



NEIGHBORHOOD MASTER PLAN

EAST OF BROADWAY NEIGHBORHOOD - LEMAY, MISSOURI

DRAFT MARCH 25, 2013

LAWRENCE
GROUP





This Neighborhood Master Plan was prepared for
The Lemay Housing Partnership

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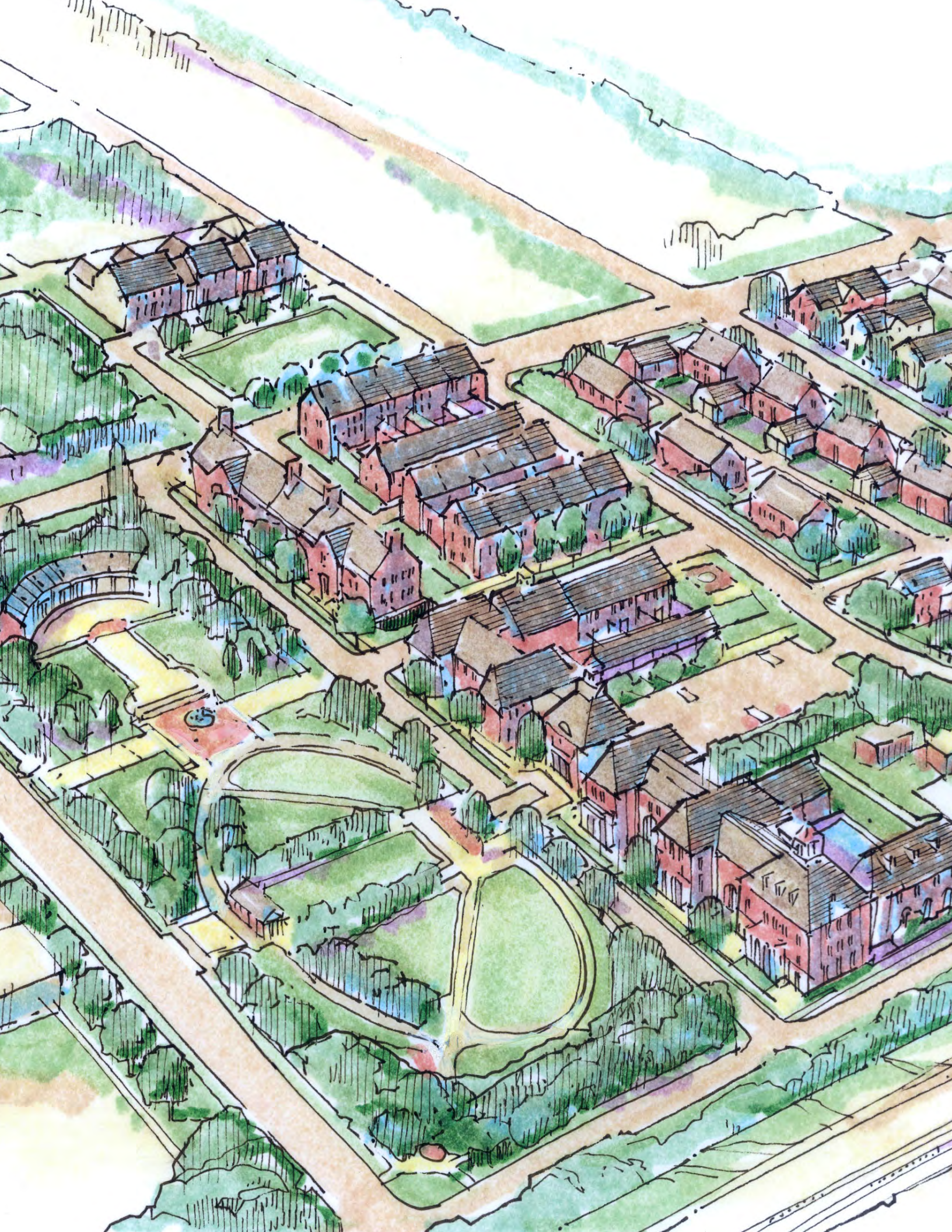
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EXECUTIVE SUMMARY



Lemay's East of Broadway Neighborhood

has a chance to seize the momentum of recent investments in the area, to transform its image and evolve into a great neighborhood. This master plan outlines key strategies to capitalize on this opportunity.

This is a special moment in time for Lemay's East of Broadway neighborhood. Prior to World War II, it was a typical, working class neighborhood that was well located in the region and anchored by the School Sisters of Notre Dame. However, since the arrival of industrial neighbors to the north and east in the decades following World War II – this part of the broader Lemay community has been in steady decline. During the 1940's to 1960's, the National Imaging and Mapping Agency (NIMA), the National Lead Company, the Metropolitan St. Louis Sewer District's Lemay Treatment Plant, and the Rockwood pigment plant all opened their doors in Lemay.

Now, with the scheduled closure of the pigment plant and the River City Casino recently replacing the National Lead Company, there are significantly fewer deterrents to progress and new growth in the neighborhood. Perhaps more importantly, the casino has brought opportunity to Lemay in the form of funding for community improvements. If the East of Broadway neighborhood can build on this momentum and leverage the resources now available into additional investment from both the public and private sectors, it has the potential to dramatically change its negative reputation and to build on the quality assets it already possesses.

Currently, the predominant feeling in the community is that not much will change. Expectations are very low and levels of apathy high.

In the last several years there have been significant planning efforts to revitalize the broader Lemay community – including the Lemay Comprehensive Plan in 2006 with money made available from the development agreement with the River City Casino. But, there have not yet been visible results. Therefore, there is an understandable feeling in the neighborhood that the promises of those efforts may never be realized for current residents, especially in the East of Broadway portion of Lemay. There were even rumors that there would be large scale clearance and redevelopment of parts of the neighborhood. However, the planning efforts underway have put into motion actions that will bring real positive change to the community.

The money being channeled from the River City Casino rent directly to Lemay is starting to bring about visible improvements. The streetscape improvements on Lemay Ferry Road are the first priority. Once complete, streetscape improvements to Broadway are also planned, funds permitting. Along with a new community center near the entrance of Jefferson Barracks Park and the new park being designed for the corner of Broadway and Ripa, these improvements will help create a sense of progress and encourage additional investment in the community. Furthermore, the Lemay Housing Partnership is continuing to work to rehabilitate existing homes and to build new homes.

This neighborhood plan for the East of Broadway neighborhood is intended to transform broad conceptual ideas from previous planning efforts into action by creating detailed designs that are ready to be implemented. Some of these new plans are targeted for completion within the next year or two. Others are more likely to become feasible once other plans are realized, the neighborhood's image improves, and momentum builds from both inside and outside the neighborhood.

This document provides a strategic plan of action that can be used to seek funding for public sector dollars for land acquisition, parks, streetscape, and other public space improvements – such as from the St. Louis County Port Authority – to attract private investment from those that might like to build in the neighborhood, and to inspire existing residents to follow by investing in their homes and increasing their involvement in the community.

It is essential to seize this moment and transform the previous efforts into real visible improvements. This neighborhood needs to see real action that will build momentum for positive change. In doing so, the East of Broadway neighborhood can shed its negative image, enable others to see the positive assets that make this a great community, and attract new residents that will help the neighborhood thrive.



▲ VIEW OF PROPOSED NEW RESIDENTIAL DEVELOPMENT EAST OF PERRIN AVENUE

1.1 The Plan Framework

The plan was created through a planning and design process with a large amount of public input. The input was anchored by a 4-day public design charrette that included a neighborhood tour. The public participation, along with information gained from stakeholders, public officials and other representatives, guided the consultant team in their work and were primary determinants of the plan's outcomes. The recommendations of this plan are meant to reflect the opinions and aspirations of the community as expressed during the public planning process.

The plan does not contain strategies that would require removing a large number of existing homes or drastically changing the make-up of the neighborhood. The neighborhood has in place the makings of a great community and would not benefit from wholesale redevelopment.

Some of the plan's strategies are small and incremental and can begin almost immediately. Over time, they will amount to significant improvements to the neighborhood. Other strategies are more bold and intended to have a more catalytic role in jump starting the neighborhood's renaissance.

Five principles for the successful revitalization of the East of Broadway neighborhood form the framework of the plan and organize the action items recommended for its implementation.

Create Vibrant Public Spaces

Public spaces provide settings for recreation, socializing, and quiet contemplation. Their vibrancy is dependent on them being well-maintained, well-used, and beloved. Housing nearby and good public visibility support these characteristics.

Improve Streets for Cars and People

Streets should enable mobility for all modes including cars, bikes, and pedestrians. They also serve as public spaces for activities like walking and talking to neighbors. Therefore, streets must

be designed for cars and people so that they can effectively serve all of these functions.

Infill at a Neighborhood Scale

Quality, diverse housing is essential to a healthy neighborhood. Neighborhoods benefit from the stability that comes from housing that is of varying ages and price ranges. Such neighborhoods are better able to naturally regenerate and meet changing needs of its residents throughout life. In addition, quality housing fosters a sense of commitment to the neighborhood by means of personal accountability to keep it safe and well-maintained. New infill housing that fits within the existing scale would help stabilize the East of Broadway neighborhood by balancing the existing concentration of very old homes and low income residents.

Create a Catalyst Project

Sometimes places have seen such long periods of decline that the idea of a renaissance seems unattainable. The real and psychological effects of extended deterioration can take strong, sustained efforts to overcome. So, when opportunities arise to take large, positive strides forward, they should not be squandered.

Recently, there have been significant efforts to help improve the neighborhood. In order to sustain these efforts and produce significant results, a catalytic project would transform these efforts into real, positive change that would tip the scales in the neighborhood's favor.

Regenerate Broadway

A neighborhood center provides basic goods and services and a focal point for civic and commercial activity. Neighborhood centers that are too dispersed or inconveniently located diminish their effectiveness. One to two blocks is the ideal compact size. Neighborhood gateways accentuate ones feeling of arrival into a unique place. Centers and gateways both serve to foster a neighborhood's sense of identity. The East of Broadway neighborhood would benefit significantly from a more compact and vital center, clear gateways, and the sense of identity that they would provide.



▲ FRAMEWORK PLAN

1.2 Development Potential

Most Intense Plan Opportunities *

	Neighborhood Infill	Broadway Infill	Catalyst Project	Total
Single Family Houses	59	16	53	128
Duplex/Triplex/Quadruplex	6	38	28	72
Courtyard Apartments	0	0	16	16
Mansion Apartments	0	0	24	24
Garden Apartments/Senior Housing	0	108	74	182
Commercial	0	52,000 sf	0	52,000 sf
Civic	0	17,500 sf	0	17,500 sf
TOTAL	65 dwelling units	162 dwelling units & 69,500 sf	195 dwelling units	422 dwelling units & 69,500 sf

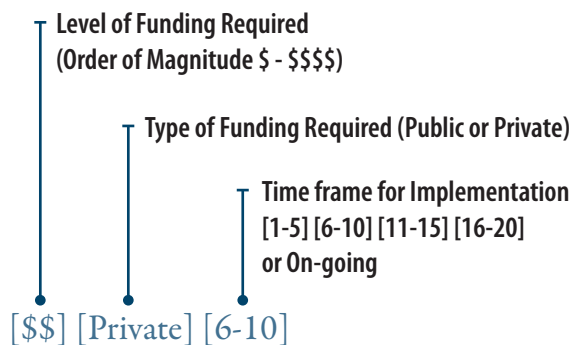
* *Includes: Full build-out of the Catalyst Project (with Hoffmeister re-alignment), Joplin Ave. Infill Alternative A (with large public space), and former junk yard property infill Alternative D (with duplexes).*

Least Intense Plan Opportunities **

	Neighborhood Infill	Broadway Infill	Catalyst Project	Total
Single Family Houses	52	16	34	102
Duplex/Triplex/Quadruplex	6	38	16	60
Courtyard Apartments	0	0	0	0
Mansion Apartments	0	0	24	24
Garden Apartments/Senior Housing	0	108	74	182
Commercial	0	52,000 sf	0	52,000 sf
Civic	0	17,500 sf	0	17,500 sf
TOTAL	58 dwelling units	162 dwelling units & 69,500 sf	148 dwelling units	368 dwelling units & 69,500 sf

** *Includes: Only Phase I of Catalyst Project, Joplin Avenue, Infill Alternative B (with common green), and no housing development on the former junk yard property.*

Key to Action Items



1.3 Priorities for Implementation

This report is organized around a set of action items that describe steps toward fulfilling the principles listed above. Each principle has a corresponding chapter that provides detail on supporting strategies and designs. The table below outlines the action items, which each have a reference number that refers to a section in a later chapter. For example, the principle “Vibrant Public Space” corresponds with the chapter of the same name, whose action items are labeled with a PS (PS-1, PS-2, PS-3, etc.).

Also, action items are described by an estimation of level of funding required (see Order of Magnitude table), the type of funding required (public or private), and the time frame for implementation.

Order of Magnitude	Estimated Cost Range
\$	\$1 - \$50,000
\$\$	\$50,000 - \$250,000
\$\$\$	\$250,000 - \$1 million
\$\$\$\$	\$1 million+

Reference Number	Project/Task	Page	Level of Funding Required	Type of Funding Required	On-going	Year 1-5	Year 6-10	Year 11-15	Year 16-20	Year 20+
Chapter 4: Vibrant Public Space										
PS-1	Consider relocating – or splitting up into a series of pocket parks – Black Forest Park, so that it is more centrally located.		\$\$\$	Public & Private		X				
PS-2	Create a new public space and pedestrian connection from Joplin to Broadway and a pedestrian connection to a new park at the corner of Broadway and Ripa Avenue.		\$\$\$	Public & Private		X				
PS-3	Seek opportunities with the Lemay Child and Family Center to open its new Outdoor Learning Center to the public.		\$	Private		X				
PS-4	Create a community garden and park space on the existing junk yard property, either independently, or in conjunction with remediation and new housing development.		\$\$	Public & Private		X				

Reference Number	Project/Task	Page	Level of Funding Required	Type of Funding Required	On-going	Year 1-5	Year 6-10	Year 11-15	Year 16-20	Year 20+
Chapter 5: Improve Streets for Cars & People										
S-1	Re-direct the flow of Notre Dame High School drop-off traffic away from the one-way flow pattern of Ripa to Perrin to Arlee.		\$\$\$\$	Public & Private		X				
S-2	Improve streets to better organize on-street parking, create safe, comfortable sidewalks, and improve storm water conditions.		\$\$\$\$	Public			X			
S-3	Create a rotary square along Loretta Avenue at Joplin in conjunction with new development.		\$\$\$	Public			X			
S-4	Create a new pedestrian connection between Velma and Etta Avenues.		\$\$	Public				X		
Chapter 6: Infill at a Neighborhood Scale										
I-1	Encourage a variety of new housing types in order to attract residents of different ages, incomes, and family structures.		NA	NA	X					
I-2	Attract a senior housing development to the neighborhood.		\$\$\$\$	Private		X				
I-3	Encourage multi-family housing types that resemble single family homes in areas that currently consist of predominantly single family homes.		NA	NA	X					
I-4	Encourage new block scale or larger development to utilize rear alleys, in order to minimize the impact of garages and driveways along the streets.		NA	NA	X					
I-5	Incentivize home owners throughout the neighborhood to make façade improvements, and remain engaged in the community.		\$	Public & Private		X				
I-6	Encourage single lot residential infill development throughout the neighborhood.		\$\$	Private		X				
I-7	Encourage infill housing redevelopment on the large lot at the corner of Loretta Avenue and Joplin Avenue.		\$\$\$\$	Public & Private		X				
I-7	Construct new housing facing a park on Joplin Avenue.		\$\$\$\$	Public & Private		X				
I-9	Encourage new housing development along Linn Avenue, south of Ripa.		\$\$	Private		X				

Reference Number	Project/Task	Page	Level of Funding Required	Type of Funding Required	On-going	Year 1-5	Year 6-10	Year 11-15	Year 16-20	Year 20+
Chapter 7: Create a Catalyst Project										
C-1	Purchase the pigment plant property		\$\$\$\$	Private		X				
C-2	Re-align Hoffmeister further north and consider construction of a bridge over the rail lines (if and when development occurs on the property south of the River City Casino).		\$\$\$\$	Public & Private			X			
C-3	Change zoning within the catalyst project area to allow multi-family development and to allow development (including multi-family) on the Black Forest Park site.		\$	Public			X			
C-4	Create a large mixed-residential infill development east of Perrin Avenue by redeveloping the Black Forest Park and vacant tracts to the north.		\$\$\$\$	Public & Private			X			

Reference Number	Project/Task	Page	Level of Funding Required	Type of Funding Required	On-going	Year 1-5	Year 6-10	Year 11-15	Year 16-20	Year 20+
Chapter 8: Regenerate Broadway										
B-1	Transform Broadway into a pedestrian and retail friendly street by widening sidewalks, and adding street trees and lights.		\$\$\$\$	Public			X			
B-2	Change zoning on Broadway so that it limits commercial development to the neighborhood center and as secondary uses at the neighborhood gateways, prohibits industrial development, and enables multi-family development on certain blocks.		\$	Public			X			
B-3	Create a compact neighborhood center by encouraging façade improvements and adaptive re-use of existing structures on Broadway between Velma and Loretta.		\$ - \$\$	Private			X			
B-4	Attract mixed-use or retail development to the neighborhood center.		\$\$\$ - \$\$\$\$	Private			X			
B-5	Create a gateway of street fronting mixed-use or multi-family development and re-development at the intersection of Broadway and Hoffmeister Avenue.		\$\$\$ - \$\$\$\$	Private					X	X
B-6	Create a gateway of street-fronting multi-family or mixed-use development at the intersection of Broadway and Ripa Avenue.		\$\$\$ - \$\$\$\$	Private			X			
B-7	Encourage single-family attached residential infill on Broadway between Vincent and Etta Avenues, between Loretta and Viehl Avenues, and South of Ripa.		\$\$	Private		X				
B-8	Encourage multi-family infill housing on Broadway between Etta and Velma Avenues, and between Viehl and Ripa Avenues.		\$\$\$	Private		X				
B-9	Encourage the Lemay Child and Family Center to relocate its Broadway facing parking lot to the Southeastern corner of their site, and to locate their new extension to front Broadway and provide a significant presence on the street.		\$	Private		X				
B-10	Study the feasibility of constructing a traffic circle at the intersection of South Broadway, Kingston Drive, and a new Ellen Avenue extension.		\$\$\$\$	Public			X			



BACKGROUND & ANALYSIS

The East of Broadway neighborhood has the composition of a great urban neighborhood - it just needs an injection of investment and renewed spirit.

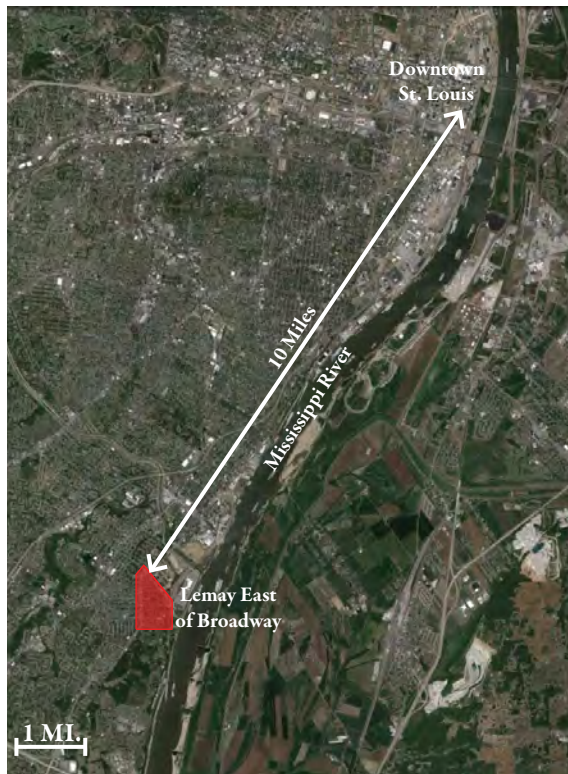
Lemay's East of Broadway neighborhood has developed clear boundaries and evolved from a unique set of circumstances as the broader Lemay community. Its borders to the north, east, and south - industrial properties, the Mississippi River, and Jefferson Barracks Park - have framed its character for better and worse. Most recently its proximity to the industrial development has differentiated it from areas west of Broadway. This industrial development, and an old housing stock built prior to modern zoning and lot standards, have led to a slow, steady decline and lack of investment.

Originally a working-class neighborhood, it still retains a reputation as an affordable, lower class neighborhood. Yet, after decades of disinvestment, it suffers from housing and infrastructure decay, drainage issues, and a very negative image. The recent arrival of the River City Casino and the previous closing of some industrial plants have removed some of the deterrents to investment and created new opportunities.

2.1 History & Context

Lemay was first inhabited in 1700 by French Jesuits who established a mission near the River des Peres. In the latter half of the 18th century it became a commons area for the settlement of Carondelet, just to the north, primarily for agricultural uses. It was not until the period between the Civil War and the Great Depression that it developed its own identity as a community following a surge of immigrants from Europe. Industrial development in the latter two decades of the 19th century and first two of the 20th century significantly changed the economy of the broader Lemay neighborhood and brought an influx of working class residents to the area. The majority of lots were platted between 1910 and 1930 as primarily small lots intended for the working class. This established the lot pattern of the now typical 50 foot lots, some served by very narrow alleys. The majority of houses in the area were constructed before World War II.

From this point on, the character of the East of Broadway area of Lemay was greatly influenced by the peak of industrial development in the 1940's and 1950's. The opening of the National Imaging and Mapping Agency (NIMA) in the 1940's, the National Lead Company in the 1950's, and the Metropolitan St. Louis Sewer District's Lemay Treatment Plant and the Rockwell Pigment Plant in the 1960's, made the East of Broadway area of



▲ REGIONAL PROXIMITY MAP



▲ EAST OF BROADWAY STUDY AREA

Lemay less desirable for residents and investment. In 1965, the St. Louis County Zoning Ordinance created a commercial shopping district zoning for Broadway, a street that already consisted of residences spread along its length. This produced the unorganized mix of commercial and residential uses along Broadway that exists today.

Established in St. Louis in 1895, the School Sisters of Notre Dame congregation – currently home to over 80 sisters – has been a positive influence in the community for well over a hundred years. They are part of an international congregation of religious women whose work around the world is focused on transformative education, especially for the poor and marginalized. As part of their service to the community, they have run the private, all-girls college preparatory Notre Dame High School since 1934, in order to educate young Christian women. In 1974, they broaden their educational program by founding the Notre Dame Preschool. Today, they continue to provide a solid institutional foundation for the neighborhood, and to serve the local and world-wide community.

2.2 East of Broadway Neighborhood Today

Today, Lemay's East of Broadway neighborhood is faced with the challenges of overcoming the negative impacts of adjacent industrial development and disinvestment. In addition, rumors of large scale demolition and redevelopment have created attitudes of apathy and inaction.

Street rights-of-way and many buildings are in great disrepair. The rights-of-way have become disorganized and unsightly asphalt parking lots. Many of the streets encourage speeding with one-way traffic flow and wide travel lanes opened up by parking pushed to the sides — areas typically reserved for pedestrians/sidewalks. A significant former network of sidewalks, street trees and curbs have been replaced by cheap asphalt. Swales have been paved over. Many houses are falling apart and/or are abandoned.



▲ SOUTH BROADWAY STREET TODAY



▲ EAST OF BROADWAY TODAY

Businesses along Broadway are struggling due to low traffic counts and subsequent low visibility. The current mix of businesses comprise primarily of auto service and light industrial use and do not provide any essential neighborhood goods or services.

2.3 Physical Context

The East of Broadway neighborhood is located 10 miles southwest of downtown St. Louis along the western shore of the Mississippi River, at its confluence with the River des Peres. It is moderately hilly, with some areas near the rivers (mainly the industrial areas) that are prone to flooding.

The neighborhood has clearly defined borders and drastically different neighbors to each side. It is bordered on the north by Hoffmeister Avenue, to the east by the railroad tracks, to the south by Jefferson Barracks Park, and to the west by Broadway itself (though parcels immediately on the west side of Broadway are essential to the character and function of the neighborhood). These borders are accentuated by the sharp changes in character of adjacent uses. Industrial, formerly industrial, and now the new River City Casino define its northern and eastern edges, with the powerful draw of the Mississippi River also to the east. The important regional park at Jefferson Barracks forms a strong bucolic edge to the south. To the west of Broadway, other parts of Lemay are more middle class in character and have a much more positive reputation.



▲ PARK PLANNED AT BROADWAY & RIPA



▲ LCFC'S OUTDOOR LEARNING CENTER



▲ LEMAY CHILD & FAMILY CENTER (LCFC)



▲ SCHOOL SISTERS OF NOTRE DAME



▲ FORMER JUNKYARD SITE



▲ VACANT LOT AT ETTA & RUBY AVENUES



▲ BLACK FOREST PARK



▲ EAST OF BROADWAY TODAY

2.4 Community Assets

Despite obvious challenges, the East of Broadway neighborhood has many of the assets communities all over the country desire:

- Housing opportunities for moderate to low income families
- Unusually high-level of home-ownership
- Many residents who care about their homes and neighborhood
- Strong, stable institutions in or near the neighborhood (Notre Dame High School, School Sisters of Notre Dame Convent, Lemay Child & Family Center, Hancock Place Public Schools)
- Great proximity to regional recreational amenities (Mississippi River Trail, Jefferson Barracks Park, Lemay Park, new community center)
- A business that generates significant money for improving the community (River City Casino)

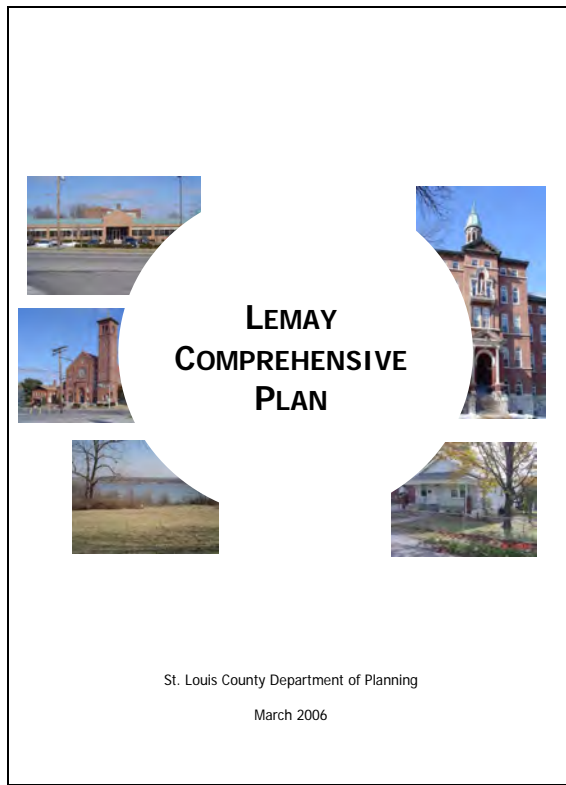
These assets are proof of the potential for the East of Broadway neighborhood's future and will be a backbone for its revitalization.

2.5 Local Housing Types

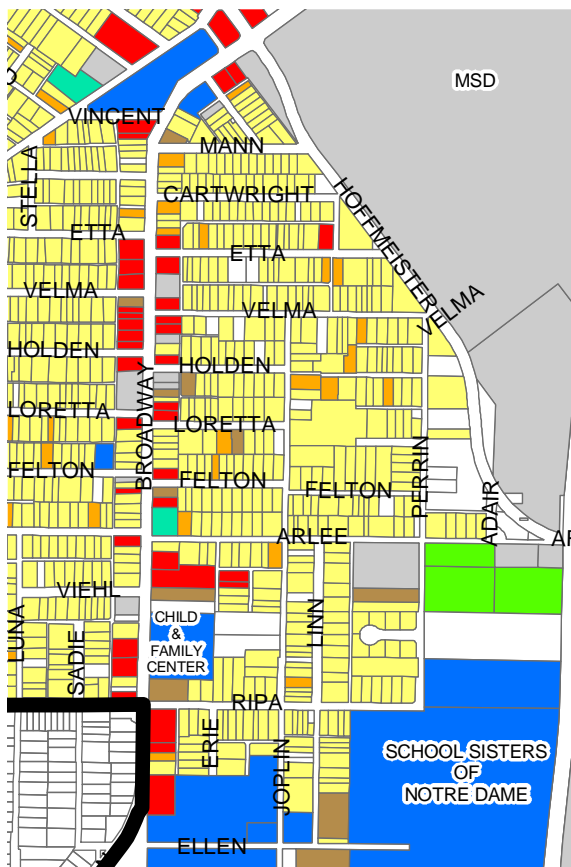
In addition to an admirable set of community assets, the East of Broadway neighborhood possesses simple, yet functional housing types that are well-suited to creating quality, affordable neighborhoods. In particular, a housing type that might be best described as a side-yard house is prevalent throughout the neighborhood. It consists of a relatively narrow rectangular main body of the house with the narrow end fronting the street; and either an entrance on the side, or a smaller, secondary portion toward the back of the house extending at a right angle. This creates a yard that is on the side of the house, rather than the front, and a façade that is very close to the front property line. There are many variations on this type. In addition to the side yard house, there are many traditional bungalow style houses, and other one, one and a half, and two story housing types, often with street facing porches.



▲ LEMAY SIDE YARD HOUSES



▲ COMPREHENSIVE PLAN - MARCH 2006



▲ EXISTING LAND USE - MARCH 2006

2.6 Previous Planning Efforts

Lemay Comprehensive Plan (March 2006)

The adopted Comprehensive Plan analyzes the state of the planning area and outlines short-term and long-term strategies to address identified goals related to: land use and economic development, housing and neighborhoods, transportation and infrastructure, parks and community facilities, implementation. It synthesizes the information from a number of previous studies and plans including the 1974 Comprehensive Plan, Commercial Corridor Survey for Broadway and Lemay Ferry Road (February 2004), Existing Conditions Report (June 2004), Lemay Market Assessment (May 2005), and two Comprehensive Plan public input open houses (March 2004 & June 2005).

The study area for the Comprehensive Plan includes all of Lemay, an area significantly larger than the East of Broadway neighborhood study area. It is roughly bound by I-55 and Weber St. to the north, the River des Peres and Mississippi River to the east, Ripa Avenue and Jefferson Barracks Park to the south, and roughly the Gravois Creek forested wetland, Mt. Olive and Oakdale cemeteries, and the City of Bella Villa to the west.

The Comprehensive Plan identifies the East of Broadway neighborhood as a primary area of focus for future planning and redevelopment efforts. The following goals frame its short-term (5-years) and long-term strategies for the neighborhood:

Land Use and Economic Development

Goal 3.3: To consider a long-term strategy that increases the residential character of the Broadway corridor.

Goal 3.4: To encourage the redevelopment and/or revitalization of large industrial properties within the community.

Housing and Neighborhoods

Goal 4.1: To stabilize and improve existing housing stock, neighborhoods, and related infrastructure in targeted areas.

Goal 4.2: To encourage residential redevelopment in locations where existing uses are functionally obsolete, structures and infrastructure are substantially deteriorated, and surrounding land uses are compatible with housing development.

Goal 4.3: To increase the range of housing options, including type, size and cost.

Transportation & Infrastructure

Goal 5.1: Improve major roadway access to, from, and through the community.

Goal 5.2: Improve the function and appearance of the principal thru roadway transportation corridors serving the study area.

Goal 5.3: Ensure all roads in the area are in “fair” condition or better.

Goal 5.4: Ensure that roads in the community are properly aligned at their intersection with principal roadway corridors to promote vehicular safety.

Goal 5.5: Improve pedestrian safety, especially along routes used by children and along major arterials.

Goal 5.6: Improve the attractiveness of residential streets.

Goal 5.7: Improve the quality and cleanliness of alleys.

Goal 5.8: Eliminate persistent flooding problems.

Goal 5.9: Improve the image of the Metropolitan St. Louis Sewer District Treatment Plant in Lemay and make the facility more community friendly.

Goal 5.10: Accomplish the goals and recommendations of this plan in concert with one another to maximize efficiency, minimize inconvenience to the public, and enhance the opportunity for long-term viability of public improvements.

Parks and Community Facilities

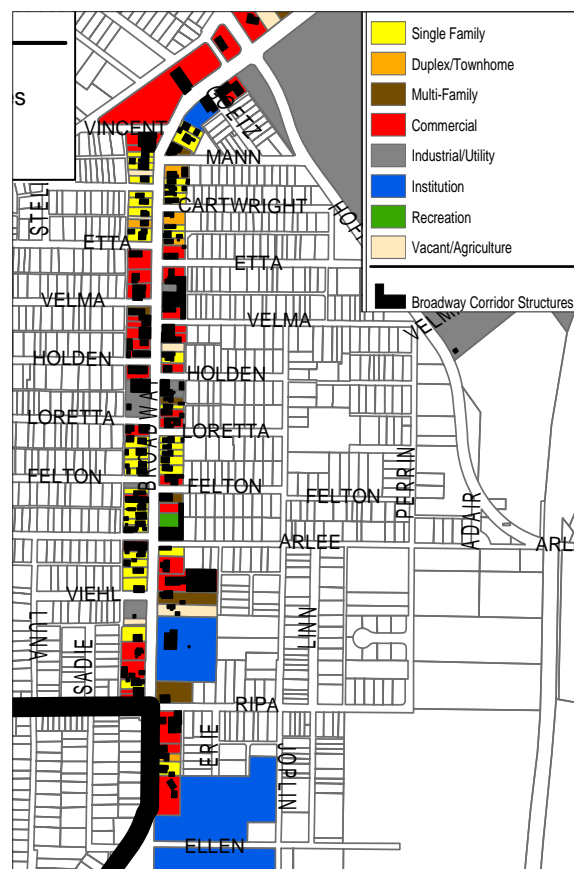
Goal 6.1: To assure the park and recreational needs of the community are being addressed.

Goal 6.2: To encourage the expansion of parks and recreational opportunities in the community.

Goal 6.3: To expand the regional trail system in Lemay.



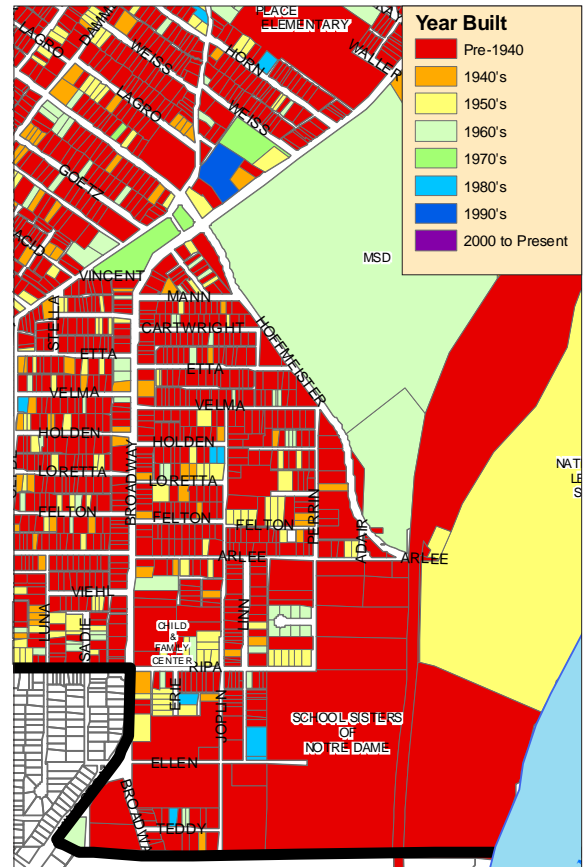
▲ COMPREHENSIVE PLAN - MARCH 2006



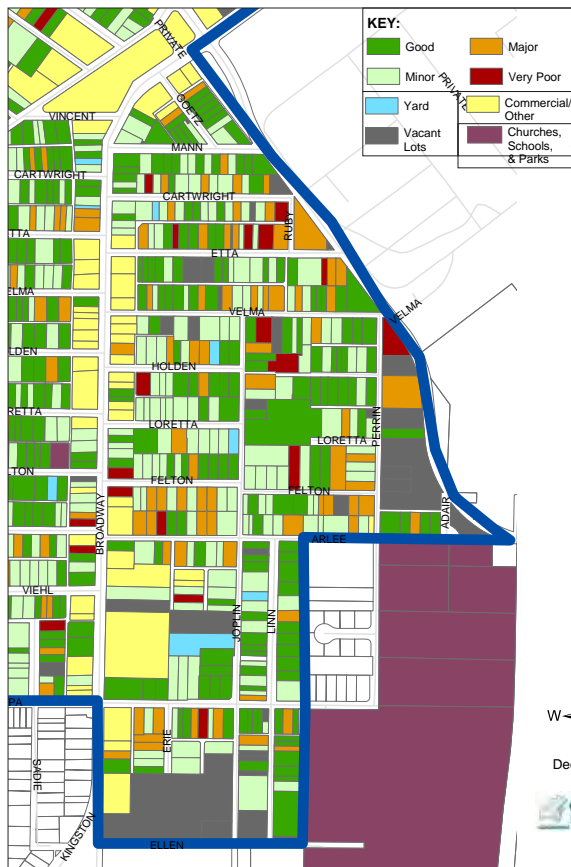
▲ BROADWAY CORRIDOR LAND USE



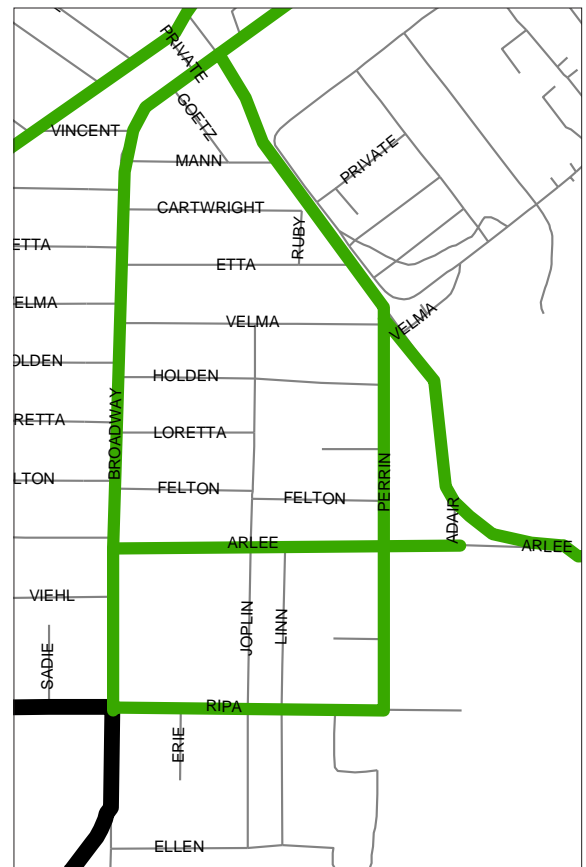
▲ LAND USE CONCEPT PLAN - MARCH 2006



▲ AGE OF HOUSING - MARCH 2006



▲ HOUSING SURVEY - MARCH 2006



▲ SIDEWALK CONSTRUCTION PLAN - MARCH 2006

Lemay Branding and Streetscape Plan (March 24, 2011)

The streetscape plan establishes a vision for the improvement of Lemay's public right-of-ways, with the goal of enhancing the community's identity and image. It complements the Lemay branding that has been completed. The streetscape plan includes the following goals: identify the gateways; define the edges; capitalize on the strengths of Lemay; improve the street infrastructure; promote Jefferson Barracks' heritage in Lemay.

Ten focus areas – corridors and intersections – were chosen as priorities for improvement and civic investment. Within these focus areas, existing issues were identified, and conceptual plans proposed to address these issues and promote the plan's overall goals. Three of them are within the east Broadway neighborhood, while another two are immediately adjacent or lead into the neighborhood:

4.1 Telegraph Road and Kingston Drive corridor conceptual plan (leads into E. Broadway neighborhood)

4.3 Kingston Drive and South Broadway intersection conceptual plan

4.4 Ripa Avenue and Broadway intersection conceptual plan

4.7 Broadway and River City Casino Boulevard intersection conceptual plan (at northern edge of East Broadway neighborhood)

4.10 Broadway Corridor Conceptual Plan

In addition to the focus areas above, the plan identified the intersection of Broadway and River City Casino Boulevard as a community gateway, the intersection of Broadway and Kingston as a neighborhood gateway, Grant Street as a Jefferson Barracks Park entry point, and the riverfront edges of the River City Casino as an important parkway.



Primary Identity



Supporting Identities



Primary Identity
Horizontal with Tagline



HORIZONTAL LOGO

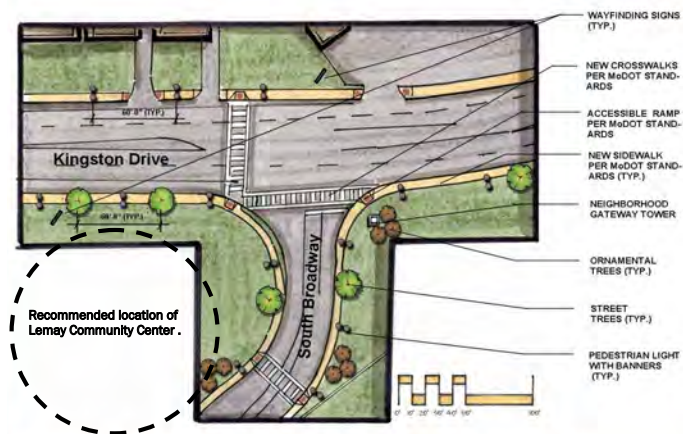
The horizontal logo should only be used in special situations in which the original stacked logo is too tall or not long enough.



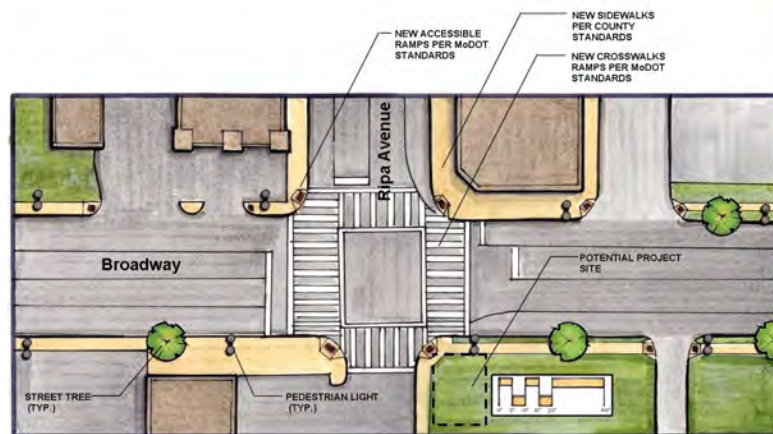
BANNERS



▲ BRANDING: LOGOS, TAG LINE, AND BANNERS



▲ **STREETSCAPE PLAN: KINGSTON AND BROADWAY**



▲ **STREETSCAPE PLAN: RIPA AND BROADWAY**



▲ **STREETSCAPE PLAN: BROADWAY CORRIDOR**

Lemay Market Analysis (2011)

This comprehensive market analysis outlines general market conditions, specific real estate markets (office, retail, residential, industrial), and future development concepts. Challenges identified include: lack of diversified stock of housing, older and low quality retail space, and poor community infrastructure, mainly stemming from limited reinvestment in the community. Reinvestment has been hampered by the difficulty of assembling sites, resolving brownfield issues, getting financing for projects, and delays caused by drawn out entitlement and development review policies. Among other things, the report suggests a response to:

- Build public consensus and involvement upfront, and
- Identify important sites and secure preliminary entitlements for their redevelopment, and
- Improve the appeal of infill sites with targeted infrastructure and access improvements, and
- Market infill sites aggressively, and
- When necessary, assemble sites and land bank them for future development as the market recovers.

Other challenges highlighted by the report with respect to the East of Broadway neighborhood include identifying the challenge of access as a limiting force in further development of the southern end of the casino site and the lack of a modern storm water system.

Market opportunities in the short-term are residential projects, particularly senior housing or apartments. As of the reports' completion, (single family) residential and commercial foreclosures were constraining the market as they worked their way through the financial system. In addition, over-development of retail and industrial space in the region has halted these markets, with a recovery expected to be slow.

Some of the most significant future market drivers are the continued operation and expansion of the River City Casino; on-going investment on and within Jefferson Barracks Park; considerable new or planned investment just to the north in Carondelet of housing, community facilities, and a large industrial park (Coke site); the renovation of a multi-tenant industrial development in west

Lemay; and funded streetscape improvements to Lemay Ferry Road and Broadway.

St. Louis County Strategic Plan Update (2008)

Several elements of the strategic plan would target improvements in the broader Lemay community:

- Utilization of empowerment zone funds.
- Lemay façade improvement program.
- Develop an incentive-based strategy for housing improvements.
- Support start-up businesses through the St. Louis Enterprise Center.

Green and Growing (2009)

St. Louis County's energy efficiency and conservation strategy aims to provide "a long-range sustainability framework for the County. This effort includes a comprehensive greenhouse gas (GHG) inventory and recommended GHG reduction targets which will help guide the County's decision making in areas of sustainability beyond the EECBG (energy efficiency and conservation block grant) period."

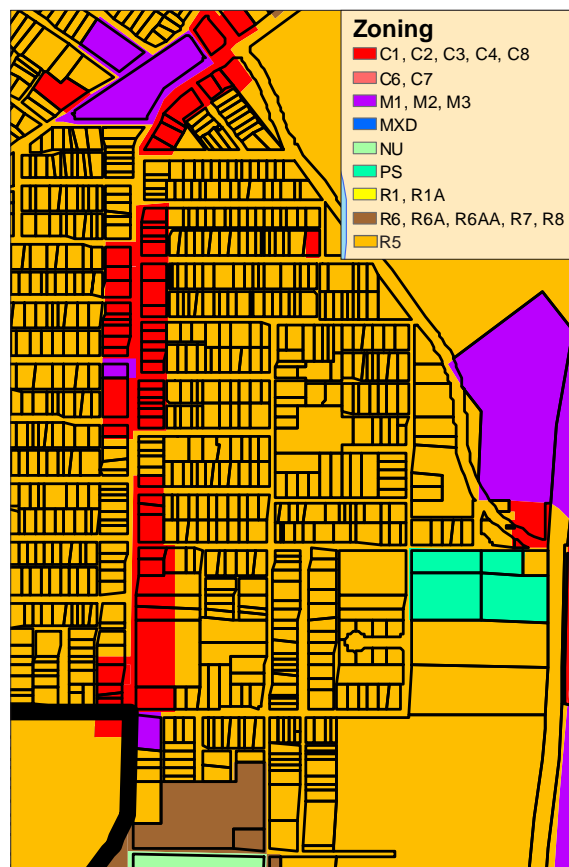
The only specific strategy applicable to the East of Broadway neighborhood is the goal of connecting open spaces.

Existing Zoning

Existing zoning for the parcels on Broadway consist of a mix of commercial (C2 & C8) and low-density residential uses (R5), except for a few industrial parcels (M1 & M3). Within the neighborhood, parcels are zoned almost exclusively for low-density residential (R5).

The low-density residential (R5) allows predominately single family dwellings (detached or attached), small group homes, day care homes, home occupations, local civic buildings, and parks. In these zones, conditional use permits are required for other uses such as child care centers, group homes for the elderly, nursing homes, and hospitals.

Parcels immediately surrounding the Odd Fellows Cemetery are zoned for higher-density residential (R6 to R7), such as two, three, multiple family attached dwellings, various other compatible uses such as day care homes, civic buildings, and small scale commercial within multiple family structures.



▲ CURRENT ZONING - MARCH 2006



THE PLANNING PROCESS



A charrette is an intense workshop that gives the design team an opportunity to meet with interested citizens and produce a detailed series of recommendations, high quality plans and renderings that accurately reflect the vision of the community.

To best facilitate this planning process and accelerate it into implementation, the Lemay Housing Partnership in partnership with the St. Louis County Economic Council used a planning and design charrette to engage the public and create a workable plan to guide growth over the coming years. By involving everyone who can enable or block decisions and by committing to produce actionable plans within a set time-frame, charrettes can save months – even years – of tedious back-and-forth negotiations and redesign. They also provide an experience that’s increasingly rare for most people: they get to be involved in something organized to listen to their ideas and to act on them immediately.

The keys to a successful plan include a balanced mix of careful analysis of the existing conditions and constraints; extensive and meaningful public engagement; visionary, but practical planning and design; and financially and politically feasible implementation. Regardless of the scale of the project—from a redevelopment of a block in downtown to a county-wide comprehensive plan — each effort must maintain this balance.

A typical charrette is a community-driven design exercise that establishes expectations and builds enthusiasm for new investment and development. A successful charrette is predicated on the direct involvement of those who will implement the recommendations and proposals that result from the process. Because of this, charrettes also draw clear


lines of accountability among their participants.

The charrette process requires an investment of resources and trust by the community to assemble a team of experts to work intensely for several days with elected officials, key decision-makers, local government officials, and the general public. These stakeholders are engaged through direct interviews, open discussions and collaborative design sessions that allow an incredible amount of planning work to be accomplished in a relatively short period of time. The efficiency of charrettes can pay great dividends, not only in terms of time and money saved, but in the pleasure of partnering with an entire community on a project for which everyone can be proud.

The goal of the charrette was to create specific and detailed plans and strategies that are ready to be implemented, with a heavy emphasis on elements that can be achieved in the short term (1-5 years). These plans and strategies showcase the opportunities that exist in the East of Broadway neighborhood in order to attract both public and private investment.

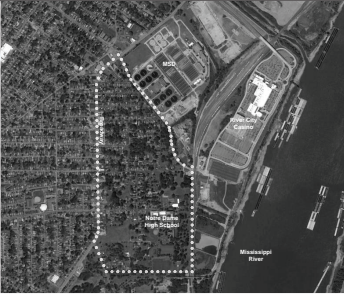
PUT THE PLAN INTO ACTION

FOR LEMAY'S EAST OF BROADWAY NEIGHBORHOOD



CREATE A PLAN OF ACTION FOR:


- STREETSCAPE IMPROVEMENTS
- NEIGHBORHOOD IMPROVEMENTS
- HOUSING INFILL
- PARK SPACE



PUBLIC DESIGN CHARRETTE

Monday, January 21 1:00 pm - 5:00 pm Key stakeholder meetings & open studio Stop by and provide your input on a range of specific issues and sit down with the design team to forge a new plan for your block or street! 7:00 pm Public Workshop What do you like? What needs to change? Join your fellow neighbors in identifying and prioritizing the key issues in your neighborhood to help make it prosperous again.	Tuesday, January 22 9:00 am - 5:00 pm Key stakeholder meetings & open studio Stop by and provide your input on a range of specific issues and sit down with the design team to forge a new plan for your block or street! 5:30 pm - 6:30 pm Planning Progress Pin-Up Stop by the studio and provide feedback on the work completed by the planning team. Make sure they are headed in the right direction!	Wednesday, January 23 9:00 am - 5:00 pm Key stakeholder meetings & open studio Stop by and provide your input on a range of specific issues and sit down with the design team to forge a new plan for your block or street! 5:30 pm - 6:30 pm Planning Progress Pin-Up Stop by the studio and provide feedback on the work completed by the planning team. Make sure they are headed in the right direction!	Wednesday, January 30 7:00 pm Closing Presentation Join in as we unveil the planning team's preliminary recommendation for neighborhood improvements.
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Location:
The Maria Center
336 East Ripa St



Funding for this project was provided to the St. Louis County Park Authority Community Reinvestment Fund

For more information contact the Lemay Housing Partnership at:
314-631-9905 - or - regina@lemayhousing.org

▲ CHARRETTE FLYER



▲ MAP OF COMMUNITY IDENTIFIED ISSUES

3.1 Public Input & Community

The project sponsors sought to insure that public input on the plan was garnered from as wide a spectrum of community members and stakeholders as possible. To that end, public participation in the plan included several key elements:

- A walking tour of the neighborhood
- A public kick-off meeting that included group discussions and a brainstorming session.
- A three-day public planning and design charrette (or workshop)
- Progress pin-ups and feedback session during the charrette
- A closing presentation with a feedback session

Key Tasks

The process set out to accomplish the following key tasks:

- Include diverse stakeholder groups to reach consensus resulting in feasible, realistic preservation/development/redevelopment plans
- Analyze the area's existing conditions
- Create conceptual design plans using exemplary traditional planning and urban design principles
- Integrate high-quality architectural designs that promote a mixing of uses, as well as enhance the existing fabric

3.2 The Charrette

Neighborhood Reconnaissance

A neighborhood walking tour took place on Saturday, January 19th, 2013 to give members of the charrette team a chance to get to know the community up close and members of the community a chance to articulate the issues and ideas they see for their neighborhood. Approximately 20 stakeholders and residents spent three hours walking, photographing, and discussing issues and opportunities for the neighborhood.

Design Sessions & Stakeholder Meetings

The neighborhood tour was followed by a 3-day charrette from Monday, January 21st to Wednesday, January 23rd. The charrette consisted of numerous stakeholder meetings and design sessions. The design team worked on-site at the Maria Center on the campus of the School Sisters of Notre Dame, with an open invitation for the community to offer continual input and monitor the work in progress.

Opening Meeting

At the end of the first day of the charrette, Monday, January 21st, there was an opening meeting that included group discussions and brainstorming.

Planning Progress Pin-Ups

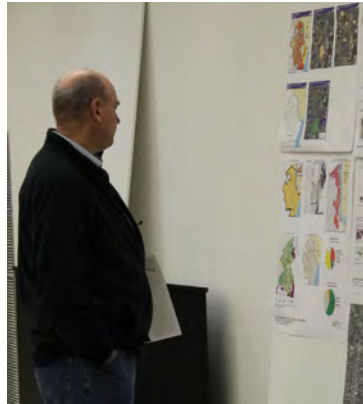
During the charrette, on the evenings of Tuesday and Wednesday, January 22nd and 23rd, planning progress pin-ups encouraged continued feedback and discussion on the progress of the plans and strategies from the general public.

Closing Presentation

Approximately 85 citizens and stakeholders attended a closing presentation by the planning team on Wednesday, January 30th, highlighting the week's results and the plan's preliminary recommendations. The plan represents the consensus opinion gained through a week of collaboration between the public, project sponsors, stakeholders, and the design team. It embodies the vision to be carried forth by the East of Broadway neighborhood in the years to come.



▲ PICTURES FROM THE NEIGHBORHOOD RECONNAISSANCE



▲ PICTURES FROM THE OPENING MEETING

KEY CHARRETTE PRINCIPLES

Involve everyone from the start: Anyone who might have an opinion or be affected by the plan should be involved from the very beginning. By making people roll up their sleeves and work with the design team, the process gains mutual authorship and shared vision.

Work concurrently and cross-functionally: The design team should have many different specialties, but during the charrette, everyone becomes generalists, assimilating everyone’s expertise and reflecting the wisdom of each participant.

Work in short feedback loops: The public needs to be able to propose an idea and see it designed for review in a short period of time. The charrette process typically includes pin-up critique sessions every evening to garner input on the preferred direction based upon what was learned during the day.

Work in detail: Only through designing to a level of detail that includes both the details of building types, blocks, and public spaces as well as the big picture of circulation, transportation, land use, and major public amenities can fatal flaws be reduced or eliminated.

3.3

Community Issues & Priorities

Issues Identified by the Community

- During the charrette process, several overriding issues were identified by the community in their input and feedback:
- General: Lemay’s image is not positive (East of Broadway); perception of crime
 - Housing: vacant, run-down houses; empty lots; poor maintenance
 - Streets: poor maintenance; parking is a problem; drainage issues; like existing streets with sidewalks and curbs
 - Black Forest Park: poor reputation; low usage; better large parks nearby; lack of investment
 - Broadway: very eclectic mix of commercial and residential; many buildings have potential for business retrofit, especially between Velma & Loretta
 - Ideas: like ideas of neighborhood gardens and improved housing

PUBLIC DESIGN CHARRETTE

Monday, January 21

1:00 pm - 5:00 pm
Key stakeholder meetings & open studio
Stop by and provide your input on a range of specific issues and sit down with the design team to forge a new plan for your block or street!

7:00 pm
Public Workshop
What do you like? What needs to change? Join you fellow neighbors in identifying and prioritizing the key issues in your neighborhood to help make it prosperous again.

Tuesday, January 22

9:00 am - 5:00 pm
Key stakeholder meetings & open studio
Stop by and provide your input on a range of specific issues and sit down with the design team to forge a new plan for your block or street!

5:30 pm – 6:30 pm
Planning Progress Pin-Up
Stop by the studio and provide feedback on the work completed by the planning team. Make sure they are headed in the right direction!

Wednesday, January 23

9:00 am - 5:00 pm
Key stakeholder meetings & open studio
Stop by and provide your input on a range of specific issues and sit down with the design team to forge a new plan for your block or street!

5:30 pm – 6:30 pm
Planning Progress Pin-Up
Stop by the studio and provide feedback on the work completed by the planning team. Make sure they are headed in the right direction!

Wednesday, January 30

7:00 pm
Closing Presentation
Join us as we unveil the planning team’s preliminary recommendation for neighborhood improvements.

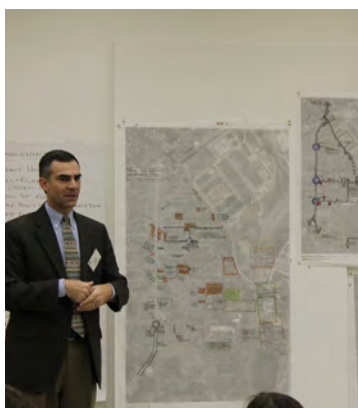
Location:
The Maria Center
336 East Ripa St

▲ CHARRETTE SCHEDULE

Community Priorities

From the issues identified by the community, key priorities were outlined:

- Improve the reputation of the neighborhood to encourage existing residents to maintain their homes and new residents to move into the neighborhood; and
- Improve housing by better maintaining existing housing and creating opportunities for new housing and investment; and
- Improve the parking and maintenance issues on the streets; and
- Improve the safety of parks and public space; and
- Help businesses on Broadway succeed; and
- Encourage opportunities for community involvement and activities.



▲ PICTURES FROM THE CHARRETTE