

Near North Side Master Plan

March 2016



Near North Side STL
Choice Neighborhood Planning Initiative

URBAN
STRATEGIES

MCCORMACK
BARON
SALAZAR



URBAN DESIGN ASSOCIATES

The Team

Choice Neighborhoods Grantee: Urban Strategies

Lead Partner: City of St. Louis

Housing Lead: McCormack Baron Salazar

Master Planners: Urban Design Associates

Architecture: KAI Design + Build

Civil Engineering: David Mason & Associates

CHOICE NEIGHBORHOODS OVERVIEW

- Evolution of U.S. Public Housing Policy and HOPE VI
- Planning grant awarded by the U.S. Department of Housing & Urban Development to Urban Strategies in February of 2015
- 12 Implementation grants thus far (Urban Strategies and McCormack Baron Salazar are leads on five)
- Housing focal point is Preservation Square, but the Study area extends to the larger Near Northside Neighborhood
- Anticipate an application for implementation in early 2016
- **Will implement with or without Choice funding – Prioritization is Critical**
- The planning process is structured around Results

NEIGHBORHOOD OUTCOMES:

“What we want the
neighborhood to look
like in 10 years”

- A diverse community in income, demographics and housing
- Residents are civically responsible and engaged
- A community that is integrated into the region
- Aesthetically pleasing
- Residents have access to healthy food options
- Walkable
- Residents are safe in their homes and their community
- Economically stable neighborhood
- Residents have access to quality transportation
- Residents have access to Cultural Institutions

HOUSING OUTCOMES:

“What we want the
neighborhood to look
like in 10 years”

- Families own homes
- Safe neighborhood
- Sustainable and environmentally friendly
- Diverse in income, demographics and housing
- Stable housing for all

PEOPLE
OUTCOMES:

“What we want the
neighborhood to look
like in 10 years”

- Engaged youth
- Able bodied adults are working
- Children are succeeding in school
- Children are ready for school
- Residents are connected through technology
- Residents are mentally and physically healthy
- Seniors are supported
- Residents have access to economic opportunities
- Residents are financially stable
- Community without homelessness
- Residents engaging positively

People Strategies Under Development and Identified Partners

- Economic Opportunity
 - Employment program that includes: hard skills training, job readiness, mentorship, placement and barrier removal
 - Access to working capital and business mentorship for entrepreneurs
 - Financial Empowerment Center
- Sustainability
 - Health Impact Assessment
 - Health Services Marketing and Communication strategy
 - Replicate the Family Rewards Program
- Education
 - Early Learning
 - Connect Flance Early Learning Center to existing day care/family based centers
 - Academic Achievement
 - After school and summer learning programs
 - School based strategy
 - Education Marketing and Communication strategy
 - Youth Development
 - Youth social enterprise
 - After school and summer learning programs
 - College and career mentorship
- Identified Partners: Carr Square Community Center, YMCA, US Bank, Justine Petersen, Electro Savings Credit Union, St. Louis Unbanked Task Force, St. Louis Community Credit Union, Prosperity Connection, SLATE, Mission: St. Louis, Employment Connections, Grace Hill, Flance Early Learning Center, Lift for Life Gym, United 4 Children, Parents as Teachers, LUME Institute, Affinia, Missouri Sewer District, St. Louis Community College

Neighborhood Strategies Under Development and Identified Partners

- Economic Opportunity
 - Comprehensive Re-Entry program
 - Priority for hiring within the neighborhood for development projects
 - National Geospatial Agency
 - 14th Street Transit Corridor (Metrolink and Trolley Car)
- Sustainability
 - Fresh Produce Market
 - Community Garden
 - Neighborhood beautification of green spaces
 - Global Green and EcoDistrict
- Public Safety
 - Neighborhood Ownership Model
 - Byrne Safety Program which is focused on Crime Prevention Through Environmental Design (CPTED) and re-entry programming.
 - State of the art Carr Square Community Center
- Identified Partners: Mission: St. Louis, St. Patrick's Center, Father's Support Center, Missouri Sewer District, Downtown STL, Metro Market, Gateway Greening, Great Rivers Greenway, Circuit Attorney's Office, YMCA, Carr Square Community Center

Housing Strategies Under Development

- Economic Opportunity
 - Development of for sale home opportunities
 - Financial resources to support an increase in homeownership
- Sustainability
 - Expanded green space
 - Use of energy efficient materials
 - Rain gardens
- Public Safety
 - CPTED principles in housing design
 - Neighborhood cameras
 - Reduce density
- Identified Partners: Habitat for Humanity, Beyond Housing

Jonas Hubbard Jr. Community Center

- Collaboration of Carr Square Community Center and the Downtown YMCA.
- Proposed location on 14th Street between Biddle and O'Fallon
- An attractive and welcoming center for all neighborhood residents from Downtown and through the North Side to enjoy
- Envisioned to include recreation, educational, social services and administrative uses

Financial Empowerment Center

- Comprehensive Financial Empowerment Center with:
 - Counseling to assist with debt reduction and build savings in tangible and measurable ways including
 - Erasing erroneous debts and correcting credit histories;
 - Identifying new sources of income such as unclaimed benefits like the childcare tax credit, the earned income tax credit, and others
 - Creating budgets and payment plans that facilitate realistic savings plans
- Potential Partners: US Bank; Electro Savings Credit Union, Bank On Save Up, St. Louis Unbanked Task Force, Prosperity Connection, St. Louis Community Credit union, Justine Petersen, Equifax

Byrne Criminal Justice Innovation Grant

- Three year grant from the Department of Justice awarded in Fall of 2015
- Grant award is \$1,000,000 to address crime and public safety in Carr and Columbus Square neighborhoods
- First year of grant dedicated to planning, community engagement and early action projects
- Last two years of the grant are dedicated to implementing the plan after it is approved by Department of Justice
- Resident Council for Safety is being created to assist the grant effort

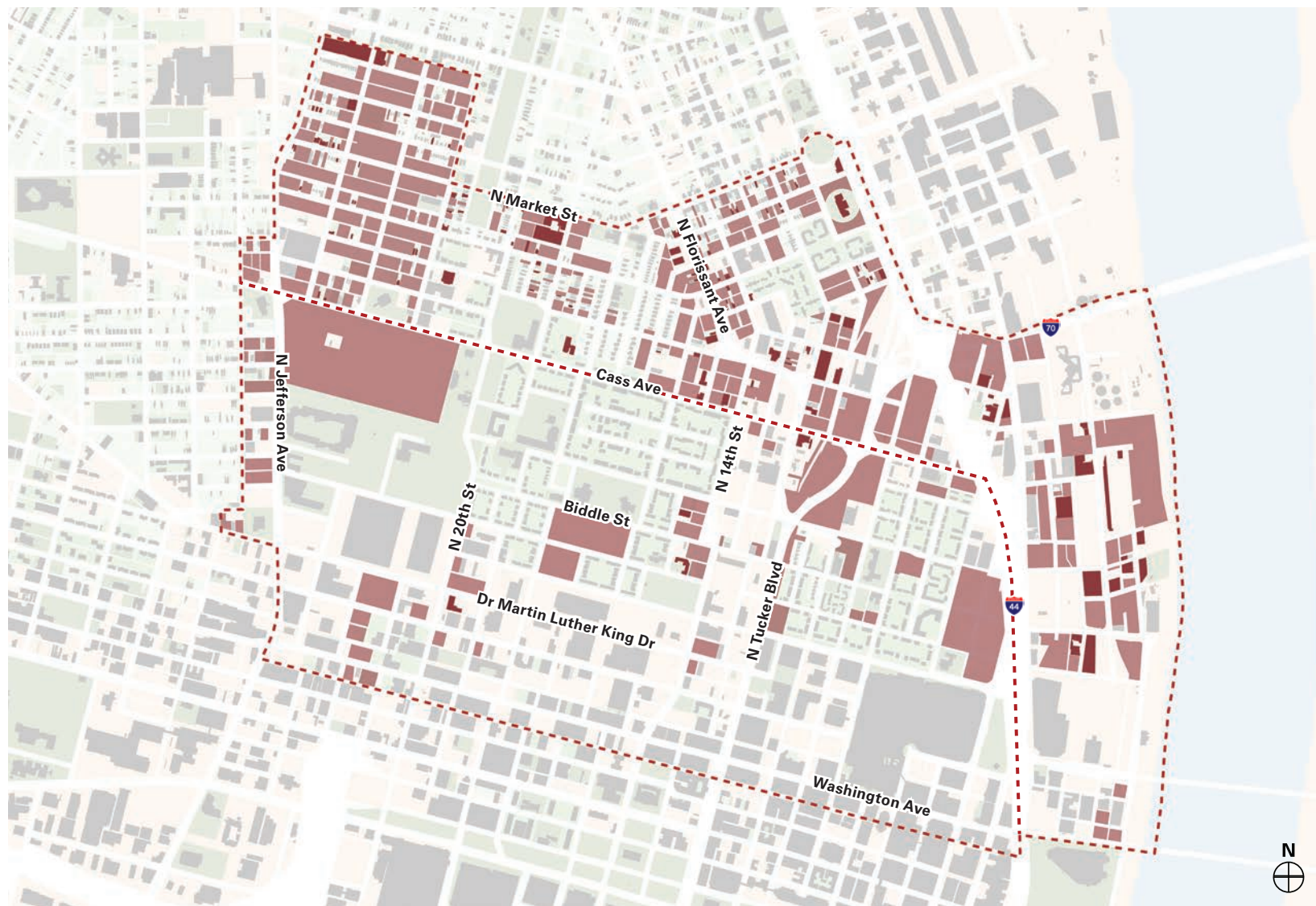
The Neighborhood Today

What We Heard

The Neighborhood Today



The Neighborhood Today



VACANT LAND

UNOCCUPIED STRUCTURES

CHOICE NEIGHBORHOOD PLAN AREA

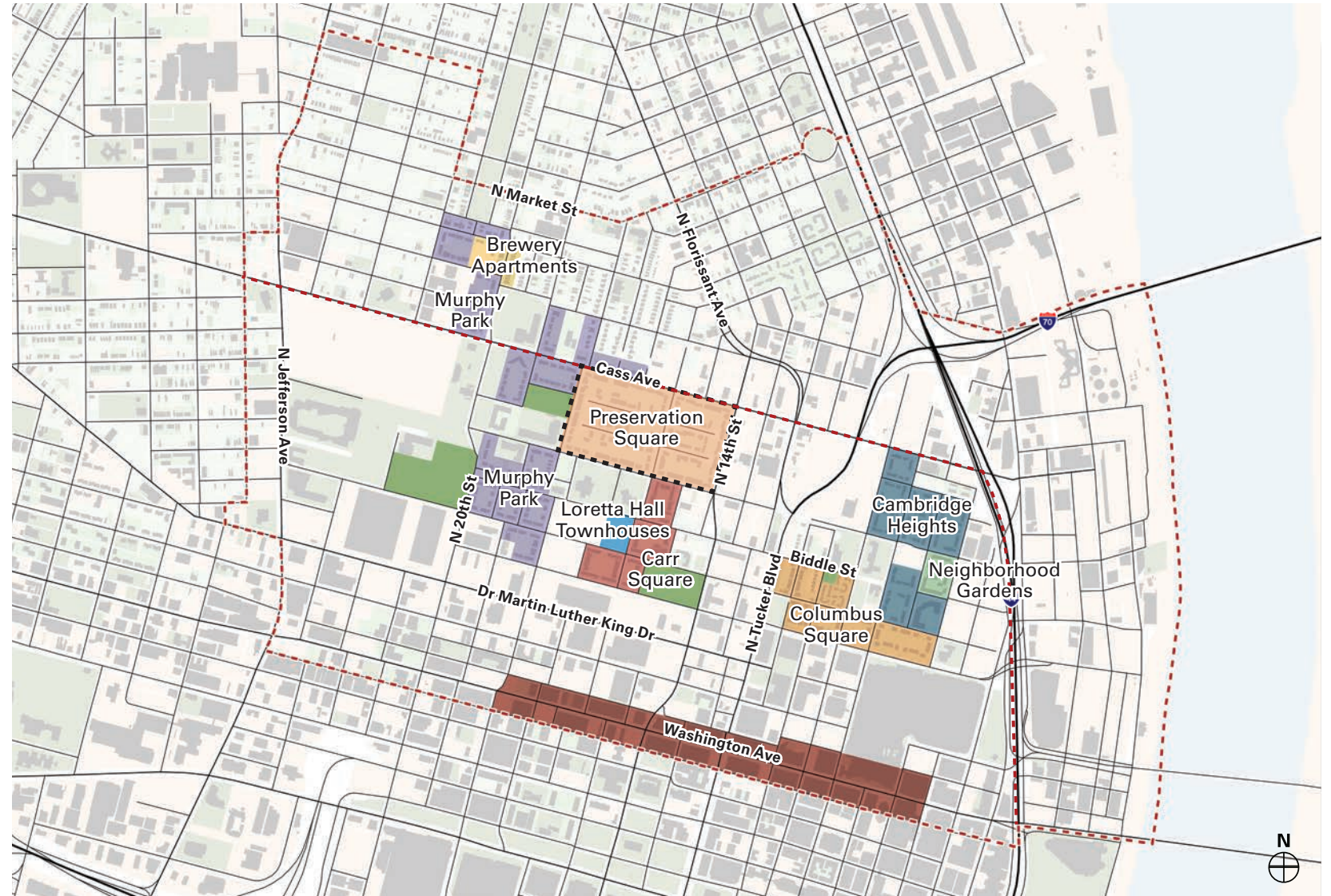
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The Neighborhood Today



**Concentrated
Density**

**Disconnected
Neighborhoods**



Dot Exercise

Three Questions:

- What are the **strengths** of Preservation Place and the surrounding areas?
- What are the **weaknesses** of Preservation Place and the surrounding areas?
- What are the **visions** for Preservation Place and the surrounding areas?

Green Dots - Best Places

What are the **STRENGTHS**?

- Newer development and renovations
 - Carr Square Renovations
 - Murphy Park
 - Single-family houses north of Cass Avenue
 - New Carr Square Townhouses & Single-Family
- Vacant Land for Development
- New KIPP School
- Parks - Desoto Park, Loretta Hall Park
- Gateway Women's Shelter

Green Dots - Best Places



Red Dots - Worst Places

What are the **WEAKNESSES**?

- Lack of access to healthy food
- Not enough places for kids to play
- Not safe to walk at night, poor lighting
- Too many liquor stores
- Preservation Square is a prison (1-way in, 1-way out)
- Abandoned buildings & Empty Lots are a blighting influence on the neighborhood
- Schools - no safe high school in walking distance
Lack of spaces and spaces for early childhood
- Lack of information and resource sharing
- Health centers have long waits and poor service
- Not enough support for seniors and disabled

Red Dots - Worst Places



Blue Dots - Where do you want something to happen?

What are the **VISIONS**?

- Community Center for multiple neighborhoods
- Bring grocery store, farmers market, CSAs (access to fresh food) back into the neighborhood
- More neighborhood parks
- 'All about safety'- lighting, sidewalks, gated parking
- More transportation options, better amenities at stops
- Expand police presence, sub-stations, and call-boxes
- Remove the barriers and blocked streets
- More playgrounds for kids
- A place for people to buy bus passes, stamps, necessities
- Don't LOSE any green space - add to what's already here
- Provide programming for all ages, kids, seniors, families

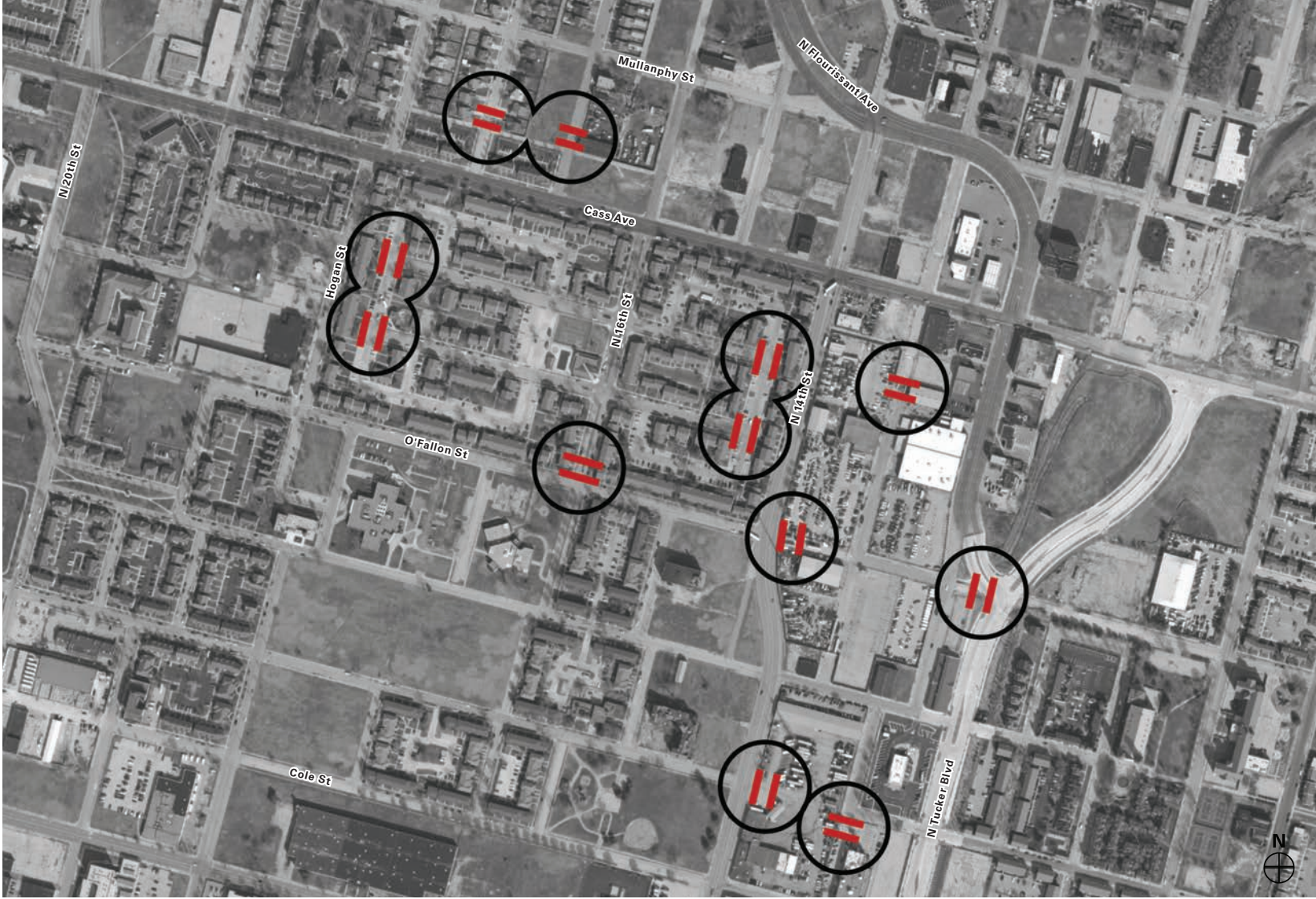
Blue Dots - Places of Opportunity



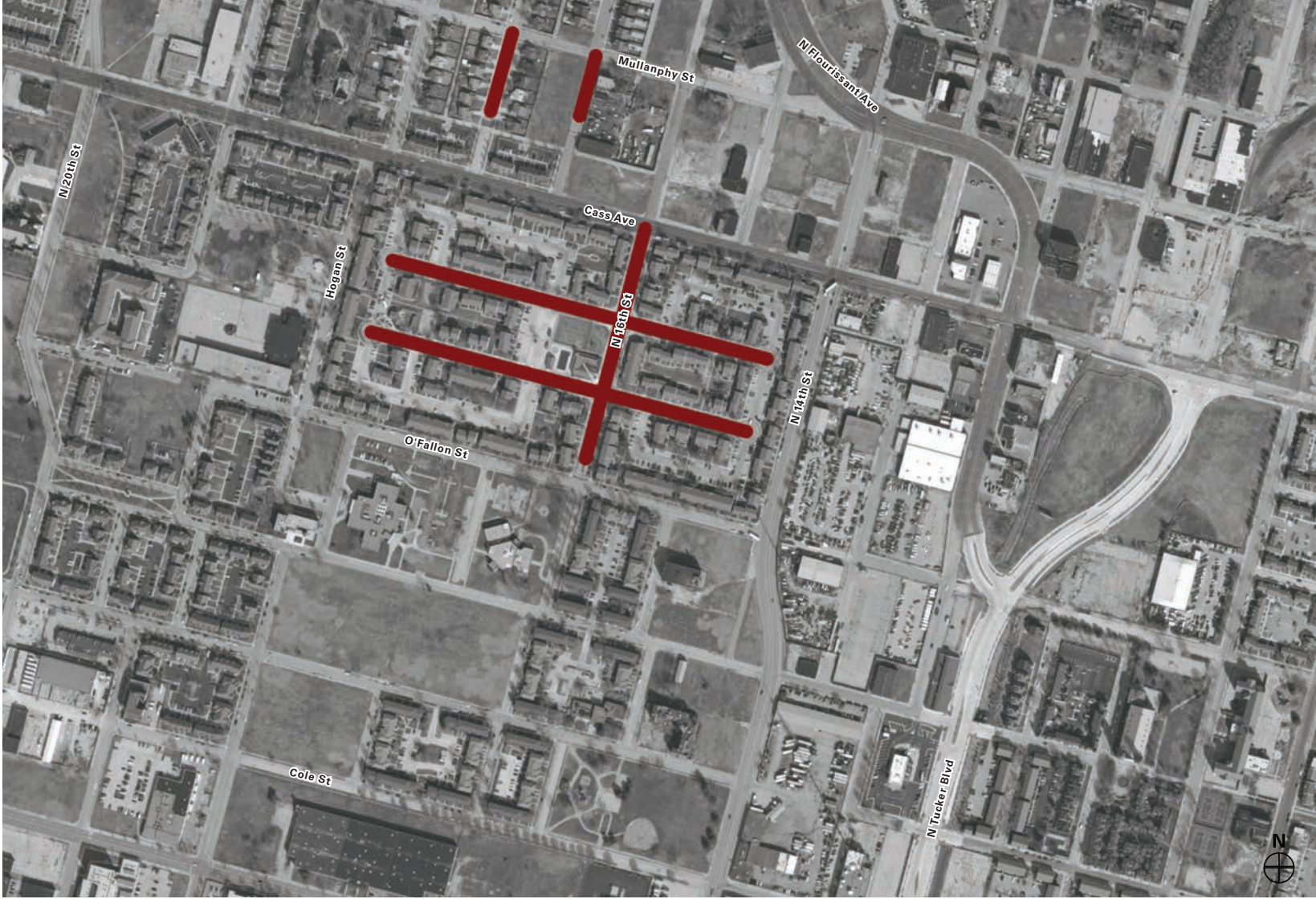
Blue + Red
Where should
we focus?



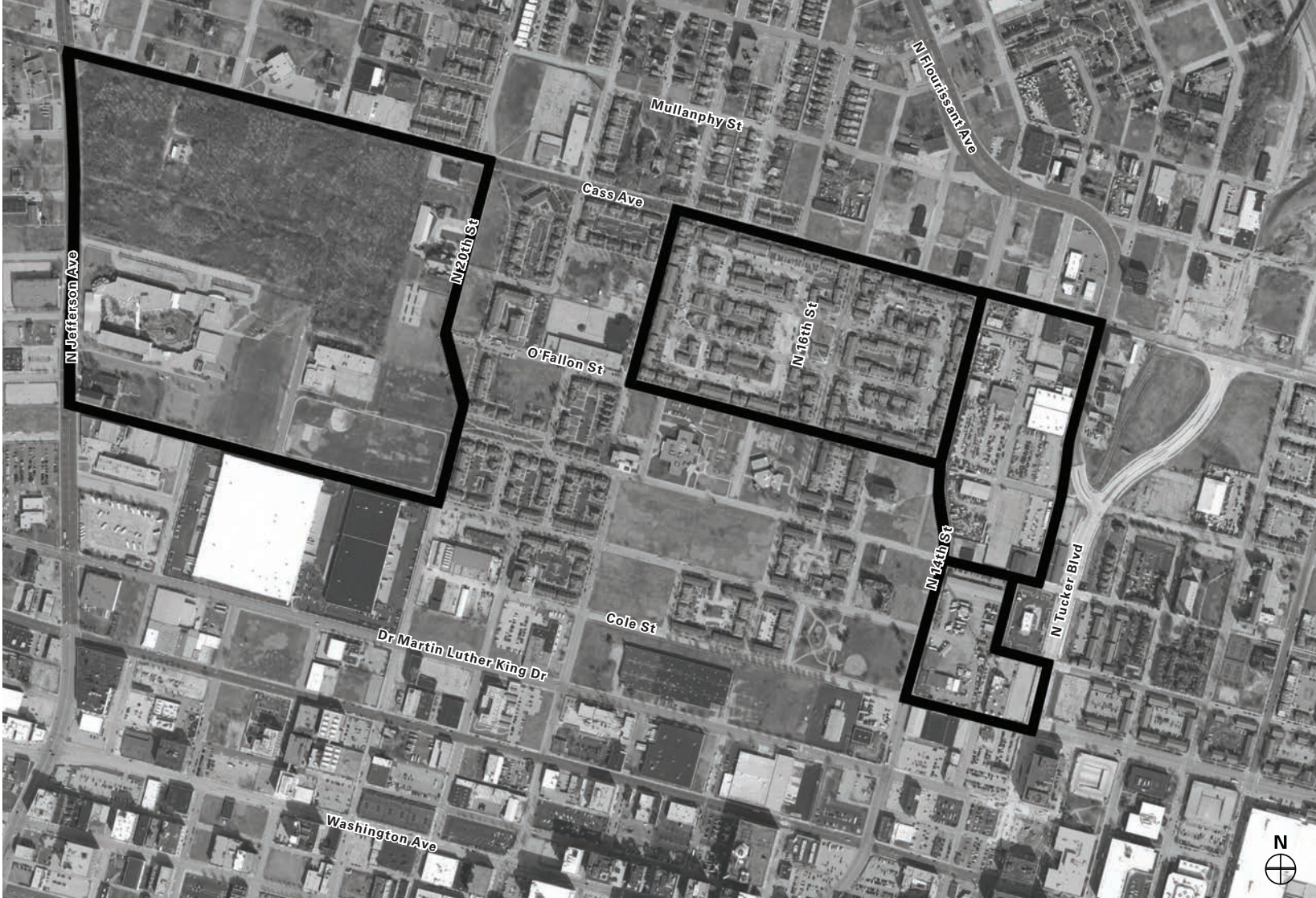
Blocked Connections



One-Way In, One-Way Out



Super Blocks



Transforming Preservation Square (Housing Vision)

8 Priorities

1. Improve Security (Implement CPTED Principles)
2. Reduce Density
3. Restore the Street Grid
4. Create a “Beating Heart”
5. Bring Interiors up to Modern Standards
6. Diversify Architecture (expand the toolkit)
7. Build a New Front Porch on 14th Street
8. Make it Green

1. Improve Security (CPTED)



Natural Surveillance

- New site lighting**
- Ped-scale street lights
 - Security lighting in parking lots
 - Front/back auto porch lights
- Remove visual obstructions**



Territorial Reinforcement

- Differentiate:**
- Public
 - Semi-public
 - Private
- Expand residents' 'sphere of influence'**
- Pavement
 - Landscaping
 - Fencing
- Security cameras**



Natural Access Control

- Secure and direct flow of residents**
- Resident parking behind buildings
 - Walkways
 - Fences
 - Signage
 - Landscaping
- Reduce opportunity for crime**



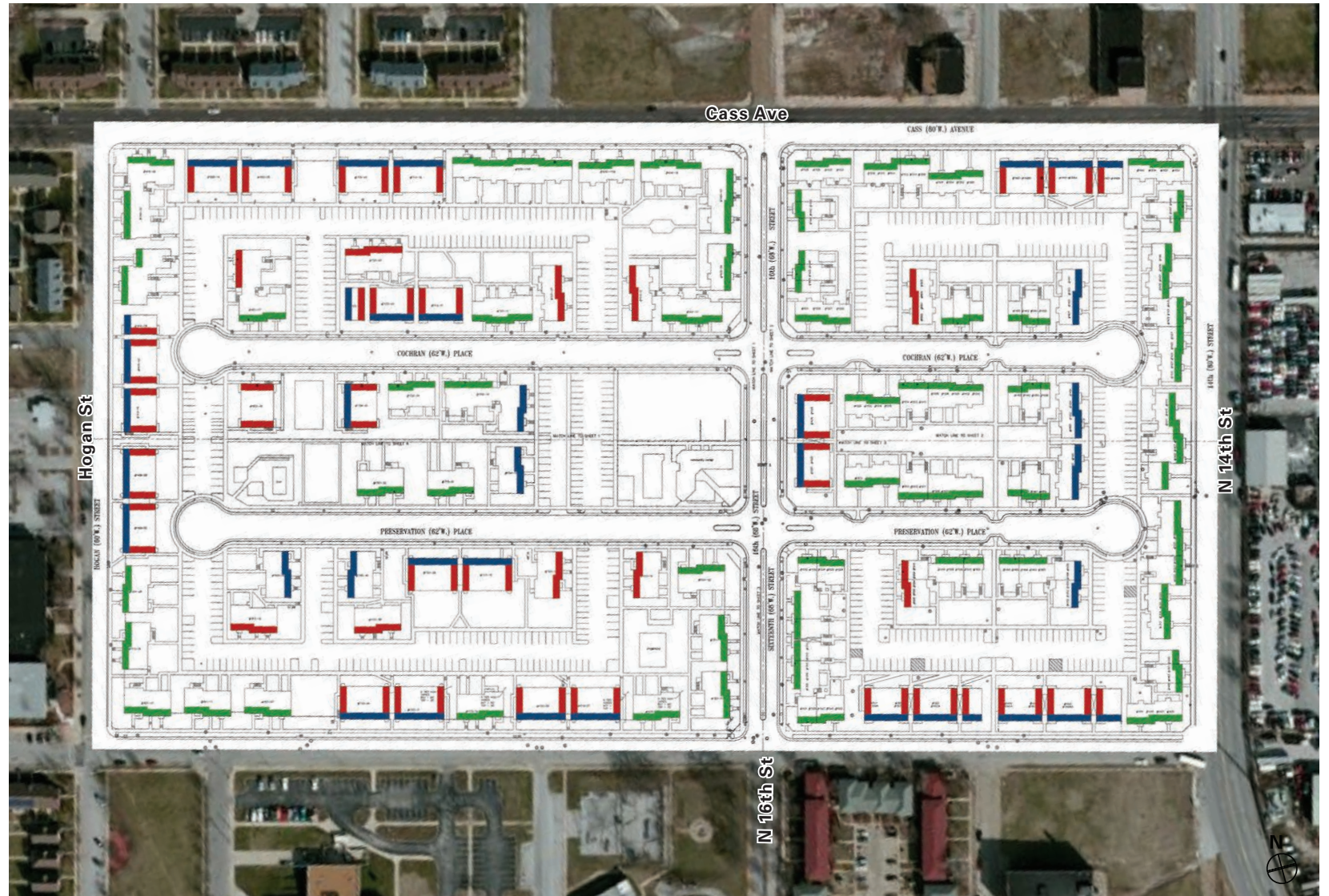
Maintenance

- Poor maintenance can lead to decline of a neighborhood**
- Implement a maintenance plan
 - Eliminate eye-sores

2. Reduce Density



2. Reduce Density

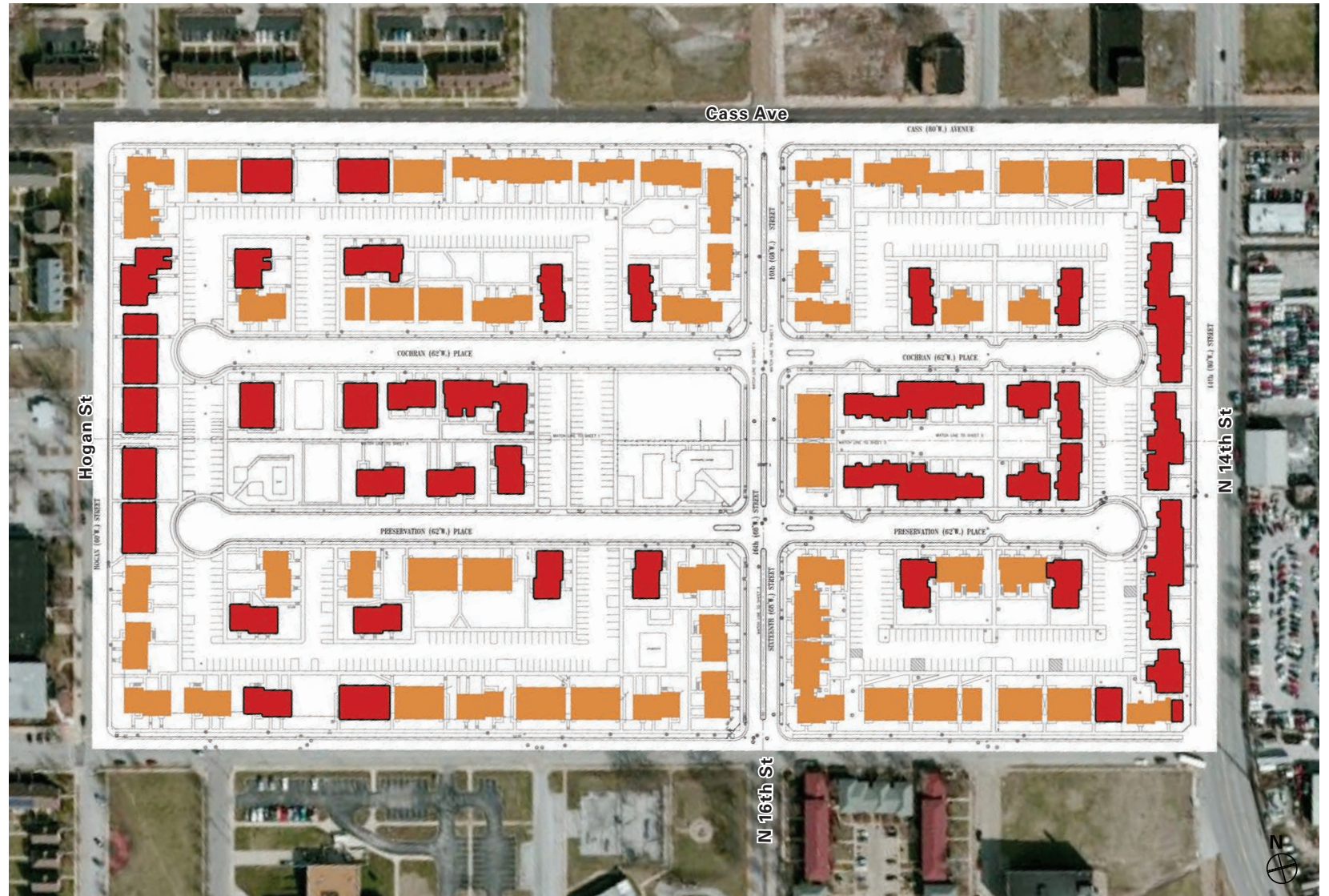


FRONT DOORS PROPERLY ORIENTED

FRONT DOORS IMPROPERLY ORIENTED

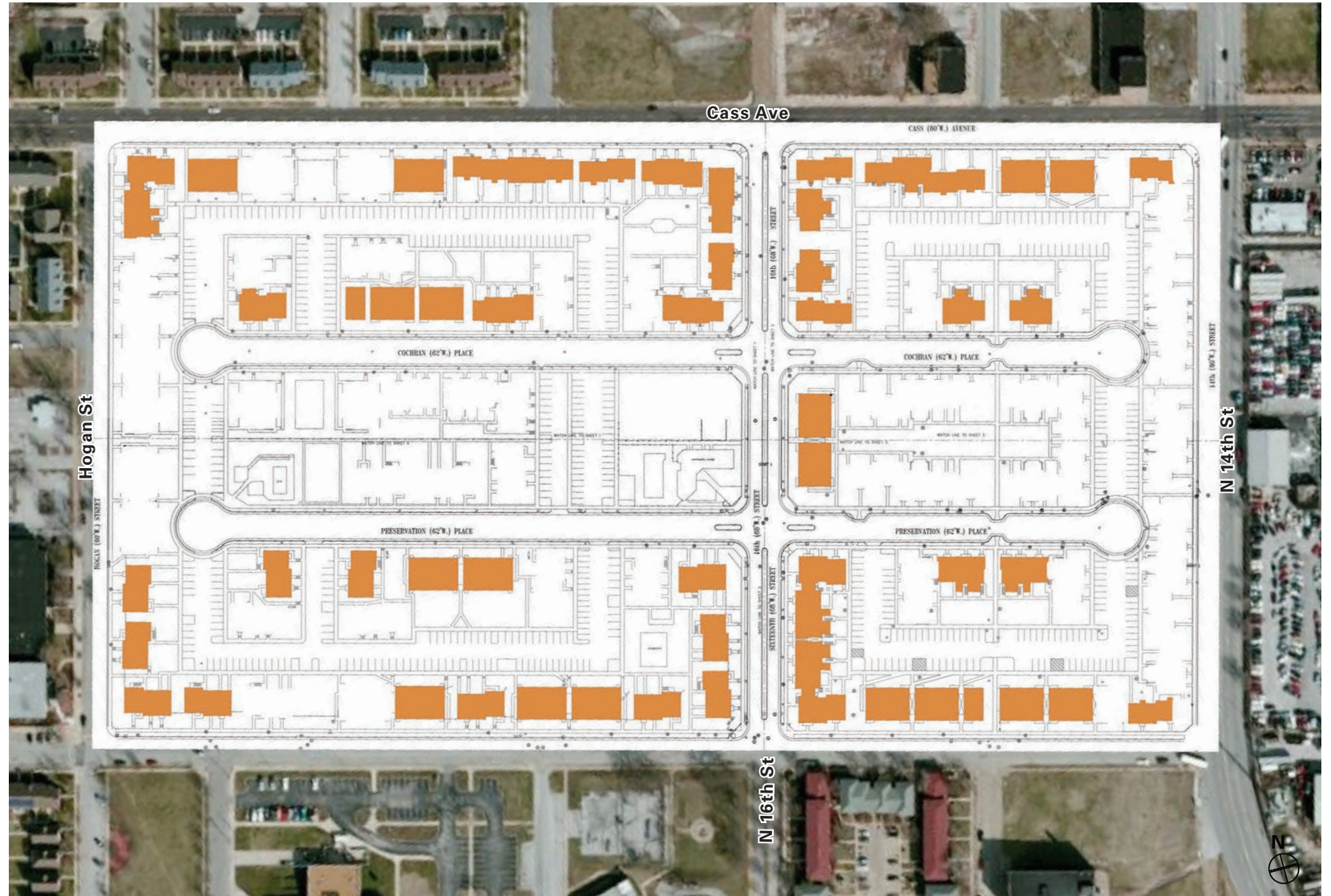
FRONT DOORS WHOSE ORIENTATION WE CAN FIX

2. Reduce
Density:
675 units
-317 units
358 units

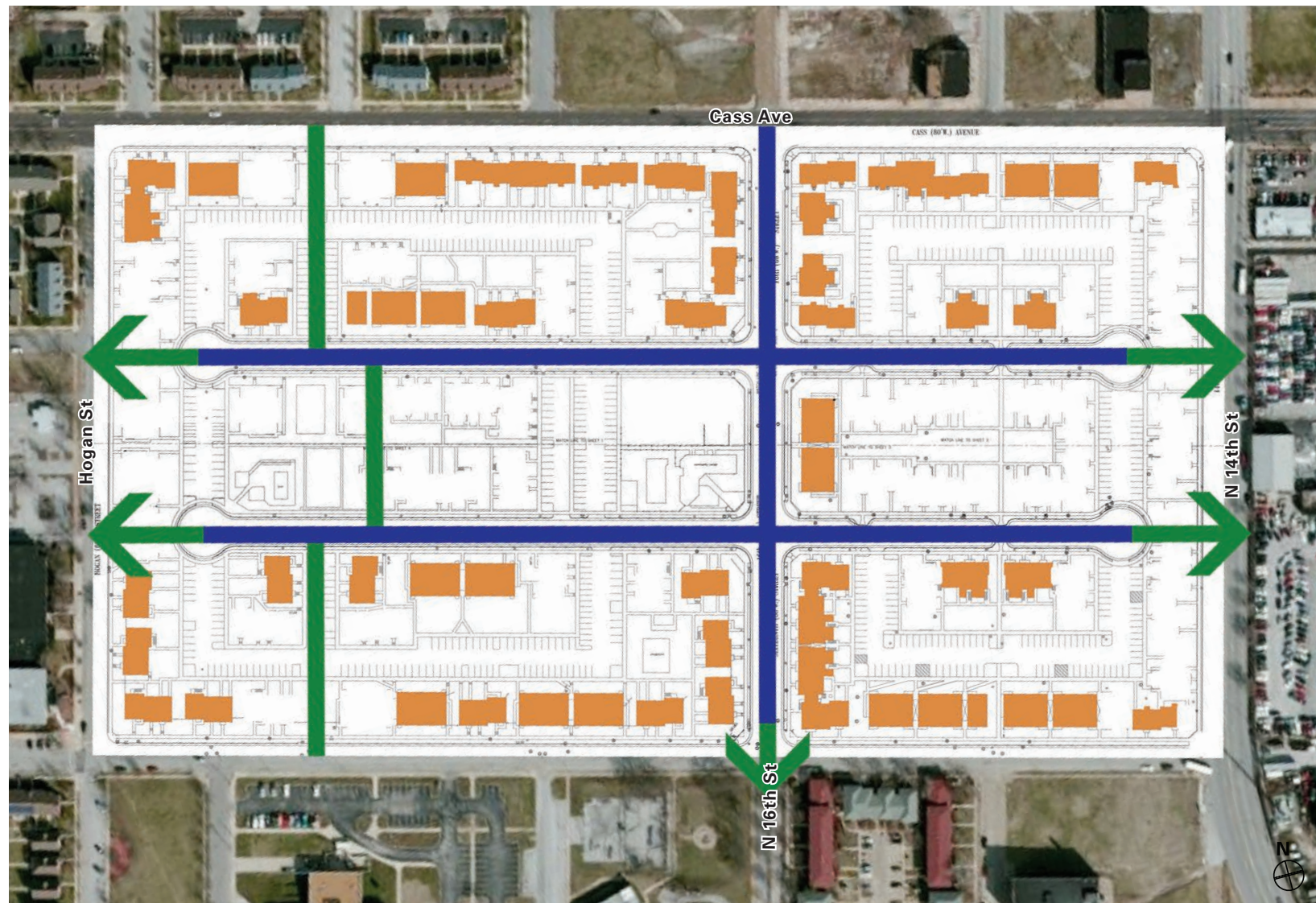


EXISTING BUILDINGS PROPOSED DEMOLITION

2. Reduce
Density:
675 units
-317 units
358 units

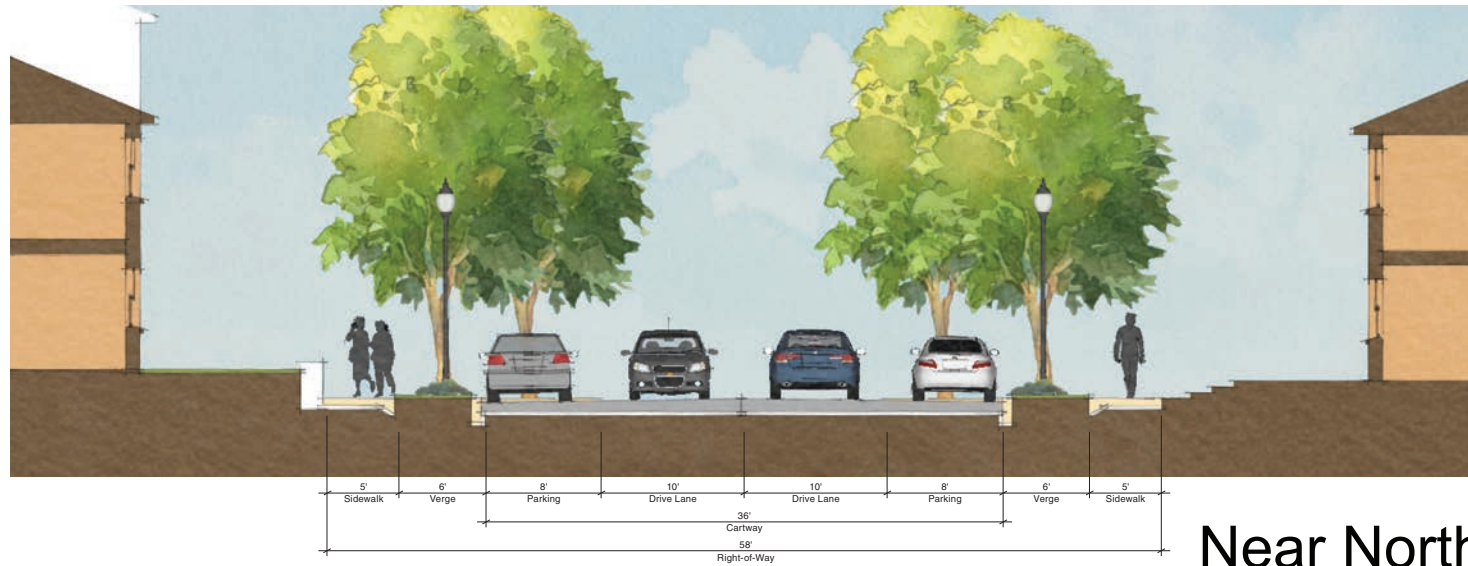
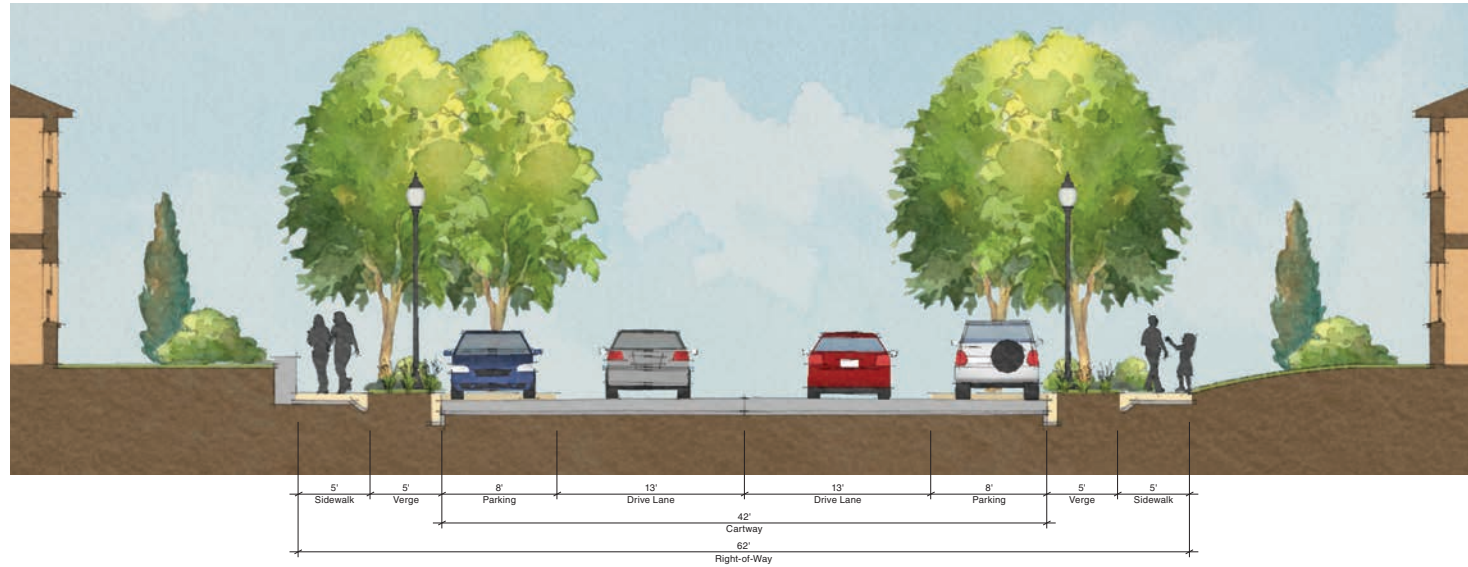


3. Restore the Street Grid



-  IMPROVED STREET
-  NEW STREET
-  NEW CONNECTION TO STREET GRID

3. Restore the Street Grid



3. Restore the Street Grid



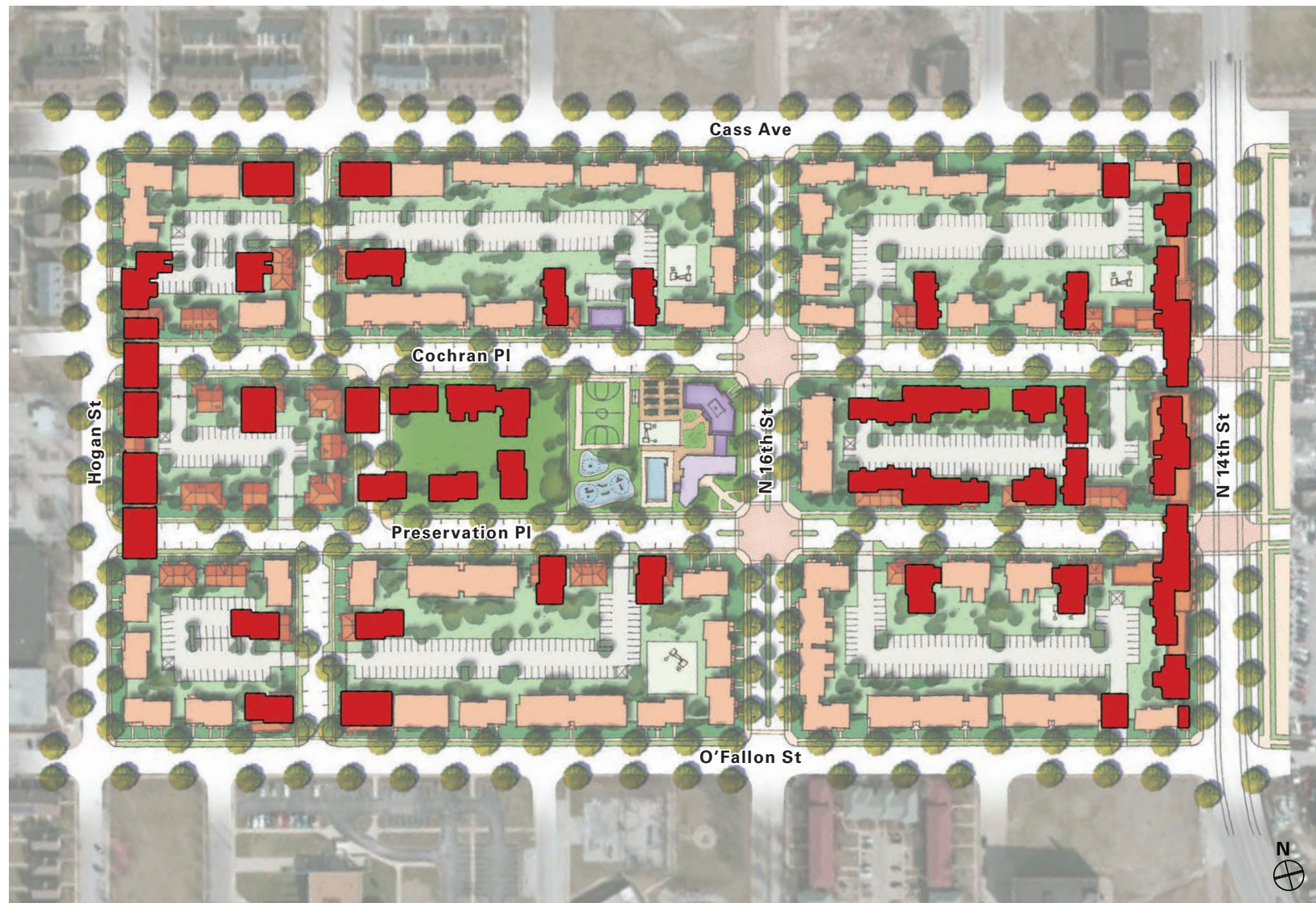
 PARK/COMMUNITY AMENITY

3. Restore the Street Grid:

344 units
+204 units
548 units



3. Restore the Street Grid



 PROPOSED DEMOLITION

3. Restore the Street Grid



4. Create a “Beating Heart”



4. Create a “Beating Heart”



4. Create a "Beating Heart"



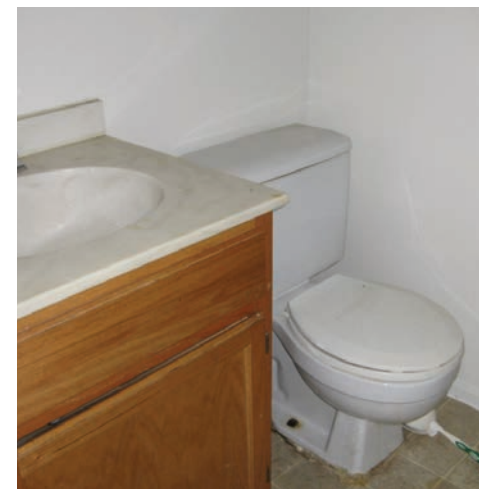




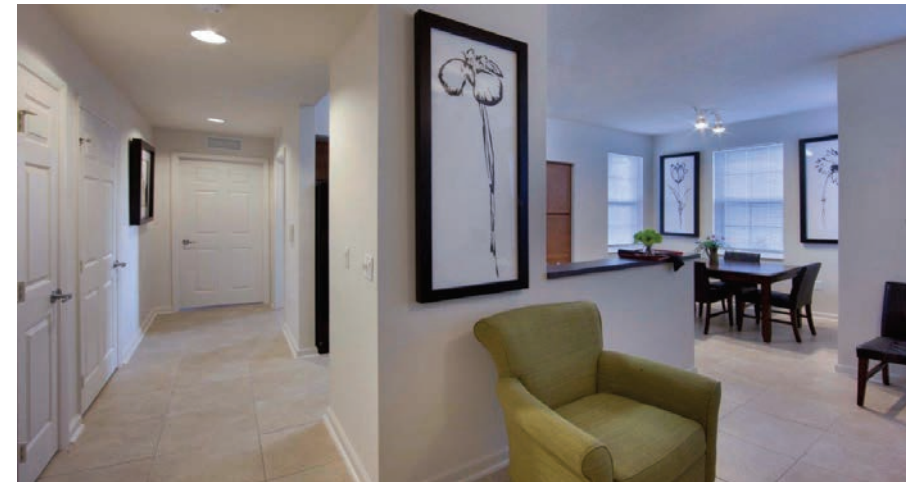
JULY 7, 2022



5. Bring the Interiors up to Modern Standards



5. Bring the Interiors up to Modern Standards



6. Diversify Architecture (Expand the Toolkit)



Brick (One Color)



Vinyl



Green Door



Awnings

6. Diversify Architecture (Expand the Toolkit)



6. Diversify Architecture (Expand the Toolkit)



6. Diversify Architecture (Expand the Toolkit)



6. Diversify Architecture (Expand the Toolkit)



Diggs Town BEFORE
No Man's Land



Diggs Town AFTER
Mrs. Rhome's Garden





2015

7. Build a New Front Porch on 14th Street







8. Make it Green

ECO-District Principles

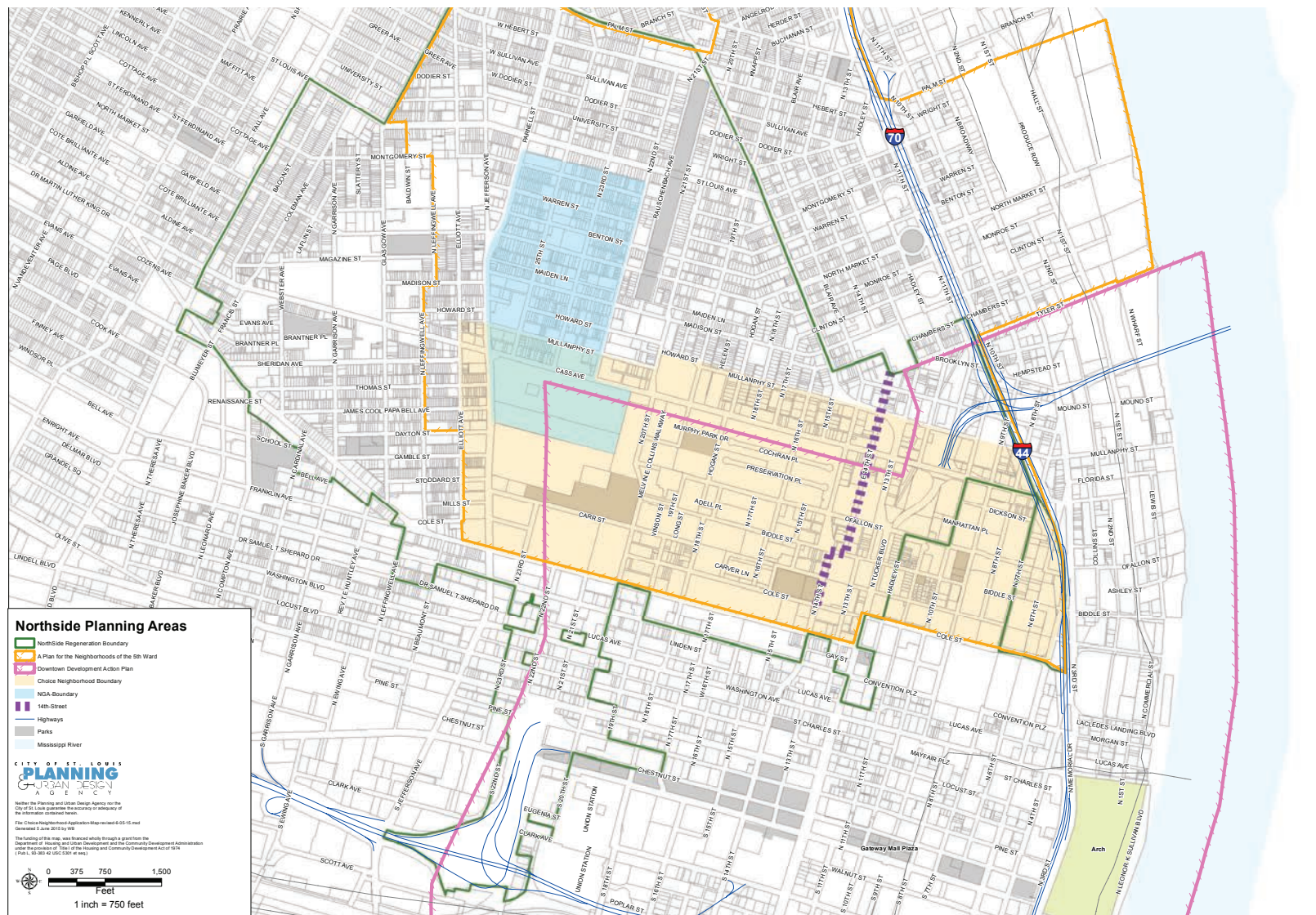
- Equitable development
- Health and wellbeing
- Community Identity
- Access and Mobility for Everyone
- Energy (Enterprise Green Community Standards)
- Storm Water and Water Consumption
- Materials – buildings and streets are sustainable and durable over time

Transforming Near North Side (Neighborhood Vision)

Parallel Planning Efforts

- North Side Regeneration Plan
- North Riverfront Open Space & Redevelopment Plan
- A Plan for the Neighborhoods of the 5th Ward
 - Carr Square Focus Area
 - Columbus Square Focus Area
- SLDC Planning
- Downtown Development Action Plan
- North/South Transit Connector along 14th Street
- NGA (National Geospatial Intelligence Agency)
Campus Plan

Parallel Planning Efforts

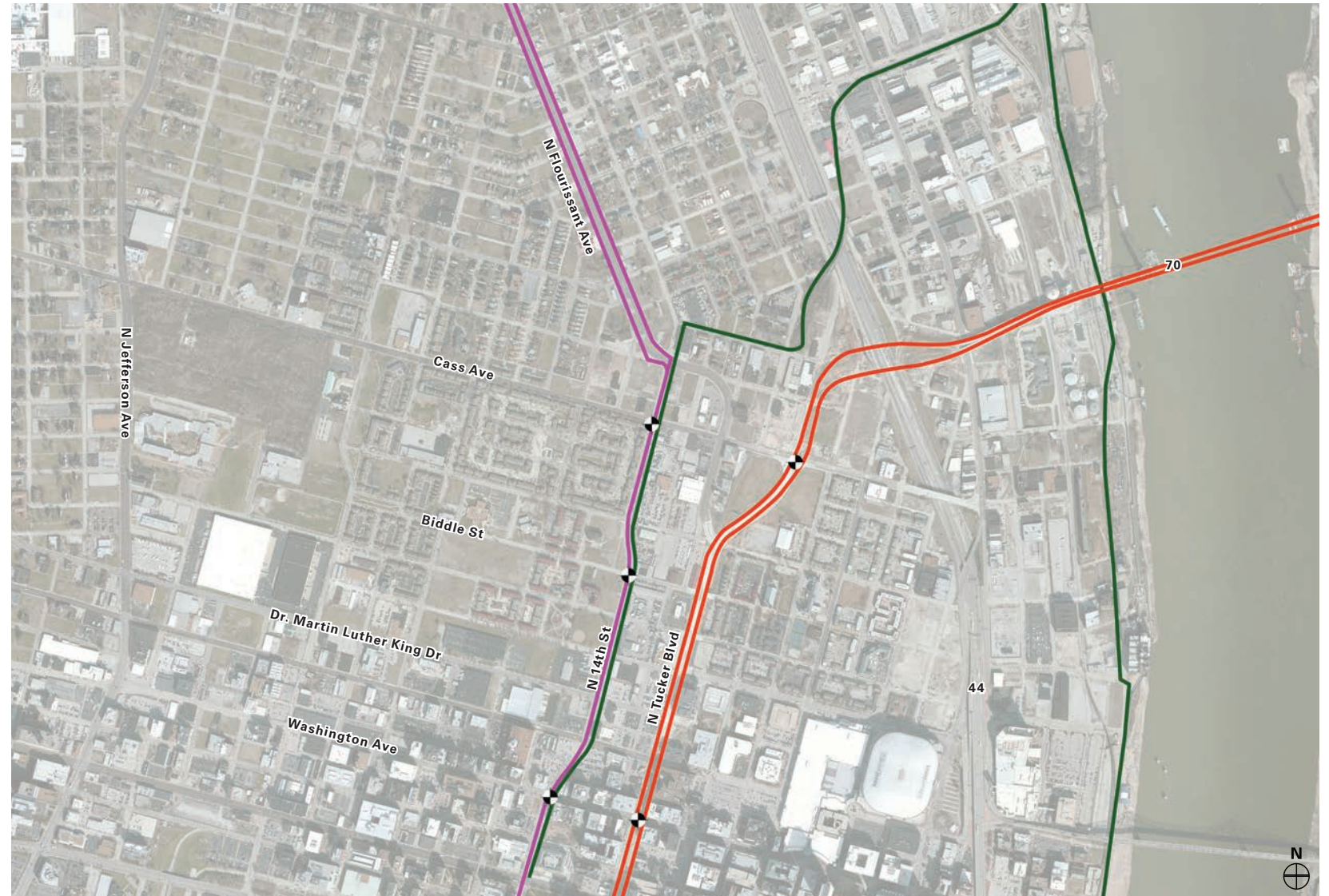


Near North Side STL
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8 Priorities

1. Support the Great Rivers Greenway & Streetcar initiatives
2. Assimilate Riverfront, Geospatial, and Paul McKee's plans
3. Improve educational choices and quality
4. Prioritize training, new job creation, & economic development
5. Connect the strength of Washington Avenue to Cass Avenue along 14th/Tucker
6. Replace industrial and blighted buildings in the 14th/Tucker corridor with "gateway" commercial development
7. Bring in neighborhood serving retail

1. Support the Streetcar Initiative & Great Rivers Greenway

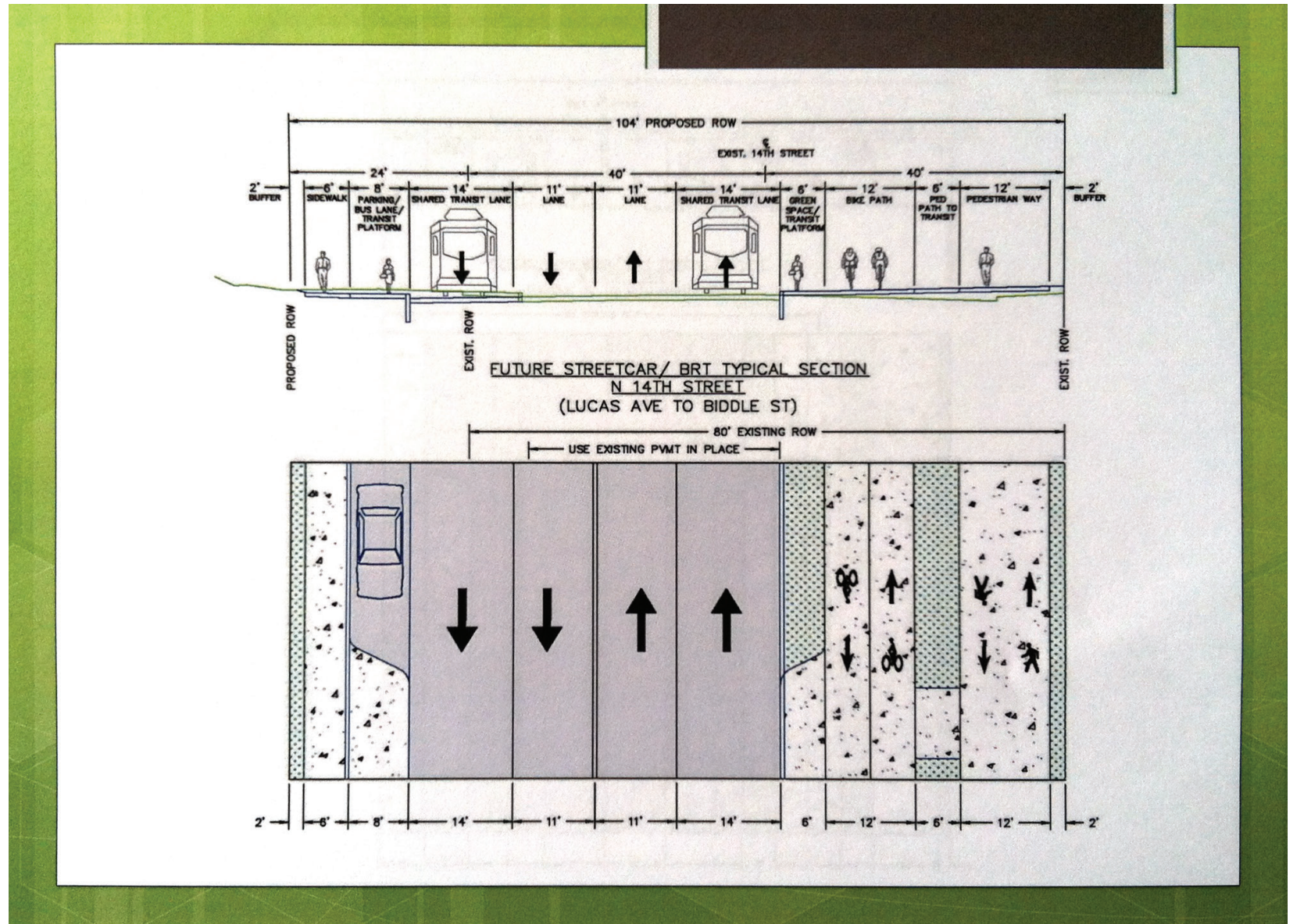


— GREAT RIVER GREENWAY — NORTH TUCKER BLVD — ST. LOUIS STREETCAR

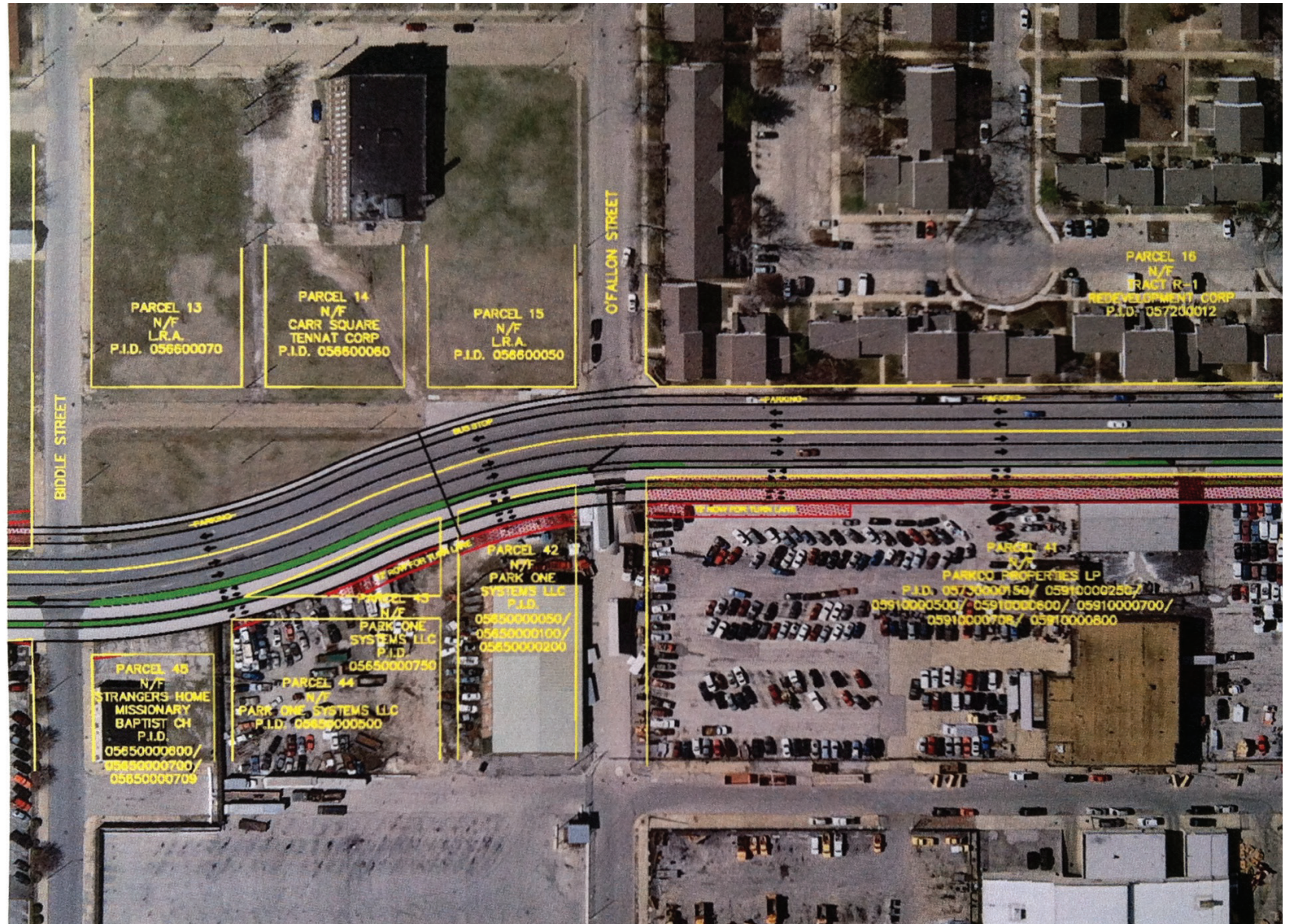
1. Support the Streetcar Initiative



1. Great Rivers Greenway

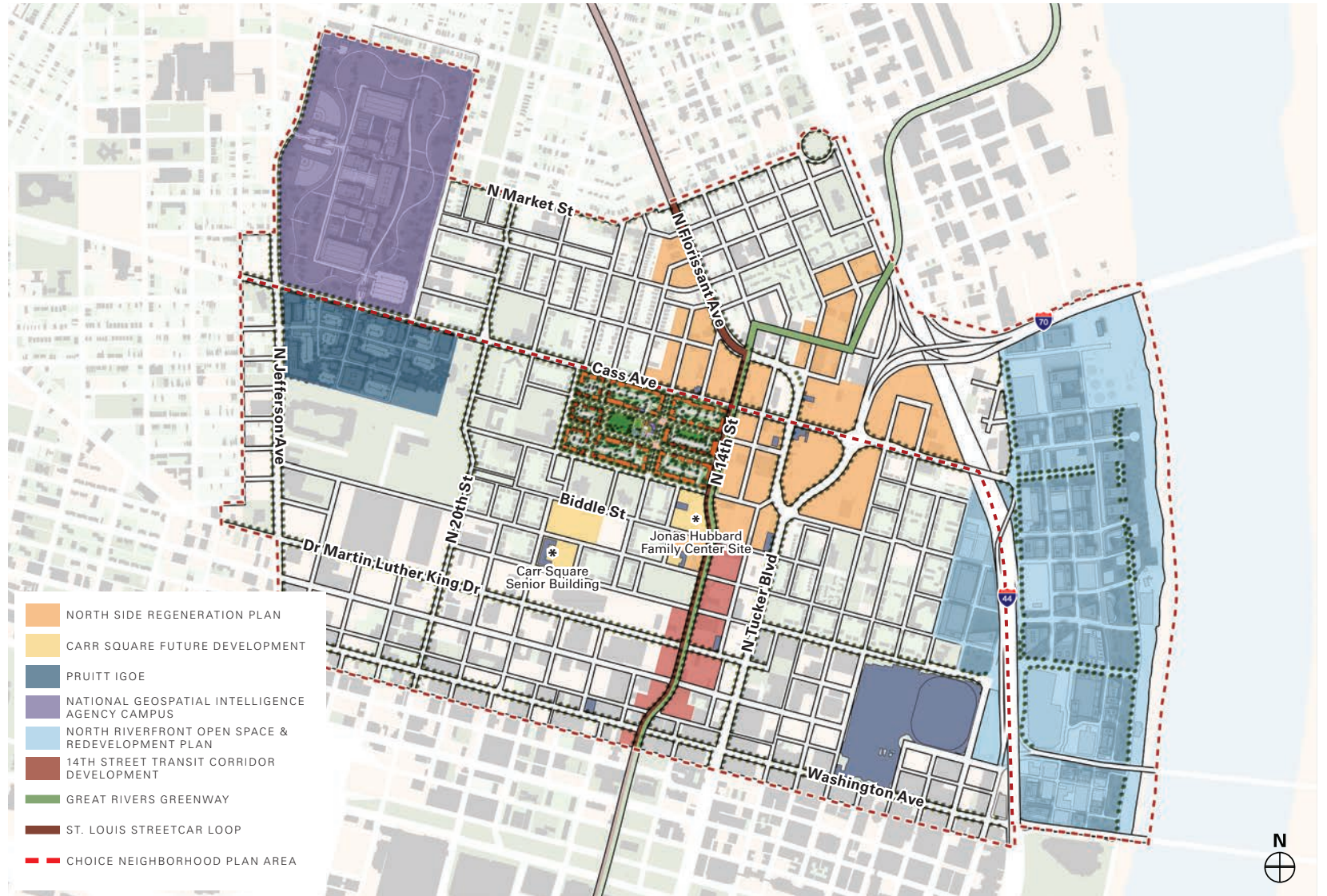


1. Great Rivers Greenway





Neighborhood Vision Plan



Neighborhood Vision Plan

