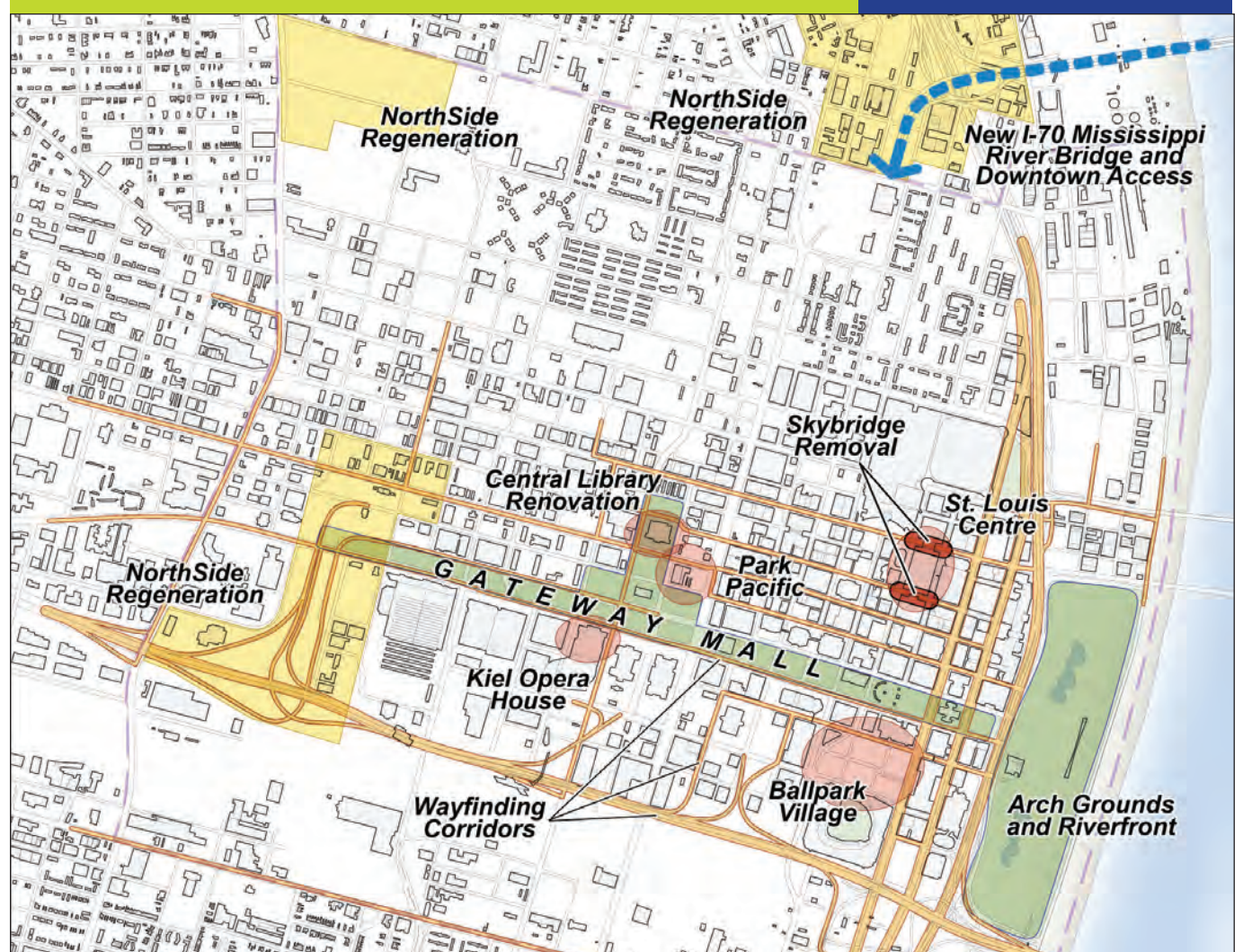
A vibrant, regional hub offering an authentic Downtown experience for residents, employees and visitors.

A Community Vision for Downtown

Downtown Next

Goals:

- 7,500 new residents
- 5,000 new residential units
- 17,000 new jobs
- 2 million sq/ft new office space
- 200,000 sq/ft new concentrated "mainstream" retail space
- Increased educational presence



Downtown St. Louis: Immediate Opportunities

6 Bolstering Educational Resources

The exchange of ideas, creativity and general buzz generated by the presence of students can provide a unique infusion of energy to the urban core. Downtown must build upon its current foundation of educational institutions to attract more students. In order to attract and retain families, quality education choices should be provided for residents and Downtown employees.

Key Strategies:

- Recruit quality early childhood centers, elementary schools and high schools serving Downtown residents and workforce population
- Expand the presence of higher education Downtown with an additional college or school from one of the region's universities



8 Building a Planning and Policy Framework

While a vision must be inspirational, it must also be achievable. Downtown must prioritize its investment to have the ability to act deliberately and measure progress. Furthermore, Downtown must develop guidelines to help protect its existing and future investments.

Key Strategies:

- Develop a strategic, flexible land use plan and design guidelines to prioritize and focus future development
- Position Downtown as the region's sustainability leader

