AGENDA

PLANNING AND ZONING COMMISSION MEETING

CITY OF CREVE COEUR, MISSOURI

MONDAY, JUNE 5, 2017

6:30 PM

Pursuant to Section 610.022 RSMO, the Planning and Zoning Commission could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. and/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.

Reports, documents, plans, and related materials are available for examination at the Creve Coeur Government Center, 300 North New Ballas Road, prior to the meeting.

Special disabled service may be arranged by contacting the Office of the City Administrator in advance.

CALL TO ORDER

Ms. Beth Kistner (Chair)
Mr. Tim Carney
Ms. Muriel Hall
Mr. Don Magruder
Mr. Gene Rovak
Ms. Heather Silverman
Mr. Matthew Schuh
Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, Director of Community Development
Ms. Whitney Kelly, City Planner
Ms. Jessica Stutte, Planning Assistant/Recording Secretary

ROLL CALL

ACCEPTANCE OF THE AGENDA

APPROVAL OF MINUTES

1. **May 15, 2017 Planning and Zoning Commission Draft Meeting Minutes**

PUBLIC COMMENT

An opportunity for members of the public to address the Planning and Zoning Commission regarding issues or concerns not already on the agenda for this meeting. Those wishing to speak will be asked to limit comments to three minutes and to complete a speaker card.

UNFINISHED BUSINESS

1. **Application #17-013: Review and Adoption of the Draft 39 North Master Plan**
   An application for review and approval of the draft 39 North Master Plan as an addendum to the Creve Coeur 2030 Comprehensive Plan, to provide guidance on future development of a plant science and technology innovation district of the City's zoned Light Industrial area, and the General Commercial area near North Lindbergh Boulevard and Olive Boulevard consisting of approximately 575 acres.

NEW BUSINESS

1. **PUBLIC HEARING. Application #17-019: Conditional Use Permit and Site Development Plan for Renovation of the Plaza BMW Dealership Building Located at 11858 Olive Boulevard Within the Plaza Motors Campus**
   Brian DePouli, of Asbury Automotive Group, has submitted a request to amend the conditional use permit and site development plan for Plaza Motors to allow a service bay addition to the rear and showroom addition to the front as part of an exterior renovation of the Plaza BMW Dealership building located at 11858 Olive Boulevard. Ordinance No. 5471, approved on May 9, 2016, authorized the renovation and site development plan for the Plaza BMW. However, this ordinance has lapsed, and the Applicant is seeking additional revisions to the facade.

WORK AGENDA

None

DEPARTMENT REPORTS

1. Director of Community Development
   a. **Chaminade College Preparatory School PA Sound Testing**
2. City Attorney

ADJOURNMENT

Posted: _____

Jason W. Jaggi
Director of Community Development

DRAFT MINUTES
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, MAY 15, 2017
6:30 PM

CALL TO ORDER

ROLL CALL

Tim Carney	Commission Member	
Gene Rovak	Commission Member	
Beth Kistner	Commission Member	(Absent)
Muriel Hall	Commission Member	
Don Magruder	Commission Member	
Heather Silverman	Commission Member	
Matthew Schuh	Commission Member	

ACCEPTANCE OF THE AGENDA

Ms. Silverman moved to accept the agenda as is, Mr. Carney seconded. All in favor.

APPROVAL OF MINUTES

1. May 1, 2017 Planning and Zoning Commission Draft Meeting Minutes

Mr. Magruder move to approved the Minutes for May 1, 2017 as is, Ms. Silverman seconded. All in favor.

PUBLIC COMMENT

None

UNFINISHED BUSINESS

None

NEW BUSINESS

1. PUBLIC HEARING. Application #17-013: Review and Adoption of the Draft 39 North Master Plan

An application for review and approval of the draft 39 North Master Plan as an addendum to the Creve Coeur 2030 Comprehensive Plan, to provide guidance on future development of a plant science and technology innovation district of the City's zoned Light Industrial area, and

Attachment: PZ DRAFT minutes 5.15.17 (2472 : May 15, 2017 Draft Meeting Minutes)

the General Commercial area near North Lindbergh Boulevard and Olive Boulevard consisting of approximately 575 acres.

PUBLIC HEARING. Application #17-013: Review and Adoption of the Draft 39 North Master Plan

Members of the audience who planned to speak were sworn in.

Mr. Jaggi talked briefly about 39 North. He talked about the size, location and zoning of the 39 North Master Plan. He read from the recently adopted Comprehensive Plan that discusses the 39 North Master Plan as an action item.
He said staff recommends that the commission focus on land use sections of the document.

Ms. Janet Wilding said the Plan is about 600 acres and centers around the Olive Lindbergh interchange, the Monsanto campus, acreage around Danforth, Bridge Park, Helix, and North to Bauer Blvd and extends west.
She said they looked at the whole state for agricultural commerce and technology. She said at the county level and state level it is a big growth industry for agricultural and agricultural technologies.

She then showed the completed vision for the Master Plan for the next 10-20 years. She showed some of the plans they had for the Greenway corridor and the Olive-Lindbergh interchange.
She talked about short term goals and connection points she said they wanted to create greater connectivity to the 39 North, as well as within 39 North. She said a goal of the plan is to have a denser area so make things more walkable. Everything should be within a 15-20 minute walk.

Ms. Hall asked about the plans for Old Olive and Lindbergh.

Ms. Wilding showed the existing interchange and said if the intersection was redesigned then all the vehicle action could happen on the south side. She said Old Olive would function more as a local main street as it would free up a lot of space for redevelopment.

Ms. Silverman asked how residents would go south onto Lindbergh as they use Olive now.

Ms. Wilding explained how it would be done.

Mr. Jaggi explained how residents coming from Tealbrook have to travel north and turn around now. He said this would still be possible, but there would be two signals to get through instead of one.

Ms. Wilding said they are trying to find ways to make walking and biking co-habitable.

Mr. David Caldwell said he was concerned about the way it was adopted into the comprehensive plan. He wanted to know how the plan would influence change. He said some things can't happen without the cooperation of property owners.
He said nothing was mentioned about a light rail. He asked about the city's need for long terms needs for capital.

Additional members of the public were sworn in
.
Ms. Leslie DesRoches said it seemed like a good plan. She asked if there were any people who had moved in specifically for 39th North and what was the demand for this area.
She said she wanted to know how many people had actually relocated.

Ms. Linda Rezny asked who looked at the governance. She wanted to know MoDot's role in the roads. She asked how pedestrians would access Old Olive by foot.

Mr. Steve Gissey said he sees it as a business goal. He said he would like to know who the governing body would be. He said distinct, strategy and taxes need to be discussed before Stage 3.

Attachment: PZ DRAFT minutes 5.15.17 (2472 : May 15, 2017 Draft Meeting Minutes)

Ms. Ernestine Benford asked about the awareness regarding this plan for residents and businesses.

Mr. Rovak said notices and public hearings had been put out there.

Ms. Wilding said the plan does not call for eminent domain. She said they planned to work with private property owners. She said their participation is voluntary. She said a big part of the plan is marketing, communications and branding. She reiterated it is not eminent domain.

Ms. Wilding gave some statistics on demand in the area and said they are in the plan. She then addressed the concern about making the project known to the community. She said she had made multiple presentations and invited the community to participate.

Mr. Rovak asked Mr. Jaggi to address the concern about light rail.

Mr. Jaggi said in regards to non-conforming uses the idea is for it to expand over time. He said the desire is not to be heavy handed. He said there is more work to be done on the implementation side. He addressed non-conforming business and said they needed to examine business that wanted to move in as other business move out. He said the vision is to link the vision plans to transit and to the parks. Connectivity is a huge component of the plan. He said light rail may be difficult, but the idea is to serve the area.

Mr. Rovak asked about relocating and people moving to the city.

Mr. Jaggi said the idea is for the district to expand over time and to attract people to the area with what we have to offer: quality housing, good schools, diverse housing. People are looking to live where they work and Creve Coeur can accommodate that. He said non-conformities with existing businesses do not need to go away, but as properties become available that Danforth already brings a lot of people in to the area. He said it is the drive for the plan.

Mr. Rovak asked who the governing body would be.

Mr. Lumley said it would be governed by Creve Coeur, Zoning would be done by Creve Coeur and elected council MoDot would have control of their roads, St. Louis County has jurisdiction over their roads and over certain over aching jurisdiction, the state of Missouri also has overarching authority. He said the governance part they are recommending not be adopted is the private lands agreements akin to subdivision indentures. Mr. Lumley said he recommended the city not inject itself into such agreements.

Mr. Rovak asked with whom the negotiations would take place.

Mr. Lumley said he thought the plan addressed the leadership groups, but it is strictly a private negotiation.

Ms. Silverman brought up how pedestrians would be able to cross over to Olive.

Mr. Jaggi said there would be a path. He said the turning lanes could be converted to a pedestrian path.

Ms. Silverman also mentioned about the Olive Lindbergh interchange and if there would be a chance for resident input.

Ms. Wilding said there is a vote for a grant on May 31 and MoDot has to approve the plans before any changes occur. She said there would be a chance for residential input.

Mr. Rovak said he thought MoDot generally included pedestrian access in their projects.

Ms. Wilding said it is a pretty formal process and pedestrian and bicycle access are given extra points.

Mr. Caldwell asked Mr. Lumley about the rezoning and negotiations with developers.

Attachment: PZ DRAFT minutes 5.15.17 (2472 : May 15, 2017 Draft Meeting Minutes)

Mr. Lumley explained the city's endorsement would be an interference in negotiation. The zoning provisions would go through its normal process of public hearings. The Plan is a guide and is not enforceable. Mr. Lumley said the city cannot force anyone to agree to such restrictions.

Mr. Carney asked if the zoning would be changed.

Mr. Jaggi said zoning could be changed, but not at this time. He then showed page 57 and page 42 of the plan which have been identified as a potential link for the Metrolink.

Mr. Rovak said the plan does not impede it by any means.

Mr. Jaggi said transit hub includes all forms.

Mr. Gissey said his company falls in the Greenspace in the plan in the third phase. He said the impact of the people who work there should be considered more.

Ms. Silverman said at this point the plan is purely conceptual.

Mr. Lumley entered into the record the exhibits.

Public Hearing was closed

Ms. Hall posed a few questions she would like addressed for the next meeting.

Ms Ginger Imster gave some statistics showing the interest and the desire of people from outside markets and foreign born people looking to move here.
She said they could provide inquiries looking for office space and the interest in wet-lab and dry lab space. She said they could provide statistics. She said they are already out of room.

Ms. Carla Rover said they want to provide space and don't want to turn people away. The people who do move here need a place to go. Many of those people participated in the meetings talked about the housing and environment they want to live in. They have had at least 67 foreigners participate from 23 countries.

Ms. Hall said that like the airport expanding it happened and now it isn't being used.

Ms. Silverman said this is a private development and requires businesses to build. If there is no need it won't happen, so it is not similar to the airport project.

Mr. Caldwell asked how much money the city would contribute to the project.

Ms. Hall asked that such information be provided to the Commission.

Mr. Schuh made a motion to continue to the June 5th meeting. Ms. Hall seconded.

Mr. Carney- aye
Ms. Hall- aye
Mr. Don Magruder- aye
Ms Silverman- aye
Mr. Schuh- aye
Vice-Chair, Mr. Rovak- aye

Attachment: PZ DRAFT minutes 5.15.17 (2472 : May 15, 2017 Draft Meeting Minutes)

RESULT:	**CONTINUED [UNANIMOUS]**	**Next: 6/5/2017 6:30 PM**
MOVER:	Matthew Schuh, Commission Member	
SECONDER:	Muriel Hall, Commission Member	
AYES:	Carney, Rovak, Hall, Magruder, Silverman, Schuh	
ABSENT:	Kistner	

WORK AGENDA

1. Off-Street Trail Connections

Mr. Jaggi discussed Off-Street Greenways and presented three trail routes for consideration.

DEPARTMENT REPORTS

ADJOURNMENT

Attachment: PZ DRAFT minutes 5.15.17 (2472 : May 15, 2017 Draft Meeting Minutes)

RESOLUTION 17-013

A RESOLUTION OF THE PLANNING AND ZONING COMMISSION OF THE CITY OF CREVE COEUR, MISSOURI, ADOPTING THE PERTINENT PORTIONS OF THE 39 NORTH 2016 MASTER PLAN AS AN AMENDMENT TO THE CREVE COEUR 2030 COMPREHENSIVE PLAN AND THEREBY UPDATE THE OFFICIAL LAND USE PLAN OF THE CITY.

WHEREAS, Sections 89.340 et seq. direct the Creve Coeur Planning and Zoning Commission to make and adopt a plan for the physical development of the City; and

WHEREAS, the Commission adopted such a plan, the Creve Coeur 2030 Comprehensive Plan, in March 2017; and

WHEREAS, the adopted plan includes provisions regarding the Mixed-Use Innovation Campus District, acknowledges the efforts of the St. Louis Economic Development Partnership master planning initiative, and recommends adoption of the master plan developed through that initiative as an amendment to the 2030 Comprehensive Plan, and

WHEREAS, the St. Louis Economic Development Partnership has completed its master planning initiative, resulting in the 39 North Master Plan, and

WHEREAS, in adopting the Creve Coeur 2030 Comprehensive Plan the Commission completed careful and comprehensive surveys and studies of current existing conditions and probable future growth of the City including in the Mixed-Use Innovation Campus District, by engaging a consultant and, with their assistance and the guidance and support of the Department of Community Development, holding a series of public workshops, focus group meetings, and work sessions; and

WHEREAS, the Commission has examined the complementary and similar efforts of the St. Louis Economic Development Partnership, as described in the 39 North Master Plan, and

WHEREAS, the Commission has confirmed that the Creve Coeur 2030 Comprehensive Plan should be updated to include pertinent portions of the 39 North Master Plan; and

WHEREAS, application #17-013 was submitted by the City of Creve Coeur Director of Community Development to make such an update; and,

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri, held a public hearing thereon at the Creve Coeur Government Center on May 15, 2017; and,

WHEREAS, notice of said public hearing had previously been published at least 15 days prior to the hearing in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur and otherwise posted and published in accordance with City Ordinances; and,

WHEREAS, all persons who presented themselves at said hearing and desiring to be heard were given an opportunity to be heard and a copy of the proposed amendment to comprehensive plan has been made available for public inspection prior to its consideration by the Commission; and,

Attachment: Comp Plan amendment adoption Resolution 6-5-2017 (2468 : 39 North Master Plan Adoption)

WHEREAS, the Commission has determined that it is fully and sufficiently informed on the matter and that the proposed amendment to the plan has the general purpose of guiding and accomplishing a coordinated development of the City in the affected area which will, in accordance with existing and future needs, best promote the general welfare as well as efficiency and economy in the process of development;

NOW, THEREFORE, be it resolved by the Planning and Zoning Commission of the City of Creve Coeur, Missouri, as follows:

Section 1: The "Master Plan Framework", "10-Year Plan and Phasing" and "Funding Sources" provisions of the 39 North Master Plan, included in **Exhibit A** attached hereto, are hereby adopted to amend and update the Creve Coeur 2030 Comprehensive Plan.

Section 2: The Commission shall continue on with the task of implementing the Comprehensive Plan as hereby amended to the full extent of its authority.

Section 3: This Resolution shall become effective immediately upon adoption.

Section 4: The adopted amendment to the Comprehensive Plan shall be kept on file in the Department of Community Development, which serves as the office of the Commission, and the Director shall cause a copy thereof to be certified to the City Council and City Clerk to be available in the Clerk's office for public inspection during normal office hours, and further the Director shall cause a certified copy thereof to be available in the office of the St. Louis County Recorder of Deeds, all in compliance with Section 89.360 RSMo.

ADOPTED BY THE COMMISSION THIS 5th DAY OF JUNE, 2017.

_____
ELIZABETH KISTNER
CHAIR PERSON

_____
SECRETARY

ATTEST:

_____
DEBORAH RYAN, CITY CLERK, MPCC

Attachment: Comp Plan amendment adoption Resolution 6-5-2017 (2468 : 39 North Master Plan Adoption)

city of CREVE COEUR

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www.creve-coeur.org

MEMO TO PLANNING AND ZONING COMMISSION

Meeting Date: June 5, 2017

Subject: **39 North Master Plan**
Project Number: 17-013

Memo Prepared by: Jason W. Jaggi, AICP, Director of Community Development
June 1, 2017

Attachments: 39 North FAQ document prepared by St. Louis Economic Development Partnership
Draft Resolution
May 15, 2017 Staff Report
39 North Draft Master Plan

At the May 15, 2017, meeting, the Planning and Zoning Commission conducted a public hearing in consideration of adopting the 39 North Master Plan as an amendment to the Creve Coeur 2030 Comprehensive Plan. Upon conclusion of the public hearing, the Commission tabled this item and requested that City staff and the St. Louis Economic Development Partnership (SLEDP) provide additional information relative to the following points:

- Number of inquiries for space within the district and the location of the interested businesses.
- Status of occupancy for existing space at the Donald Danforth Plant Sciences Center, Helix, and BRDG Park.
- Number of business relocating to the District
- Role of existing buildings and businesses within the District
- Costs for the City of Creve Coeur and its role for financing proposed improvements.

In response, the SLEDP, with assistance from City staff and the Danforth Plant Science Center staff, has prepared a "39 North FAQ" document which provides background information explaining the origins of the plan, the economic benefits, the business needs, the key recommendations of the plan, and current funding commitments.

In addition to the above topics, the Commission also heard from a few attendees at the May 15th meeting that they were unaware of the plan and requested additional time to review the plan. To date, one citizen has submitted a comment regarding the format for additional public engagement efforts. The comment is included as part of the packet for the Commission's review. Should any additional comments be submitted after the posting of the agenda, staff will provide copies for each member at the meeting.

Attachment: 6-5-17 Staff Memo to P&Z (2468 : 39 North Master Plan Adoption)

Staff and a representative of the SLEDP will be available at the meeting to answer any questions the Commission members may have. A resolution has been prepared should the Commission wish to adopt the plan at the conclusion of its deliberations.

Attachment: 6-5-17 Staff Memo to P&Z (2468 : 39 North Master Plan Adoption)

39 North FAQs

June 1, 2017

Background

In May, 2015 the U.S. Department of Commerce awarded the St. Louis Economic Development Partnership (SLEDP) a $500,000 grant to develop a comprehensive master plan for a 600 acre innovation district in Creve Coeur surrounded by agricultural technology institutions such as the Donald Danforth Plant Science Center, Bio Research & Development Growth (BRDG) Park, Helix Center Biotech Incubator, Yield Lab, St. Louis Community College Center for Plant and Life Sciences and Monsanto Company.

Connecting regional assets, improving mobility, creating development opportunities and additional greenspace will enhance the region's ability to grow, attract and retain companies and top talent.

The 39 North Strategic Master Plan presents a vision for an innovation district in St. Louis County that is uniquely positioned to advance the region's global leadership in plant and life sciences. The district will be geared toward lifestyle preferences often sought by highly-skilled employees, including mixed retail, residential and office space connected by walking and biking trails and green space.

How has the plan developed?

For 18 months, a core working group comprised of representatives from the Danforth Plant Science Center, BRDG Park, Helix Biotech Incubator, St. Louis Economic Development Partnership, City of Creve Coeur, Missouri Technology Corporation and Monsanto Company worked with Ayers Saint Gross, a nationally-recognized urban design firm, to develop the plan.

Community input was paramount to the process. More than 45 meetings, focus group sessions and two community open houses were held to gather feedback from stakeholders including, scientists, residents, property owners and developers, elected officials, local businesses, the Missouri Water Company, the Missouri Department of Transportation and area educators.

Five transformative goals were identified:

Strengthen corridors and establish new traffic patterns

Achieve an interconnected network of internal streets to improve mobility for vehicles, public transportation modes and pedestrians within the district and improve the existing road infrastructure on Warson Road and Olive Boulevard.

Connect assets and opportunity sites

Utilize open space and new internal road infrastructure to connect district anchors including the Danforth Plant Science Center, BRDG Park, Helix Biotech Incubator, Monsanto, and adjacent community assets including the St. Louis Jewish Community Center, Warson and Stacy Parks and Creve Coeur and Olivette town centers.

Establish a cohesive development framework

Outline a strategy for the development of the district to accomplish near and long term success to realize the district in a sustainable manner.

Attachment: 39N FAQ 6-1-17 (2468 : 39 North Master Plan Adoption)

Create a mixed-use center of activity
Define the heart of the district with amenities that will support an ecosystem of innovation both within the district and throughout the St. Louis region while providing neighborhood amenities to local residents that are welcoming and engaging.

Communicate the district
Establish distinctive gateways to the district and make visible to the community the cutting-edge research and products that are defining the future of the St. Louis economy through public art, innovative architecture and landscape design.

What are the boundaries of the district?
With Danforth Plant Science Center, BRDG Park, Monsanto and the Helix Center Biotech Incubator as anchors, the district encompasses 600 acres stretching from:

- Baur Boulevard to the north,
- The edge of Monsanto's campus to the south,
- Warson Road to the east, and
- Old Olive Street Road to the west.

How is the District governed and who is responsible for 39 North operations?
In the near term, dedicated staff at the St. Louis Economic Development Partnership will manage the implementation of the plan for 39 North in coordination with a steering committee of essential stakeholders, all of whom shaped the master plan. In the longer term, an empowered nonprofit entity will be created to ensure the continuation of the district's mission.

How will various components in the plan be funded?
Regional leaders with the economic development team are collaborating to find funding sources. Some examples include, $400,000 from Great Rivers Greenway to develop a plan for a greenway connection from Monsanto's Creve Coeur headquarters to the Helix Center and to the larger trail network; $1.6M from the federal government to build a dedicated pedestrian bridge over Olive Blvd. and a trail connection from Stacy Park to the Helix Center. Also, $4M from the federal government and $1M from St. Louis County to re-design and build the Olive/Lindbergh interchange.

How much will it cost?
Implementing the plan will require multiple categories of funding support from local, state and federal sources, as well as corporate and philanthropic donations. Potential infrastructure projects both new and improved, are estimated to total $43 million. Outside of public infrastructure, much of the development costs will take place through the private market as buildings are bought, sold and reinvested in. The City of Creve Coeur would take ~~o~~ver maintenance costs of Old Olive Street upon transfer of the roadway from MoDOT to the City and possibly some other public infrastructure such as sidewalks and walking paths.

How long will it take?
The aspirational development framework linking transportation, open space and sustainability initiatives is a ten-year vision for a build out of 400 residential units, 550,000 sq. ft. of office space and 85,000 square feet of retail space. Early stage projects that build on and connect existing strengths include a mixed-use facility adjacent to the Danforth Center and improvements to Old Olive Street Road and Lindbergh/Olive interchange are also the focus of early efforts to bring the plan to fruition.

Attachment: 39N FAQ 6-1-17 (2468 : 39 North Master Plan Adoption)

Is there a demand for innovation space?
Currently, the Helix Center has 86 occupants and is at capacity with the businesses that currently reside there. Additionally, there are multiple companies on a wait-list for Helix Center. BRDG has 15 tenants that employ 250 people and is at 92 percent capacity. Additional capacity can be achieved through the build of out BRDG Park Phase II on the Donald Danforth Plant Science Center (DDPSC) property and possibly on the upper floors of the proposed mixed-use building also on the DDPSC property. 39 North can also provide appropriately priced facilities to emerging biotech companies by converting existing light industrial and distribution facilities into "white box" lab space attractive to early and mid-stage companies. This would be managed by encouraging private development with existing property owners who have an interest in the sector.

How do we know people will want to live in high density housing?
A market scan was completed as part of the study. The study area included five census tracts within the District as well as nearby municipalities. Currently, 350 new multifamily units are being added to the District in response to market demand. With the right amenities and open space, the District is poised to continue to attract young professionals and empty nesters.

What about retail and new office space?
The market scan indicated that the district has the ability to support up to 150,000 sq. ft. of retail space, and that the vacancy rates of class A office space have declined from 12 to 8 percent demonstrating that new tenants continue to lease the space.

Will there be eminent domain?
No, all development will be handled between property owners and private developers.

What role will the City of Creve Coeur play?
Creve Coeur will play a primary role by establishing the appropriate land use regulations as envisioned by the master plan. Secondary roles include providing funding within the context of its capital improvement plan budget and supporting funding requests for district improvements through outside agencies.

When does construction start?
No construction yet, but funding has been secured for the first project, a greenway that will run north/south through the district, connecting all the major anchors. Funding has been recommended for the Olive/Lindbergh interchange redesign.

Will there be public programming?
Yes, in fact it has already started with a Venture Café Night at 39 North gathering held at the Danforth Plant Science Center on the third Tuesday of the month from 3 p.m. to 8 p.m. The gatherings facilitate serendipitous collisions that drive creativity, foster collaboration and stimulate investment in innovation. The event is free and open to the public.

Does 39 North compete with the Cortex Innovation Community?
It is best for our region to have as many innovation cluster offerings as possible. Company A may want a very urban environment, in which case the region can accommodate them at Cortex. Company B needs access to a number of the Danforth Center's core facilities, for them, 39 North is the ideal setting. KWS, a German multi-national seed company said that their decision to select the Danforth

Attachment: 39N FAQ 6-1-17 (2468 : 39 North Master Plan Adoption)

Center campus as their North American research headquarters was positively influenced by the fact that the region was also home to the Cortex Innovation Community. In other words, more innovation clusters in our region is better than less.

What role does public transit play in the formulation the 39 North District?
39N envisions a robust level of public transit through Metrobus and possibly, a future MetroLink connection. New and innovative solutions to transportation such as ride/car sharing, shuttle services, bike sharing and easer walking connections for those living close by are also being explored.

Attachment: 39N FAQ 6-1-17 (2468 : 39 North Master Plan Adoption)

Jason Jaggi <jjaggi@crevecoeurmo.gov>

39 North Open Meeting 5/15/2017

1 message

Earnestine <earnestine@cbt13.com> Tue, May 16, 2017 at 10:26 AM
Reply-To: Earnestine <earnestine@cbt13.com>
To: "jjaggi@crevecoeurmo.gov" <jjaggi@crevecoeurmo.gov>
Cc: Ginger Imster <vimster@stlpartnership.com>

Hello Jason

Last night was very interesting. I continue to believe more community awareness and outreach is necessary. I don't doubt there have been numerous communications distributed to the public here in Creve Coeur. People forget and this type of project is not always front and center in daily life. I am fearful that it moves forward without sufficient citizen support and there is a negative backlash.

I would like to suggest a different approach to addressing engagement. Two Community Panels that can be leveraged to provide feedback and become advocates via social networks.

I have attach a 1 page document with a very high level view of the idea. Just a thought it an effort to help.

Regards,
Earnestine Benford

Creating Breakthroughs, LLC
www.cbt-13.com
Email: earnestine@cbt13.com
Skype: ebenford1
407.451.2665

CC39N.pdf
249K

Attachment: Public Comment 6-5-17 Mtg (2468 : 39 North Master Plan Adoption)

Resident & Business Panels

Dedicated Groups
Of People
Providing Input

Challenge:	To understand awareness levels, perception and attitudes regarding the project. Build advocacy.
Objective:	Create a platform for key stakeholders to be informed and provide input into planning/approval Create an advocate/influencer base that will facilitate word of mouth via social platforms
Methodology:	Create 2 Online Communities based on upfront screener. 50-100 Respondents per panel.
Respondents:	Residents: Diverse housing, household size, age, income and race Business: Large, small, start ups
Tools:	Engaging on-line platform accessed via computer, tablet or smartphone Combination of on-line discussion groups, web boards, projects and online individual Interviews No more than 2 contacts per month – on average 30 minute activities/discussions A Social toolkit will be developed to encourage panels to share information regarding the project Periodic in person group discussions
Timing:	Participates remain on panel for a defined length of time TBD

Attachment: Public Comment 6-5-17 Mtg (2468 : 39 North Master Plan Adoption)

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

39°N

2016 MASTER PLAN

ST. LOUIS COUNTY, MO

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

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Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

INTRODUCTION

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

The 39 North Master Plan broadens the St. Louis area's world-wide leadership in agtech with a dynamic innovation district to drive leading-edge research in food, water and energy. Our work to realize a bold vision for the future that will bring new investment and jobs to St. Louis County is only beginning.

St. Louis County in conjunction with the St. Louis Economic Development Partnership (SLEDP) is committed to allocate resources and talent to grow the plant science and agtech sector. The incredible talent we have in the St. Louis region draws companies in the agricultural sector from across the country and the world. In the past few years, the St. Louis region has had several major corporate investments in the agtech sector. Bunge North America, a leading agribusiness and food company, is adding 280 new jobs to the existing 550 here in St. Louis County with plans to construct a brand new $70 million headquarters in the region. In Chesterfield, Monsanto is constructing a $500 million Research Campus and Rabobank Group is adding 200 new jobs and a new building. KWS SAAT SE, a German seed producer, opened its North American headquarters within the District at BRDG Park.

The 39 North Master Plan is a result of a $500,000 federal innovation grant from the U.S. Department of Commerce. The highly-competitive selection process to secure the grant is a testament to the momentum behind the continued growth of the region's agtech assets. This grant allowed us to embark on a planning process that produced a visionary plan for the District based on urban planning guidelines driven by community engagement. It includes a new name and identity for the district and an implementation strategy to realize the vision.

39 North is an integral part of a broader agtech corridor. We see the corridor extending from the Missouri Botanical Garden, to the Danforth Plant Science Center in Creve Coeur and all the way to the University of Missouri's renowned school of agriculture in Columbia, Mo. The future for plant science and agtech in the St. Louis region is strong, and we are confident that the district will attract the finest companies and the brightest minds in agtech.

STEVE STENGER
St. Louis County Executive

SHEILA SWEENEY
Chief Executive Officer,
St. Louis Economic
Development Partnership

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Girl Scouts
RAGE. CONFIDENCE
1912

THE OPPORTUNITY

The St. Louis region is rapidly emerging as a world leader in academic and corporate agtech research and innovation.

The 39 North Master Plan is a vision to create an innovation district located in St. Louis County within Creve Coeur uniquely positioned to advance the region's global leadership in plant sciences and agtech.

The highest concentration of plant science PhD's in the world, over 750, call the St. Louis region home. Highly skilled experts contribute to world-class research institutions including the Donald Danforth Plant Science Center, the Missouri Botanical Garden and academic institutions including Washington University, St. Louis University, the University of Missouri St. Louis. Leading multi-national corporations including Monsanto, Bunge North America, and Novus International have their headquarters in the St. Louis Region and an increasing number of small and mid-size businesses comprise a remarkable regional network of over 400 research and development agtech companies employing over 15,000 people[1].

1.St. Louis Regional Chamber

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Leading organizational support and facilities

Access to investment has grown steadily with nearly $1 billion in locally-sourced agtech venture capital funding for start-up companies in the region since 2001[1].

The Donald Danforth Plant Science Center, the Helix Center, Bio Research & Development Growth Park (BRDG) and Monsanto, all within the 39 North innovation district and the City of Creve Coeur, offer companies and researchers access to the organizations and facilities needed to support innovation in plant science, agtech and related industries.

39 North is part of a dynamic entrepreneurial infrastructure in the St. Louis region. Over the last decade, community leaders have come together to remove barriers to mentorship, investment capital, and specialized equipment allowing start-ups and entrepreneurs to thrive from concept to commercialization. A network of non-profit organizations including Biogenerator and the Center for Emerging Technologies (CET) connect start-ups to mentors, legal advice and equipment. To promote the region, BioSTL has built a coalition of business, community leaders and local non-profits to promote the St. Louis area to a world audience, which has contributed to continued regional growth in a comprehensive entrepreneurial ecosystem.

With a comprehensive structure of regional resources, Creve Coeur and the St. Louis region presents an excellent opportunity for start-ups who are looking for individualized attention and access to seed funding from a variety of sources unique to the area. Seed funding makes commercialization of innovative ideas possible through a network of angel investors such as the St. Louis Arch Angels.

A wide spectrum of physical infrastructure houses world-class laboratory space, specialized equipment and greenhouses at the Donald Danforth Plant Science Center and BRDG Park. Cortex in St. Louis' West End neighborhood offers 1 million square feet of lab and office space in collaboration with Washington University, BJC HealthCare and other academic and research partners[2]. Incubators support a variety of start-ups with flexible and affordable space such as at the HELIX center and T-REX and the Center for Emerging Technologies (CET) in downtown St. Louis.

1. BioSTL. biostl.org/bioscience/assets/
2.Cortex. Cortexstl.com

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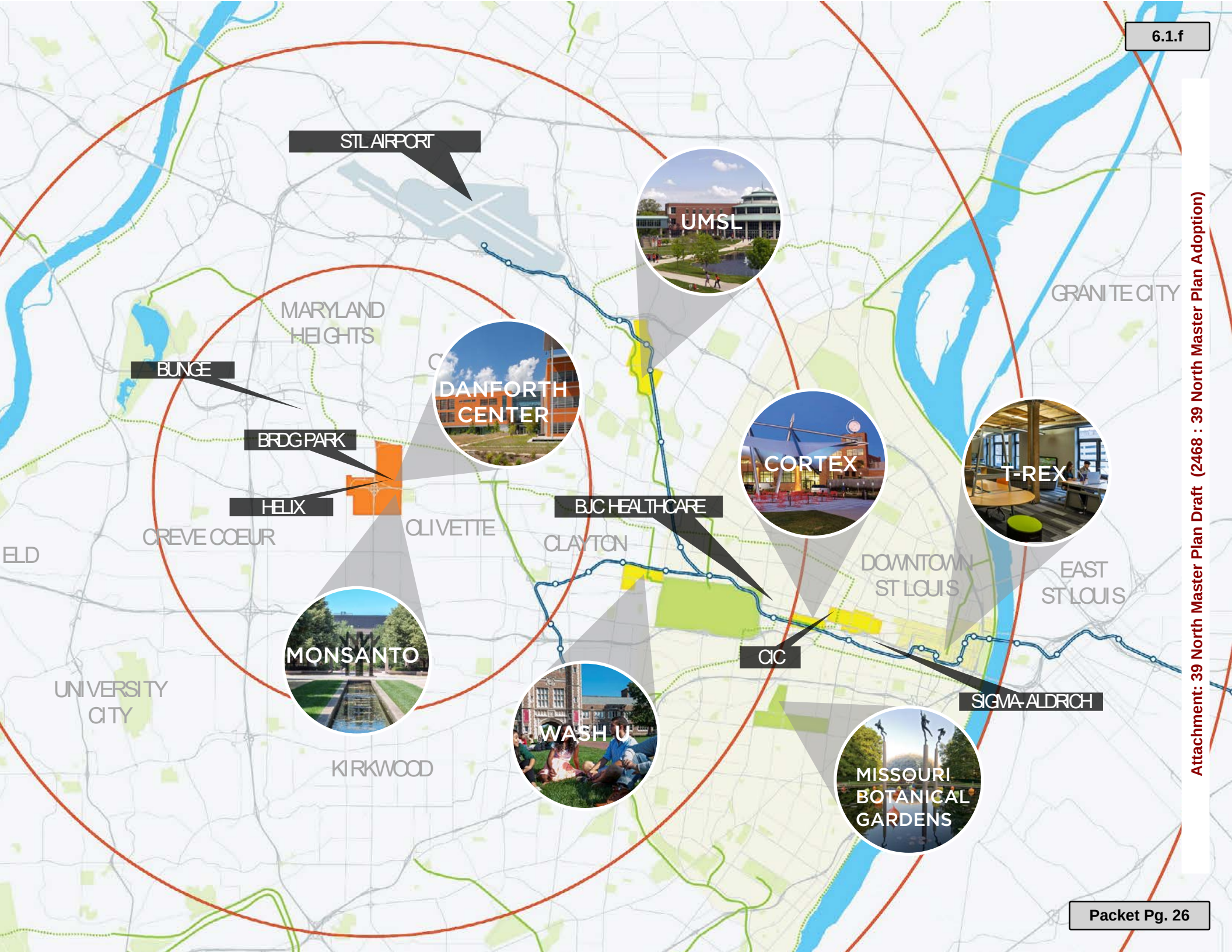

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- A Recognized Hub for Plant Sciences
- Major Anchors
- Proximity to Other Institutions
- Quality of Life
- Access to a Skilled & Educated Workforce

15,000
Regional Plant Science Employees

7th
Most Affordable City in the U.S.

$75B
Global Impact from Regional Agriculture

400
Regional Plant Science Ventures

Source: Missouri Economic Research and Information Center, St. Louis Regional Chamber

Agtech: a growing, diverse industry

Innovations in agtech hold answers to solving global challenges in health, food and energy.

Agtech is a broad industry originating from the common thread of the application of the life sciences to discover and understand the inner workings of living things. Agtech companies include firms focused on agricultural production and processing, the delivery and development of pharmaceuticals and medical devices, and research and development laboratories. The biomedical sector in particular is projected to increase employment by 16.5% over the next decade, compared to 3.6% across all industries nationwide[1]. The agtech community depends on a diverse network of related industries such as Information Technology and other business services such as marketing, legal and facilities maintenance that multiply the impact of growth in agtech firms.

1. Missouri Economic Research and Information Center (MERIC).

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A strong community for the 21st century

The success of the St. Louis region's innovation system is critical for job creation and leadership in the 21st century.

Opportunities in agtech and related industries can help facilitate the transition toward a knowledge-based economy for sustainable and long-lasting economic growth. The St. Louis Promise Zone initiative, a catalyst for inclusive community growth in the St. Louis region, is a partner to improve education outcomes, health and wellness and workforce readiness for the region's future jobs in agtech.

Local STEM (science, technology, engineering and math) programs can enable a continuous pipeline of talent to meet the future needs of the agtech industry. Partnerships between St. Louis Community College and BRDG Park offer access to degree and certificate programs for technicians that provide work experience and employer contacts.

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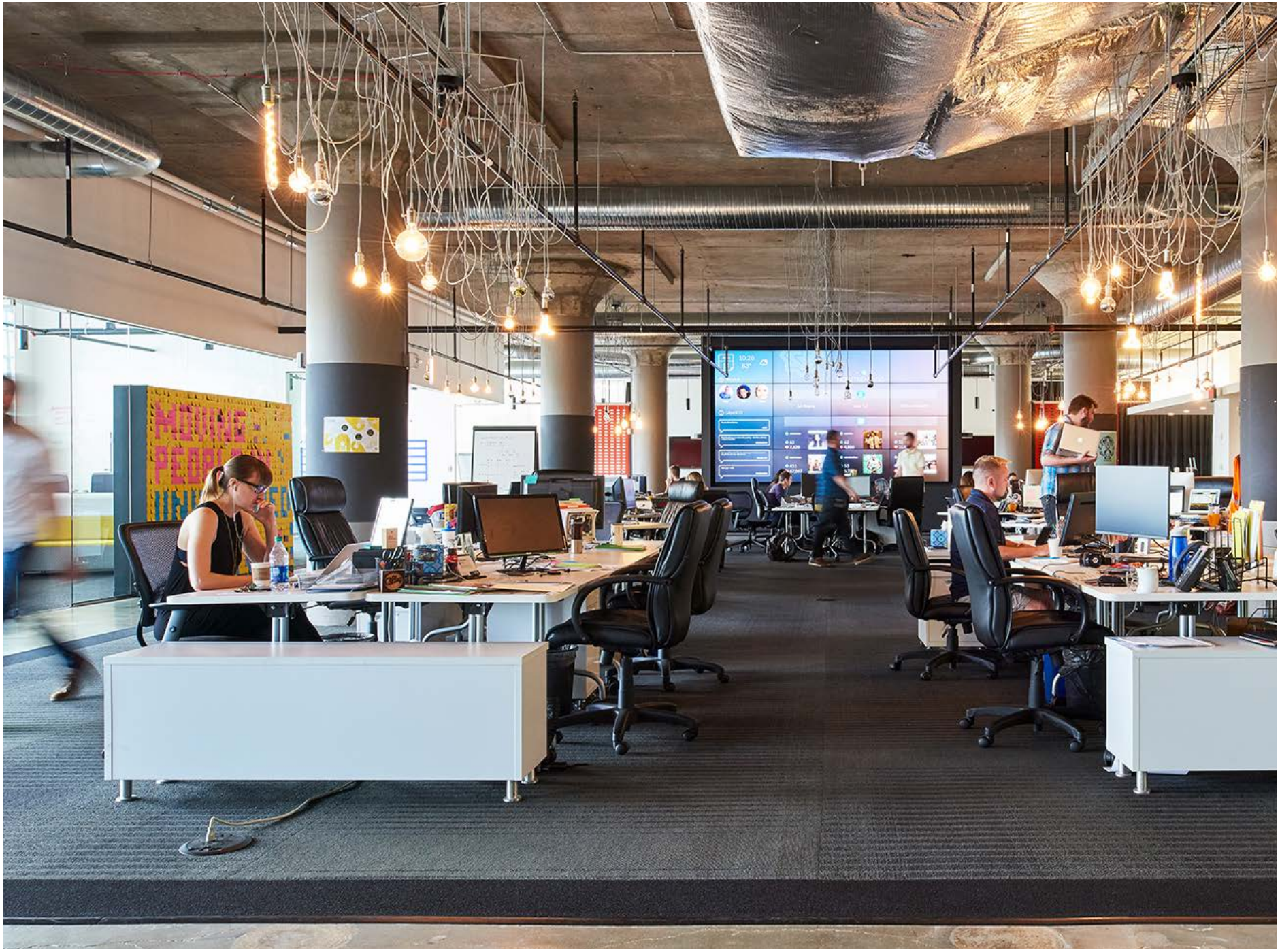

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ADVANCING THE OPPORTUNITY

An innovation district in St. Louis County

39 North will establish a framework for a thriving district of research activity, business and entrepreneurship.

New knowledge and ideas are inherently place-based. Information and innovation spread when people and places align, and where opportunities to meet and exchange ideas are abundant. 39 North leverages existing district anchors by defining a place to share ideas within a broader ecosystem of professional resources in the St. Louis region.

Innovation districts are places where anchor institutions, start-ups, business incubators and accelerators cluster in a proximate, connected, mixed-use environment. These environments include streetscapes and public spaces that encourage interaction and walkability, active retail uses, a diverse set of walkable housing and hospitality options, parking and alternative transit. Proximity and place-making bring the components of innovation districts together to attract a talented workforce and promote broad-based prosperity. The master plan will drive local economic growth, development strategies and workforce inclusion to build on the region's strength in agtech. The impact of the plan extends well beyond the district's borders to strengthen existing connections to the region's open space, cultural and research assets. The district will also increase leadership and competitiveness within the country and worldwide for long term economic growth of the St. Louis region by growing agtech and related industries.

Advancing the opportunity starts with

- Defining a place where people want to be.
- Leveraging a mix of building types including new construction, existing, and adaptive reuse.
- Including a mix of uses including residential, retail, office and research.
- Connecting municipal, institutional and commercial anchors.
- Creating high quality public space with a variety of amenities and design encouraging interaction.
- Enhancing mobility to the site and connectivity to regional assets.

Left **@4240**
St. Louis, MO

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DEVELOPMENT GOALS

The Master Plan establishes a vision and framework for 39 North as an innovation district through development goals that seek to:

Define the area as a district

- Develop a clear identity to communicate 39 North.
- Strengthen connections within the district and to its surroundings in the city of Creve Coeur, Olivette, and other neighborhoring communities.
- Visually define the district (e.g. gateways, streetscape and signage).
- Have a structure (and person) that promotes the district.
- Create a sense of place.

Attract and develop talent

- Expand core resources that attract and support top researchers and companies.
- Provide resources that support workforce development.
- Expand the innovation ecosystem (e.g. education, financing, linkages).
- Leverage the mix of existing building typologies - promote infill of the gaps.
- Encourage amenities and a mix of uses that complement plant science and technolo
- Grow the district and the region.

Provide a physical framework and strategies for growth

- Complement other economic assets in the St. Louis region.
- Support expansion into complementary markets.
- Strengthen the St. Louis region as a global plant science hub.
- Communicate the value proposition of St. Louis area.

Right **BEER GARDEN**
Munich, Germany

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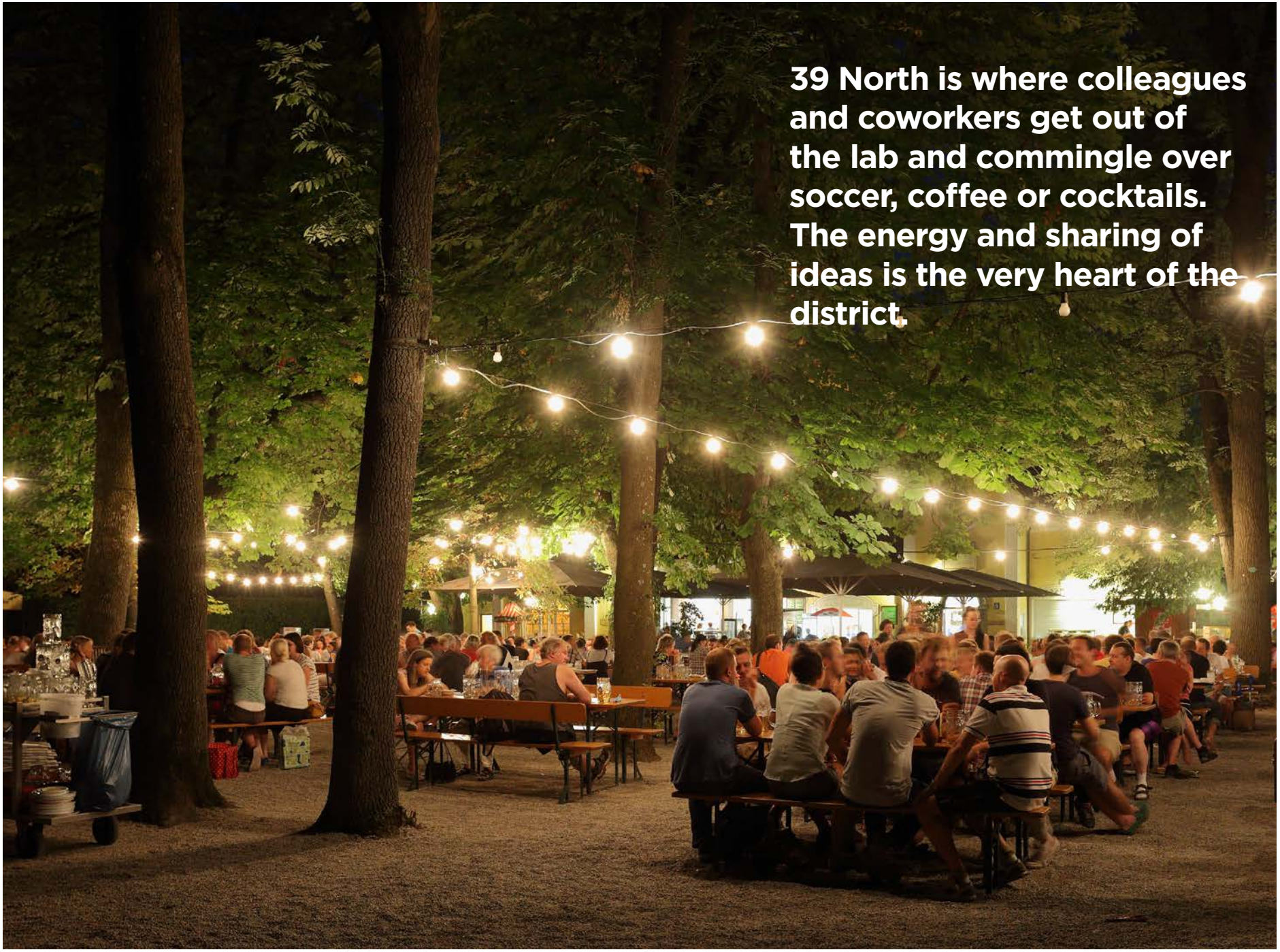
39 North is where colleagues and coworkers get out of the lab and commingle over soccer, coffee or cocktails. The energy and sharing of ideas is the very heart of the district.

TRANSFORMATIVE IDEAS

The district is a place and an idea.
Five transformative ideas will define 39 North as a vibrant place.

1

Strengthen corridors and establish new traffic patterns

Achieve an interconnected network of internal streets to improve mobility for vehicles, transit and pedestrians within the district and improve existing road infrastructure.

2

Connect assets and opportunity sites

Utilize open space and new internal road infrastructure to connect district anchors including Monsanto, BRDG Park, the Donald Danforth Plant Science Center, Helix Biotech Incubator, and adjacent community assets including the Jewish Community Center, Warson and Stacy Parks and town centers at Creve Coeur and Olivette.

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3

Establish a cohesive development framework

Outline a strategy for development of the district to accomplish near and long term success to realize the district in a sustainable manner.

4

Create a mixed-use center of activity

Define the heart of the district with amenities critical to support an ecosystem of innovation both within the district and to the St. Louis region and provide neighborhood amentities to local residents that are welcoming and engaging.

5

Communicate the district

Establish distinctive gateways to the district and make visible to the community the cutting edge research and products that are defining the future of the St. Louis area economy through public art, innovative architecture and landscape design.

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PROCESS + OUTREACH

Throughout the course of the planning process, the St. Louis Economic Development Partnership (SLEDP) and the planning team consulted stakeholders and community members.

Eight focus groups were formed as part of the planning process that comprised of public officials, transportation and utility representatives, education, and industry partners. Focus groups were engaged at each phase of the process, culminating in a presentation to the Core Working Group made up of stakeholders representing the City of Creve Coeur, BRDG Park, the Danforth Center, Monsanto, SLEDP, Wexford Science & Technology, LLC and the Missouri Technology Corporation (MTC).

Three forums engaging the general public, district employees and stakeholders were held at the Donald Danforth Center at key project milestones in the vision development, scenario refinement and draft plan stages of the plan. Members of the public were asked to provide their feedback verbally, through written post-it notes, online via the MySidewalk engagement tool, and through the master plan website at plantsciencemasterplan.com.
In addition to open forums held at the Donald Danforth Center, SLEDP conducted over 40 "road-show" events during the draft plan stage to bring the draft plan recommendations to the work places of stakeholders and to meeting places at surrounding communities to receive feedback. Following the workshops, participants were encouraged to fill out comment forms which were compiled for analysis.

Outreach to promote public meetings was initiated through multiple channels of communication including email notifications, the posting of fliers at various locations, postcard mailings and the placement of door hangers in nearby residential communities. The master plan website, plantsciencemasterplan.com, was updated throughout the process with the latest content and key engagement dates.

MASTER PLAN WEBSITE

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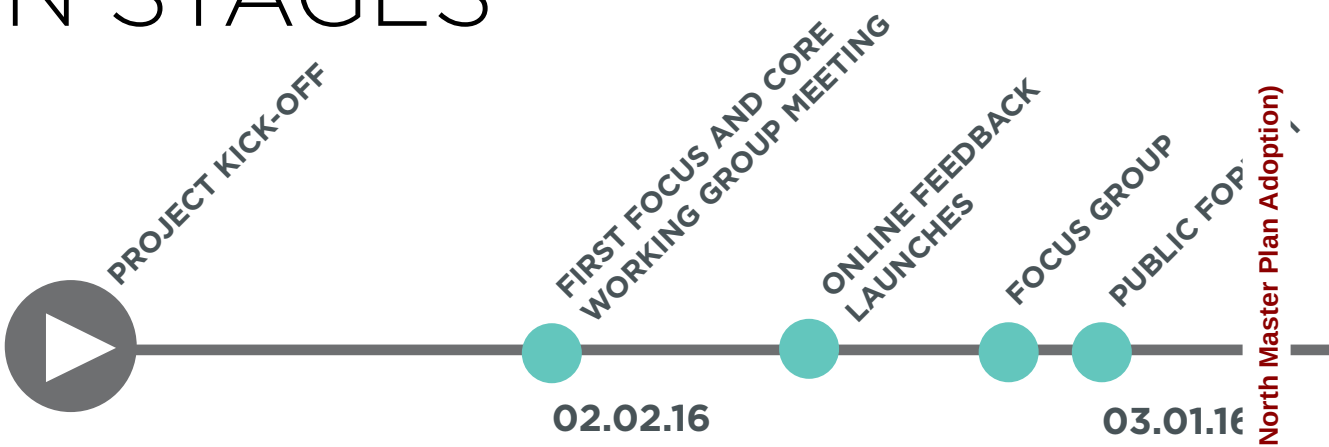
MASTER PLAN STAGES

Beginning in February of 2016, master plan development was a process organized in five stages.



1. Key issues and development goals

The process began with an analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT), data gathering and site analysis. Meetings were conducted with key stakeholders, focus groups and core working group to determine development goals to guide the Master Plan.

2. Vision Development Scenarios

The planning team presented initial site analysis and development goals with community members at the first public forum. Draft concept plan and planning principles were developed based on community and stakeholder feedback. Initial development scenarios were developed and presented to the Core Working Group.

PUBLIC FORUM 1
Donald Danforth Center

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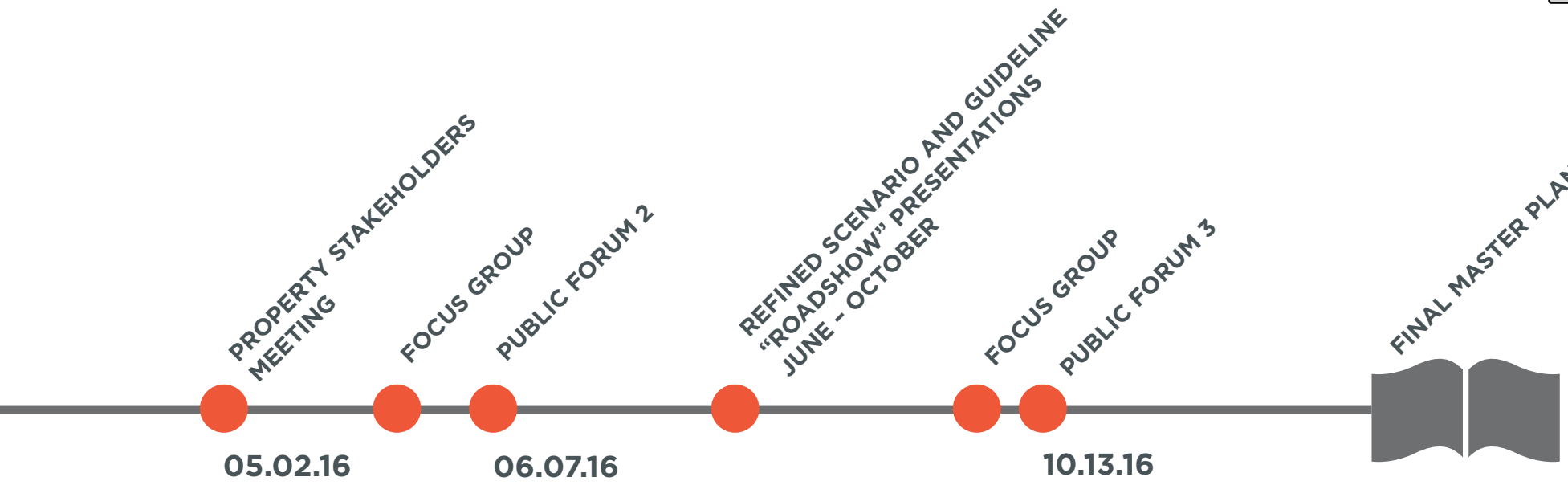

3. Scenario Refinement

Refined development scenarios were developed and presented to stakeholders and the community during the second public forum. Members were asked to identify any questions or concerns, priorities, and challenges to implementation. The presentation included discussion of transformative ideas and a comprehensive vision for the district, initial concepts for a proposed district center, and proposed street modifications.

4. Draft Plan Design Framework

Presentations of refined scenarios were made to a broad audience of community members and stakeholders. Refinement of transformative ideas and scenarios took place. Illustrative graphics were produced along with a draft master plan presentation.

5. Final Plan and Documentation

The planning team in collaboration with SLEDP and stakeholders produced the final plan.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

bus and bike connectivity

interface with local public schools and STEM programs

unifying and industry-inclusive Brand

Improve walkability

Graduate lab and office space for post-Helix companies

Brew pub, Coffee Shops

green building techniques

The planning team heard many great ideas throughout the planning process.

public art installations

Amenities welcoming to the public

Communicating our successes

utilizing the existing abandoned railway

hotel with an innovation theme

community-inclusive activities

multi-modal connections

Incorporate academic institutions and complementary industries

Three overarching themes emerged from general public and stakeholder feedback.

Improve connectivity

Connectivity and the challenges of accessing the site by car, bicycle and on foot was a common theme interwoven among all of the issues communicated to the planning team. Community members voiced that the master plan vision for the district should improve walkability to assets in the immediate area, including Monsanto, Danforth Center, BRDG Park, Helix, the Jewish Community Center, and to regional open space assets including Stacy and Warson parks and to downtown centers at Olivette and Creve Coeur.

The abandoned railways running through the north portion of the district were identified as an opportunity for connectivity, as were the existing streets with the possibility of including additional sidewalks, bicycle trails and specifically a direct connection between the Donald Danforth Center and the Helix Center. Community members preferred a grade-separated intersection at Old Olive over Lindbergh to improve east-west connectivity across Old Olive versus an at-grade solution. Regardless of the proposed improvement at Lindbergh and Old Olive, there was overwhelming agreement that connectivity should be improved as a feature in the plan.

MULTI-USE PATH
Cultural Trail, Indianapolis, IN

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Include amenities

Community members also advocated for amenities to activate the district, with a coffee shop being the most requested, followed by a café and brewpub. Any amenities should be welcoming to the public and serve a community gathering function in addition to serving office and research workers in the district. Art installations in the district were advocated for as an amenity that communicates the activity of the district. Many community members also saw the plan as an opportunity to be a leader in sustainable practices including solar power, stormwater management and native plantings. Successful development should also minimize traffic impacts to the district and nearby communities and address any safety concerns. Community members saw opportunities to engage local school Science, Technology, Engineering and Math (STEM) programs through field trips and collaborations with the district.

Expand research and innovation infrastructure

Expanding research and innovation infrastructure was identified as a priority for the district. This includes elements internal to the district such as expanding shared research facilities and elements external to the district such as initiatives that engage with resources and opportunities in the St. Louis area. Community members indicated that many members of the community are unaware of the Donald Danforth Center, BRDG and Helix, or the cutting edge research done there. Members of the public and stakeholders found that successful outreach and branding should be inclusive to non-specialists.

Top **ACTIVE GROUND FLOOR USE**
Madison, WI

Right **CIC @ CET**
St. Louis, MO

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EXISTING CONDITIONS

Market scan

An assessment of residential, commercial office, industrial, and retail uses along with demographic trends shaped the Master Plan development program and ensured its viability. The Market scan identified specific opportunities for residential, retail and office development.

VANGUARD HEIGHTS APARTMENTS
Creve Coeur, MO

Left **CLAYTON SKYLINE**
St. Louis County, MO

Key take-aways from the market scan

- Agtech firms have a strong future in the St. Louis region.
- A mix of uses will be necessary to drive demand for the project area.
- There is a market for residential, lab/research and development, retail and, potentially, a hotel.
- Suburban character is an asset within the regional agtech market.
- Providing supportive resources to emerging companies can further drive agtech demand.
- Programmatic leadership, institutional, entrepreneurial supportive resources and corridor-wide branding are essential to supporting the development program.

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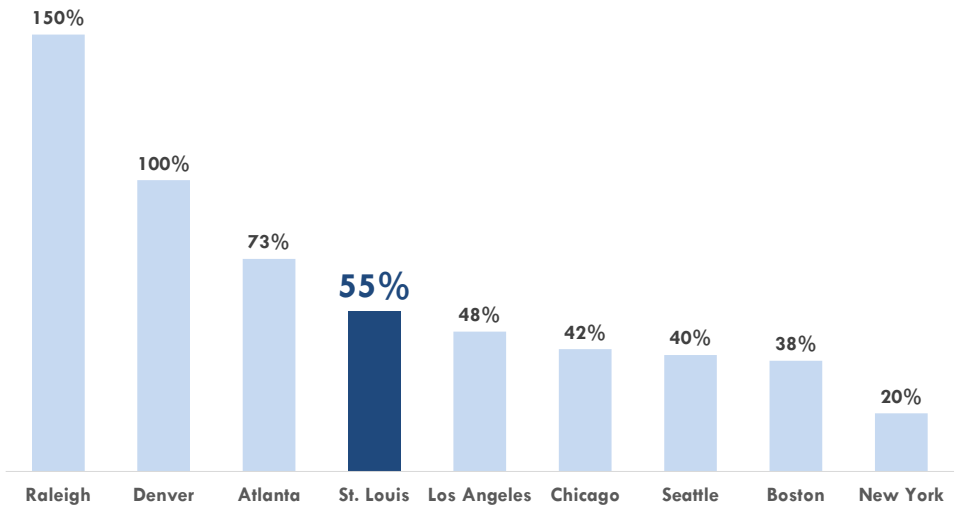
Industry opportunity

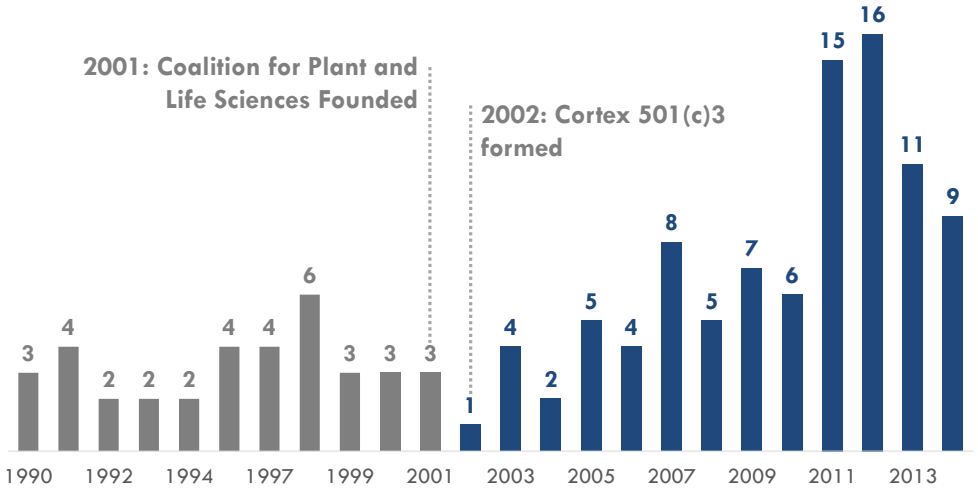
The strength of the St. Louis region's existing plant and agtech industry is instrumental in attracting venture capital, encouraging local and international entrepreneurs to grow their businesses in the region, and driving the region's economic competitiveness.

The St. Louis region has experienced strong average annual investment deal growth, growing by 55% from 2012 to 2015. However, it still lags market leaders such as Kansas City, Raleigh, and Denver.

The St. Louis region's entrepreneurial spirit, combined with strong leadership, has translated into a sharp increase in the growth of new regional plant and agtech companies since the formation of key organizations such as BioSTL and Cortex nearly 15 years ago. As a result of this leadership, the St. Louis area leads the Midwest in the overall number of plant and agtech companies, and has, by far, the largest concentration of such companies among peer cities such as Kansas City, Des Moines, Omaha, Lincoln, Iowa City, Columbia, and Wichita.



AVERAGE ANNUAL INVESTMENT DEAL GROWTH 2012-2015



ST. LOUIS REGIONAL AGTECH COMPANIES BY YEAR ESTABLISHED

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Residential

Multifamily vacancy in the immediate area and western suburbs has declined steadily since 2008, yet no new product was delivered between 2008 and 2015, resulting in pent-up demand for new development. Currently, approximately 350 new multifamily units are being added to the district in response to market demand.

Market Opportunities

» *Potential to attract young professionals & empty nesters*

The District can attract growing market segments with a denser, walkable urban environment with amenities, open space, and a mix of uses.

» *Projected multifamily housing demand*

The District is positioned to capitalize on low vacancy rates and local demand for apartment living with multifamily housing that supports the vision for a denser urban district.

Retail

Conversations with current local employees indicate the need for restaurants, coffee shops, bars, and neighborhood-serving convenience retail. Retail opportunities in the District can complement the City of Creve Coeur's broader retail strategy, which envisions compact neighborhood centers and walkable streets with destination-oriented "experiential retail" such as clothing and housewares, neighborhood services, and bars and restaurants.

Market Opportunities

» *Demand for neighborhood-serving retail*

The market today can support approximately 150,000 SF of new retail, which could include restaurants, coffee shops, bars, and convenience retail catering to new residents and nearby workers.

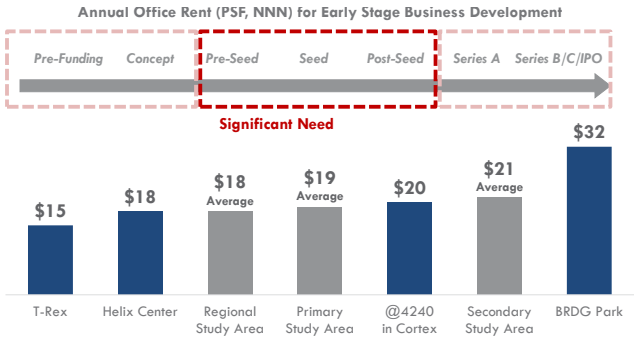
Office

New office development has been slow to return to St. Louis since the recession. However, vacancy rates for Class A office space in the region have declined from 12 to 8 percent, indicating that new tenants are continuing to take up space.

Market Opportunities

» *Conversion of industrial warehouses*

The District can provide appropriately-priced facilities to emerging agtech companies by converting existing light industrial and distribution facilities into "white box" office, flex, and lab space attractive to early and mid-stage companies.

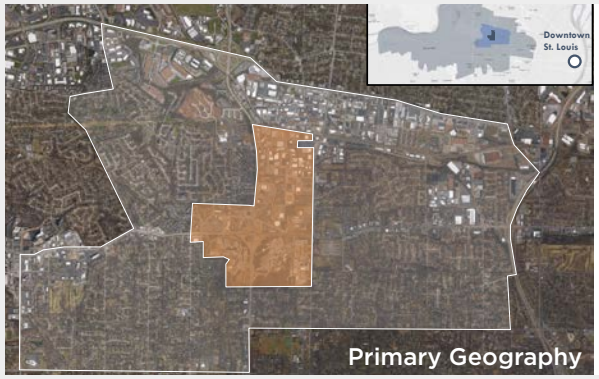


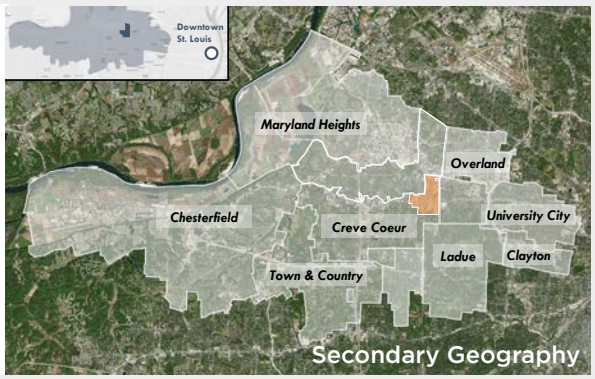
STUDY GEOGRAPHIES

Primary Geography: Five census tracts adjacent to District boundaries

Secondary Geography: Creve Coeur, Ladue, Overland, Olivette, and portions of University City, Clayton, Frontenac, Westwood, Maryland Heights, Chesterfield, Town and County, Country Life Acres, and Unincorporated St. Louis County

Regional Geography: St. Louis City & County





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DEVELOPMENT HISTORY

1850's to 1940's

Development in the district began with Old Bonhomme Road, now called Olive Boulevard, which has continued to be a driver for development up to the present day.

OLIVE PLANK ROAD
present day University city

The corridor began as a river-to-river Native American pathway along the high point dividing watersheds to the north and south. Old Bonhomme Road was upgraded as a toll road by the Central Plank Road Company in 1851 and renamed to Central Plank Road connecting Howell's Ferry to the terminus of Olive Street in downtown St. Louis.

Although the toll road failed to be profitable, it drew ambitious and entrepreneurial spirit from those looking to settle in the country. Communities developed and grew along present day Olive Boulevard, including a town center within the district called Stratmann just east of present day Lindbergh Boulevard along Old Olive Street. Stratmann was a commercial hub with a blacksmith shop in 1854 at the northeast corner of Olive Boulevard and Lindbergh Boulevard along with a general store, wagon maker, commission merchant and a post office[1]. The town incorporated into the City of Creve Coeur in 1949[2].

1857 MAP OF THE ST. LOUIS REGION
study area highlighted

1. Creve Coeur and Surrounding Area. Citizens Historical Committee. 1968
2. History of the Creve Coeur Area. City of Creve C

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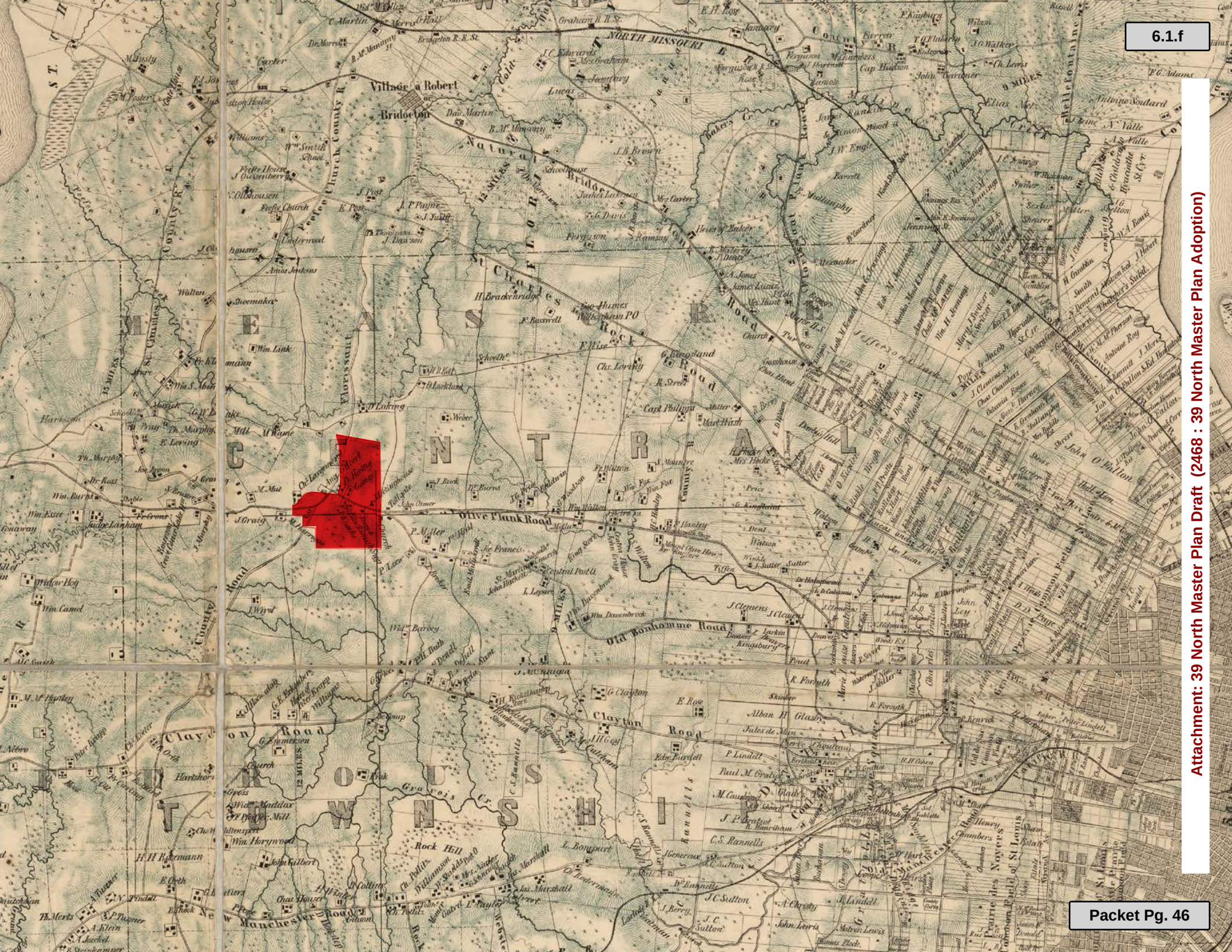

Village of Robert
or
Bridgeton
Natural Bridge
Old Bonhomme Road
Olive Plank Road
Clayton Road
Manchester Road
Rock Hill
Gravois Cr.
Baker's Cr.
Deer Creek
Fee Fee Creek
Fee Fee Church
Rock Church
Rock Hill Church
Rock Hill Post O.
Central Post O.
Mount Olive House
Central House
Tiffen
Kingsbury
Wilson
Watson
Sutter
Dent
Hanley
Wright
Lucas
Clemens
Trautwein
Wm. Dawenbrock
Wm. Barbey
Wm. Camel
Wm. Burrell
Wm. Essee
Judge Lanham
Wm. Link
Wm. Smith
Wm. Horrywood
Wm. Maddox
Wm. Kaltenmark
Wm. Gilbert
Wm. Hauser
Wm. Marshall
Wm. Tolliver
Wm. Rodermund
Wm. Lewis
Wm. Lewis
Wm. Lewis

1940's to 1970's

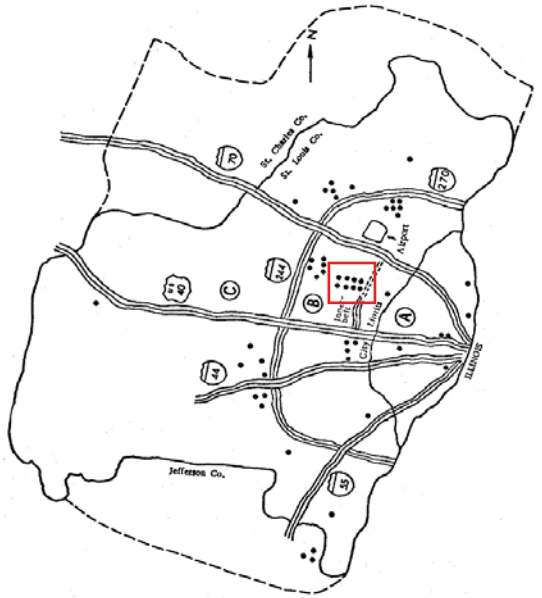
The north side of the district is bound by the old Chicago, Rock Island and Pacific Railroad, a 298-mile line which opened in 1904 running from St. Louis to Kansas City. The section through the study area, known as Lackland Subdivision, is a 33.5 mile rail line owned by Union Pacific and leased by the Central Midland Railway. It is the only part of the Old Rock Island Line that is still in operation[1].

In 1930, construction of Lindbergh Boulevard was completed as a bypass of St. Louis.

WILLIAM DEUSER'S BLACKSMITH SHOP

After World War II, new housing construction boomed in St. Louis County in sharp contrast to the city where higher densities was a disadvantage. Westward movement from the city core to St. Louis County between 1960 and 1970 led to a population increase of 29% in the county while the city's population declined 17 percent[2]. With falling transportation costs, industry also became increasingly decentralized. Industrial dispersion in the St. Louis region was also increasing due to demand for more space, security concerns, and by the construction of interstate highways. Highway construction programs brought the construction of Highway 40 and Interstate 70, which helped fuel the relatively rapid growth of Creve Coeur. Highways enabled larger, more inexpensive tracts of land to be available with lower development costs in the suburbs than in the city.

With open land near both highway intersections and an active rail line, the district became highly desirable for light industrial uses. Consequently, development began in the northern section of the district in the late 1950's and into the 1970's. In the mid 1950's the Monsanto campus began its build-out east of Lindbergh. Olive Boulevard was re-routed with a new interchange at Lindbergh with Old Olive Street remaining.



MAP OF INDUSTRIAL PARKS
1960's, district and surrounding area highlighted

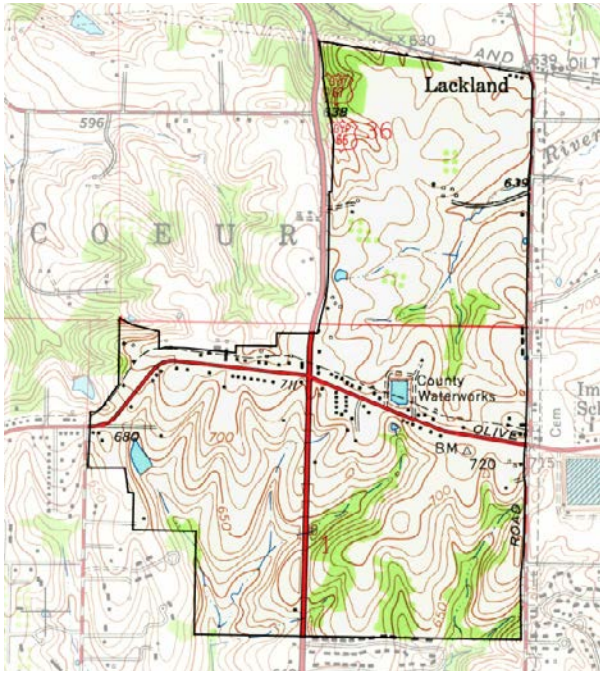
SOURCE: Holland and Wendel, *Development of Industrial Parks*

1. Central Midland Railway CMR #386. https://www.up.com/customers/shortline/profiles_a-c/cmr/index.htm
2. St Louis: A City and its Suburbs. Barbara R. Willia

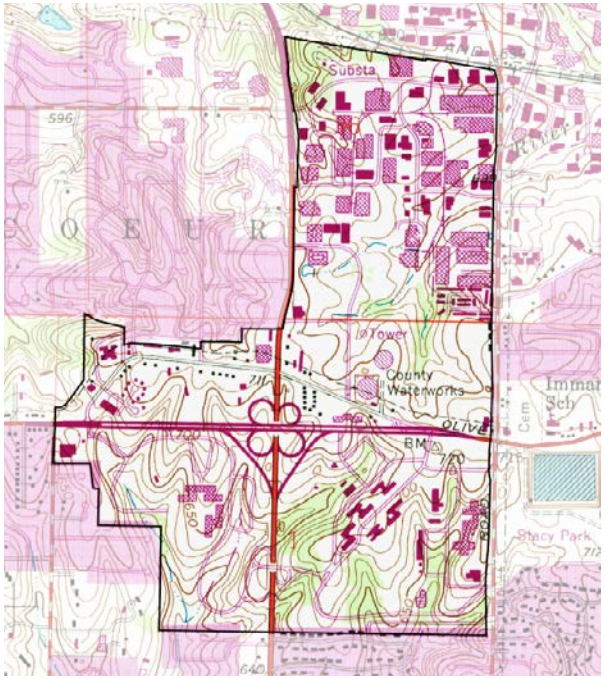
Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

1980's to Today

By the late 1980's, multiple office buildings occupied parcels immediately north of Olive Boulevard and reflected a pivot to the service economy. Construction of the retail center at Old Olive Street and Olive Boulevard began with the AMC Creve Coeur 12 constructed in 1999. Construction of the Donald Danforth Plant Science Center followed in 2001, BRDG Park in 2008, the adaptive reuse of an office building to house the Helix Center biotech incubator in 2012, and most recently the Danforth Center's expansion in 2016. Vanguard Heights, a multi-family residential apartment complex along Old Olive was completed in 2016. Today, the northern industrial district remains highly successful with occupancy rates greater than 90%. In the future, the district is poised for incremental transformation to support a growing agtech industry in the St. Louis region.



1954 USGS TOPOGRAPHY MAP



1974 USGS TOPOGRAPHY MAP

PRESENT DAY ILLUSTRATIVE

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NATURAL ENVIRONMENT

Hydrology/topography

The district is positioned at the top of three St. Louis regional watersheds: Fee Fee Creek to the Northwest, University City to the East and Deer Creek to the south. Fee Fee Creek watershed is a tributary to the Missouri River, while the other two minor watersheds are tributaries to the Mississippi River. This hydrological position is an opportunity to make significant, positive impacts downstream with responsible management of stormwater quality and quantity in the district. Benefits of responsible stormwater management include reduced flooding, minimized erosion, less strain on aged, undersized infrastructure, and improved water quality.

Existing vegetation

The district holds four areas of contiguous natural woodland two acres or larger, including a 30-acre wooded buffer between the Monsanto campus and southern district boundary, a 14-acre wooded buffer in the southwest corner, and six acres of woodland between the Danforth Center and the Missouri American Water campus. Three stormwater retention ponds make up approximately two acres of open water bodies within the district, providing crucial stormwater management functions as well as creating passive recreation areas. The recently restored native prairie between the Danforth Center and Olive Boulevard provides over four acres of native grasses and forbs which exposes district visitors to the important role that prairie grasses and cereal crops play in agriculture along with the contributions of cutting-edge science and technology. These areas within the district, along with Stacy Park and Warson Park immediately adjacent to Warson Road, house the biodiversity and ecological systems which this district master plan intends to promote and celebrate.

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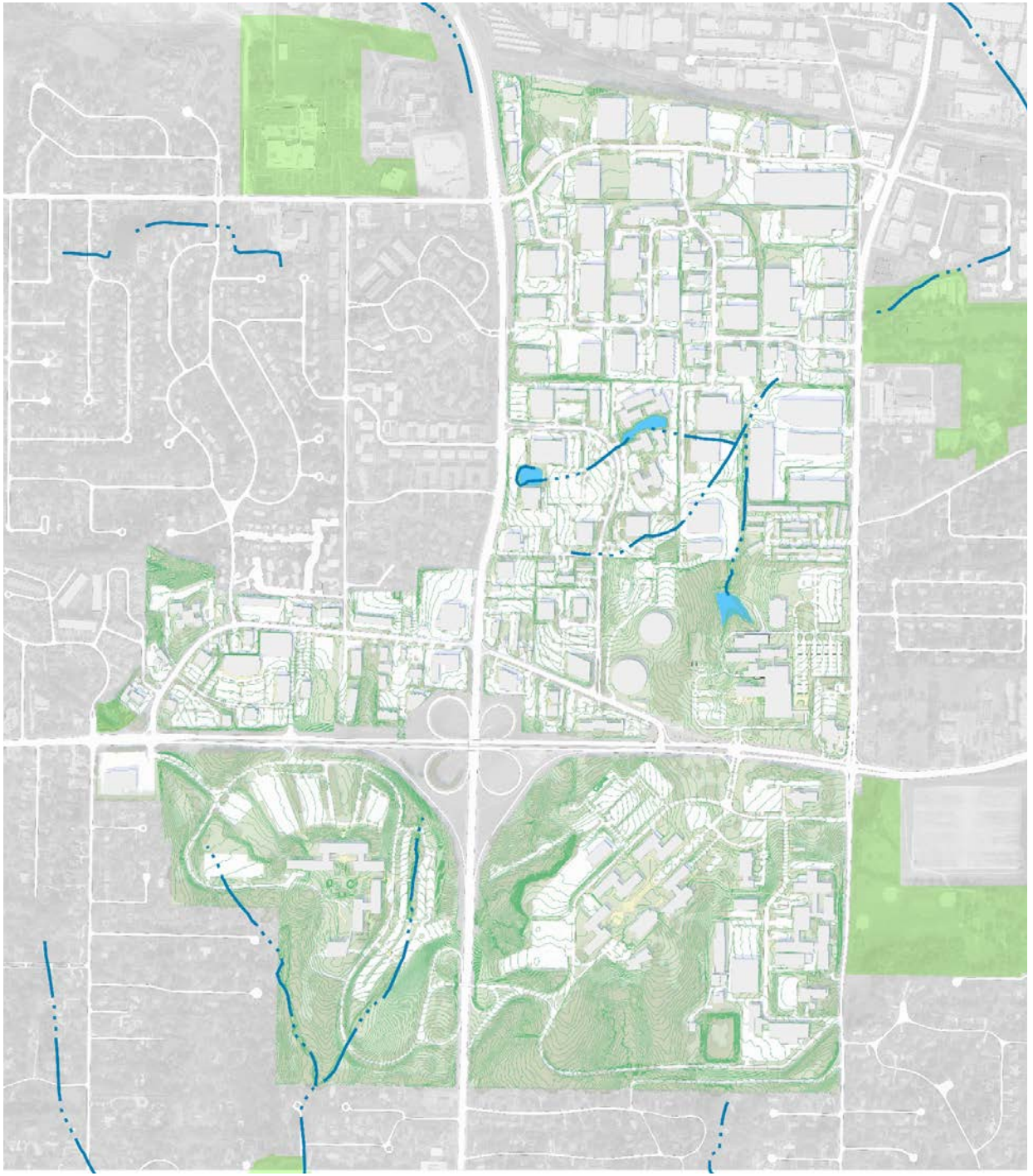
Retention pond at the Donald Danforth Center

Looking southeast from Olive Boulevard at the interchange with Lindbergh Boulevard



HYDROLOGICAL FEATURES

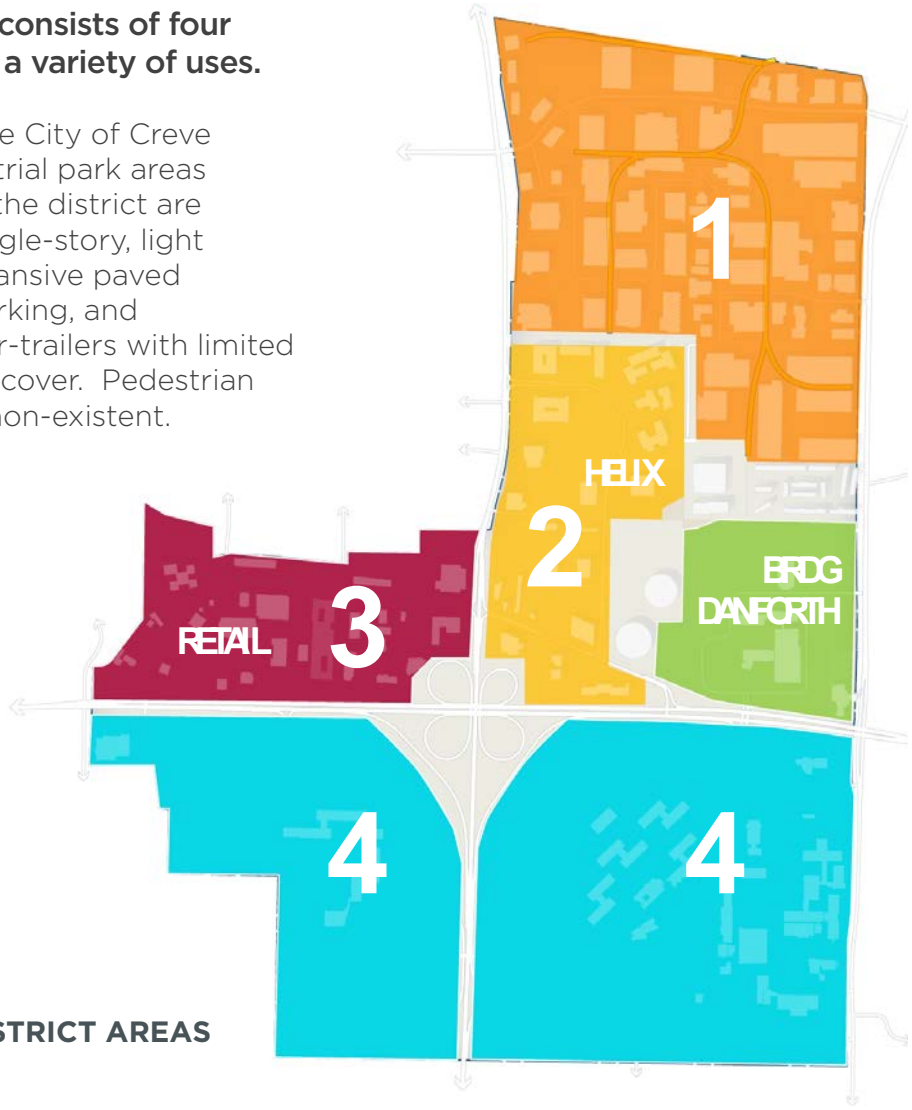
Looking south-east from Olive Boulevard at the interchange with Lindbergh Boulevard

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

BUILT ENVIRONMENT

Today, the district consists of four distinct areas with a variety of uses.

Incorporated into the City of Creve Coeur in 1990 Industrial park areas to the north end of the district are characterized by single-story, light industrial uses. Expansive paved surfaces support parking, and movement of tractor-trailers with limited vegetation and tree cover. Pedestrian facilities are nearly non-existent.



FOUR DISTINCT DISTRICT AREAS

1. Industrial park

Building construction dates range from 1957 to the late 1990's with the majority of buildings constructed in the late 1960's to early 1970's. Most businesses are warehousing services in single story, large footprint buildings. Other building uses include plastics and synthetic resin manufacturing, paper manufacturing, printing and publishing services, motor vehicle repair, chemical manufacturing and other fabricated metal production manufacturing. Rail spurs, all but one of which are abandoned, enter the district from the Central Midland Railway and run north-south into the industrial park. Most are visible at road crossings and are in various states of disrepair. This is the area with the highest building density in the district and with the greatest number of land owners and parcels.

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2. Office park

The office park area has a wider variety of building heights varying from single story to four stories fronting Corporate Square Drive. A few remaining structures along Old Olive and Lindbergh date to the early 1930's, but a majority of office buildings were constructed in a narrow window of three years from 1979-1982. Office tenants include the St. Louis County Department of Transportation, non-profit organizations including SSM Health, a prominent healthcare provider in the St. Louis region, and other organizations and services firms. Surface parking is a dominant feature in the landscape.

3. Retail

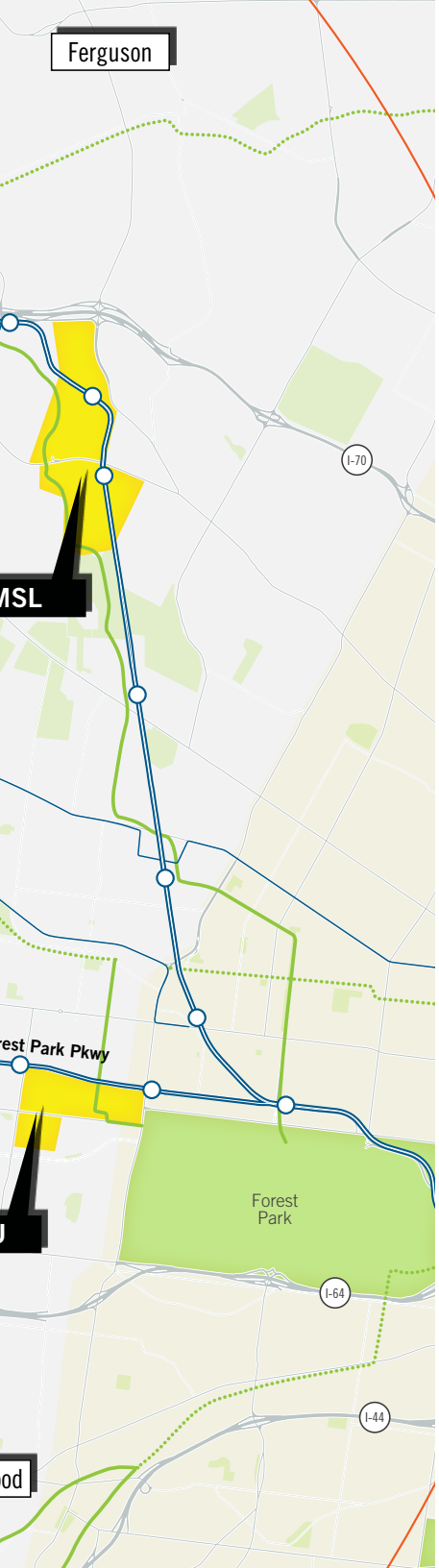
The regional retail center includes the AMC Creve Coeur Cinema and the Creve Coeur Pavilion with a variety of eateries and other retail space built between 1999 and 2002 at the intersection of Olive Boulevard and Old Olive Street at the eastern-most section of the district. The Lou Fusz car dealership occupies the corner of Old Olive Street and Lindbergh Boulevard to the west. In between, various strip centers with a variety of eateries, neighborhood-serving retail and professional services line Old Olive Street. Adjacent to condos at Guelbreth Lane constructed in 1981 is the Vanguard Heights, an apartment building with 174 units that opened in 2016. A 182-unit apartment complex, The Vue at Creve Coeur, is currently under construction at the former site of the Hamilton Christian Church and is expected to be completed for occupancy in early 2017.

4. Monsanto and Donald Danforth Plant Science Center

The nearly 250 acres south of Olive Boulevard is the world headquarters for Monsanto split into east and west campuses by Lindbergh Boulevard with approximately 1.3 million gross square feet (GSF) and 545 thousand GSF of office and lab space, respectively. Both parcels have substantial wooded areas and topography, with surface parking graded and strategically placed around the perimeter of building clusters defining central, formal open spaces. These characteristics give the property a campus feel which extends across Olive Boulevard to the Danforth Center and BRDG Park. The north edge of the Danforth center property contains significant woodlands and stormwater management features, including a retention pond.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

6.1.f
St. Louis International Airport
Missouri River
Creve Coeur Airport
364
Maryland Heights
94
49
Adie Rd
Ashby Rd
Midland Blvd
Overland
Flora Ave
Page Ave
Fee Fee Rd
Olive Blvd
Ross Ave
Craig Rd
Schulte Rd
I-270
I-170
University City
91
Woods Mill Rd
141
4 mi
Mason Rd
Graeser Rd
Olivette
Groby Rd
Delmar Blvd
Dielman Rd
Study Area
Ladue Rd
Creve Coeur
New Ballas Rd
Spoede Rd
Lindbergh Blvd
Warson Rd
Clayton
Conway Rd
I-64
Clayton Rd
Town and Country
Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)
Packet Pg. 53



Regional context

The 575 acre study area is located in St. Louis County within the City of Creve Coeur and bounded by Lindbergh Boulevard to the west, Warson Road to the east, the Central Midland Railway right-of-way to the north, and the Monsanto campus to the south. The study area is adjacent to the city of Olivette immediately to the east and unincorporated areas of St. Louis County to the north. The district is located approximately 25 minutes by car from downtown St. Louis, 15 minutes from Lambert International Airport, 10 minutes from Clayton and six minutes from downtown Creve Coeur. Single-family uses are predominant to the south and east, with light-industrial uses continuing to the north and northeast abutting the railway. Multi-family apartment buildings are prevalent immediately west across Lindbergh Boulevard.

External roadways

The primary routes providing access to the district are Olive Boulevard which runs east-west and Lindbergh Boulevard which runs north-south. Lindbergh Boulevard provides direct access to the regional freeway system to the south at I-64 and to the north at I-70. Olive Boulevard provides direct access to the regional freeway system at I-270 to the west and at I-170 to the east. Page Avenue, Missouri Route D, is an east-west state highway approximately one mile north of Olive Boulevard that similarly intersects I-270 and I-170.

Overall, exceptional regional access is a strength for the district. The limited number of routes leading to the freeways, however, results in significant congestion during the peak commuter hours. There are no known changes currently proposed to the regional access connections.

91 Bus route

MetroLink Station

Greenway

Planned Greenway

I-64 Interstate Highway

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Olive Boulevard

Olive Boulevard is a multi-lane, median-divided arterial highway through the study area maintained by the Missouri Department of Transportation (MoDOT) as State Route 340. The east-west highway generally has two through lanes in each direction with auxiliary turn lanes provided at key intersections. The existing cross section is primarily suburban/rural highway in character with wide outside shoulders. The posted speed limit varies from 35 to 40 miles per hour. Traffic signals are currently located at the intersections with Spoede Road, Old Olive Street Road West, Pavilion Drive/Monsanto West, Old Olive Street Road East, Danforth Center/Monsanto East and Warson Road. According to MoDOT count maps, Olive Boulevard east of Lindbergh Boulevard carries approximately 31,000 vehicles per day (vpd). Volumes west of the district are slightly lower at 28,600 vpd.

Lindbergh Boulevard

Lindbergh Boulevard is a four-lane, median-divided arterial highway through the study area maintained by MoDOT as US Route 67. The north-south highway generally has two through lanes in each direction with auxiliary turn lanes provided at key intersections. The existing cross section is primarily suburban/rural highway character with wide outside shoulders and the posted speed limit is 40 miles per hour. Interchanges are presently located at Page Avenue to the north, as well as at Olive Boulevard and the Monsanto crossover. Traffic signals are currently located at the intersections with Schuetz Road/Bauer Road and Quailways Drive/Tealbrook Drive.

According to MoDOT count maps, Lindbergh Boulevard south of Olive Boulevard carries approximately 26,200 vpd. The current roadway bisects the district into east and west sections. All of the intersections with the exception of Olive Boulevard, Schuetz Road/Bauer Road and Quailways Drive/Tealbrook Drive are relegated to right-in/right-out only access. Consequently, there is no physical connection for vehicular or bike/pedestrian access between Old Olive Street Road East and West.

Old Olive Street Road

Old Olive Street Road East is marked with four lanes, two in each direction. A traffic signal is present at the tee intersection of Old Olive Street Road East with Olive Boulevard. Old Olive Street Road West is marked with four lanes from Olive Boulevard to Ravenwood Lane, and three lanes from Ravenwood Lane to Lindbergh Boulevard. The three lane section has one through lane in each direction with a center two-way left-turn lane. The four-lane section allows separate left-turn and right-turn lanes southbound at Olive Boulevard and a separate northbound left-turn lane to Ravenwood. A traffic signal is present at the intersection of Old Olive Street Road West with Olive Boulevard at the corner of the Schnucks Supermarket. Only right-in/right-out movements are allowed at both intersections with Lindbergh Boulevard. Since Old Olive Street Road East and West are currently utilized by MoDOT as state highway interchange ramps, MoDOT is reluctant to change the lane configuration or character of the roadways which now must prioritize vehicle traffic and accommodate large truck movements.

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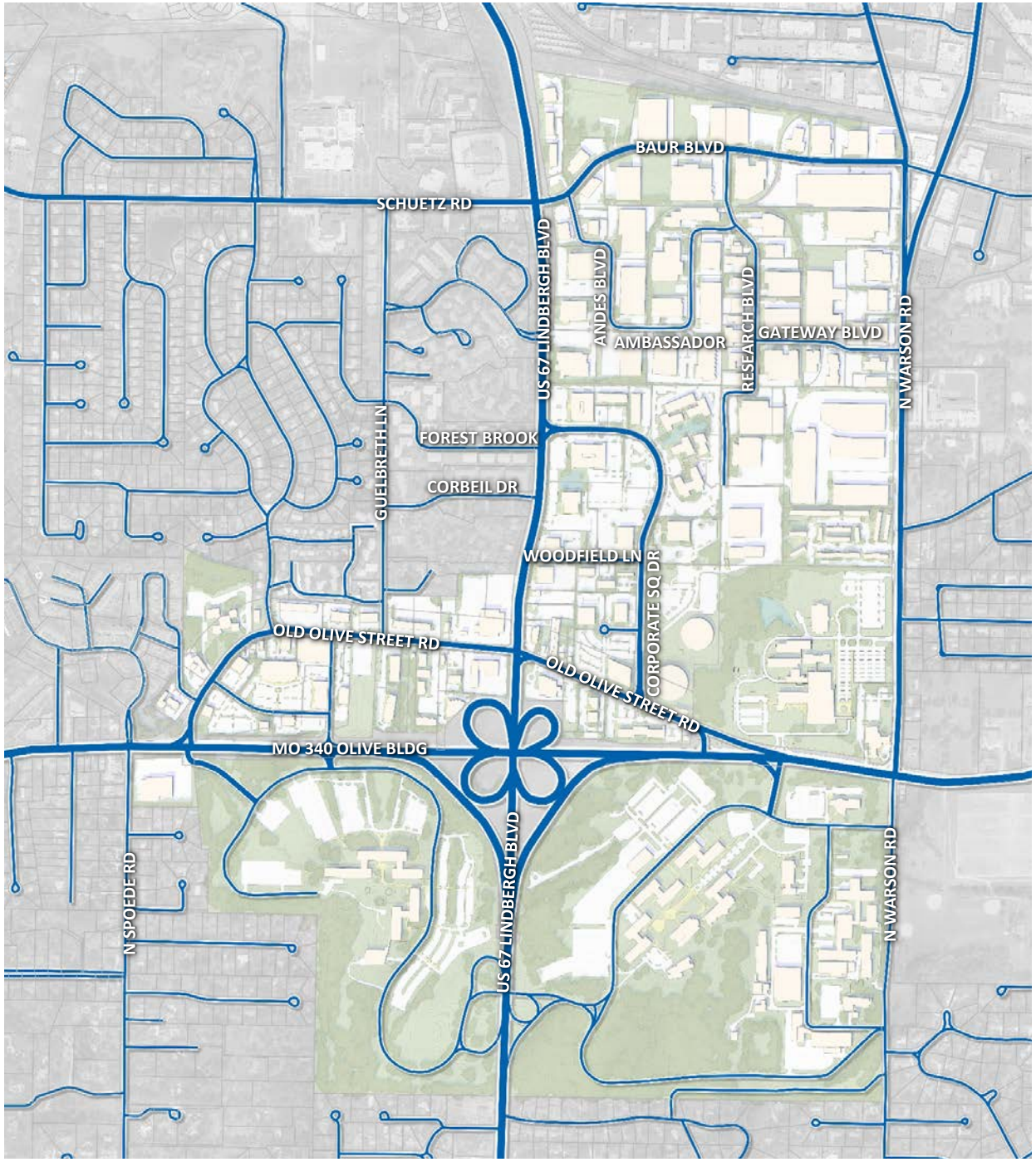
OLIVE BOULEVARD

LINDBERGH BOULEVARD

OLD OLIVE STREET ROAD



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Warson Road

Warson Road and the Ashby Road alignment to the north of Gateway Boulevard is a five-lane roadway with a continuous sidewalk on the east side adjacent to the residential areas in Olivette. According to St. Louis County Department of Transportation data from its website, recent traffic counts were on the order of 14,500 vehicles per day (vpd) just north of Olive and 12,000 vpd just south of Bauer Road. The current traffic levels are less than half of the potential capacity of a five-lane roadway segment. The major intersections with Olive and Page are congested during the peak hours when both crossing routes also carry their heaviest traffic loads.

Internal Roadways

The internal roadways serving the district have limited access to the arterial roadways. Existing internal roadways are also disconnected from each other and do not form an adequate "grid" of streets. For example, when traveling from one section of the Bauer Industrial Park to another, vehicles are often required to access Lindbergh or Warson to do so. Security restrictions at The Missouri American Water Company's property have restricted access from Old Olive Street Road east to the north into the district. The cross sections of these roads are typically wide, unmarked pavements.

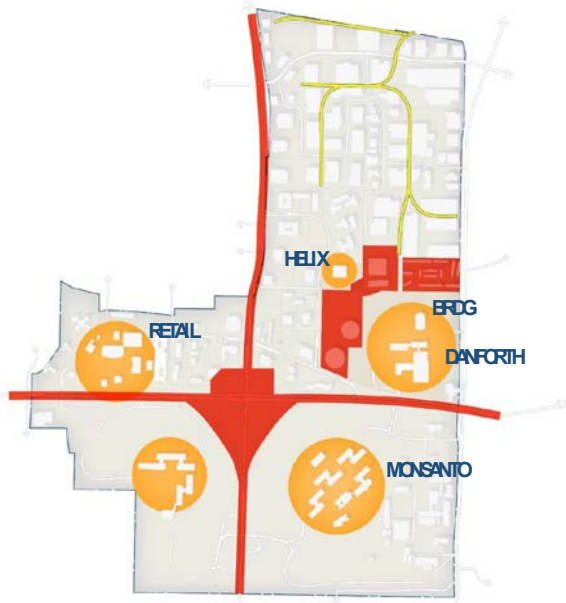
WARSON ROAD

CORPORATE SQUARE DRIVE

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Mobility, connectivity and barriers

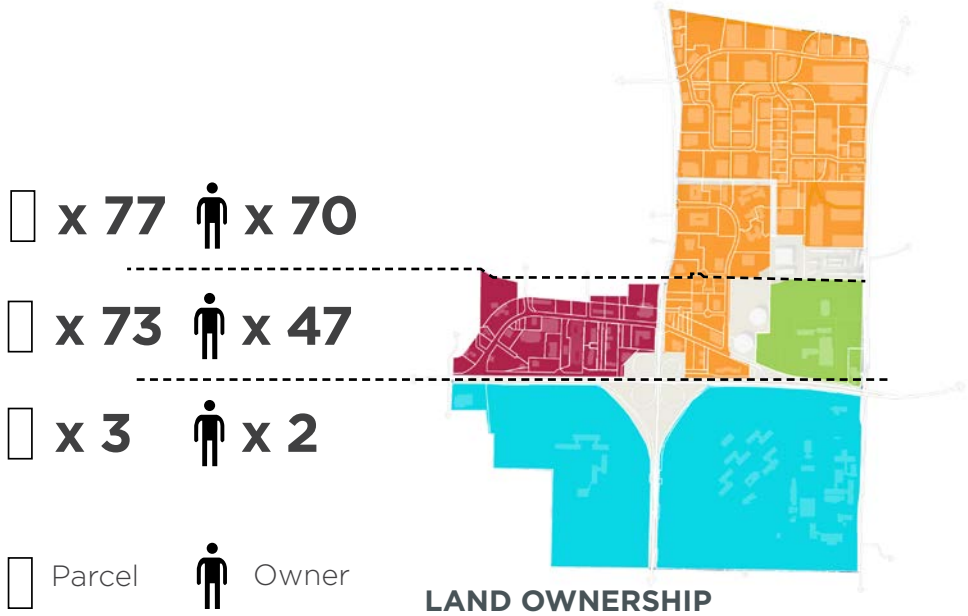
Connectivity between the four distinct areas of the site is a primary constraint. Access by vehicle between areas is not intuitive and is inconvenient. In many instances, access is impossible on foot or by bicycle between major anchors including the Regional retail to the west as well as between the Danforth Center, Monsanto, BRDG Park and the Helix Center. Access to regional assets including the Jewish Community Center, Warson and Stacy Parks and adjacent residential neighborhoods in Creve Coeur and Olivette is also challenging. Lindbergh and Olive Boulevards represent significant barriers that discourage interaction and connectivity within the district with minimal and uncomfortable crossing opportunities for pedestrians and confusing circulation for vehicles. Many fenced areas and retaining walls throughout the district make direct and intuitive access by vehicle or on foot impossible. The American Water property, which is required to be fenced for security reasons, presents such a barrier for connectivity between the Helix Center and BRDG Park and the Danforth Center. While the Helix Center is only a third of a mile from the Danforth Center, for example, a pedestrian would currently need to walk nearly double that distance along roads absent of sidewalks.



MAJOR ANCHORS AND BARRIERS

Land Ownership

The number of land owners decreases from north to south in the district. South of Olive Blvd., there are only two owners - Monsanto and the Schnucks Supermarket - in contrast to the light industrial area where there are 70 owners and 77 properties. The majority of parcels are under 5 acres, and only 12 parcels are between 5 and 11 acres.



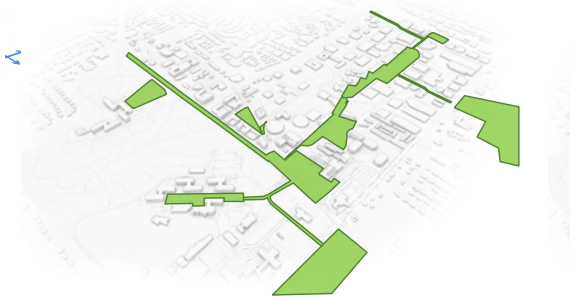
LAND OWNERSHIP

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

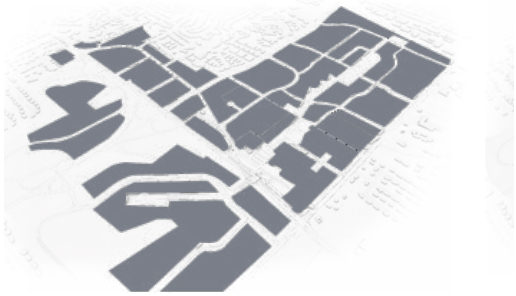
MASTER PLAN FRAMEWORK

Together, four interconnected frameworks comprise the plan and guide implementation.

TRANSPORTATION FRAMEWORK



OPEN SPACE FRAMEWORK



DEVELOPMENT FRAMEWORK

SUSTAINABILITY FRAMEWORK

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

TRANSPORTATION FRAMEWORK

Transportation infrastructure is critical on both the regional scale to connect the district to the greater St. Louis region and the district scale to connect major anchors. Successful transportation infrastructure will provide more intuitive, efficient and comprehensive vehicular access in tandem with a multi-faceted pedestrian, bike and transit network. Together, enhanced multi-modal infrastructure will enable development and continued success for 39 North in the future.

The Master Plan proposes establishing a street grid to connect the existing segments into a cohesive network. A new connection is proposed to bisect Missouri American Water Company property which must address security needs to protect the drinking water supply. Some of the new street segments are proposed on abandoned rail spurs that already weave through the district. All of the new and existing local streets in the district are proposed to include one lane in each direction, on-road bike accommodations and sidewalks on both sides. Some of the streets will include on-street parking on one or both sides.

Within the district are a series of abandoned rail spurs which provide an opportunity to create needed connections. All the spurs lead to the active rail line to the north which has been identified as a potential future MetroLink line.

RAIL SPURS AND STREET NETWORK

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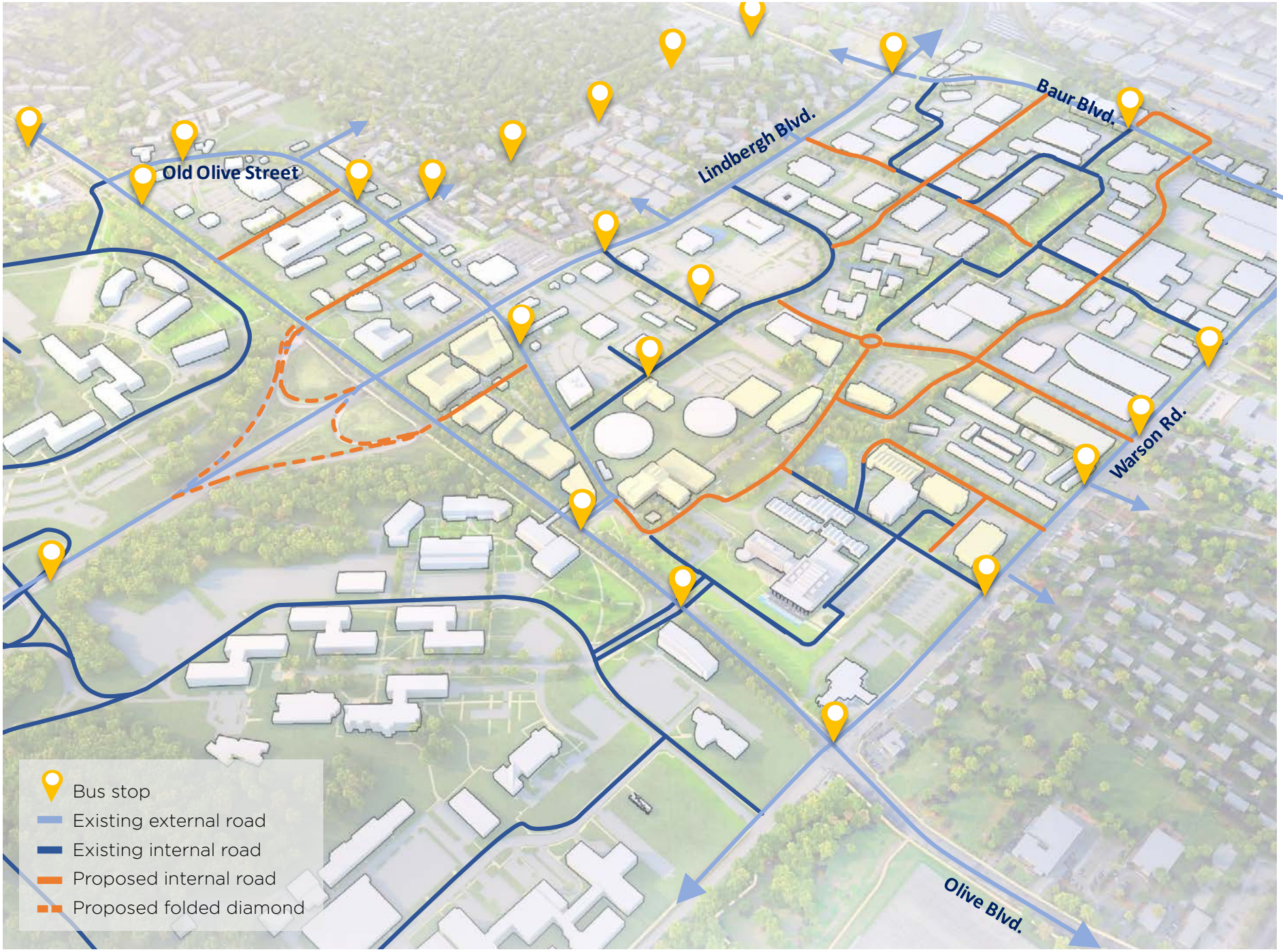


Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

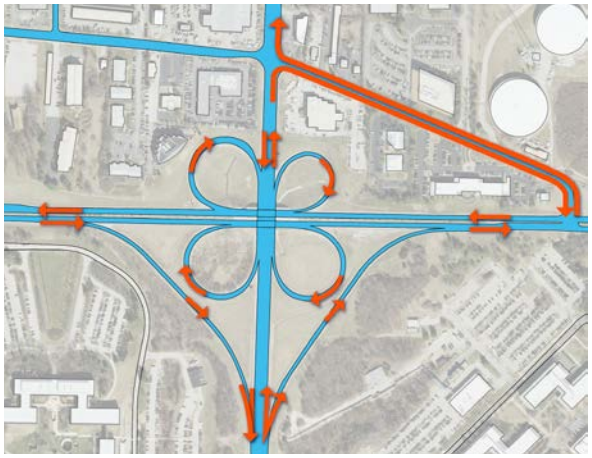
Olive Boulevard and Interchange

The cloverleaf interchange located at the intersection of Lindbergh Boulevard and Olive Boulevard does not accommodate all traffic movements. Traffic movements from westbound Olive to northbound Lindbergh and from southbound Lindbergh to westbound Olive must use the Old Olive Street Road connections and make their turns well in advance of the interchange location. Consequently, the Missouri Department of Transportation (MoDOT) owns and maintains both Old Olive Street Road East and West as state highway ramp connections.

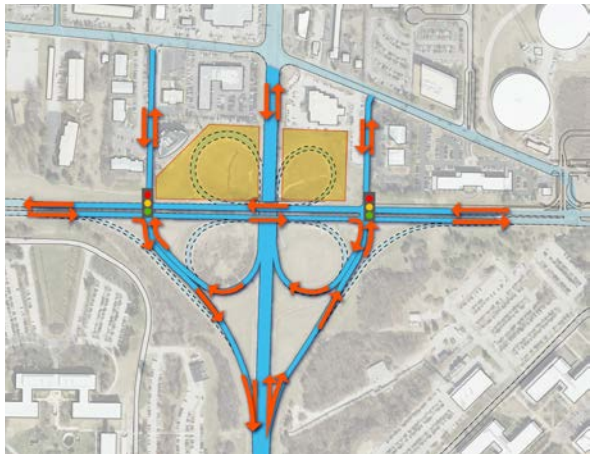
The Master Plan recommends that the existing interchange should be reconfigured into a folded diamond design to eliminate the circular ramps on the north side of the interchange and serve all movements to the south of Olive Boulevard via two traffic signals, spaced approximately 1,200 feet apart. Northbound to westbound and southbound to westbound movements would make left turns from the ramps at the traffic signals, and westbound to northbound and westbound to southbound would make left turns from Olive at the traffic signals.

The folded diamond reconfiguration of the interchange will create significant positive impacts for the state highway system and throughout the district. First, all traffic movements will be served at the interchange, and Old Olive Street East and West will no longer be used as state highway ramps. Both segments of Old Olive Street can be transferred for local maintenance and the character of those roadway segments can be transformed from state highways to local streets. Second, the weaving areas currently created by the cloverleaf ramp arrangement would be eliminated, thereby improving vehicular safety and pedestrian safety. Third, there will be an ability to create new north-south connector streets from Olive to Old Olive on both sides of Lindbergh at the signalized ramp intersections.

The Master Plan also proposes to change the cross section of Olive Boulevard to replace the shoulder sections with curb and gutter, reducing the cross sectional width of the highway to facilitate a street more conducive to non-motorized users at the edges. Reclaiming the shoulder areas will allow for bike and pedestrian facilities within the existing right-of-way footprint. The Master Plan proposes to extend the multi-use path at the Danforth Center to the West towards downtown Creve Coeur.



EXISTING INTERCHANGE



PROPOSED INTERCHANGE

The existing interchange type is known as a full cloverleaf and has four loop ramps, one in each quadrant. Each ramp replaces what would otherwise be a left-turn. Diagonal ramps accommodate right-turn movements. The oddity of this interchange is that it lacks typical diagonal ramps in the NE and NW quadrants. Those connections must be made in advance of the interchange via Old Olive Street.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

PROPOSED INTERCHANGE

The Master Plan proposes retrofitting the existing condition into a “folded diamond” interchange. This configuration would provide full access at the improved interchange. All four ramps on the south side could be repurposed. There would be two signals on Olive Boulevard. The cloverleaf ramps would be removed altogether on the north side creating two new development opportunities.

EXISTING CONDITIONS

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Internal Street Transformations

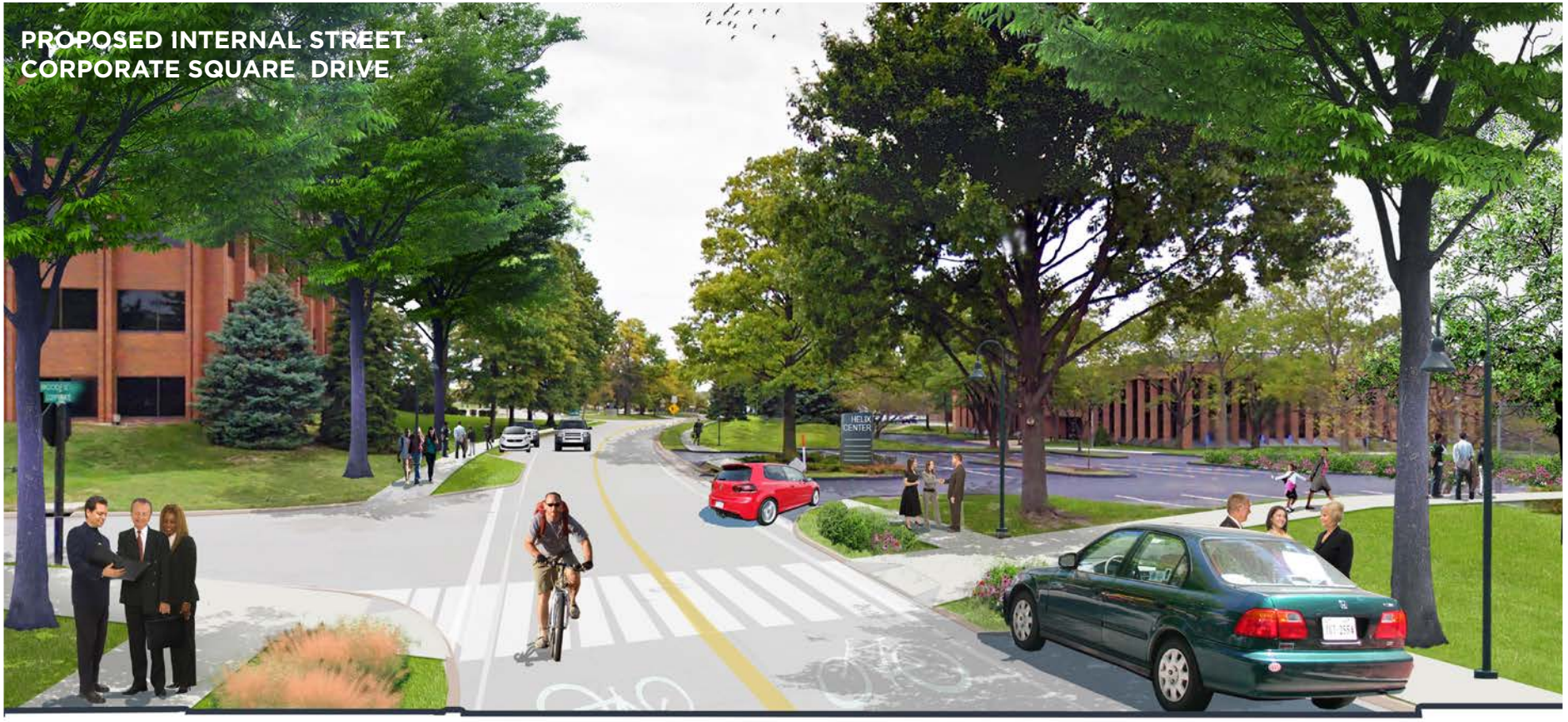
Within the district are a series of abandoned rail spurs which provide an opportunity to create needed connections. All the spurs lead to the active rail line to the north which has been identified as a potential future MetroLink line.

SIDEWALK	TRAVEL LANE	ON STREET PARKING	SIDEWALK
8’	22’	8’	6’

STREET R.O.W
44’

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

The Master Plan proposes adding sidewalks, bicycle signage, pedestrian crossings and parallel parking within the existing street right-of-way. Planting areas buffer the pedestrian from vehicular traffic and allow the opportunity to incorporate a native landscape and green infrastructure.



SIDEWALK 6’	ON STREET PARKING 8’	TRAVEL LANE 22’	ON STREET PARKING 8’	SIDEWALK 6’

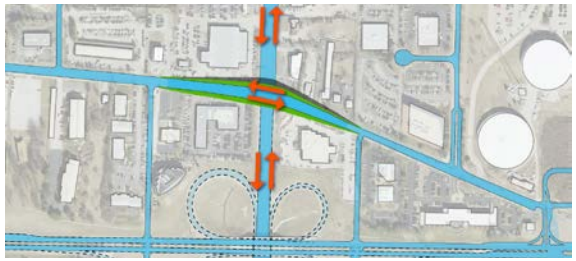
STREET R.O.W
50’

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

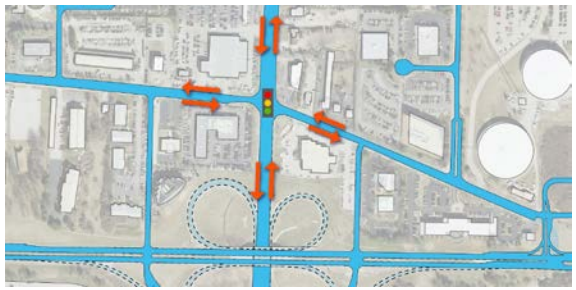
A Mixed-Use Old Olive Street

If the proposed folded diamond interchange is completed, the Old Olive Street Road East and West roadway segments will no longer serve a state highway function, and MoDOT has expressed a desire to transfer those to city jurisdiction. Under city jurisdiction, the form and character of Old Olive Street Road East and West can be significantly changed. Both roadways could be reconfigured with one through lane in each direction, raised medians with breaks for left-turn lanes at key intersections and added bike lanes and wide sidewalks on both sides.

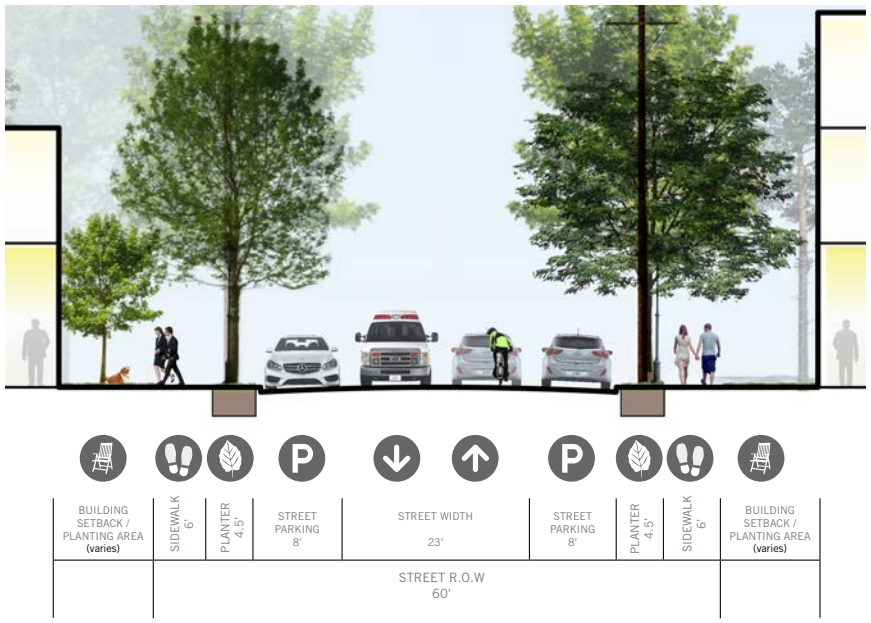
Two options could be considered for connecting Old Olive Street Road East and West across Lindbergh Boulevard. The preferred option based on input received throughout the planning process would lower Lindbergh Boulevard so that a grade- separated crossing (bridge) could connect Old Olive Street Road East and West. The second option considered would be a traffic signal at the intersection with added left-turn lanes on all four approaches. The identification of potential impacts to underground utilities is the critical element that will need to be investigated as a next step for implementation. The proposed folded diamond interchange to the south at Olive Boulevard will remove the weaving segments on Lindbergh Boulevard thereby improving operations and safety.



A grade separation between the two roads by depressing Lindbergh and bridging Old Olive overhead.



An at-grade signalized intersection.



Left **PROPOSED SECTION**
Old Olive Street Road

Top **GRADE-SEPARATED OVERPASS**
Georgia Tech, Atlanta GA

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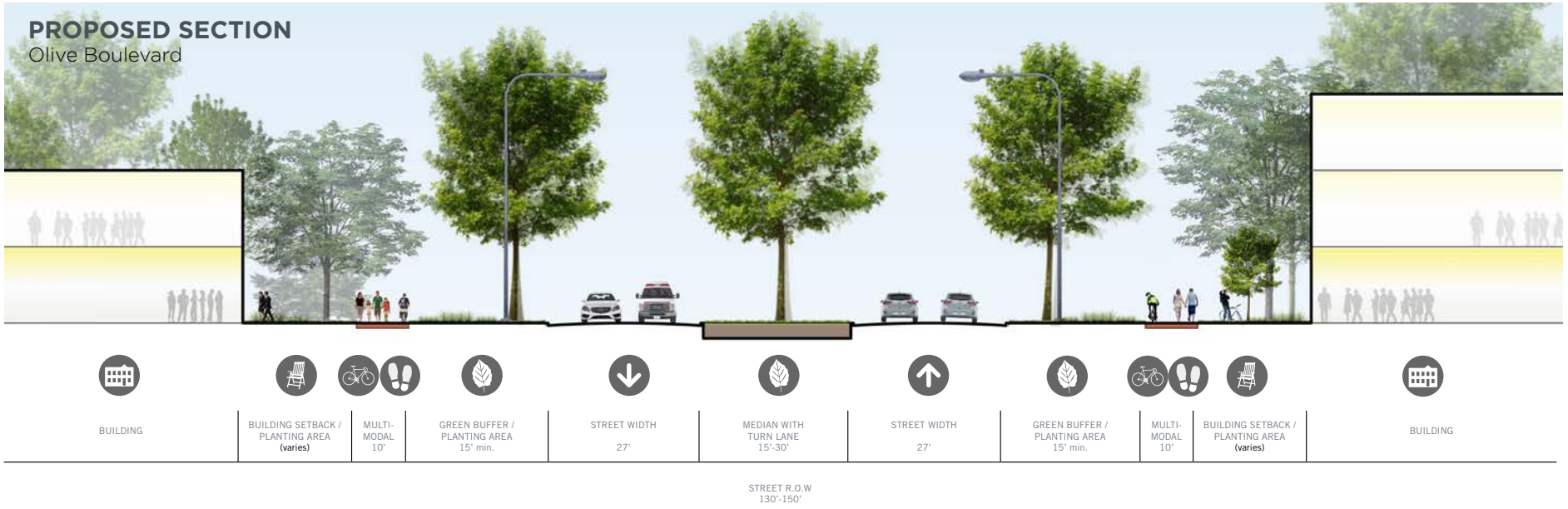
Warson Road

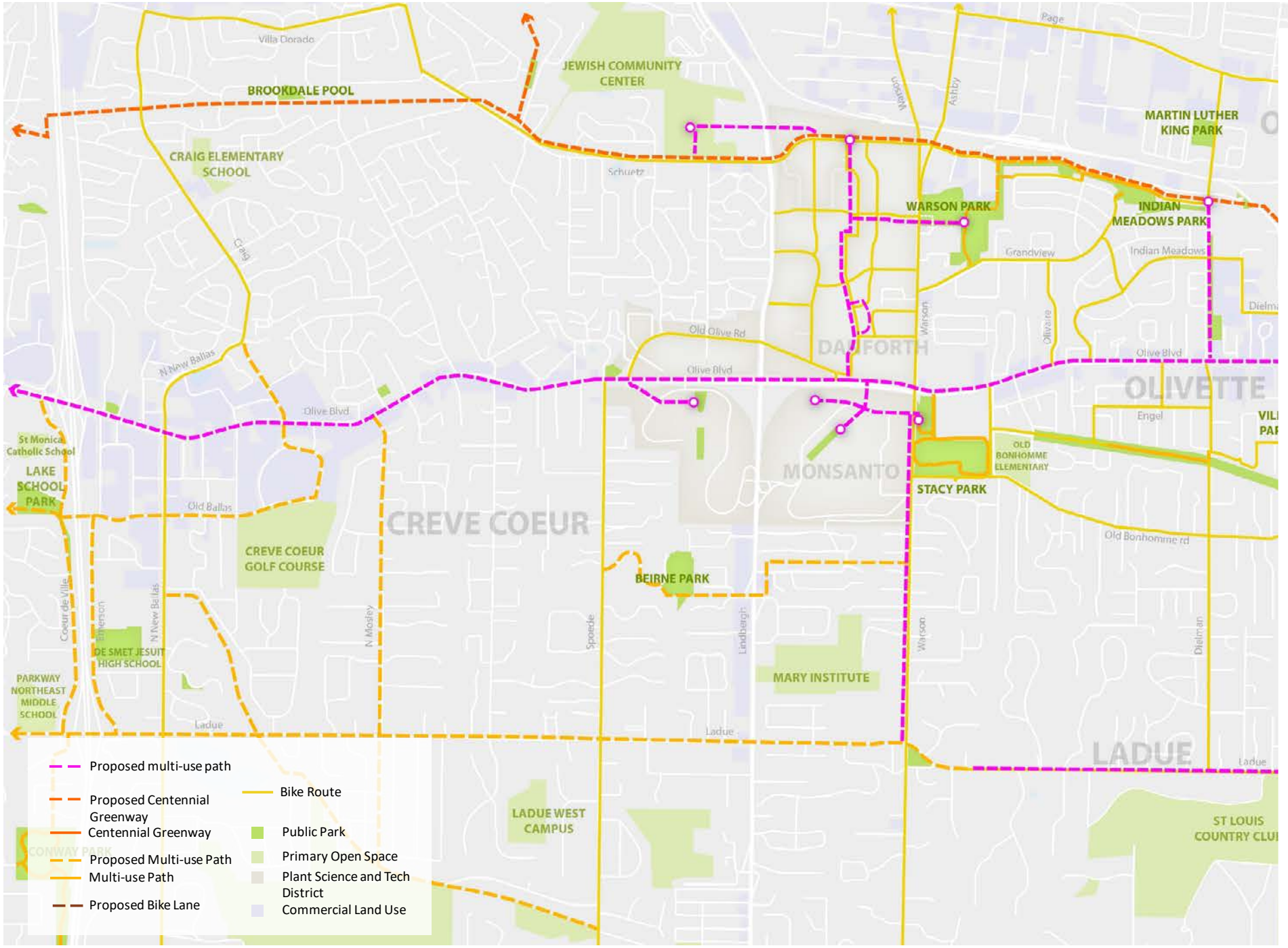
Participants in the Master Plan process focused on addressing capacity constraints at major intersections on Warson Road as well as any current or new intersections serving possible development sites in the study area. Preferably, new intersections on the west side of Warson Road should either align opposite an existing intersection on the east side or be separated by at least 250 feet. Creation of four-legged intersections is preferred to allow signalization, where warranted, to serve both sides. Since Warson Road is already five-lanes, intersection improvements would likely address the need for southbound right-turn lanes. Geometric improvements on the northwest and southwest intersection corners to accommodate the physical size of large trucks, traffic signalization, additional lanes on the current or new west approaches (separate eastbound left-turn and/or right-turn lanes or possibly dual left-turn lanes), and pedestrian upgrades are recommended.

One potential signal location would be near Warson Park. The addition of a signal at that location would support safer pedestrian crossings at that key location. Any traffic signals along Warson Road should include ADA compliant crosswalks with pedestrian indications, push buttons and ramps. There should also be consideration given to completing the sidewalk along the west side of Warson Road to make it continuous from Olive to Bauer. For safety and security, the district may also wish to upgrade the roadway and pedestrian scale lighting features.

The Gateway Bike Plan indicates “wide outside lanes” for the segment from Olive to Page. There is a full shoulder on the east side of Warson Road from Olive to Grandview, so that segment could be restriped with the wide outside lanes with no need to widen the pavement. A proper restriping would likely require an overlay or micro-surface treatment. North of Grandview, widening would be required to have wider outside lanes. Consequently, consideration of additional options for accommodating bikes may be worthwhile.



Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)



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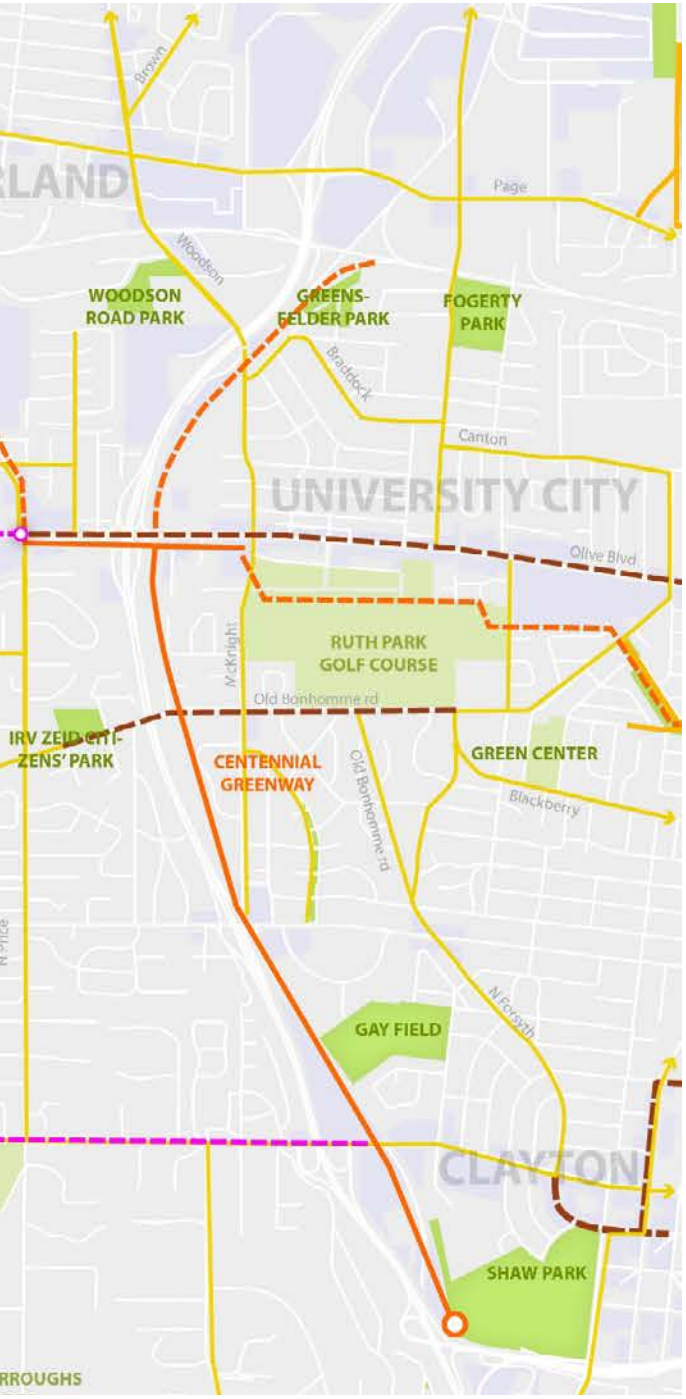
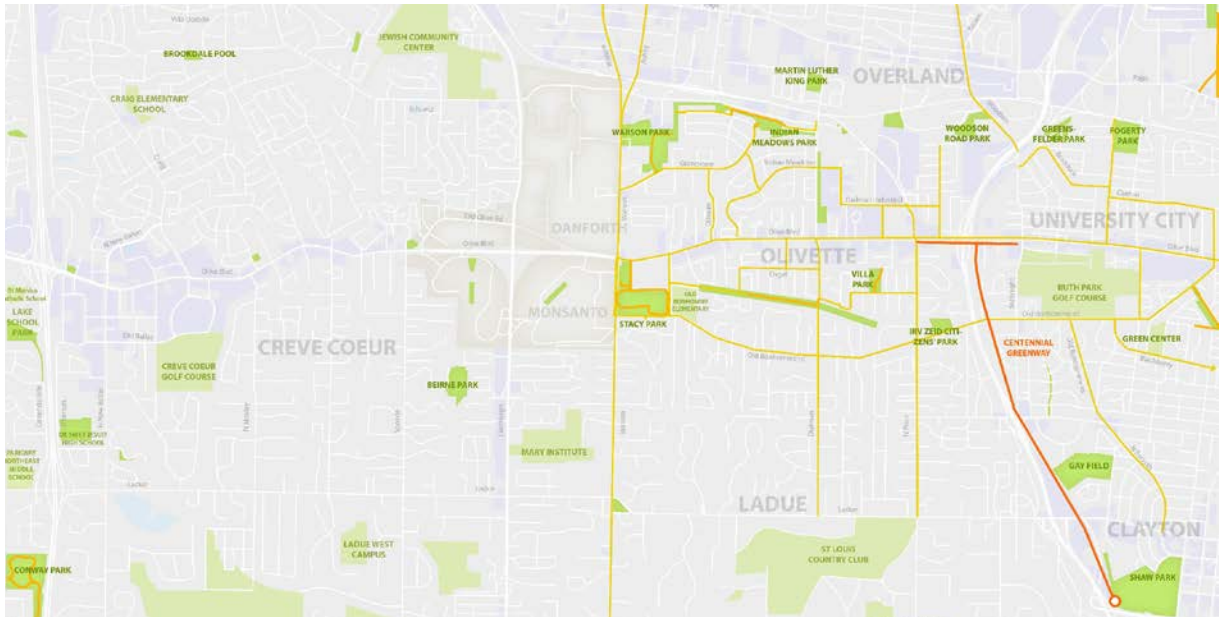


Regional multi-modal connections

A comprehensive network of regional bike and pedestrian pathways would make it possible to bike from Clayton and University city to the district and to downtown Creve Coeur on a continuous multi-use pathway. 39 North is an important component of this broad, interconnected regional network of bicycle infrastructure.

The Master Plan recommends building on existing and proposed bike and pedestrian facilities. The proposed Centennial Greenway expansion along Baur Boulevard is intersected with a primary multi-modal pathway along the proposed central open space extending to Monsanto and further south to residential neighborhoods. A proposed multi-use pathway on Olive Boulevard extends east-west connecting Olivette and Creve Coeur through the district. Improved connections to regional recreation assets like Warson and Stacy Parks would allow access for district workers and community members alike. A grade-separated bridge over Lindbergh Boulevard is proposed in the north edge of the district to improve access to the Jewish Community Center.



Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

OPEN SPACE FRAMEWORK

AMERICAN TOBACCO CAMPUS
Durham, NC

Open space shapes the places that bring people and ideas together

The open space framework is a comprehensive, cohesive vision for 39 North's landscapes that redefines the way people travel, gather and interact within the district.

A comprehensive open space framework includes both physical and cultural principles that comprise compelling places conducive to sharing ideas and community involvement. Programming open spaces for community members and workers in the district alike can inspire creativity and awareness of innovative research and development. Open space in the district is an integral part of a broad regional network of green space supporting pedestrian and bicycle connectivity. Community-driven planning efforts will continue to refine the specific identity and features that comprise a unique and inspiring series of spaces.

Open space in 39 North should:

- Be an inclusive, welcoming community asset.
- Include event spaces with engaging programming that promotes culture, creativity and innovation.
- Advance new research and the mission of the district's companies and organizations.
- Include contextual, high-quality landscape furniture and features.
- Prevent crime and prioritize safety.
- Promote pedestrian, bicycle and transit access.
- Facilitate accessibility, remove barriers and work with natural topography.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

- Define new district gateways and enhance existing ones.
- Incorporate sustainable strategies and creative stormwater management techniques.
- Be context-sensitive to industrial uses.
- Be coupled with active building frontages where applicable.
- Support continued evolution of the space and future flexibility.
- Include active and passive recreation opportunities.
- Create collaborative learning spaces for local schools and universities.
- Encourage "collision" points that enable impromptu knowledge sharing.

Top **SHENYANG ARCHITECTURAL UNIVERSITY**
China

At Shenyang Architectural University in China, rice fields are harvested on campus to promote the University's role in addressing food production and sustainable land use.

Right **PUBLIC SCULPTURE ART**
Clayton, St. Louis, MO

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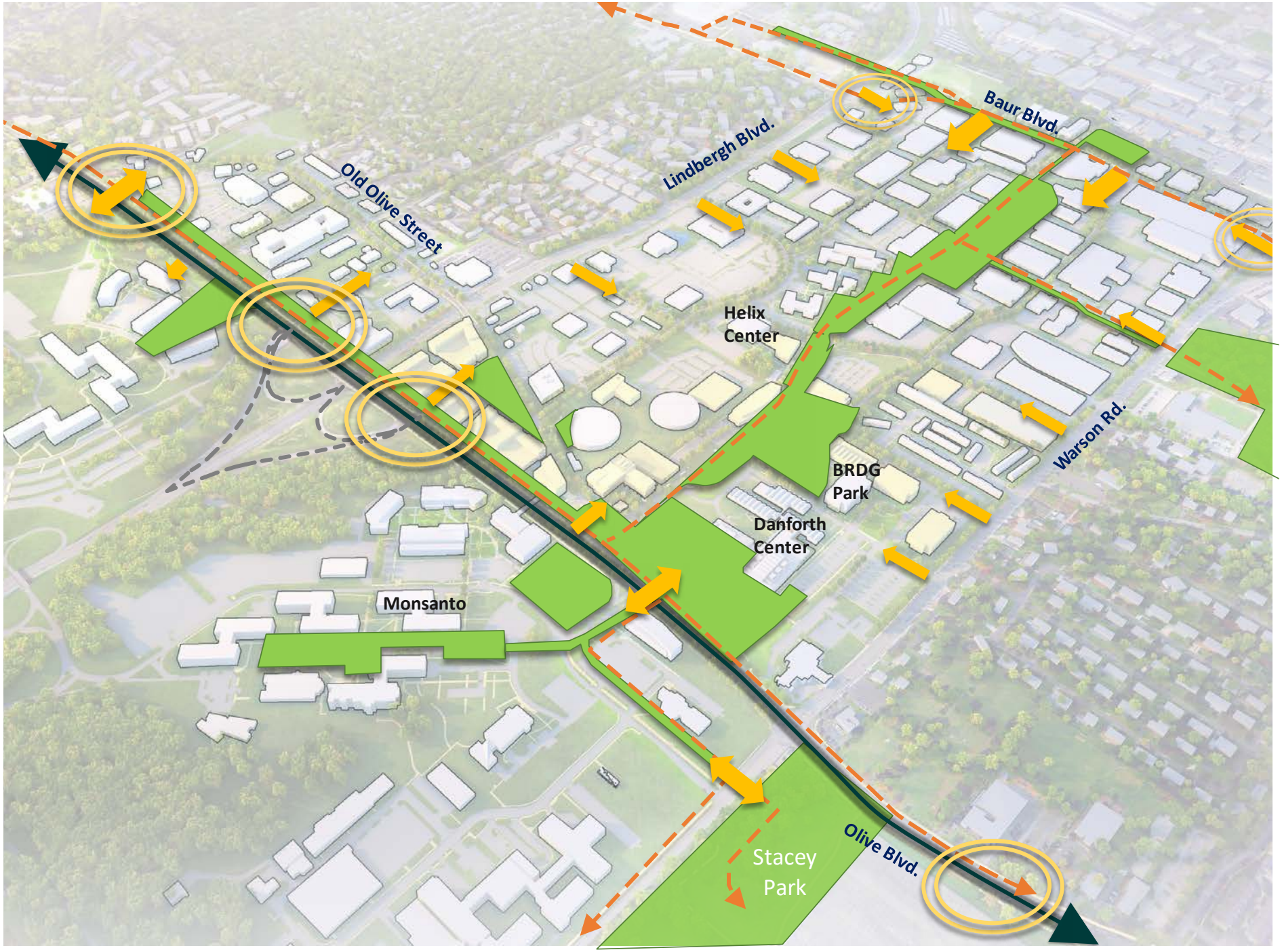

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Central Open Space

A central, open space is proposed to unify the district and enhance north-south connectivity. The space would include a variety of active and passive uses, integrate green infrastructure to reduce storm water and accommodate multiple modes of transportation. The space is planned to be incrementally achieved through a series of implementation projects.

A framework for a continuous series of centrally-located open spaces spanning the entirety of 39 North would best support the district. A series of open spaces will connect district anchors to the south - Monsanto, Donald Danforth Center, BRDG Park and the Helix Center - with industrial uses to the north. The central open space radiates active uses at a proposed mixed-use center directly west of the Danforth Center through a variety of dynamic landscape features that provide new multi-modal connectivity. Intended for incremental implementation, the central open space will engage light industrial uses to the north and catalyze future development with a mix of adaptive reuse of existing buildings and new construction.

The Central open space is part of a regional network. A multi-use pathway threaded through the district connects proposed bicycle and pedestrian improvements along Olive Boulevard with the proposed extension of the Centennial Greenway along Baur Boulevard, a transit hub along the potential West County MetroLink expansion, and to the Jewish Community Center via a proposed pedestrian bridge over Lindbergh Boulevard. The central open space also extends connections to forested parkland in Stacy and Warson Parks and to the Monsanto campus areas. In addition to establishing new regional connectivity, the central open space will provide important stormwater management for the region's three watersheds within the district.

CENTRAL OPEN SPACE
Framework diagram

- Open space network
- Primary multi-modal connection
- District entrance
- District gateway

@4240 OPEN SPACE
St. Louis, MO

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Southern Sections

The central open space would emanate from the existing open space on the Monsanto campus. Swaths of forested areas would transition to a restored native prairie north of Olive Boulevard, where at-grade crossing improvements and a possible elevated crossing connect open space on the Monsanto campus to the Donald Danforth Center. A mixed-use center for the district adjacent to the Danforth Center defines an active plaza space overlooking the restored native prairie. Proposed pathways and a new road continue north from the district mixed-use center, following the topography to establish a direct pedestrian and vehicular connection to the Helix Center. Three Proposed buildings frame an open space preserving mature trees with pathways circling the existing retention pond. The pond is re-envisioned as an amenity and passive recreation area in addition to its important role for stormwater management in the district. A pavilion on the north side of the pond is envisioned to be a central feature in the landscape.

Directly east of Helix Center, the existing American Water control center and shelter would be redeveloped into a dynamic new open space fronting a proposed addition to the Helix Center.

The signature open space within 39 North would activate the Helix Center and redefine its relationship with the Danforth Center and future redevelopment. Active uses could include a pavilion structure with a gathering space and small café with dining terrace.

Northern Sections

North of the Helix Center, the proposed central open space engages with existing office buildings and predominately one story light industrial buildings with a characteristically open landscape that incorporates both passive and active recreation opportunities. Stormwater management features and a robust tree canopy provide increased tree cover and enhanced environmental functions to the north portion of the district. Uses could include open lawn areas, community gardens, and fields for leisure activities.

Combined with an enhanced internal network of streets and sidewalks, a comprehensive pedestrian network would provide workers in the district options for exercise and leisure that promotes healthy lifestyles. In the future, the central open space is an opportunity to connect to the potential West County MetroLink expansion service with a plaza and transit-hub adjacent to Baur Boulevard. If an extension to MetroLink is realized, a direct multi-use path connection would provide 39 North and its anchors with walkable access to light rail transit linking the district to downtown St. Louis.

Old Olive

A public plaza and green space adjacent to Old Olive Street Road is envisioned to be an extension of activity at the mixed-use center directly west of the Danforth Center. First floor retail uses with apartments fronting the open space would contribute to a lively streetscape and programmed open space uses. A proposed elevated crossing over Lindbergh Boulevard further extends activity on Old Olive towards the existing AMC Cinema and adjacent retailers to the west to comprise a continuous mixed use corridor along Old Olive Street Road. With significant improvements proposed for the Olive Boulevard/Lindbergh Boulevard interchange, portions of Old Olive Street Road will no longer be used as access ramps, thus reducing vehicular traffic and putting the focus back on the pedestrian. Proposed new dedicated bicycle lanes and enhanced sidewalks help create a safe and vibrant pedestrian experience.

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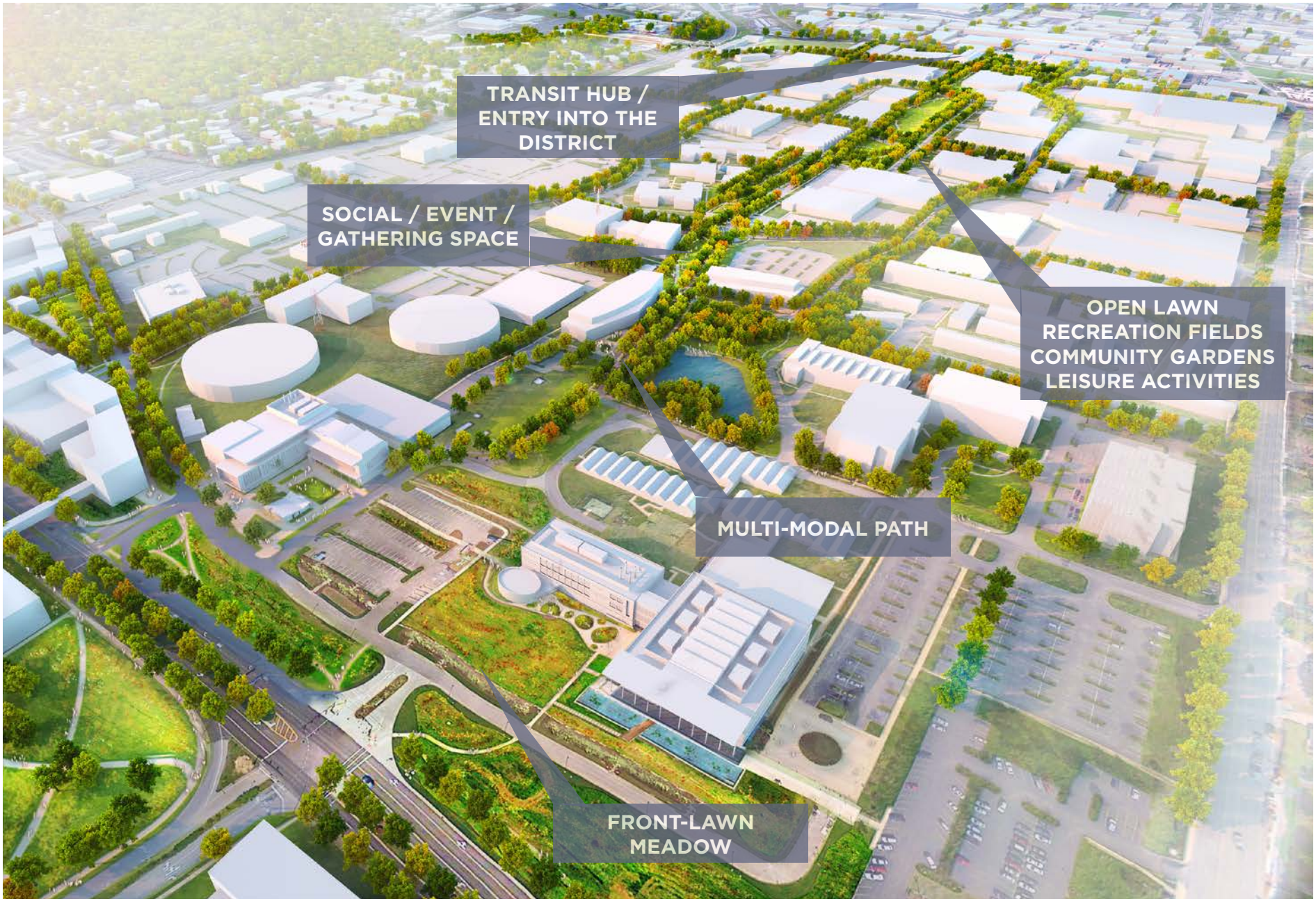


CENTRAL OPEN SPACE LOOKING NORTH WEST

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

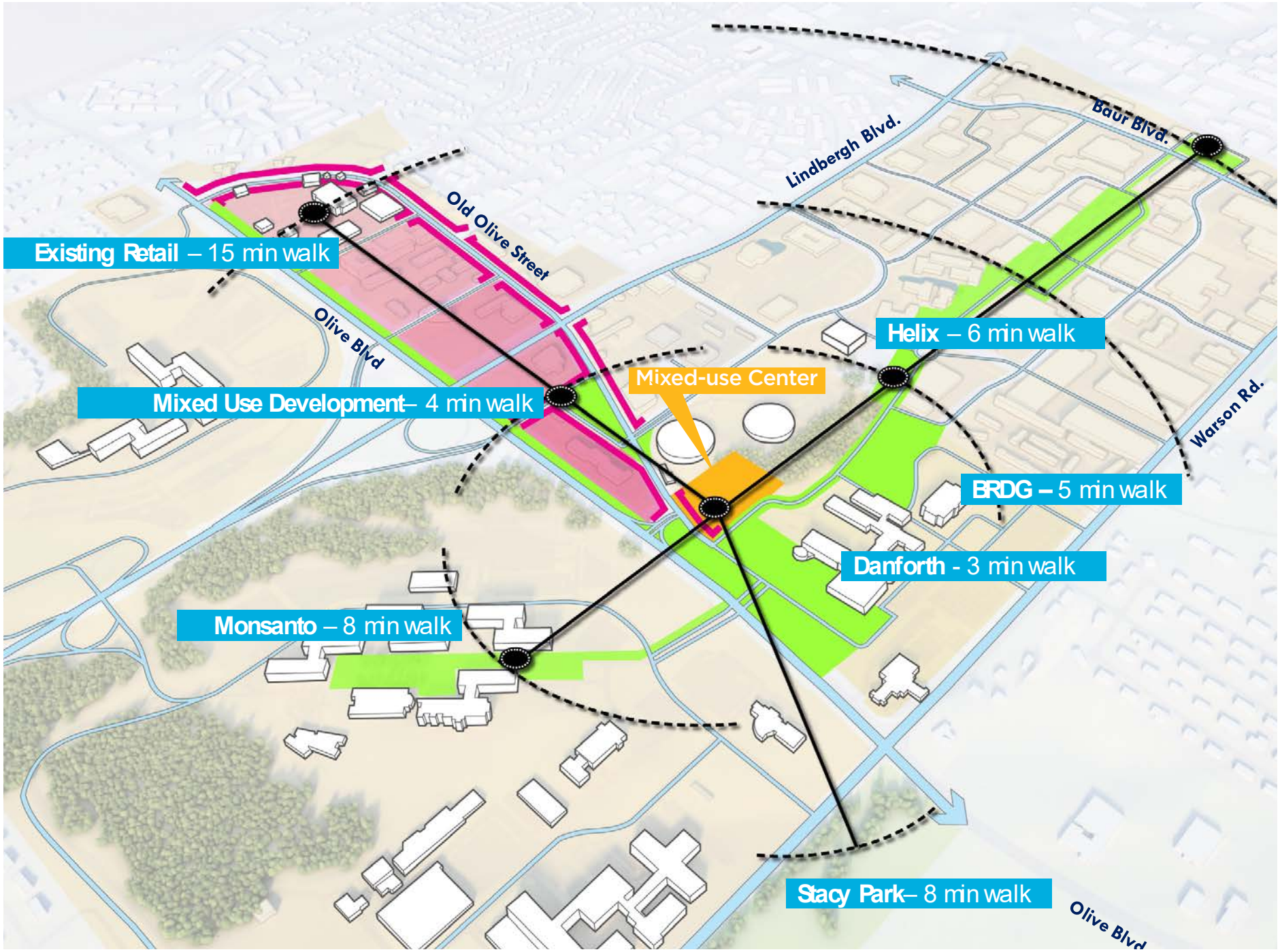
DEVELOPMENT FRAMEWORK

A framework for development guides a strategic mix of active uses and the density and scale of future development.

Development in 39 North is an opportunity to drive economic growth in the St. Louis region by creating environments that encourage enduring innovation and entrepreneurship. The development framework is an aspirational, massive undertaking that links transportation, open space and sustainability initiatives to outline a near term, 10-year and long term vision. A comprehensive internal grid of streets would define clear blocks within the district and the central open space would define new edges and relationships with both existing and proposed future buildings. The market study shapes the mix of uses and the timeframe for development that dovetails with the implementation plan which identifies governance strategies, phasing and funding strategies that will influence the execution of the vision.

10-YEAR DEVELOPMENT VISION + FUTURE CENTRAL OPEN SPACE

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)



Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Mixed-use center of activity

In the near term, a mixed-use center activating the district is envisioned to the west of the Donald Danforth Center and east of Lindbergh Boulevard. Strategically located along the central open space with easy access from an extension of Old Olive Street Road and a six-minute walk to Helix, three-minute walk to the Danforth Center and an 8-minute walk to Monsanto and Stacy park, the mixed-use center would be a walkable amenity for district workers and the community alike. Bottom floor uses could include amenities such an interactive learning center connecting local school districts to the innovative science occurring in the district. Upper levels could extend program space for the Danforth Center and incubator space for start-ups. A pavilion adjacent to an open plaza is envisioned as a café encouraging interaction between district workers and the community as a walkable heart to the district.
The mixed-use center is envisioned as a near-term opportunity that continues the transformation of Old Olive Street Road as a continuous mixed-use corridor enhanced with the proposals outlined in the transportation framework. Improvements to the intersection at Old Olive Street Road and Lindbergh Boulevard extending pedestrian and vehicular access to the existing regional retail and entertainment center at the western-most section of Old Olive is critical to the success of the mixed-use corridor. A mix of office and residential uses framing a proposed open space west of Lindbergh Boulevard would be interfaced with a new connector road coupled with the proposed folded diamond interchange for more intuitive pedestrian and vehicular circulation.

ROCKVILLE TOWN SQUARE
Rockville, MD

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

PLANT SCIENCE AND TECHNOLOGY
INTERACTIVE LEARNING CENTER
cafe

PROPOSED DISTRICT MIXED-USE CENTER

EXISTING CONDITIONS

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Development Guidelines

Guidelines for development ensure that there is a cohesive vision for high-quality urban design with appropriate relationships between buildings, open space and roads.

Primary Frontage

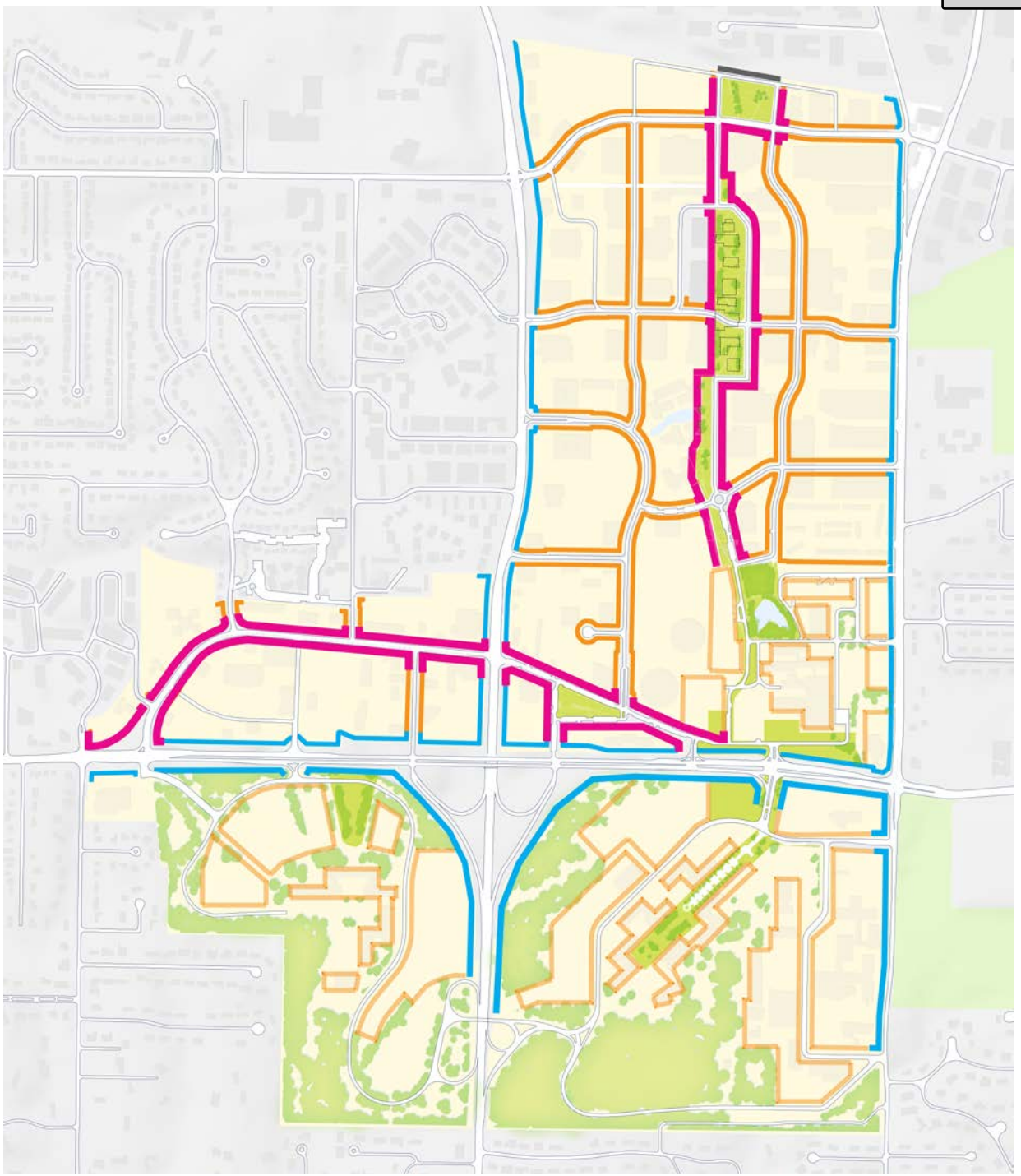
Primary Frontages include the proposed central open space and Old Olive Street Road. Building facades should address the public realm and ground floors should have active and engaging uses.

Secondary Frontage

Secondary frontages consist of existing and proposed right-of-ways. These frontages are important to reinforcing a safe and connected network of open spaces and streets. In the Campus Area, secondary frontages also define green spaces and major pathways.

Arterial Frontage

Arterial Frontages address major streets within the district. They are important to shaping first impressions of the district.



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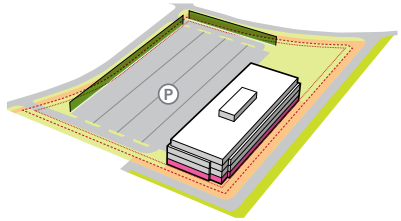
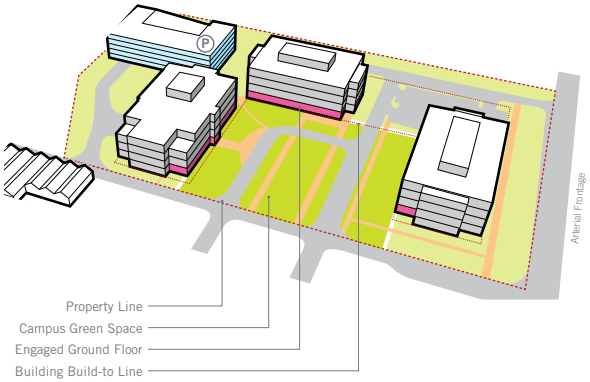
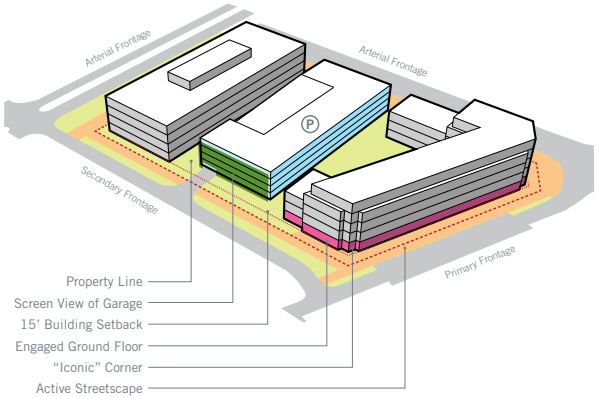


Low Density Alternate



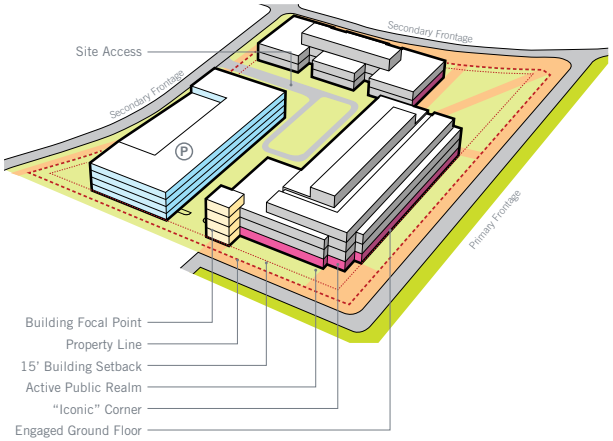
Campus Area

- This area is defined by being pedestrian and bike friendly, with buildings organized around interconnected green space.
- Parking should be located toward the perimeter.
- 50% of the land should be preserved for open space to maintain the campus setting.



Old Olive Street Area

- This area is located along Old Olive Street.
- Buildings should address the street with retail and services on the ground floor. Transparency at the ground floor is encouraged to promote a sense of openness and to connect the indoor activity of the building with the exterior streetscape zone.
- Parking should be located within the center of the block. This will give the area an active feel that works well for walking from place to place.



Light Industry / Commercial / Research Area

- Currently this area is a blend of commercial and light industrial uses. The Helix Center is also located in this area.
- A blend of building scales and forms within this area is fundamental to design vibrancy. Larger building masses should be broken down into multiple vertical and horizontal volumes.
- Buildings that terminate streets, open spaces and view corridors provide symbolic gestures and orienting devices in the area and should be treated as architecturally significant.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Donald Danforth Plant Science Center

Currently two new buildings and a parking structure are planned as part of the BRDG Park expansion. The current campus character of the Danforth Center property should be preserved and enhanced as part of the central open space spine to complement adjacent mixed-use activity on Old Olive Street Road.

American Water Site

An opportunity exists to collaborate with American Water to realize a vision for a direct connection to the Helix Center from the Danforth Center and BRDG Park and to a grid of streets northward in the light industrial district. The presence of American Water is an asset to the district and a relocation of facilities directly east of the Helix Center to the adjacent property owned by the water utility is envisioned. The water tanks west of the Danforth Center must remain and be adequately secured. Reconstruction of American Water facilities adjacent to the existing water tanks allows for new development sites fronting the proposed northern connection road and a central open space to define a dynamic, actively programmed park. Opportunities for development are also identified adjacent to the Danforth Center retention pond.

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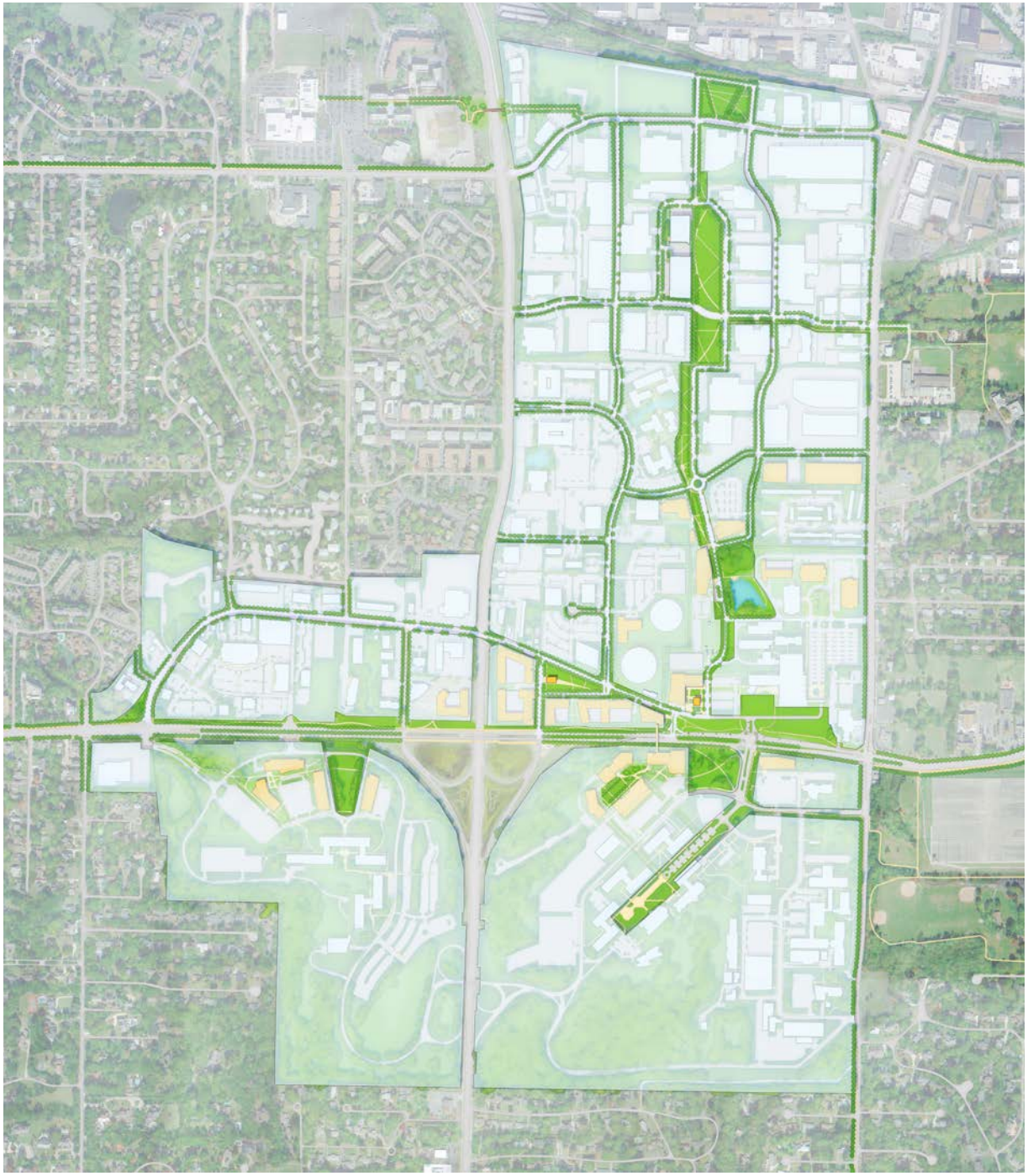


Northern District

In the mid to long-term development framework, the northern light industrial district would transition from light industrial to office and lab uses to support plant science and related industries within the district. A mix of new construction and renovation of existing warehouse buildings would allow for a wide range of space types and characteristics. Buildings fronting the central open space running north through the district should have active uses where possible.

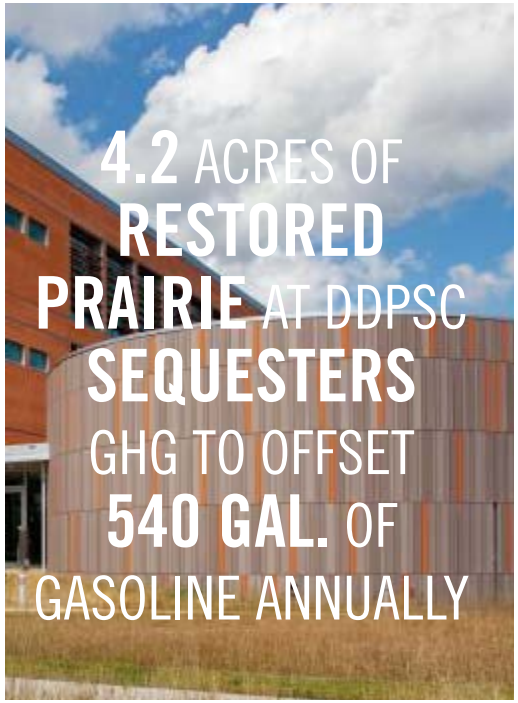
Olive Boulevard and Monsanto

Additional development sites on the Monsanto campus fronting Olive Boulevard are identified as potential long-term building sites. Development fronting Olive Boulevard will strengthen connections north to development on Old Olive Street Road and the Danforth Center, enhance district gateways and pedestrian activity on Olive Boulevard.

left **EXISTING SITE PLAN**

right **PROPOSED BLOCK PLAN**

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)



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SUSTAINABILITY FRAMEWORK

The vision for revitalizing and developing the district is guided by principles of sustainable design. In order to be truly lasting, a sustainable development requires the same level of intelligent management used to govern economic capital to also be applied to human and environmental resources.

Left **ANTICIPATED OUTCOMES OF SUSTAINABLE PRACTICES**

Sustainability framework overview:

Human/Social/Lifestyle
- » Education and Outreach
- » Transit/Accessibility
- » Housing Diversity
- » Healthy Living
- » Job Creation/Retention
- » Destination/Sense of Place
- » Cultural Preservation
- » Community Impact

Environmental Systems
- » Biodiversity
- » Preservation / Open Space
- » Hydrology / Stormwater Management
- » Soils

Building/Design/Use
- » Renewable/Alternative Energy
- » Consumption
- » Design Considerations
- » Operations and Maintenance
- » Hazard Mitigation

Bicycling significantly reduces transportation emissions while also reducing traffic congestion and the need for petroleum.
A 10-minute walk promotes heart health, improves brain function, eases depression, improves bone health, burns calories, helps one breathe easier, increases mindfulness, reduces stress and improves balance.

Bicycle and Pedestrian Connectivity

More than 11 miles of new and improved sidewalks and trails are proposed, supporting healthier lifestyles, providing alternative choices for modes of transportation, and reducing automobile dependency. These improvements would not only create a truly walkable and bikeable network directly connecting major anchor institutions within the district, but also provide safe and efficient connections to the broader network of trails, parks, and attractions in the St. Louis region.

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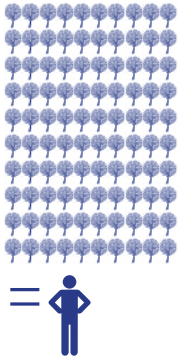

Air Quality

Improvements to the landscape and networks that support a reduction in auto-dependency would have profound effects on the district's air quality. An increase in tree canopy coverage (13+ acres of tree canopy) and attention to native landscapes (5+ acres of restored prairie) can absorb the carbon dioxide (CO2) emitted from a vehicle driving 350,000 miles per year. In addition to carbon sequestration, increasing tree canopy coverage and native prairie restoration can result in temperature reduction and other microclimate benefits; removal of air pollutants including particulate matter, ozone, sulfur dioxide, nitrogen dioxide, and carbon monoxide; and energy savings within buildings.

Stormwater Management / Water Quality

Increasing permeability and managing stormwater runoff in the district can eliminate over 32 million gallons of stormwater runoff annually. This is equivalent to filling the district's Missouri American Water tanks over 3 times! Best management practices that intercept stormwater runoff before entering sub-surface pipes and infrastructure provide an opportunity to improve water quality and reduce velocity. Rain gardens and native landscapes filter pollutants from the water prior to entering the region's streams and rivers. Detaining runoff can also alleviate downstream flooding and surges on existing infrastructure.

Sustainable Building Practices

Over 1.5 million gross square feet of development is identified for adaptive reuse in the 10-year vision plan for the district. Adaptive reuse offers significant opportunities for energy efficiency and reduces the material inputs and waste associated with new construction by reusing materials that would otherwise be demolished and discarded. The Environmental Protection Agency (EPA) has estimated that more than 50% of waste in landfills is due to construction and demolition. Reduction of material inputs also reduces pressure on ecosystems around the world from which new materials are sourced. Adapting existing structures also benefits more than the environment. Existing buildings already have the district's character embedded into them. These structures are assets as is, they maintain the social capital and identity needed to sustain and celebrate the success of the district to date.

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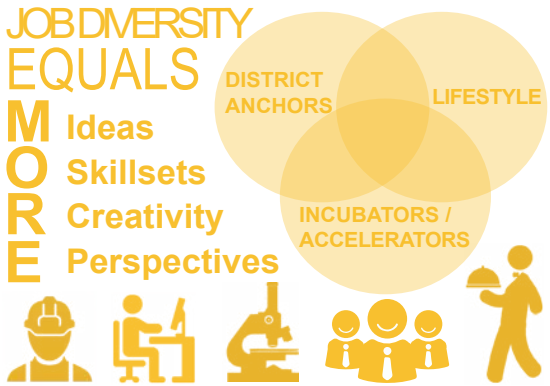
Approximately **8,000** people live less than **1 MILE** from the district's **38.5 ACRES** of publicly accessible **OPEN SPACE**



82% of St. Louis region homes are **AFFORDABLE** to the **AVERAGE FAMILY**, ranking **5th BEST** among peers[2]

Open Space

38.5 acres of the district is dedicated to open space. Multi-functional, interwoven open spaces would create a continuous thread throughout the master plan vision. Connected green spaces would provide a framework for an expanded bicycle and pedestrian network, increase in tree canopy, and a palette for district branding and identity. Unique experiences would be created and foster a dynamic mix of uses from community gardens to social event areas and rain gardens to enhanced natural areas. These open spaces would act as community assets that bring people together through places and programming. They act as "collision" points where adventitious social interactions occur; where people who live, work, and play in the district can share their thoughts and ideas to facilitate innovation. The open spaces would link both users and ecosystems to neighboring parks, such as Warson and Stacy to the east.

Job Creation/Retention

Research and tech jobs make up a large portion of those currently employed within the district. These jobs are integral to the success that has occurred to date as well as to the district's future success. In order to develop a true vibrant live, work, play community, there is a need to not only retain and attract professionals within the existing research and tech industries, but to also create jobs in other industries such as service, retail, sales, healthcare, construction, etc. Broadening the variety of job opportunities within the district will promote workforce retention, even as employees may move from one industry or company to the next. This plan aims to generate a diversity of career, part-time, and volunteer opportunities along with access to employment opportunities and on-the-job training.

Housing Diversity

There are currently few housing options within the boundaries of the district, with a majority of the housing stock being multi-family. To attract a diverse work force and build a scaffold for further job creation, the growing district will need a diversity of housing options. The district master plan identifies the need to provide affordable, luxury, and market rate housing options; and options that are accessible for people of all ages, abilities and races. This variety of housing is critical to creating an economically stable and attractive live, work, play community.

[1] "The Greenest Building: Quantifying the Environmental Value of Building Reuse", Preservation Green Lab, National Trust for Historic Preservation, 2011

[2] "Where We Stand: The Strategic Assessment of the St. Louis Region," East West Gateway Council of Governments, page 42. July 29 2015.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

BRANDING + IDENTITY

The 39 North brand communicates to the world the story of the district in a manner that's concise, compelling and shareable. The brand is also announces distinctly and unambiguously how the district defines itself to its key audiences relative to its competition and clarifies what it stands for.

39 North is an active, inspiring and unique place where the world's brightest minds in food, water, energy and the environment converge, collide and collaborate to solve our biggest challenges and advance the human condition.

The district as a sense of place, its assets and why people will be drawn to it.

+

The power in bringing those assets and people together.

+

The result of that coalition, and the impact it can have on the world.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

39 NORTH LOGO

Brand Pillars

Brand pillars create an efficient and effective way to tell the brand story in a consistently compelling manner. They help ensure that all brand communications are distinct and relevant within the realm of the market they are intended to serve. They are lofty and aspirational, and reflect – but do not necessarily define – the character of the brand. These brand pillars are mainly for internal guidance, and their value rises in direct proportion with how easily they can be remembered and embraced by everyone in the organization.

Logo

Driven for innovation and discovery in food, energy, medicine and technology, the droplet shape translates across sectors. As a district that is building and adding to its community, the brackets become a framing device that can float above imagery — plant life, circuit boards, a place setting in a restaurant — allowing the logo to constantly evolve and foster more personal connections with 39 North.

Right **POSSIBLE LOGO VARIATIONS**

Converge	Collide	Cultivate
A CONGREGATION OF HUMAN CAPITAL, INFRASTRUCTURE AND INSTITUTIONS THAT COULD ONLY HAPPEN HERE AND NOW. A PLACE WHERE PEOPLE WANT TO BE BECAUSE OF ITS ENERGY, ASPIRATION AND SENSE THAT ANYTHING IS POSSIBLE.	THE WORLD'S BRIGHTEST MINDS AND MOST DARING ENTREPRENEURS WORKING, SOCIALIZING AND THRIVING IN A COMMON SPACE. COLLISIONS LEAD TO COLLABORATION. COLLABORATION LEADS TO INNOVATION AND BREAKTHROUGH.	A PLACE WHERE RESOURCES AND RELATIONSHIPS YIELD MORE THAN NEW PRODUCTS AND INNOVATIONS; IT'S A NURTURING ENVIRONMENT CONTINUALLY CULTIVATING NEW WAYS TO DISCOVER SUSTAINABLE SOLUTIONS TO THE WORLD'S GREATEST FOOD, MEDICINE AND ENERGY CHALLENGES.
INSPIRATION. EXCITEMENT. UNIFICATION. CULMINATION.	COLLABORATION. INNOVATION. LEARNING. DISRUPTIVE.	CHALLENGING. COMMITMENT. INFLUENTIAL. FORESIGHT.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

PLANT SCIENCE AND TECHNOLOGY

IMPLEMENTATION STRATEGY

NEW INFRASTRUCTURE

+

AMENITIES

+

MIX OF USES

=

HIGHER RATE OF DEVELOPMENT

Objectives for the implementation strategy

» *Infrastructure*
Invest in transportation and open space improvements that would drive investment to the District.

» *Development Incentives*
Provide necessary resources and tools to direct desired development.

» *Changes to Regulatory Framework*
Remove barriers to future growth.

» *Ecosystem to Support Business Growth*
Foster collaborative environment to promote new business attraction.

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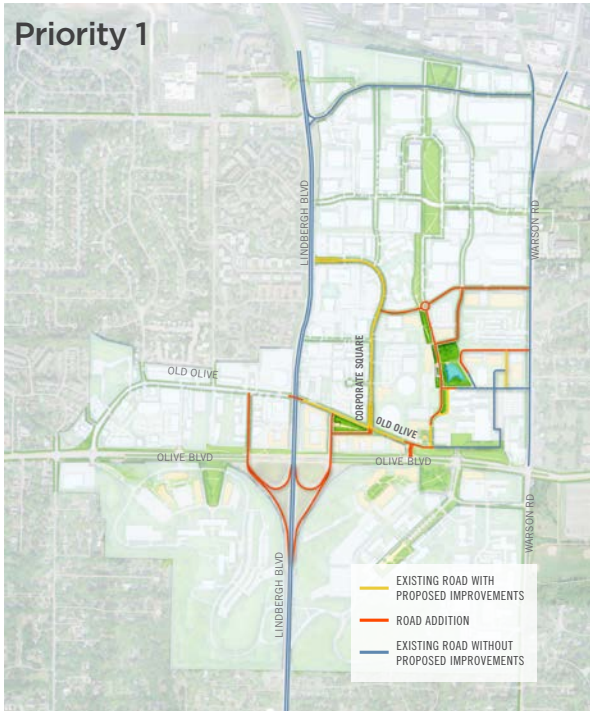
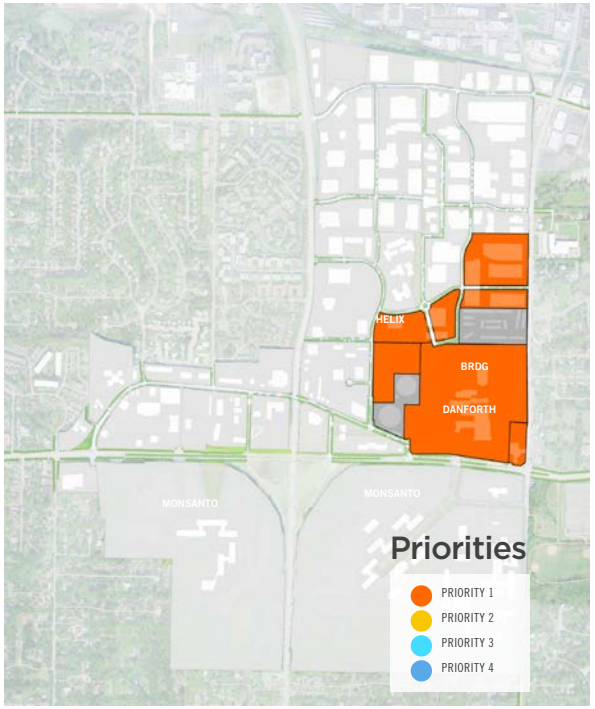
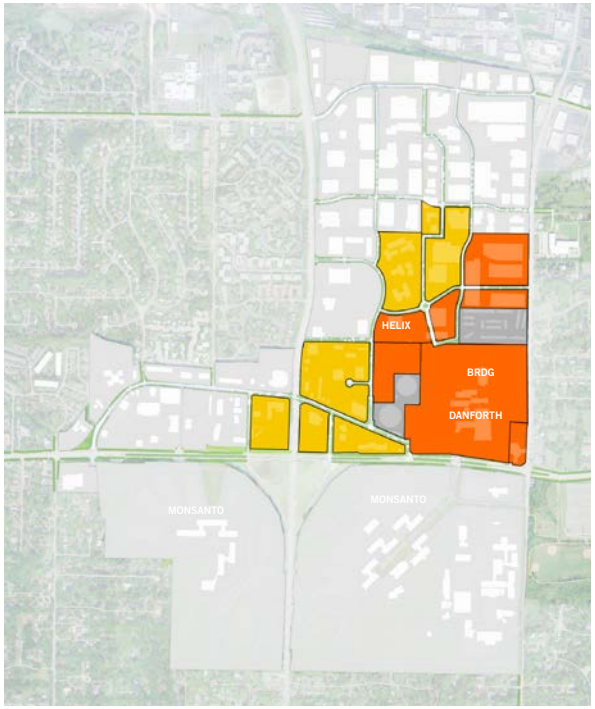
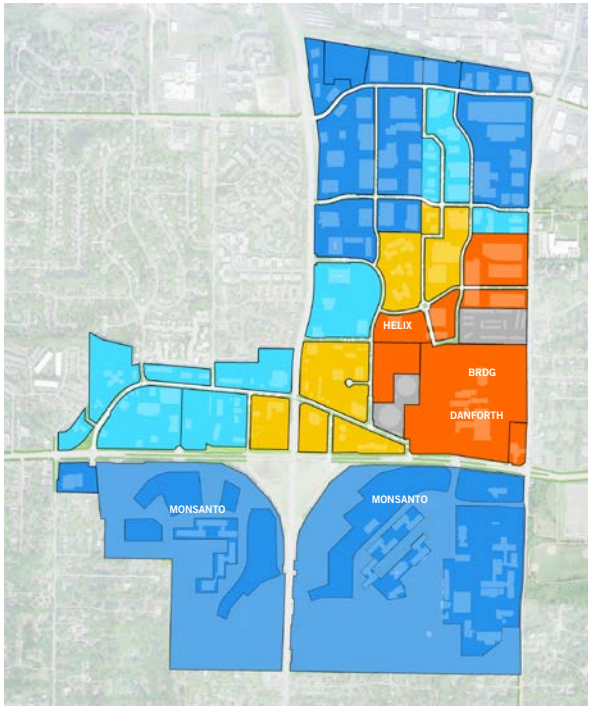
Roads and Open Space



Parcel Development







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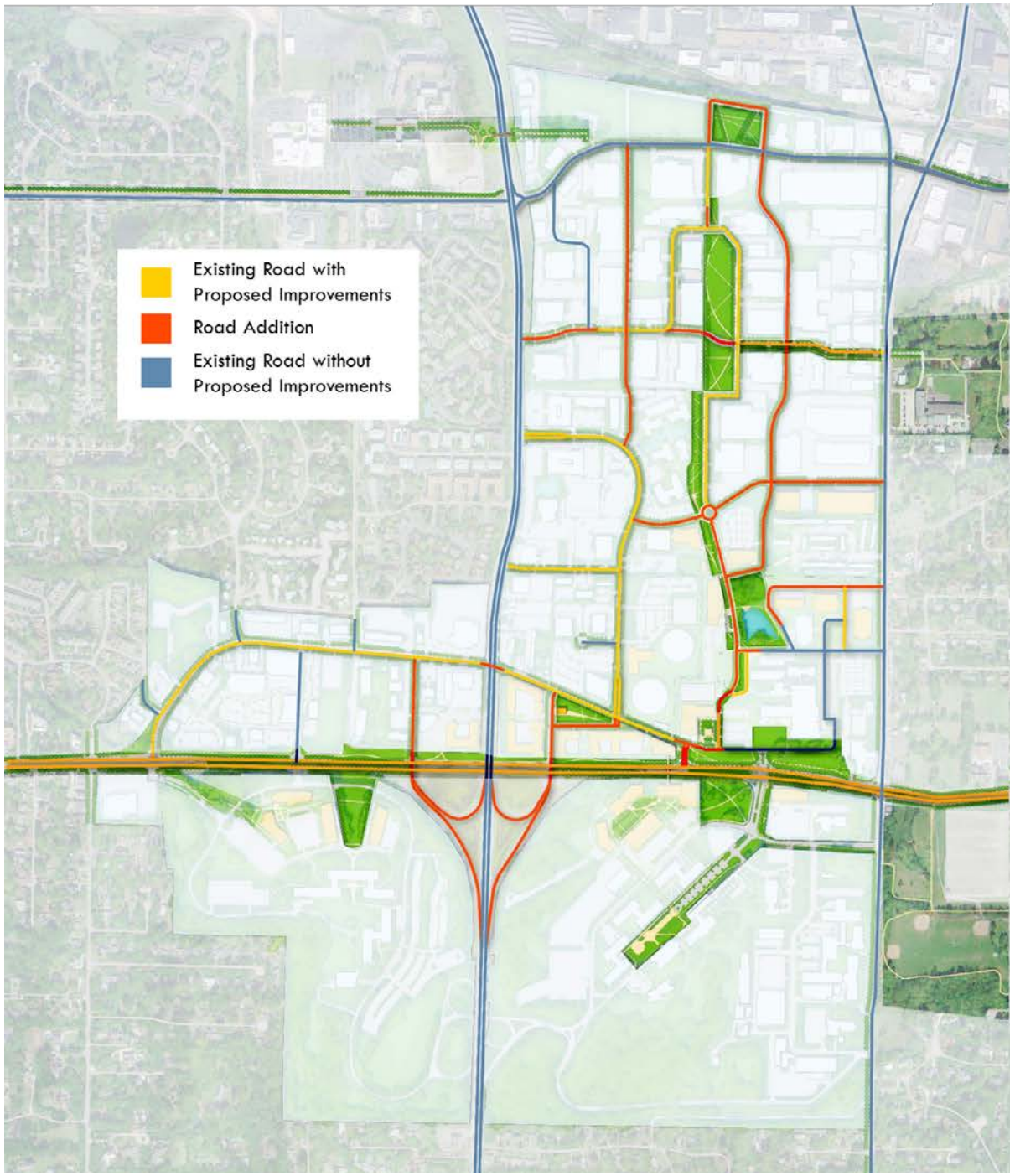
Phasing

A phased, 10-year buildout of 400 residential units, nearly 550,000 square feet of office space, and approximately 85,000 square feet of retail space is envisioned.

Development would first prioritize investments that build on and connect existing strengths, including the Helix Center and Donald Danforth Center. Second phase developments will connect to the existing mixed-use area adjacent to 39 North and increase visibility along major transportation corridors. The final phase would extend improvements north throughout the District. Catalytic investments in new infrastructure, amenities, and a more diverse mix of uses in 39 North would spur an accelerated rate of development.



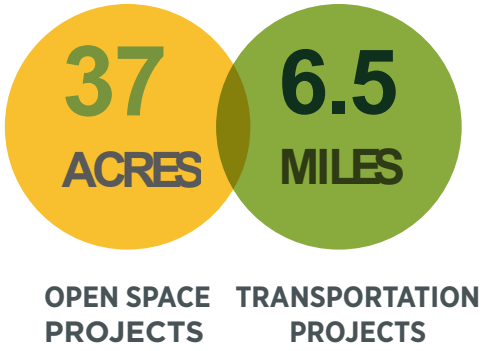
ROADS AND OPEN SPACE
Full build out

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Funding

Implementing the vision for the District would require multiple categories of funding and support sourced from local, state, and federal governments, along with corporate contributions and philanthropic donations.

A range of options for funding these different investment needs are available to advance the District:



Transportation Improvements

Six and a half miles of new and improved highways, roads, and streetscapes are proposed for the fully-developed District. Significant funding from St. Louis County, MoDOT and the U.S. FAST Act will require regional prioritization to secure transportation funds. The District may also consider a Transportation Development District (TDD), leveraging an assessment on new retail as it is developed to support site improvements for development.

Open Space Improvements

Planned open space investments in the District would include event spaces, pathways, leisure spaces, and gardens, with associated construction costs as well as (in some cases) acquisition costs. The Great Rivers Greenway Regional Parks and Trails District was established in 2000 to develop open space that enhances connectivity with the Creve Coeur Connector trail and planned Centennial Greenway, and receives over $20 million annually in public funding. This may be a funding source for open space within the Innovation District, as may the City of Creve Coeur, which recently financed the acquisition and development of Millennium Park.

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CASE STUDY: CLAYTON EXPANSION

In June 2016, the State of Missouri approved $10.3 million in BUILD funds for infrastructure investments and physical improvements for Centene Corp's $770 million expansion in Clayton, MO.

bottom **MILLENNIUM PARK**

The City of Creve Coeur recently retired $4 million in debt that provided financing for the acquisition and development of Millennium Park.

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Vertical Development

Funding for land acquisition, building infrastructure, and fit-out could be provided by multiple local and state development incentives. For example, St. Louis County could offer tax abatements for vertical development, including Chapter 100 for developments that promote job creation and investment. The state could provide tax credits for infrastructure and physical improvements for projects that surpass $10 million in investment and hire at least 500 employees through the BUILD Missouri program. Funding for equipment and construction is possible through the Missouri Technology Corporation. Once development is advancing, the District could consider establishing a tax increment financing (TIF) district to support individual projects and contribute to adjacent infrastructure funding.

Business Support

Grants that can provide a wide range of support for small business growth in the District are available from multiple sources across all levels of government. Federal agencies including the National Institutes of Health (NIH), National Science Foundation (NSF), and the Department of Defense (DoD) offer small business research and tech transfer grants. The State of Missouri offers grant matching programs for startup science and tech companies, and local public and private accelerators, incubators, competitions, and ecosystem supporters offer startup grants between $50,000 and $100,000 in addition to offering relocation assistance and subsidized office space. At the local level, the St. Louis Economic Development Partnership and BioSTL provide business training and capacity building, marketing and advocacy, and secure access to funding necessary to support local plant and agtech entrepreneurial and venture capital initiatives.

Corporate contributions and philanthropic donations may also be available to support the development of the District. Major employers including Monsanto, Emerson, Anheuser-Busch, Wells Fargo, Boeing, Nestle Purina, and Enterprise Holdings have supported capital development and open space projects in the St. Louis region. In 2012, the top 10 local corporate grant makers gave nearly $60 million to St. Louis-area organizations. Examples of corporate and philanthropic investments include the Monsanto Fund's contributions of $25 million for non-profit capital development projects, and the Crawford Family Foundation's gifts of $50 million for open space improvements and the establishment of research institutes.

In 2013, Aerovalve LLC – a startup specializing in energy-efficient air valve technology – received a $25,000 NSF grant that was matched with $50,000 in funding by the Helix Fund.

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Goverance

Centralized leadership will guide the development of the district, in collaboration with partner organizations and the broader innovation ecosystem. The source of leadership will evolve as the district grows.

Implementation Responsibilities & Partners

There are a variety of initial actions and ongoing responsibilities that will be necessary to advance the District. While many local partners have already been instrumental in advancing District planning, a governance strategy will provide a formal structure and clear direction for implementing the District's Master Plan. The governance strategy will require robust collaboration and partnerships around a range of real estate development, vision implementation, and business and workforce attraction responsibilities, all of which will be instrumental in ensuring the District's future success.

Multiple public, private, and institutional entities in the St. Louis region are well-positioned to participate in the implementation of these roles and responsibilities. Core stakeholders, including the Donald Danforth Plant Science Center, BRDG Park, Monsanto, BioSTL, the City of Creve Coeur, and the St. Louis Economic Development Partnership, have already offered significant feedback in the development of future governance. Other potential partners include the Cortex Innovation Community, regional academic leaders including the University of Missouri St. Louis, St. Louis Community College, St. Louis University, and Washington University in St. Louis, in addition to Missouri Botanical Garden, Helix Center, and St. Louis County. Coordinated participation and support from entities will be instrumental to ensure the District's future success.

Promise Zone partnership

The district is designated as part of the St. Louis Promise Zone, a federal program that is a catalyst for ongoing collaboration and change that will ensure that regional growth is inclusive in the St. Louis region. Throughout implementation, advocates should work with the Promise Zone program to invest in the transformative development in the district to improve educational outcomes, workforce readiness and reduce serious crime.

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Roles & Responsibilities

Real Estate Development

Land Use & Planning
Infrastructure
Building Development

Vision Implementation

Ongoing Management & Stewardship

Business & Workforce Attraction

Marketing & Branding
Employer Recruiting
Workforce & Business Development

Leadership

NEAR TERM

ST. LOUIS ECONOMIC DEVELOPMENT PARTNERSHIP
serving st. louis city and county

LONGER TERM

NEW INDEPENDENT NON-PROFIT ENTITY

Collaboration

PARTNERS

City of Creve Coeur, MO 1949
Donald Danforth Plant Science Center
Saint Louis County
BioSTL

INNOVATION ECOSYSTEM

Missouri Botanical Garden
Saint Louis University
Helix Center Biotech Incubator
UMSL
CORTEX innovation community
Monsanto
St. Louis Community College
Washington University in St. Louis

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Future Governance

Mobilization of the appropriate partners and resources to undertake these responsibilities requires a governance structure for implementation that accomplishes four key goals:

- Achieve Both Accountability and Focus: Provide collaborative decision-making, along with clear lines of focused leadership to executive responsibilities.
- Maximize Resources by Leveraging Existing Capacities: Where possible, avoid duplicating strong capacities that exist within established public or private entities.
- Support Brand and Ecosystem Development: Maintain a high-quality brand attractive to private industry and provide supportive resources that are essential to drive growth.
- Secure Diverse Funding Streams: Secure creative public and private funding mechanisms from new and existing sources.

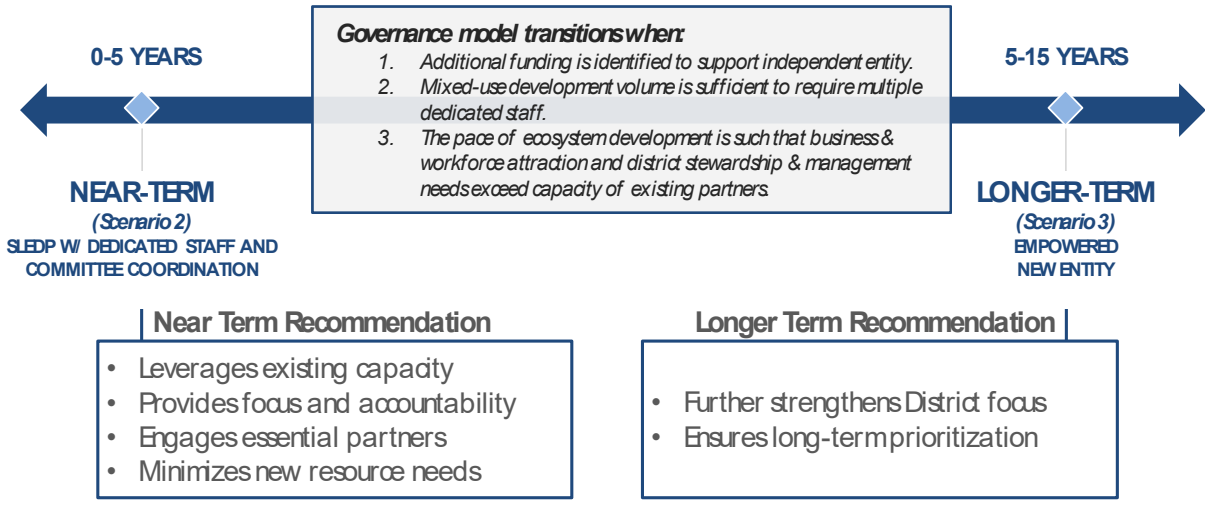
The organizational structure for implementing the Master Plan will evolve over time, with two distinct phases envisioned:

Near-Term Strategy (0-5 Years)

In the near term, dedicated staff at the St. Louis Economic Development Partnership (SLEDP) will manage District implementation in coordination with a Steering Committee, of essential stakeholders, all of whom shaped creation of the Master Plan. This structure is advantageous in the near term as it leverages the existing capacity of a key regional organization; provides focus and accountability by establishing a clear leader; engages essential local partners; and minimizes the need for identifying new funding resources. The SLEDP staff may work within a group named for the District, in order to increase District visibility for both marketing and future fundraising purposes.

Longer-Term Strategy (5-15 Years)

In the longer term, an empowered non-profit entity should be created to ensure the continuation of the District's mission. A transition to a dedicated entity once significant momentum has been established enables further strengthening of the implementation focus for the District; ensures long-term local and regional prioritization;



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maximizes future opportunities for funding; and builds the visibility of the District. The transition to a new empowered entity should be considered when: (1) Additional funding is identified to support the independent entity; (2) mixed-use development volume is sufficient to require multiple dedicated staff; and (3) the pace of ecosystem development is such that business and workforce attraction and district stewardship and management needs exceed the capacity of existing partners. The creation of a Community Improvement District (CID) that leverages an assessment on retail sales in the area may provide a vehicle for funding to support District maintenance and programming in the future, in addition to philanthropic contributions.

Key actions and next steps necessary for the St. Louis Economic Development Partnership and Steering Committee to advance District creation are outlined below:

Category	0 to 2 Years	3 + Years
Land Use & Planning	• Advance regulatory approvals	
Infrastructure	• Secure funds for Priority 1 infrastructure • Secure site control • Undertake design & commence construction	• Complete Priority 1 construction • Secure Priority 2 funds • Undertake design of Priority 2 improvements
Building Development	• Refine target program and development strategy • Solicit development partners for Priority 1 development sites • Establish district incentives package • Engage property owners	• Commence construction for Priority 1 sites • Refine approach for Priority 2 development
Ongoing Management & Stewardship	• Advance SLEDP and committee structure	• Advance public programming
Business & Workforce Attraction	• Establish branding strategy and marketing campaign	• Advance public educational partnerships • Expand ecosystem support

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ACKNOWLEDGMENTS

The Master plan was shaped by the ideas and dedication of a diverse coalition of stakeholders and community members. Guided by the Master Plan, implementation of 39 North will continue to engage stakeholders and community members to implement the vision and promote the continued growth of agtech in the St. Louis region.

Core Working Group

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Billy Brennan	International Marketing & Communications, Monsanto
Christine Karslake	Vice President, Innovation & Entrepreneurship, St. Louis Economic Development Partnership
Dan Spink	Administrative Assistant, St. Louis Economic Development Partnership
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Janet Wilding	Vice President, Major Projects, St. Louis Economic Development Partnership
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Sam Fiorello	COO, Donald Danforth Plant Science Center,President, BRDG Park
Sheila Sweeney	CEO, St. Louis Economic Development Partnership

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St. Louis Economic Development Partnership Board

Albert L. Bond, Jr.	Executive Secretary, St. Louis - Kansas Carpenters Regional Council
Edward C. James	Community Volunteer
Jeff Wagener	Director of Policy, St. Louis County
Joe Reagan	President & CEO, St. Louis Regional Chamber
Karlos Ramirez	Executive Director, Hispanic Chamber of Commerce
Kathy Osborn	Executive Director, Regional Business Council
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Otis Williams	Executive Director, St. Louis De3velopment Corporation
Patricia Cox	Community Volunteer
Sandy Parker	President & CEO, Parker Insurance Group
Sreenivasa Rao Dandamudi	Commissioner, Administrative Hearing Commission

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Tracy Sikes-Long	Rodgers Townsend
Wes Haid	SWT Design

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APPENDICES

Proposed Intersection drawings

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Folded diamond with new connector streets

PBTA Study
Creve Coeur, Missouri

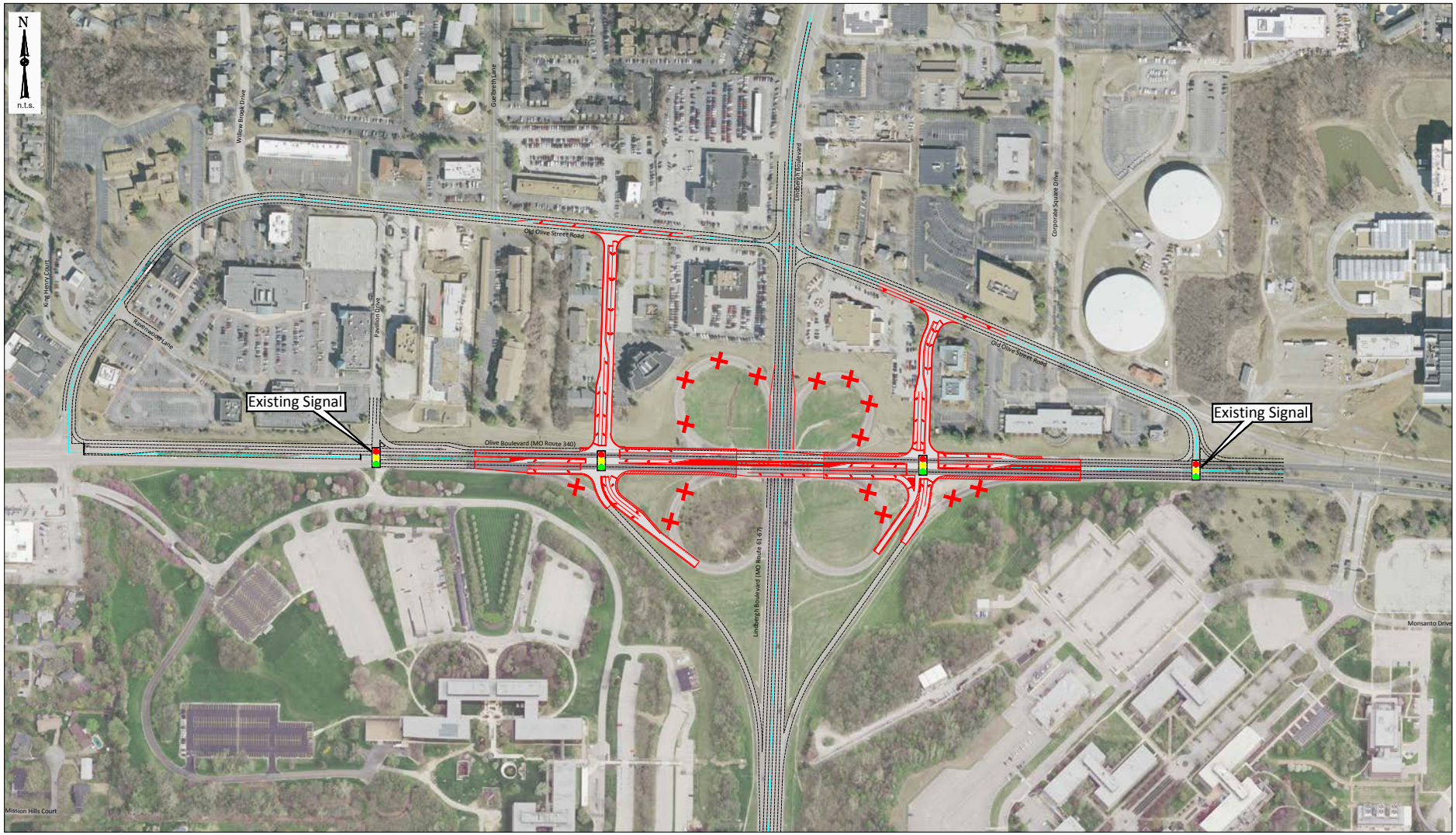

Exhibit A: Folded Diamond with New Connector Streets

Job# 033-16
08/29/16

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Old Olive Street Road at Lindbergh Boulevard at-grade full access intersection with signal

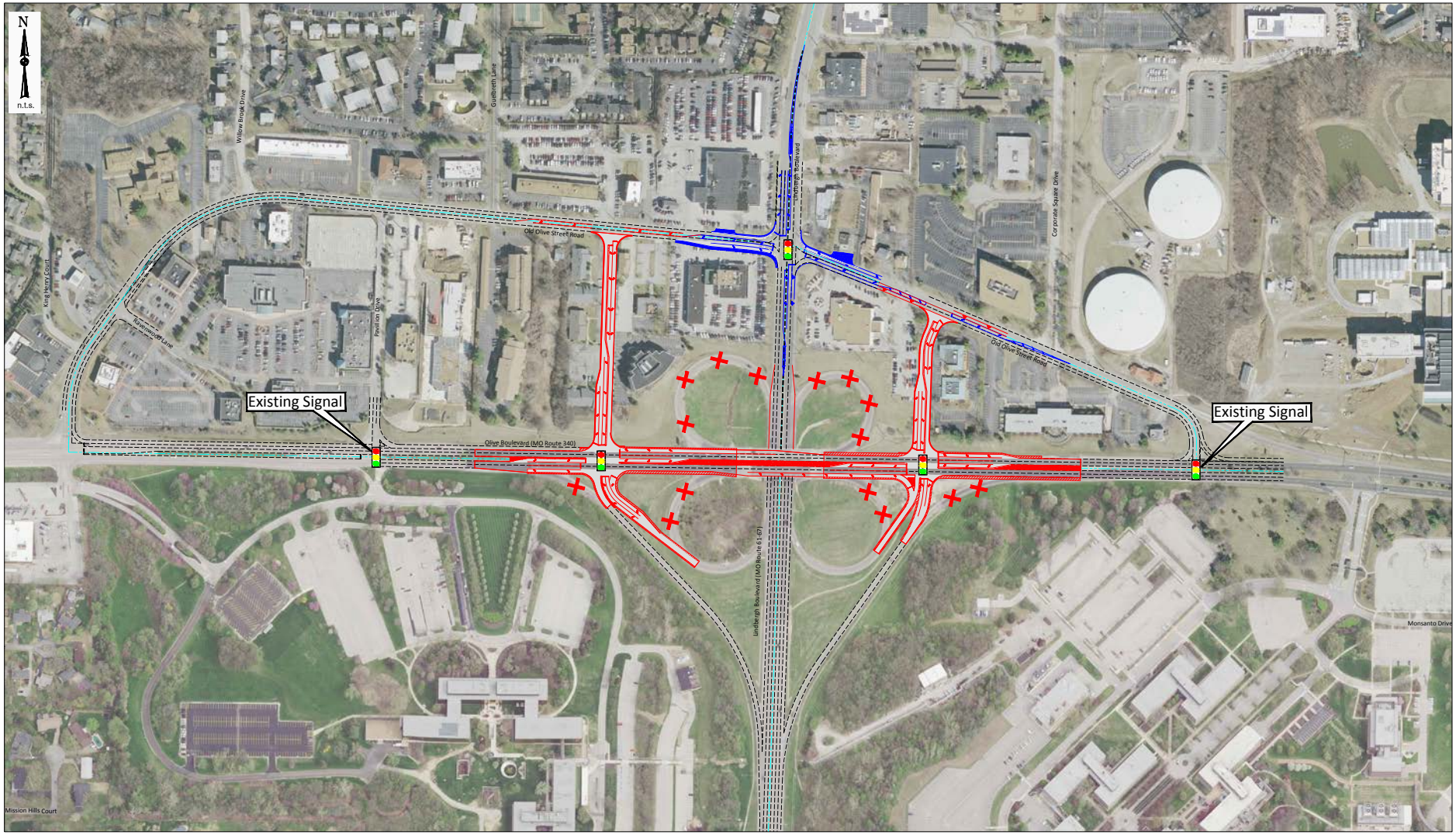

Exhibit B: Old Olive at Lindbergh At-Grade Full Access Intersection with Signal

Job# 033-16
08/29/16

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Old Olive Street Road at Lindbergh Boulevard grade separated

PBTA Study
Creve Coeur, Missouri

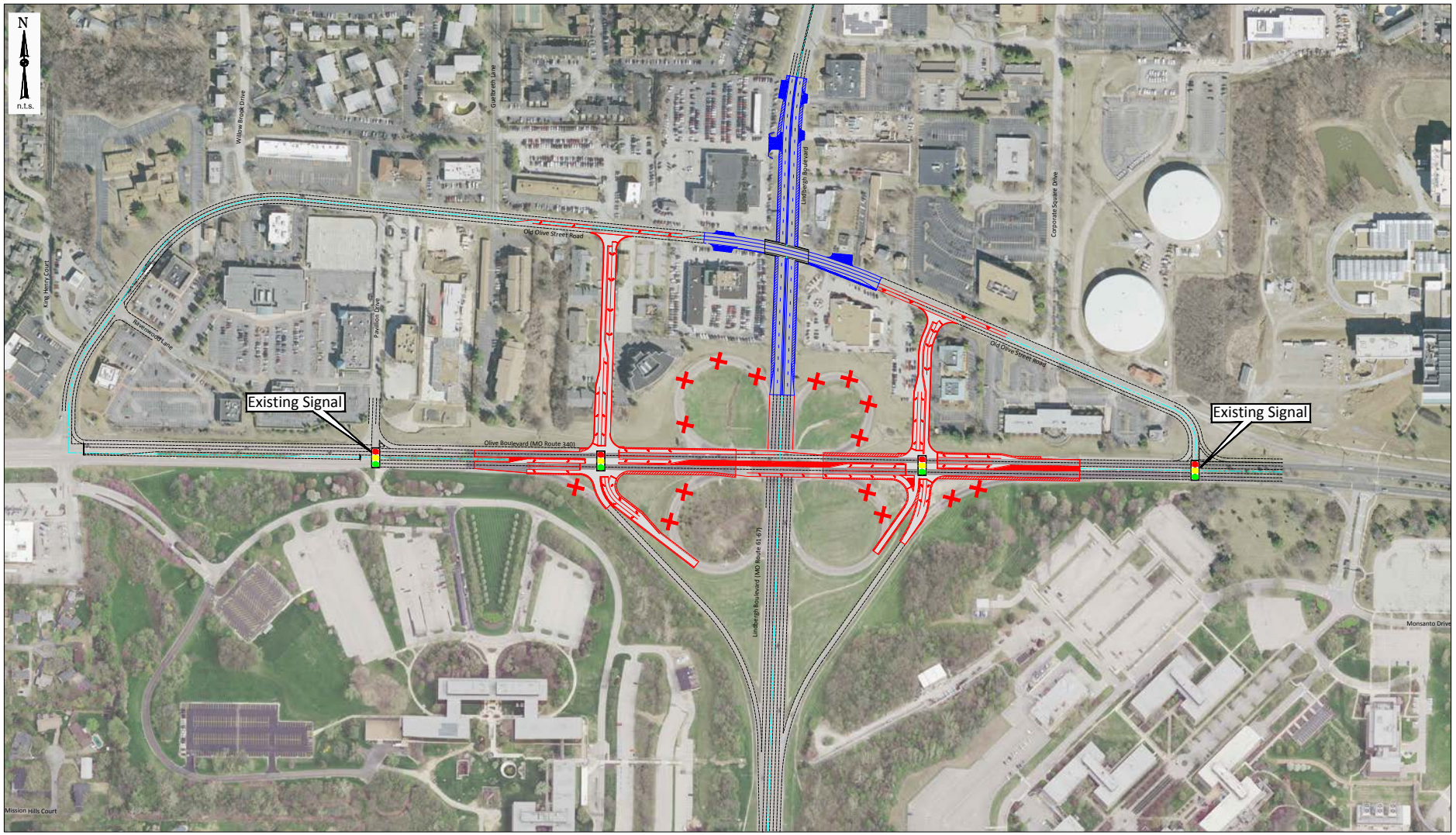

Exhibit C: Old Olive at Lindbergh Grade Separated

Job# 033-16
08/29/16

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Potential Infrastructure projects

Road Improvements and Additions					
Segment	Linear Feet	type	Priority	Easement Acquisition (SF)	construction cost estimate
1A	785	new	1	39,250	inc. in lindbergh olive intersection below
2A	570	new	1	27,720	inc. in lindbergh olive intersection below
2B	527	new	1	26,350	$ 690,370
3A	1,332	new	3	53,280	$ 1,744,920
3B	854	new	3	34,160	$ 1,118,740
4A	150	new	1		$ 234,000
5A	152	new	1	4,780	$ 199,120
6A	1,431	new	3	60,100	$ 1,874,610
6B	1,007	new	2	42,300	$ 1,319,170
6C	850	new	1	42,700	$ 1,113,500
7A	1,016	new	3	50,800	$ 1,330,960
8A	555	new	3	28,840	$ 727,050
8B	556	new	3	24,720	$ 728,360
9A	558	new	1	27,900	$ 730,980
9B	802	new	1	40,100	$ 1,050,620
9C	503	new	1	25,150	$ 500,485
10A	1,040	new	1		$ 1,034,800
11A	109	new	1		$ 142,790
13A	1,469	new	1		$ 1,924,390
14A	437	new	1		$ 572,470
Total Additions	**14,703**				**$ 17,037,335**
Old Olive A	2,873	improvement	2		$ 2,987,920
Old Olive B	1,296	improvement	1		$ 1,347,840
Total Old Olive	**4,169**				**$ 4,335,760**
Olive BLVD A	**5,602**		2		**$ 3,025,080**
12A	408	Improvement	1		$ 269,280
Danforth A	221	improvement	1		$ 125,970
Danforth B	462	improvement	1		$ 263,340
Woodfield LN	807	improvement	2		$ 734,370
Corporate Square	2,732	improvement	2		$ 2,486,120
Research BLVD A	447	improvement	1		$ 406,770
Research BLVD B	975	improvement	1		$ 887,250
Research BLVD C	1,339	improvement	1		$ 1,218,490
Ambassador BLVD A	975	improvement	3		$ 887,250
Ambassador BLVD B	462	improvement	3		$ 420,420
Gateway BLVD A	1,046	improvement	3		$ 951,860
Internal Improvements	**9,874**				**$ 8,651,120**
Lindbergh and Old Olive	Intersection	new	1		$ 4,995,855
Lindbergh and Olive	Intersection	new	1		$ 5,660,527
				Grand total	**$ 43,705,677**

*All cost estimates are for planning purposes and do not include utility work or acquisition costs.

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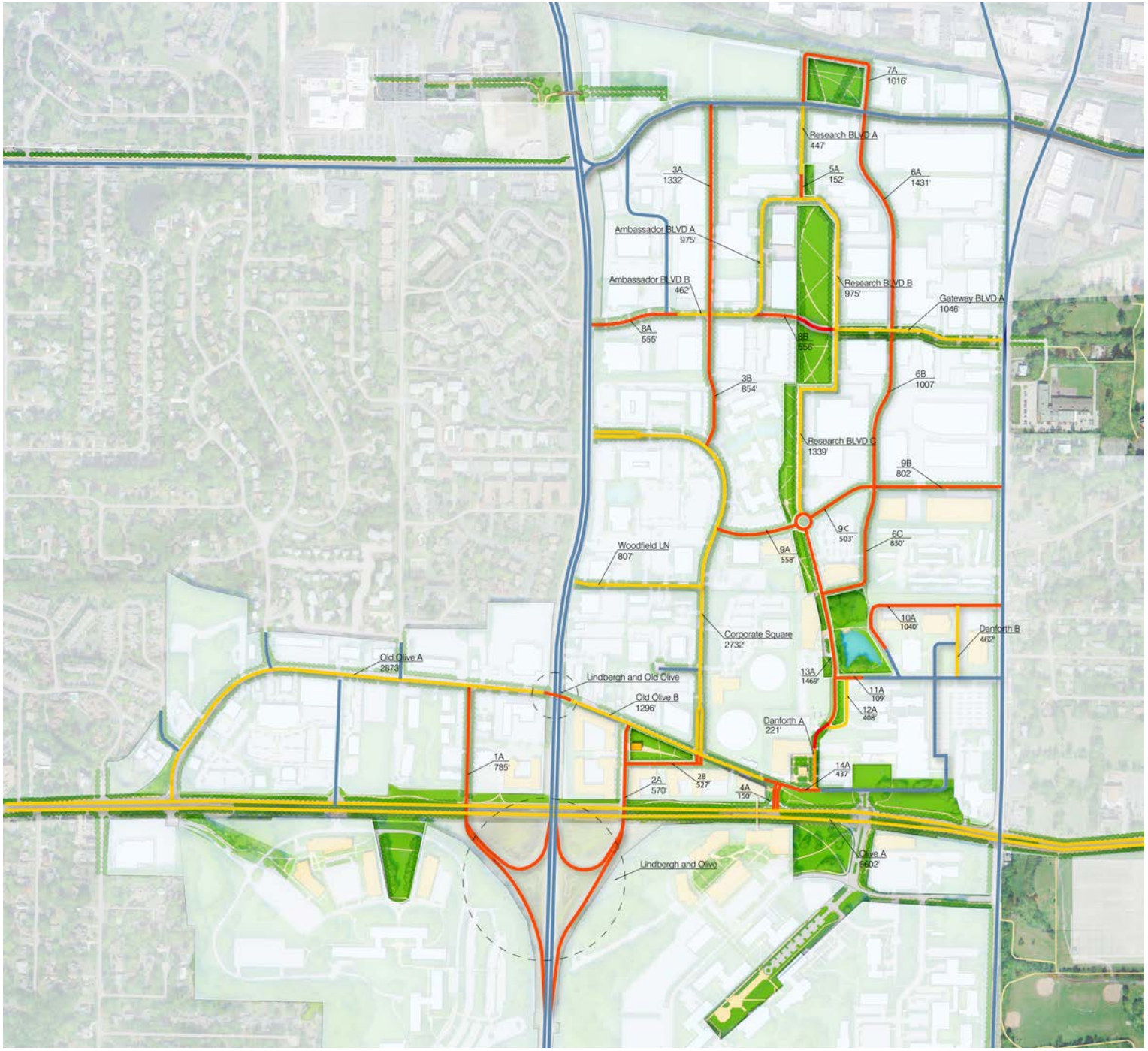
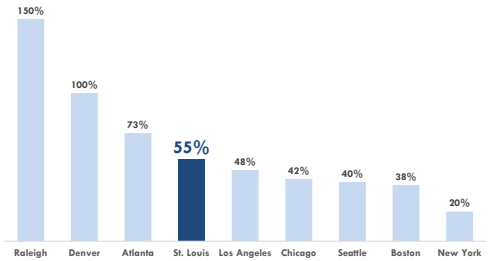

7A
1016'
Research BLVD A
447'
3A
1332'
5A
152'
6A
1431'
Ambassador BLVD A
975'
Ambassador BLVD B
462'
Research BLVD B
975'
Gateway BLVD A
1046'
8A
555'
8B
556'
3B
854'
6B
1007'
Research BLVD C
1339'
9B
802'
9C
503'
6C
850'
Woodfield LN
807'
9A
558'
10A
1040'
Dantorth B
462'
Corporate Square
2732'
Old Olive A
2873'
Lindbergh and Old Olive
13A
1469'
11A
109'
Old Olive B
1296'
12A
408'
Dantorth A
221'
1A
785'
14A
437'
2B
527'
2A
570'
4A
150'
Olive A
5602'
Lindbergh and Olive

Market Scan

Industry Overview

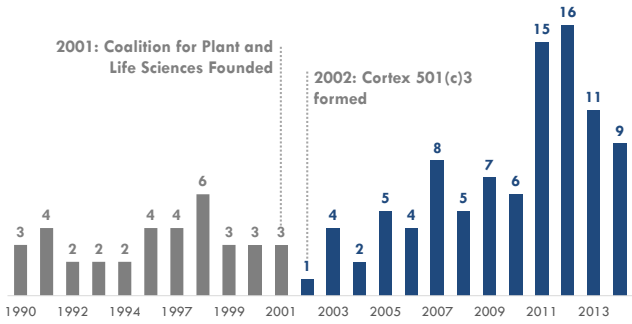
The strength of the St. Louis region's existing plant and bioscience industry is instrumental in attracting venture capital, encouraging local and international entrepreneurs to grow their businesses in the region, and driving the region's economic competitiveness. As noted in reports from Battelle/BIO[1] and the St. Louis Economic Development Partnership[2], thriving businesses, entrepreneurial support systems, and significant plant and bioscience ecosystem anchors – including the Donald Danforth Plant Science Centers, Cortex Innovation Community, Monsanto, BioSTL, BRDG Park, and the Helix Center Biotech Incubator – position the St. Louis region as a national leader in plant and bioscience innovation.

Figure 1: Average Annual Investment Deal Growth 2012-2015[3]



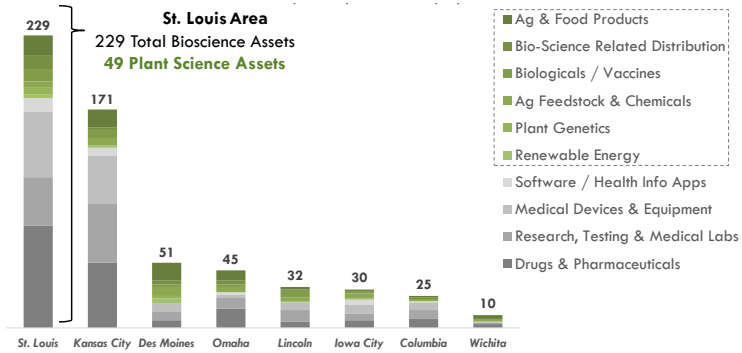
The St. Louis region has experienced strong average annual investment deal growth, growing by 55% from 2012 to 2015. However, the area still lags market leaders such as Kansas City, Raleigh, and Denver. The St. Louis region's entrepreneurial spirit, combined with strong regional leadership, has translated into a sharp increase in the growth of new regional plant and bioscience companies since the formation of key organizations such as BioSTL and Cortex nearly 15 years ago.

Figure 2: St. Louis Regional Bioscience Companies by Year Established[4]



As a result of this leadership, the St. Louis area leads the Midwest in the overall number of plant and bioscience companies, and has, by far, the largest concentration of such companies among peer cities.[5] These companies are located throughout the region, reaching from the T-REX Incubator in Downtown St. Louis across the County to the recent Monsanto expansion in Chesterfield, and provide a critical node along the state-wide plant and bioscience corridor stretching from St. Louis, through the University of Missouri in Columbia, to Kansas City.

Figure 3: Bioscience Companies by Subcategory (MSA) Unadjusted by Scale of Employment



The targeted expansion of a mixed-use urban innovation district provides a significant opportunity to leverage local and regional strengths and further improve access to industry leaders, mentorship, business development and support services, angel funding and venture capital.

Key Findings:

- **STRENGTH OF EXISTING ANCHORS** – The District can maintain robust connections between the Danforth, Monsanto, & Cortex scientific communities, and provide access to mentorship, capital funding, and appropriately-priced space to continue entrepreneurial ecosystem growth.
- **LOCAL AND REGIONAL BIOSCIENCE LEADER** – The District can aim to leverage local and regional plant and bioscience corridors to attract a diverse set of plant and bioscience firms with strong support from public leadership for a healthy innovation ecosystem.

[1] Battelle/BIO. State Bioscience Jobs, Investments, and Innovation. 2014.
[2] St. Louis Economic Development Partnership. Strategic Plan for Economic Development. 2014.
[3] Mattermark. Where to get funded in 2016 that isn't Silicon Valley. 2016.
[4] Heartland Civic Collaborative Life Sciences Task Force. August 2015.
[5] Heartland Civic Collaborative Life Sciences Task Force. August 2015.

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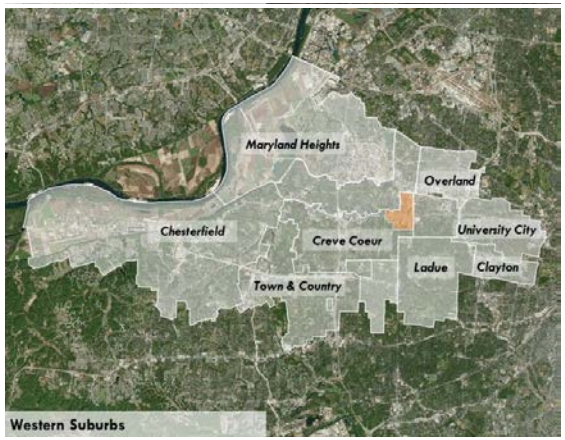
Real Estate Market Assessment

An assessment of residential, commercial office, industrial, and retail uses along with demographic trends shaped the Master Plan development program and ensured its viability. The assessment compared trends within three concentric study areas detailed below to understand current and anticipated development trends.

- **Immediate Surrounding Area** (primary study area – 9 ½ sq. mi.), including the five census tracts immediately surrounding the District.
- **Western Suburbs** (secondary study area – 120 sq. mi.), including most suburban municipalities in western St. Louis County.[6]
- **Region** (regional study area – 574 sq. mi), including both St. Louis County and St. Louis City.

Immediate Surrounding Area



Western Suburbs

Region

[6] Secondary Study Area includes Creve Coeur, Ladue, Overland, Olivette, University City, Clayton, Frontenac, Westwood, Maryland Heights, Chesterfield, Town and County, Country Life Acres, and Unincorporated St. Louis.

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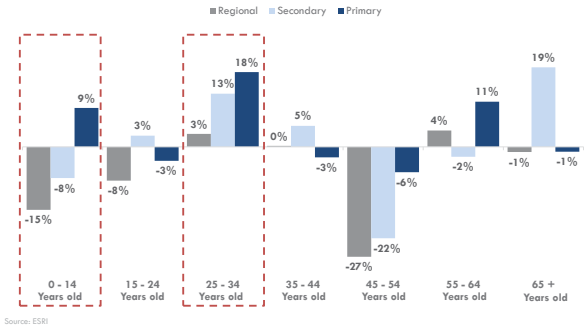
Socioeconomic Analysis

Population growth in the immediate area has far outpaced the western suburbs and St. Louis city. This is driving demand for local multifamily housing. Between 2000 and 2013, the district's immediate area's population grew by nearly 10 percent to approximately 20,000 residents. In the same period, the western suburbs grew just 2 percent, while the region shrunk by 3 percent. Even more striking is that the immediate area saw a gain in young adults aged 25 to 34 that was six times larger than the St. Louis region overall, and increased its population of children under the age of 15 by 9 percent compared to a decline of 15 percent for the broader region.

Figure 4: Population Growth by Age (2000-2013)[7]



These young professionals are anticipated to support residential demand. The District can benefit from these local population growth trends by delivering the product types, density, and amenities that attract the key young professional market.

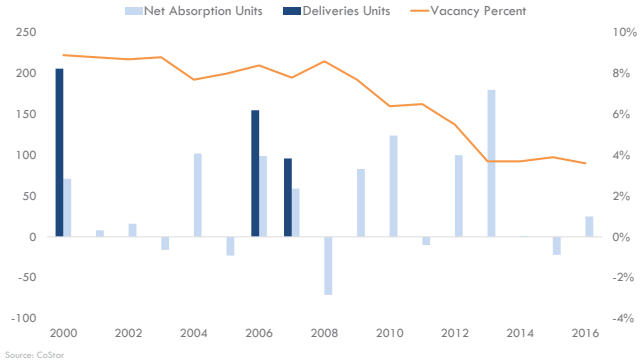
Both the immediate surrounding area and western suburbs have highly-educated populations, with a majority holding a bachelor's degree or higher. Both the immediate surrounding area and western suburbs also share a significant number of higher-income households, where residential demand is in large part driven by the strength of the local school districts that cover the District. These neighborhoods – where home values range from $350,000 to nearly $700,000 – are located less than a 10-minute drive of the District, and demonstrate the potential of the District to attract similar higher-earning segments of the population.

Figure 5: Median Home Values[8]

Residential Analysis

The housing stock in the immediate area contains a significantly higher number of multifamily units than the western suburbs and broader region, with 40% of all housing units near the District located in multifamily buildings.[9, 10] Multifamily vacancy in the immediate area and western suburbs has declined steadily since 2008, yet no new product was delivered between 2008 and 2016, resulting in pent-up demand for new development.

Figure 6: Western Suburbs Study Area (Multifamily)[11]



However, today approximately 700 multifamily units in three new developments catering to young professionals and empty nesters are planned or under construction nearby, indicating that the market is now responding to pent-up residential demand. The performance of these projects will demonstrate the ability of similar multifamily development in the District to attract similar tenants, and particularly those working within the District itself. The District's proximity to new multifamily residential developments can provide the vibrancy and retail activity necessary to create a successful mixed-use neighborhood appealing to talented workers who attract employers and drive innovation.

[7] ESRI Business Analyst Online
[8] Social Explorer; ACS 2014 (5-Year Estimates)
[9] Multifamily housing is defined as any housing structure with 3 or more units.
[10] ESRI Business Analyst Online
[11] CoStar

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Retail Analysis

Existing residents and workers within a 3-mile radius of the Donald Danforth Plant Science Center can support nearly 150,000 square feet of additional new food, beverage, and retail establishments. Conversations with current local employees indicate the need for restaurants, coffee shops, bars, and neighborhood-serving convenience retail.

Figure 7: District Retail Gap Analysis (3-mile radius)[12]

Retail Category	Total Demand	Total Existing Sales	Unmet Spending Potential	Capturable Spending Potential	Capturable Square Feet
*Retail	$660 M	$605 M	$55 M	$11 M	100K SF
Restaurant	$270 M	$150 M	$125 M	$25 M	45K SF
Total	**$930 M**	**$755 M**	**$180 M**	**$36 M**	**145K SF**

* Excluding General Merchandise Stores

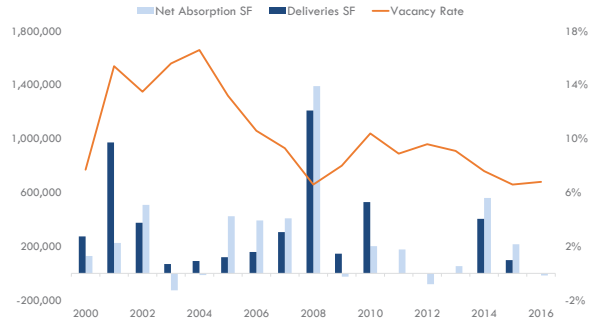
Assumes Capture Rate of 20%

Retail opportunities in the District can complement the City of Creve Coeur's broader retail strategy, which envisions compact neighborhood centers and walkable streets with destination-oriented "experiential retail" such as clothing and housewares, neighborhood services, and bars and restaurants. For the District, the Master Plan envisions a stronger focus on convenience retail serving nearby workers and new residents, with a central node to enhance connectivity and provide basic neighborhood services such as banks, personal care services, bars and restaurants.

Commercial Office Analysis

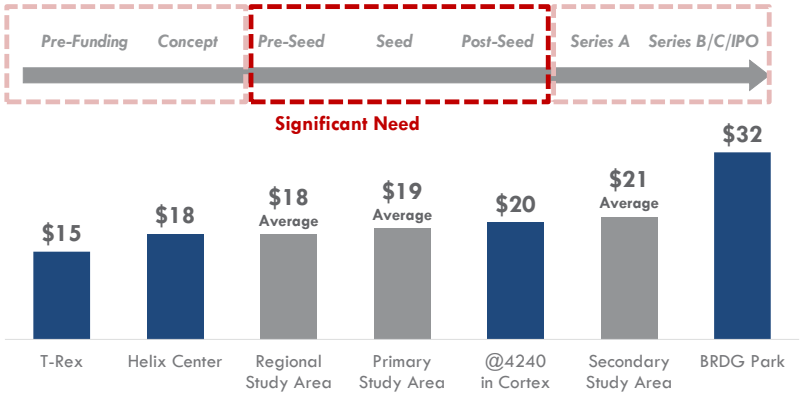
New office development has been slow to return to the St. Louis region since the recession. Since 2010, the region – consisting of nearly 40 million square feet of Class A office space – has delivered less than 2 million square feet of Class A space. Approximately 1 million square feet of this development has occurred in the western suburbs since 2010, yet none has been developed in the immediate area surrounding the District. However, since the recession, vacancy rates for Class A office space in the region have declined from 12 to 8 percent, indicating that new tenants are continuing to take up space.

Figure 8: Regional Class A Office[13]



New plant and bioscience companies and startups require specialized spaces at different stages of their business development cycles. While larger established companies with substantial financing may prefer newly constructed office and lab space, many start-ups operate on smaller budgets, leading to fierce competition for subsidized spaces such as Helix Center and T-Rex. As a result, there is a gap in the market for moderately-priced space catering to plant and bioscience companies that have graduated from subsidized spaces but cannot afford the rents demanded by the region's premier facilities.

Figure 9: Annual Office Rent (PSF, NNN) for Early Stage Business Development[14]



[12] ESRI Business Analyst Online
[13] CoStar
[14] CoStar, Colliers

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Fitting out existing building stock within the District into suitable lab and office space can be accomplished at a range of price points depending on specific tenant needs. Given the condition and layout of the majority of buildings in the northern portion of the District, converting industrial warehouse and distribution facilities into moderately-priced "white box" office, flex, and lab space for emerging start-ups offers potential for creating appropriate spaces for new plant and bioscience companies, though subsidies will be needed to make some conversions feasible at the $18-$20 per square foot rents that newer companies can afford to pay.

Market Opportunity:

- **POTENTIAL TO ATTRACT YOUNG PROFESSIONALS & EMPTY NESTERS** – The District can attract growing market segments with a denser, walkable urban environment with amenities, open space, and a mix of uses.
- **PROJECTED MULTIFAMILY HOUSING DEMAND** – The District is positioned to capitalize on low vacancy rates and local demand for apartment living with multifamily housing that supports the vision for a denser urban district.
- **DEMAND FOR NEIGHBORHOOD-SERVING RETAIL** – The market today can support approximately 150,000 SF of new retail, which could include restaurants, coffee shops, bars, and convenience retail catering to new residents and nearby workers.
- **CONVERSION OF INDUSTRIAL WAREHOUSES** – The District can provide appropriately-priced facilities to emerging plant and bioscience companies by converting existing light industrial and distribution facilities into "white box" office, flex, and lab space attractive to early and mid-stage companies.

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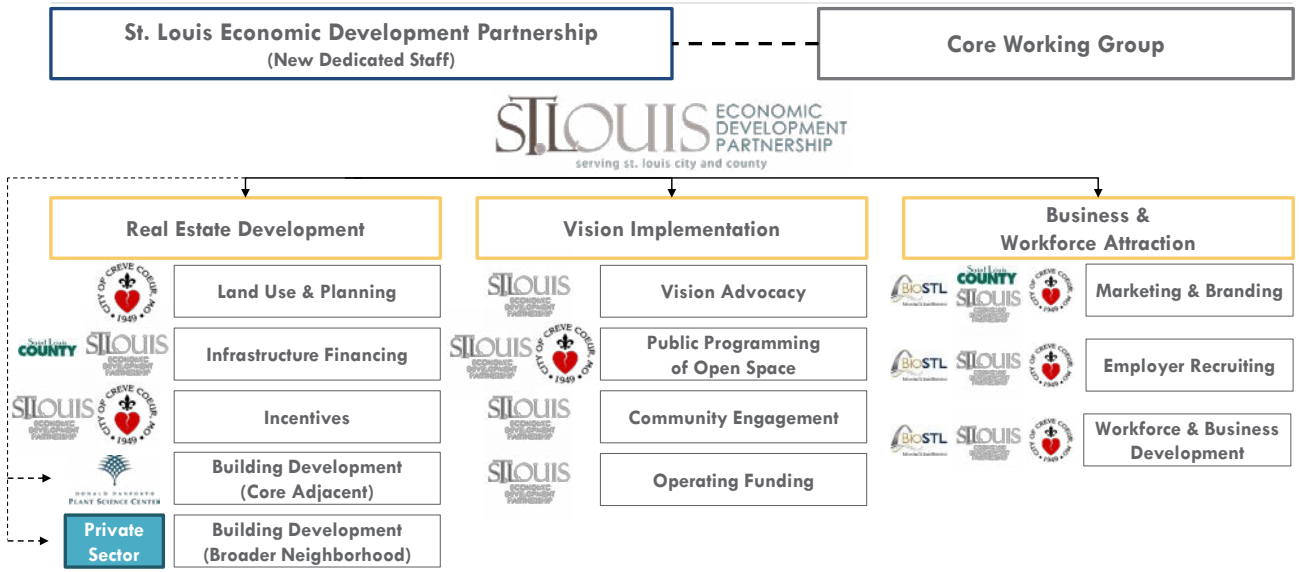
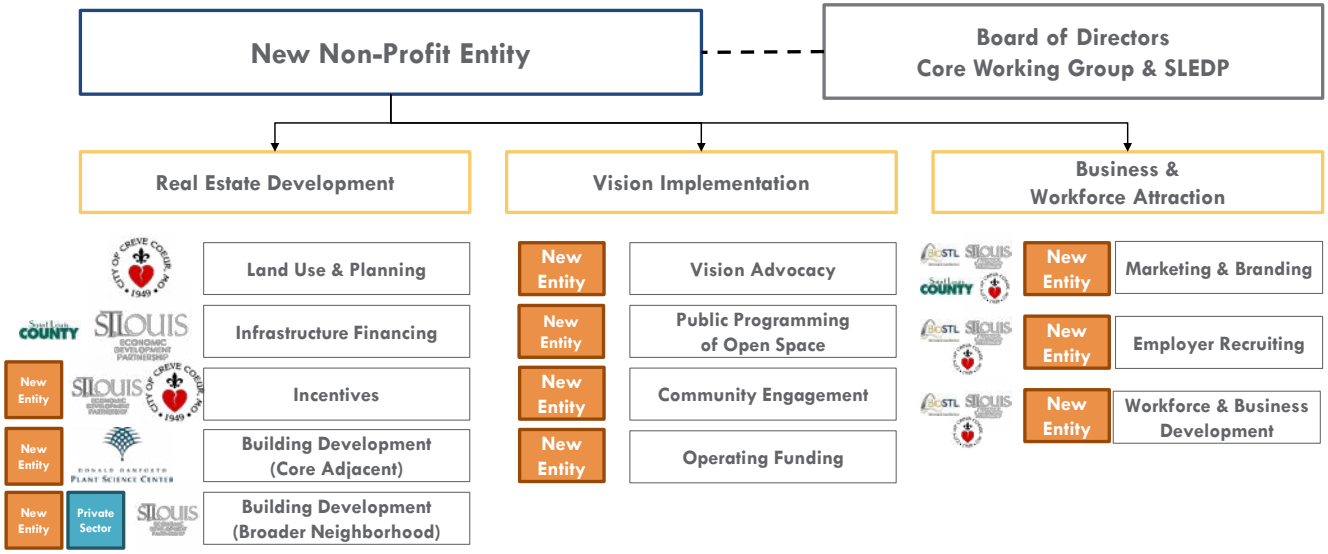
Governance

Recommended Organization charts

Near term:
Dedicated Staff and Committee Coordination



Long term:
Empowered New Non-Profit Entity



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Real Estate Development

Developing a mix of uses that supports the needs of the innovation ecosystem requires consideration of the following factors, and must consider public and private site control.

Land Use & Planning
- Zoning & rights-of-way creation
- Program guidance (density & mix of uses)
- Phasing (timing of development opportunities)

Infrastructure
- Capital funding/ financing
- Construction (open space, streets)

Building Development
- Incentives (construction & equipment purchases)
- Mission-based facilities development (collaborative spaces & programming)

Vision Implementation

Implementing a sustainable vision for the master plan requires coordination with the broader public.

Ongoing Management & Stewardship
- Vision stewardship
- Public programming of open space
  - Routine maintenance
  - Special events
  - Public safety
- Community engagement
  - Neighborhood events and outreach
- Operating Funding
  - Revenue generation

Business & Workforce Attraction

Industry and tenant attraction strategies must consider the following factors.

Marketing & Branding
- District brand development
- District marketing
- Employer recruitment

Lead Cultivation
- Incentive management (to developers & bioscience companies)
- Stakeholder coordination

Workforce & Business Development
- Ecosystem programming
- Entrepreneurial support
- Technical assistance
- Workforce development
- Educational partnerships

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Scenarios

Case studies provide an opportunity to further refine the roles and responsibilities in each scenario.

EXISTING ENTITIES → NEW ENTITY

SCENARIO 1
LOOSE COORDINATION W/ DISPERSED RESPONSIBILITY

SCENARIO 2
EXISTING ENTITY W/ FOCUSED DISTRICT MANAGEMENT RESPONSIBILITY

Creating an empowered new entity will require significant financial and regulatory start-up funds that may be available in the future.

EXISTING ENTITIES → NEW ENTITY

SCENARIO 1
LOOSE COORDINATION W/ DISPERSED RESPONSIBILITY

SCENARIO 2
EXISTING ENTITY W/ FOCUSED DISTRICT MANAGEMENT RESPONSIBILITY

SCENARIO 3
EMPOWERED NEW ENTITY W/O REAL ESTATE CONTROL

Potential for future implementation

SCENARIO 4
EMPOWERED NEW ENTITY W/ REAL ESTATE CONTROL

Not recommended

SCENARIO 3 CONSIDERATIONS

Once district has proven development momentum and capacity to support revenue generation, an independent and purpose-driven entity can be considered.

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Scenario 1: Loose Coordination with Dispersed Responsibility

Over the past three decades, Kendall Square has been transformed from a largely vacant and underutilized industrial district to one of the world's foremost biotech and IT innovation districts.

Kendall Square
The Future Lives Here

OVERVIEW

Formerly industrial neighborhood reclaimed by growing biotech and IT incubators and companies with the support of MIT and the Cambridge Redevelopment Authority (CRA). Now, the district is seeing plans for mixed-use redevelopments introducing housing and recreational components and larger tech and pharmaceutical firms such as Google, Amazon, Novartis, and Biogen opening cutting-edge R&D centers.

ANCHORS

- **MIT:** Poised to complete Kendall Square's transformation with a six building development plan with space for research and development facilities, offices, residences, restaurants, and shops.
- **Cambridge Innovation Center:** Began in 1999 by subdividing large office buildings to create affordable space for tech entrepreneurs to collaborate – now incubates startups with a total of over $7 billion in venture capital.

Kendall Square, 1969

Kendall Square, 2015

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Scenario 1: Loose Coordination with Dispersed Responsibility

The Kendall Square Association was formed in 2009 as a membership-based organization by local business and institutional leaders to provide resources and support for the innovation district.

Kendall Square
The Future Lives Here

GOVERNANCE

- The Kendall Square Association (KSA) promotes the area by convening public, private, and institutional stakeholders to **collaborate on shared economic development goals and provide community programming and branding for the district.**

- **The KSA is governed by a board of directors representing key stakeholders.** Current major initiatives include four major redevelopment projects in Kendall Square:
  - MIT Kendall Square Initiative ***(MIT)***
  - Alexandria Center at Kendall Square ***(Alexandria Real Estate Equities)***
  - 88 Ames Street ***(Boston Properties/Cambridge Redevelopment Authority)***
  - Kendall Square Urban Renewal Plan ***(Cambridge Redevelopment Authority)***

270K SF mixed-use lab & office space, BioMed

Alexandria Center at Kendall Square

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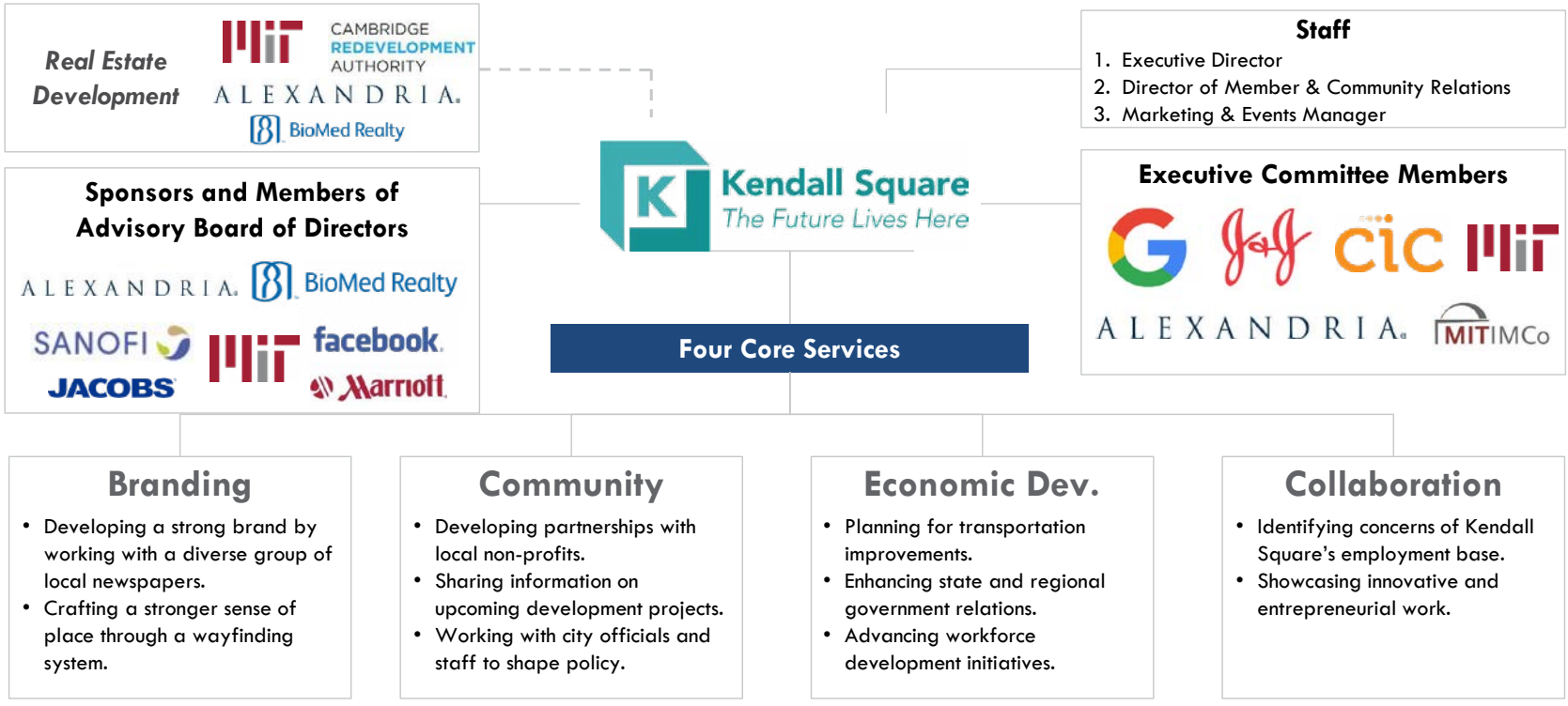
Scenario 1: Loose Coordination with Dispersed Responsibility

Kendall Square Association: Organization Structure



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Scenario 2: Existing Entity with Focused District Management Responsibility

In 2010, the City of Fremont initiated a community plan for the Warm Springs Innovation District – a thriving, mixed-use employment center focused on innovation and advanced manufacturing.

OVERVIEW

880-acre plan envisions adding up to 4,000 housing units, 12,000 jobs, and amenities to the district. It will also offer competitively priced office space tailored for biotech companies and manufacturers that have already begun to cluster in the area. The community plan combined changes in zoning with requirements for the design and development of public realm and transportation infrastructure.

Low-medium density planned typology

ANCHORS

- **Tesla:** 5.3m SF of manufacturing and office space opened in 2012 on land previously used for large-scale, traditional auto manufacturing.
- **Thermo Fisher Scientific:** Recently opened a $85 million, 350k SF "Center of Excellence" with 500 employees on a 22-acre property.
- **BART Station:** Plan includes $900 million Warm Springs - South Fremont station and 5.4 mile track extension, connecting to regional centers.

Rendering of future district build-out

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Scenario 2: Existing Entity with Focused District Management Responsibility

The City of Fremont applied for and received a grant from the Economic Development Administration (EDA) to develop an economic diversification plan for the area surrounding a recently closed auto assembly plant.

GOVERNANCE

- Fremont's New United Motor Manufacturing (NUMMI) shut down in 2010, putting nearly 5,000 workers out of work.
- In response, City officials took action to prepare the city for an economically diverse and sustainable future by applying for and receiving a $333,000 EDA grant to develop a recovery plan.
- Completed in 2012 by Perkins + Will, the Warm Springs/South Fremont Community Plan incorporated recommendations for land use alternatives, economic development strategies, and transportation and infrastructure assessments.
- The City adopted the Plan in 2014, rebranding the 880-acre area the "Warm Springs Innovation District"

PROPOSED NEW ENTITY

The final Urban Land Institute (ULI) report recommended a new public/private entity empowered with Tax Incremental Finance (TIF) creation and the ability to assess district fees that would be tasked with directing the development of the district during the short-term and long-term project build-out.

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Scenario 2: Existing Entity with Focused District Management Responsibility

Warm Springs Innovation District: Organization Structure

Development Partner

LENNAR

Majority Landowner

UNION PACIFIC

CITY OF Fremont

Warm Springs Innovation District

District Management

1. City Manager
2. Economic Development Director
3. Community Development Director
4. Public Works Director

Transit Investment

METROPOLITAN TRANSPORTATION COMMISSION

California TRANSPORTATION PLAN

ALAMEDA County Transportation Commission

BART

District Anchors

TESLA

ThermoFisher SCIENTIFIC

Seagate

Community Plan Development

EDA U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

PERKINS + WILL

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Funding Opportunities

Funding opportunities are categorized by high-level assessments of feasibility and magnitude

Feasibility

Low

- **District does not meet requirements for most funding opportunities,** or funding streams have declined in recent years.

Medium

- **Funding opportunities are available,** but may be prioritized for maintenance of existing infrastructure or require regional coordination.

High

- **Multiple funding opportunities are widely available to support District priorities** and have been used for similar needs within the region.

Magnitude

Small

- **Funding opportunities are targeted to pilot projects or face significant budgetary constraints,** restricting use in the District.

Medium

- **Funding opportunities can fund a portion of capital improvements,** but additional sources will be required.

Large

- Funding opportunities often **fully support large-scale capital improvements.**

Federal Open Space — Similar to State funding, federal funding for open space projects are largely focused on large-scale forestry and land conservation.

Feasibility: Low

- Congress created the **$15 million Outdoor Recreation Legacy Partnership (ORLP)** program, administered by the National Park Service (NPS), to expand outdoor play in areas with great need and promote outdoor recreation in urban communities across the nation.
- In 2015, Congress temporarily reauthorized the **Land & Water Conservation Fund with $450 million in funding per year,** dedicated to providing critical funding for to protect parks, wildlife refuges, and recreation areas at the federal, state, and local level.

Magnitude: Small

- In 2015, NPS awarded $3 million in grants through ORLP to eight pilot projects in urban communities across the country.

State Open Space — The State of Missouri funds land acquisition costs for the conservation of natural resources, which will likely not apply to the District.

Feasibility: Low

- Missouri's **statewide tax for conservation purposes raises approximately $100 million every year** for the Department of Conservation – however, the funds are to be exclusively used for the management, restoration, conservation, and regulation of the bird, fish, game, forestry, and wildlife resources of the State.
- Missouri's Department of Natural Resources **land acquisition budget is funded exclusively from a state parks earning fund** (camping, lodging, tours, merchandise). Funds are used for soil and water conservation and state park purposes.

Magnitude: Medium

- The State spent over $50 million between 1998 and 2008 to protect over 54,000 acres of land across the state, ranking 42nd in the country in spending per capita.

MISSOURI DEPARTMENT OF NATURAL RESOURCES

City & County Open Space — The City of Creve Coeur has recently financed the acquisition and development of local open space to great success.

Feasibility: High

- **The Great Rivers Greenway Regional Parks and Trails District** works to build, promote, and sustain linear connections between parks across the metropolitan region.
  - Funds are distributed to over 40 greenways within the Great Rivers District, including the **Centennial Greenway** that could link to the Creve Coeur Connector trail.
- General obligation bonds voted on in a referendum could **provide long-term debt to finance land conservation,** up to 10% of assessed valuation.
- St. Louis County allocates **$28 million annually for a park maintenance fund.**

Magnitude: Medium

- The City of Creve Coeur recently retired $4 million in debt that provided financing for the acquisition and development of Millennium Park.
- In 2000 & 2013, voters in the County of St. Charles and St. Louis, and the City of St. Louis passed propositions in public referendums to levee sales taxes that provide an average of $21 million annually to the Great Rivers Greenway.

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Transportation

Federal Transportation — Projects funded by the FAST act require prioritization from the regional metropolitan planning organization – the East-West Gateway Council of Governments.

Feasibility: Medium

- **The FAST Act authorizes $205 billion** over 4 years between 2016 through 2020 for highway and highway safety programs
- FAST Act funds are allocated through a **performance-based system tied to regionally prepared and approved Transportation Improvement Programs (TIP's).**

Magnitude: Large

- In 2015 – under the $105 billion federal MAP-21 Act, Missouri received over $900 million in funds from the Federal Highway Administration – ranking 14th in terms of funds received.

State Transportation — Nearly 90% of MoDOT's new $4 billion 5-year spending plan is tied to maintenance due to recent budget cuts that until recently shrank the agency's annual budget by 75%.

Feasibility: Medium

- MoDOT's road and highway funds are used to construct, connect, and widen, or otherwise improve and maintain the state highway system.
- The District's **proximity to MoDOT-maintained highways including I-270, Route 67, and Route 340** strengthen opportunities to compete for funding.
- MoDOT approved a spending plan through a public referendum of nearly **$4 billion in construction work for 855 projects** statewide through 2021, however nearly 90% of the construction is tied to maintenance.

Magnitude: Large

- $118 million in capital funding was approved in July 2016 to upgrade portions of the north corridor of I-270 in St. Louis County, including pavement and bridge improvements.

CITY OF CREVE COEUR
Highway I-270 at Route 340

City & County Transportation — The District may be able to receive funding for highway and streetscape capital construction and improvements from the County's $100 million in annual funding.

Feasibility: High

- **St. Louis County's Special Road & Bridge Fund** funds the O&M and construction costs for the county road and bridge system and designated arterial roads **with an annual budget of $50 million.**
- **The County's Highway Capital Construction Program has a $41 million budget,** supporting capital highway and construction activity using federal funds.
- **St. Louis County Community Reinvestment Funds** can be used to acquire easements, demolish structures and improve streetscapes.

Magnitude: Medium

- In Lemay, a County Community Reinvestment Fund spent nearly $4 million to acquire easements for 70 properties, purchase and demolish derelict structures, and improve streetscapes at Lemay Ferry Road.

LEMAY, ST LOUIS
Lemay Ferry Road Enhancements

Vertical development + business support

Private Funding Sources Open Space, Vertical Development, & Business Support — Corporate contributions and philanthropic donations may also be available to support the development of the district.

Feasibility: Medium

- Corporate support for capital development and open space projects in the St. Louis region is common from major employers including **Monsanto, Emerson Anheuser-Busch, Wells Fargo, Boeing, Nestle Purina, and Enterprise Holdings.**
- In 2012, the top 10 corporate grant makers with local roots **gave nearly $60 million to St. Louis-area organizations, while individuals gave about $4,300 in charitable contributions** per return.
- As evidenced in the scale of Forest Park's $130 million *Forever Campaign*, individuals, foundations, and corporations are **eager to contribute large sums to parks and open spaces.**

Magnitude: Medium

Crawford Family Foundation

$20 million for establishment of Taylor Family Institute for Psychiatric Research.

$30 million endowment for the ongoing maintenance and operations of Forest Park.

Monsanto Fund

$10 million in capital for the development of research center

$15 million to support the center's campaign and research efforts for high-yield-crops.

Local and State Vertical Dev. — The District is eligible for multiple local and state vertical development incentives that are tied to job creation.

Feasibility: Medium

- The City and County of St. Louis can offer tax abatements for vertical development, including **Chapter 100** for developments that promote job creation and investment and **TIF programs** for infrastructure.
- The City and County also provide a significant number low-interest and long-term loans through the **SBA 504 loan program** along with **permitting assistance** for land acquisition, district build-out, and adaptive reuse projects.
- **The Missouri Technology Corporation provides funding for equipment and construction** through its High-Tech Industrial Expansion Program, among others.
- Through the **BUILD Missouri Program,** the State provides tax credits to projects that surpass $10 million in investment and hire at least 500 employees.

Magnitude: Large

- In June 2016, the State of Missouri approved $10.3 million in BUILD funds for infrastructure investments and physical improvements for Centene Corp's $770 million expansion in Clayton, MO.

CITY OF CLAYTON
Cetene Corp. 3.3m SF mixed-use expansion

Local, State, & Federal Business Support — Grants that can provide a wide range of support for small business growth are available from multiple sources across all levels of government.

Feasibility: High

- **Federal agencies** including the NIH, NSF, and DoD offer small business innovation research and tech transfer grants for **up to $4.7 million** two to three times a year.
- **The State of Missouri** offers a grant matching program for up to $100,000 in matching funds for startup science and tech companies twice a year.
- **Accelerators, incubators, competitions, and ecosystem supporters** including the Helix Fund, Arch Grants, BioGenerator, Arch Angels, Billiken Angels, BioSTL, The Yield Lab, T-REX, and Accelerate St. Louis offer entrepreneurs and bioscience-related startups on average between **$50,000 and $100,000 grants along with relocation assistance and office space.**

Magnitude: Medium

- In 2013, Aerovalve LLC – a startup specializing in energy-efficient air valve technology – received a $25,000 NSF grant that was matched with $50,000 in funding by the Helix Fund.

ACCELERATE ST. LOUIS
Startup Connection: $120k total in prizes

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

Sustainability Guidelines

HUMAN / SOCIAL / LIFESTYLE

Education/Outreach	• Identify local and regional university partners and provide physical space for collaboration • Provide outreach opportunities with neighboring school district curriculums • Integrate interpretive educational opportunities for site visitors, users, occupants, residents, etc.
Transit / Accessibility	• Improve multi-modal transit options to/from master plan area • Improve safety of all transportation modes • Strengthen physical connections and accessibility to site amenities (parks, destinations, open space) • Provide transportation alternatives to reduce automobile-dependency
Housing Diversity	• Affordable Housing vs. Market Rate: Provide a diversity in housing type and price-point to diversity resident population • Single Family vs. Multi Family: Provide a diversity in housing type and price-point to diversity resident population
Healthy Living	• Consider local food production for access to healthy food for residents, restaurants, commercially consumed food • Incorporate trails for active living and recreational use. Possible dual purpose for connectivity • Active vs. Passive Recreation: Strengthen connection to outdoors and the natural environment
Job Creation / Retention	• Generate diversity of job creation, access to employment and on-the-job training, career development opportunities • Cultivate environment for idea-sharing, collaboration, etc.
Destination / Sense of Place	• Develop a clear sense of identity/brand • Provide anchors, sticky places, and breadcrumbs to lead people to a variety of destination types (dining, entertainment, art, 24-hour)
Cultural Preservation	• Protect culturally significant places • Highlight historically significant features
Municipal Impacts	• Consider impact of increased resident population on local school district (Ladue) and community resources • Impact of strain on adjoining parks in other municipalities (Creve Coeur tax base vs. Olivette) • Long-term maintenance and operational costs, strain on existing capacity

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

ENVIRONMENTAL SYSTEMS

Biodiversity

- Increase diversity of plant species (native, adapted, appropriately selected) and consider successional planning
- Protect existing and create new wildlife habitat (tree canopy, understory, open space)

Preservation / Open Space

- Preserve natural systems and restore ecological services (net gain)
- Greenfield Protection: Limit development on greenfield portions of the site. Protect from disturbance.
- Consider viewsheds to/from the master plan area. How can adjacent open spaces contribute to increased property values?

Hydrology

- Responsibly manage stormwater volumes on site and restrict runoff
- Integrate best practices to improve water quality
- Highlight opportunities to impact exponentially "down stream effects" - Top of the watershed(s)
- Recognize historical hydrological patterns and infrastructure
- Celebrate significant community water management (Missouri American Water) source.

Soils

- Focus development on brownfield, ecologically damaged sites
- Mitigate disturbance and manage erosion and unintentional impacts
- Salvage and reuse topsoils and subsoils appropriately (limit cut/removal and fill/import)

BUILDING / DESIGN / USE / PRACTICES

Renewable / Alternative Energy

- Consider alternative energy sources:
  - Wind, Solar, Geothermal, Biomass, Hydro

Consumption

- Reduce overall water consumption (limit irrigation, harvest stormwater, condensation, evapotranspiration, gray water reuse, etc.)
- Reduce overall energy consumption
- Manage/Reduce Waste/ Promote Recycling & Reuse

Design Considerations

- Increase tree Canopy
- Reduce heat island effect
- Consider Density / Cluster Development/Mixed-Use
- Incorporate adapted reuse of infrastructure
- Promote green building principles
  - Regionally sourced materials/labor
  - Design for adaptability / disassembly
  - Recycled / salvaged materials
  - Building orientation
  - Permeable vs. Impermeable

Operations + Maintenance

- Develop overall maintenance and operations plan for the district
- Consider long-term life cycle costs and sustainability of design solutions
- Minimize/Control Pesticide / Fertilizer
- Promote use of low/no emission equipment and environmentally friendly practices

Hazard Mitigation

- Plan for natural disaster or civil unrest (emergency action plan)
- Integrate safety/security for people, properties, information systems
- Plan for economic fluctuation

Attachment: 39 North Master Plan Draft (2468 : 39 North Master Plan Adoption)

city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #17-013 FOR THE REVIEW AND ADOPTION OF THE DRAFT 39 NORTH MASTER PLAN

FOR THE MEETING OF: May 15, 2017

LOCATION: Northeast area of Creve Coeur consisting of approximately 575 acres.

REQUEST: An application for review and approval of the draft 39 North Master Plan as an addendum to the Creve Coeur 2030 Comprehensive Plan, to provide guidance on future development of a plant science and technology innovation district of the City's zoned Light Industrial area, and the General Commercial area near North Lindbergh Boulevard and Olive Boulevard consisting of approximately 575 acres.

State Regulations:

- The comprehensive plan is a critical basis for local zoning regulations. It is exclusively developed and adopted by the planning commission. (89.340-89.370)
- Zoning regulations must be made in accordance with a comprehensive plan. (89.040). The plan is considered to only be a guide and not enforceable independent of the zoning ordinance.

Zoning Code References

- Section 405.1030: Planning and Zoning Commission

ADDITIONAL INFORMATION: The Planning and Zoning Commission will conduct a public hearing on this request on Monday, May 15, 2017, to consider adoption of all or part of the 39 North Master Plan. A draft resolution for adoption has been prepared after review by the Commission upon conclusion of the public hearing. City Council action is not required.

APPLICANT: Jason Jaggi, AICP
Director of Community Development
City of Creve Coeur
300 North New Ballas Road
Creve Coeur, MO 63141

REPORT PREPARED BY:

Jason W. Jaggi, AICP, Director of Community Development Date

ATTACHMENT: Draft 39 North Master Plan, prepared by Ayers Saint Gross
Citizen comment

Attachment: 17-013 39 North Master Plan Staff Report 5-15-2017 (2468 : 39 North Master Plan Adoption)

BACKGROUND

In 2015, St. Louis County was awarded a competitive federal grant in the amount of $500,000 from the U.S. Department of Commerce, Economic Development Administration (EDA). The grant funded the development of a master plan to create a plant science and innovation hub in the St. Louis area located within the city limits of Creve Coeur. Upon the selection of Ayers Saint Gross as the consultant, the master plan began in January 2016 with the St. Louis Economic Development Partnership (SLEDP) serving as the lead agency overseeing the development of the plan. Along with the SLEDP, BRDG Park, St. Louis County, Helix Center Biotech Incubator, Wexford Science and Technology and the City of Creve Coeur were partners in the planning process.

PREPARATION OF THE DRAFT PLAN

The process to prepare the master plan began in January 2016. A core working group was established with representatives of the City of Creve Coeur, the Danforth Plant Science Center, BRDG Park, Monsanto, SPEDP, Wexford and the Missouri Technology Corporation. Eight focus groups were formed to provide direct input across a broad spectrum of stakeholders. Representative groups include public officials, transportation and utilities, education and industry partners. Input from these stakeholders was provided to the core working group. Three public forums were held at the Danforth Plant Science Center in 2016 to gain input from members of the general public at critical stages of the planning process. In addition to these meetings, the SLEPD held several input sessions with nearby businesses and other communities in the surrounding area.

The Draft 39 North Master Plan was posted for review by the public on the City's website on April 17, 2017 and a copy has been available at the Government Center. Staff mailed out notification of this public hearing to property owners within the district boundaries in early May. In addition, the April and May newsletters featured information on where the draft plan can be viewed and the public hearing date for review by the Commission.

A joint session of the Planning and Zoning Commission, City Council, and Economic Development Committee was held on April 17th where the three groups heard a presentation from representatives of the SLEDP on the draft plan and answered questions.

OVERVIEW OF THE 39 NORTH MASTER PLAN

The Draft Master Plan is structured into eight (8) sections as follows:

- Introduction
- Process and Outreach
- Existing Conditions
- Master Plan Framework
- Branding and Identity
- Implementation Strategy
- Acknowledgements
- Appendices

The 39 North Master Plan that has been created aims to foster opportunities for economic growth and reinforce Creve Coeur as a global hub for plant science and technology innovation. The master plan establishes the necessary framework for a thriving district of research activity, business and entrepreneurship.

Attachment: 17-013 39 North Master Plan Staff Report 5-15-2017 (2468 : 39 North Master Plan Adoption)

Broad goals of the plan include connecting the various life, plant science and technology organizations in the area connected by a walkable and bike-friendly environment within a mixed-use district with supporting retail and gathering spaces. Public infrastructure, branding and governance recommendations to support the continued vitality of this growing industry are also provided in the master plan.

Specific recommendations include the creation of a mixed-use center on the Danforth Plant Science Center property, re-working the Olive-Lindbergh interchange to provide opportunities for additional development, reconnecting Old Olive Street Road over Lindbergh Boulevard to bring together the two sides of the district, creating a central greenway through the heart of the District; and re-purposing Old Olive Street Road as a pedestrian-friendly corridor with active streetscape.

A representative of the SLEDP will present an overview of the draft plan at the meeting.

SUMMARY AND CONCLUSION

Led by the SLEDP, the 39 North Master Plan is the result of a 12-month planning process with significant input from a wide variety of stakeholders.

Since the master plan contains land use recommendations, the City needs to adopt the plan as an amendment to the Creve Coeur 2030 Comprehensive Plan ,which recommends the City adopt the 39 North Master Plan as an Early Action Item (Page 133) as follows:

> **Adopt the 39 North plant science and agricultural technology district master plan and facilitate development of the project:**
> The regional 39 North plant science and agricultural technology district initiative of the St. Louis Economic Development Partnership (SLEDP) is likely Creve Coeur's and the region's largest economic development project and job creator for the next 20 years. Upon completion of the SLEDP-led master plan, the City of Creve Coeur should consider adoption of the master plan as an addendum to this Comprehensive Plan. Thereafter, the City should actively facilitate the implementation of the master plan and physical development of the 39 North plant science and agricultural technology district.

It is recommended that the Planning and Zoning Commission only consider adopting those portions of the plan that involve land use strategies and recommendations. Sections of the plan which speak to topics such as governance and branding are important to the formulation of the District, but may be best to leave to organizations other than the Planning and Zoning Commission.

Staff has received one written comment regarding the Master Plan. The comment has been included in the meeting packet for review.

ACTION AND MOTION

A draft resolution for adoption of the plan has been prepared at the conclusion of the public hearings and review by the Commission. The following would be an example motion for this application:

Attachment: 17-013 39 North Master Plan Staff Report 5-15-2017 (2468 : 39 North Master Plan Adoption)

"I move to approve Resolution #17-013 to adopt pertinent portions of the 39 North Master Plan as an amendment to the City's Comprehensive Plan, Creve Coeur 2030, the official land use plan of the City as referenced by Application #17-013."

Attachment: 17-013 39 North Master Plan Staff Report 5-15-2017 (2468 : 39 North Master Plan Adoption)

Jason Jaggi <jjaggi@crevecoeurmo.gov>

39 North Master Plan Comments

1 message

dkd1905@aol.com <dkd1905@aol.com> Wed, May 10, 2017 at 11:10 PM
To: jjaggi@crevecoeurmo.gov
Cc: atravers@crevecoeurmo.gov, jfaron@crevecoeurmo.gov

Since I am unable to attend the 39 North Master Plan Public Hearing on May 15, I am forwarding my comments in advance.

I view the Plant Science Innovation District as a tremendous opportunity for Creve Coeur. I also see the Plan's focus on a pedestrian-friendly, green, sustainable district as very positive.

On the other hand, I do not support the proposed folded-diamond design at the Olive-Lindbergh intersection. The design ignores the needs and convenience of long-term residential neighborhoods to the south of Olive and east of Lindbergh (i.e. Tealwood, Beaver, Haven View Dr). Currently, traffic must turn right (i.e. north) when exiting these subdivisions. If residents want to go south on Lindbergh, Monday through Friday during the day, we can use the Monsanto overpass. This option is closed after 7:00p.m. weekdays and all weekend. When closed, we use the Olive-Lindbergh clover leaf to reverse direction. Although further to drive, the additional time is nominal because there are no stop lights, so traffic moves freely.

The proposed folded diamond changes this. To go south on Lindbergh we will now encounter two stop lights and likely traffic back-up. This will take more time and use more gasoline.

Residents on both the east and west side of Lindbergh, south of Olive, who want to go west on Olive will also be negatively impacted by the folded diamond. Where the current clover leaf allows us to exit Lindbergh and move onto Olive without any stop lights, we will now encounter two lights and traffic. Again, for us this is not energy or time efficient.

Additionally, there are already two closely spaced stop lights on Olive at the entrance to the movie/restaurant complex and then at Old Olive. Do we really need more stop and go traffic congestion?

I ask that Creve Coeur re-evaluate the folded diamond design taking resident needs into consideration. Perhaps you could negotiate with Monsanto 24x7 use of the overpass, which would address part of the problem created by the new design.

Thank you for considering my concerns,

Deni Dickler
7 Haven View Dr.

Attachment: Public Comment (2468 : 39 North Master Plan Adoption)

PLANNING AND ZONING COMMISSION PUBLIC HEARING

CITY OF CREVE COEUR, MISSOURI

300 NORTH NEW BALLAS ROAD

MONDAY, MAY 15, 2017

6:30 P.M.

PUBLIC HEARING

APPLICATION NO 17-013

THOSE IN ATTENDANCE:

Mr. Gene Rovak, Acting Chair
Mr. Tim Carney
Ms. Muriel Hall
Mr. Don Magruder
Ms. Heather Silverman
Mr. Matthew Schuh
Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, Director of Community Development
Ms. Jessica Stutte, Planning Assistant/Recording Secretary

McLaughlin Court Reporting Services, Inc.

Deborah K. McLaughlin, RPR, MO-CCR #314, IL-CSR, KS-CCR
4772 Gatesbury Drive
St. Louis, MO 63128
(314)974-1199

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

CHAIRMAN ROVAK: Okay. I'll call the meeting to order. In the absence of the gavel, I'm going to tap my microphone when necessary.

We'll begin with roll call.

Mr. -- our Chair is absent. I will be Acting Chair.

So let me call roll then.

Mr. Carney?

MR. CARNEY: Present.

CHAIRMAN ROVAK: Ms. Hall?

MS. HALL: Present.

CHAIRMAN ROVAK: Mr. Magruder?

MR. MAGRUDER: Present.

CHAIRMAN ROVAK: Ms. Silverman?

MS. SILVERMAN: Present.

CHAIRMAN ROVAK: Mr. Schuh?

MR. SCHUH: Present.

CHAIRMAN ROVAK: Mr. Lumley, City Attorney?

MR. LUMLEY: Present.

CHAIRMAN ROVAK: Mr. Jaggi?

MR. JAGGI: Present.

CHAIRMAN ROVAK: Ms. Whitney Kelly?

MR. JAGGI: She is absent this evening.

CHAIRMAN ROVAK: Okay.

And, Ms. Stutte?

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

MS. STUTTE: Present.

CHAIRMAN ROVAK: Okay. Are there any changes or additions to the agenda?

Hearing none, I'll ask for approval of the agenda.

MS. SILVERMAN: So moved.

MR. MAGRUDER: I'll second.

CHAIRMAN ROVAK: All in favor?

(All responded aye.)

CHAIRMAN ROVAK: If you've had a chance, if you've looked at the minutes, I'd like to ask for a motion to approve the minutes of May 1st, 2017 meeting.

Were there any changes or anything offered in -- as a change or an exception to the way the minutes are posted?

Okay. Then I'll look for a motion to approve.

MR. MAGRUDER: I so move.

MS. SILVERMAN: Second.

CHAIRMAN ROVAK: Okay. All in favor?

(All responded aye.)

CHAIRMAN ROVAK: Okay. The minutes are approved.

At this point we go into public comment.

If anybody wishes to address the Commission on something which is not on the agenda, please do so now.

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

Come forward and state your name and address.

If there are none, we'll continue then.

Old Business of which there is none.

And New Business, we open by -- this is public hearing for the review and adoption of the Draft 39 North Master Plan.

Is there anyone who wishes to speak?

I do see one speaker card here. Do we have any others? Okay.

Let's have those of you -- well, I see -- David, would you come forward and be sworn in. Do that now, if you're going to -- and anybody else who does plan to speak.

Please state your name and address.

DAVID CALDWELL: Right now?

CHAIRMAN ROVAK: I think we're going to do that now, and then call you up --

DAVID CALDWELL: Okay. David Caldwell --

CHAIRMAN ROVAK: -- having been sworn in already.

DAVID CALDWELL: David Caldwell, 257 Brooktrail Court.

(The speakers were sworn in by the court reporter.)

CHAIRMAN ROVAK: Okay. I'll call Mr. Jaggi to

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

introduce this as an amendment to the Comprehensive Plan, being the Application 17-013, Draft 39 North Master Plan.

MR. JAGGI: Good evening, Members of the Commission, Jason Jaggi, Director of Community Development.

This is a public hearing for the Commission's review and possible adoption of the 39 North Master Plan.

The City did hold a work session on this item back in April 17th. That work session was conducted by the Planning and Zoning Commission with members of the City Council, and Economic Development Committee were also in attendance, and heard a presentation by the St. Louis Economic Development Council -- or Partnership regarding this proposed plan.

This is 100 and -- or I'm sorry -- a 575-acre area within the city located on the northeast part of Creve Coeur.

You can see here with this map taken from the City's Comprehensive Plan, which was recently adopted, the area that is subject to this master plan that's on review this evening, is this blue area, essentially, centered on the Danforth Plant Science Center property, as well as Olive and Lindbergh Boulevard. So that is the core of the district. And it continues north up to approximately Baur Avenue, the northern city limits, and then Warson to the

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

east, and encompassing the Monsanto property, both campuses to the south, and Old Olive Street to the east.

The zoning within this area contains a mixture of Light Industrial, mainly to the north -- northern portions, General Commercial as you move along the properties that front Lindbergh, as well as the Research and Office Park District, which encompasses the Monsanto campus, as well as the Danforth Plant Science Center campus.

As you may all be aware, this page does show our City's Comprehensive Plan, and I will read a passage of that plan, which does call for the Commission's review and possible adoption of this document as an early action item.

It states on page 133 of the plan that the Commission should consider adopting the 39 North Plant Science and Agriculture Technology District master plan and facilitate development of the project.

Goes on to state that the Regional 39 North Plant Science and Agriculture District initiative of the St. Louis Economic Development Partnership is likely Creve Coeur's, and perhaps the region's, largest economic development project and job creator over the next twenty years.

Upon completion of the plan led by the Economic

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

Partnership, the City of Creve Coeur should consider adoption of the master plan as an addendum to the City's Comprehensive Plan, and thereafter, the City should actively facilitate the implementation of the master plan and physical development of the 39 North Plant Science District.

So we are here this evening as recommended by the City's Comprehensive Plan to consider this master plan that impacts this particular area of the City of Creve Coeur.

With that being said, we did have a city -- or I'm sorry -- a citizen comment that was included in your packet. I think the comment was directed toward the proposal to change the configuration of the intersection at Olive and Lindbergh, which we will get into a little bit later this evening. So I did want to bring that to your attention and make that part of the record.

In addition, staff is recommending that as you review the plan formally this evening that perhaps it might make sense to just focus on the land use aspects of the plan. There are other elements of the plan, including governance and branding, that aren't necessarily the purview of this Commission, and those objectives of the plan might be best left to other entities other than this Commission.

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

So if you're inclined to take action on that this evening, we would recommend that maybe you look to specifically exclude those portions of the plan, as they don't directly relate to land use.

With that being said, I will turn it over to Janet Wilding. She is going to present the plan. Janet is the vice-president of major projects with the St. Louis Economic Development Partnership. She has a presentation for you this evening. And then both her and I will be available to answer any questions. And I know we have members of the public who might also like to make comments too this evening, so --

CHAIRMAN ROVAK: Thank you.

MR. JAGGI: -- unless there's anything for me right now, I'll turn it over to Janet.

CHAIRMAN ROVAK: We'll go -- I think we'll go right into the presentation then.

MR. JAGGI: Okay. Let me get this set up. Looks like we're having a little bit of a problem here. There we go.

JANET WILDING: Hi. Good evening.

Thanks for having me come to talk about the plan again tonight.

This, I think, is my third presentation to Council on the plan, kind of the priorities of the plan.

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

And we're at the point now where we're happy to say that we're ready to present it to you for adoption in any form that you feel is appropriate for the city.

To that end, Jason and I spoke, and I did -- I am limiting my presentation to be mostly about the land use aspects and priorities of the plan.

If you do have questions about longterm governance or the branding or anything like that, I'm happy to talk about that.

And please stop me if you have questions, I'm happy to answer those.

CHAIRMAN ROVAK: Excuse me --

JANET WILDING: To --

CHAIRMAN ROVAK: -- I do have a formality --

JANET WILDING: Yeah.

CHAIRMAN ROVAK: -- that I missed, not being the normal chair, but I believe when you were sworn in, we didn't put on record your -- your address and affiliation.

JANET WILDING: Okay. Yeah.

CHAIRMAN ROVAK: Will you do that now.

JANET WILDING: So do you want me to do that now?

And is it my business address or my -- business address.

CHAIRMAN ROVAK: Uh-huh.

Attachment: Public Hearing Transcripts P&Z 051517 (2468 : 39 North Master Plan Adoption)

JANET WILDING: Okay.

So Janet Wilding. I'm VP of major projects for the St. Louis Economic Development Partnership.

Our offices reside at 7733 Forsyth, Clayton Missouri 63105.

CHAIRMAN ROVAK: Thank you.

JANET WILDING: Yeah.

Okay. So, generally, the plan, and Jason described it well, is about 600 acres that centers around the Olive/Lindbergh interchange, and then also the Monsanto campus and the acreage around the Danforth Plant Science Center, BRDG Park, Helix and then north to Baur Boulevard. We also go west, and it kind of follows Lindbergh Boulevard, and then the outline of Old Olive Street where it hits Olive.

So that's really our area of study and recommendation.

We also -- the plan is, in a regional context, is looking at the assets that are here in St. Louis, and actually, we looked at the whole state, for agriculture and agriculture technology types of businesses.

It's a -- it's a big priority in the state. It's also a huge business in the State of Missouri, agriculture, as well as in St. Louis.

So kind of the background of the plan is that

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the Department of Commerce awarded us the plan because we are such a big area for agriculture and a growing agricultural technology base. And so at the county level and at the state level, we really see this as a big growth industry for the next ten to twenty years.

This is the actual kind of completed vision of the master plan for the next ten to fifteen years.

And we're looking at some infrastructure changes, which are going to be redesign of the Olive/Lindbergh interchange, redesigning Old Olive, so it's contiguous over Olive Street -- let me see if the -- yeah, this works -- so -- so this -- this area is really the main infrastructure changes, having Old Olive be contiguous over Lindbergh, changing the design of the cloverleafs at Olive and Lindbergh, folding those back, so we create two developable parcels on the north side of Olive.

We're also looking at putting a greenway corridor right through the middle of this district.

And let me orient you. This is Monsanto. This is the Danforth Plant Science Center. This is BRDG Park. And then this is our Helix Center back here.

This -- this priority right here is a new building, a district center, that we would like to build on the southwest corner of the Danforth Plant Science

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Center that would be close to Olive and kind of serve as the neighborhood or the district center for this area.

We envision, on the first floor, having public spaces that could be restaurants, coffee shops and also some space for conferences and educations and possibly higher education classrooms.

The -- the Greenway District would connect up with a longterm plan for the Great Rivers Greenway to make the Centennial Greenway go from Forest Park all the way to Creve Coeur Park via this northern alignment here.

So we see ourselves, longterm, connecting this greenway system into the Great Rivers Centennial Greenway.

We also, in a short-term, would like to connect this greenway through Stacy Park in Olivette to Old Bonhomme, which is an on-street system that then goes along Centennial Greenway along I-70 that goes to Shaw Park in Clayton, and then on-street goes to Washington University.

So our short-term goal is to connect up that area around Washington University with this campus here, because there's quite a bit of interaction between Washington University and this campus. And we heard that in our public comments that people wanted to see that connection made, so that you could bike from that part of town to this part of town.

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Some of the other priorities of the plan are to create greater connectivity in this part of the district, and so we looked at -- let me see if I have a image for it. I'll flip through here. Here we go.

In that park that's north of BRDG Park and Helix, is to look for opportunities where there are some abandoned rail spurs and some cul-de-sac'g where we could lay in some sidewalks and street parking and some bike lanes to make that area more connected and more of a grid pattern, so people can walk there and not have to get in their car for short trips during the day.

I'll go back. And this is an image of what I was talking about earlier about that district center. It's kind of a architect's rendering, but it -- we're looking at some of these first floor office spaces and -- and cafe spaces, but then on the second, third and possibly fourth floor, some lab spaces, potentially a corporate headquarters offices, co-working spaces, that kind of thing.

And I do have a colleague with me, Ginger Imster, who's VP of Innovation & Entrepreneurship. Her purview is over the system that we run for new businesses, incubating new businesses, and she runs the Helix Center for us.

So if anybody has any questions about sort of

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that innovation and entrepreneurship program, Ginger's here to answer any of those questions.

A -- a big kind of goal of the plan is to create more density in this part of town, so it's more walkable, bikeable, more connected and feels more like its own district for people that are working, living and using the retail in this area.

So this district center is strategically placed here so that nothing is more than about a ten or fifteen minute walk from that spot.

Probably the longest walk you would have is if eventually we connect to the Centennial Greenway, this stretch would be probably more like a ten, fifteen minute walk.

But we feel like that's strategically placed so it would really feel if you wanted to get out at lunch and walk over to Stacy Park, that would be a viable option, or if you wanted to walk west and take -- take advantage of some of the shops that are over here, you could do that.

And then also all of the people that are working in this area with this greenway spine, it could be used for them to use at lunchtime or after work for the community to use.

We're also looking at connectivity to the JCCA here over Lindbergh. They expressed an interest in

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wanting to be connected in with -- with the -- this greenway. And then with the Stacy Park connection, and longterm, the Warson Park connection, we'd like to bring in the community that lives on the east side of Warson.

Does anyone have any questions?

MS. HALL: I have a question.

Okay. So can you explain to me the Old Olive and Lindbergh -- the Olive -- the Old Olive and Olive --

JANET WILDING: Yeah.

MS. HALL: -- what are your plans for that area?

JANET WILDING: Yeah. Let me get a better -- let me get a better picture of that. I think it's back a few slides.

Okay. So this is the existing condition of Olive and Lindbergh. You have four cloverleafs, but the way it functions is if you want to move north on Lindbergh, you actually have to use Old Olive Street as kind of your on-ramp --

MS. HALL: Uh-huh.

JANET WILDING: -- and that's all given how this was designed by MoDOT in 1957.

If we -- in order to -- I think in order to create density in this area, one of the big impediments to that is the way that this breaks here, and Old Olive doesn't cross Lindbergh, so -- let me go to the -- so in

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this rendering, if we can redesign the intersection so all the movement happens on the south side of Olive, and it's fully lit here and here, we eliminate the need for the two cloverleafs on the north side, and it also unhooks all of these movements from Old Olive. So it allows us to have Old Olive function more like a local street, and we can also work with Creve Coeur to redesign that street, so it's got sidewalks, it's got -- it's got a bike lane on it. It has lighting. It has street furniture. It just looks more like a main street treatment than it does now.

And so I think that would be a big benefit to this area. And it would also allow all the uses along Old Olive to redevelop with the market because there are some uses on there that are not probably the highest and best use at this point.

Did that answer your question?

MS. HALL: Yes, thank you.

JANET WILDING: Yeah. Okay.

MS. HALL: Uh-huh.

MS. SILVERMAN: Can you take us through how -- we have residents that -- that live south of Olive, because Lindbergh is divided highway, if they live on one side or the other, especially if they're living on the east side and want to go south on Lindbergh, it becomes -- it's challenging for them.

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JANET WILDING: Right.

MS. SILVERMAN: Can you take us through how lot of times they use the cloverleaf now, so how they would do that in the new?

JANET WILDING: Right. I don't know if I've got the engineering drawings for this, but I'll do my best with the pointer.

So there would be a signalized intersection here and a signalized intersection here. And these ramps would function so that you could move both north on Lindbergh this way via this ramp, and then south on Lindbergh this way via this ramp, and then same on this side.

So you would just -- moving on Lindbergh would not require you at all to take this movement here to get on Lindbergh going north.

MS. SILVERMAN: Got it.

JANET WILDING: And that's -- that's really the reason to redesign that.

Kind of the side benefit you get of that though is you open up these two properties here --

MS. SILVERMAN: Sure.

JANET WILDING: -- and they're very steep. I mean you're probably very familiar with these. There's -- there's a big --

MS. SILVERMAN: Yeah.

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JANET WILDING: -- incline here. But they would also be available for redevelopment, so site work, once we get this pavement out, they would be available for redevelopment.

They're owned by MoDOT currently, and there is a public process that has to go forward where they, you know, get rid of their public property.

But it would no -- MoDOT would no longer need it, to own these for the intersections because that pavement would come out.

So I think it would also help with the goal of increasing density in that node here, and really create some nice places for, you know, all kinds of uses, restaurants, you know, whatever the zoning code allows at this point, it could redevelop there. So it just helps kind of create some density for any of the uses we would be having on this east side.

Let me get back to that.

And, again, this kind of shows, you know, the bulk of people are working here, but the bulk of the services are happening here. So we want to make that really connected and really walkable.

MR. JAGGI: If I could just --

JANET WILDING: Yeah, absolutely.

MR. JAGGI: I think some of the question that

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we've heard, one of the comments was currently if you're a resident, let's say, Tealwood or some -- some neighborhood on the -- on the east side of Lindbergh, often -- you can't get southbound on Lindbergh because the median and controlled access of Lindbergh, and right now you can travel northward here and take this loop and come around here and then loop back around and head directly south.

MS. SILVERMAN: Right.

MR. JAGGI: So I think that's the comment that we received is that option would no longer be available if -- if this interchange is reworked.

Couple comments to that is that the Monsanto option, to go through Monsanto and do the same movement to turn around, would still be available, although it is there, they do control that and it's not open all the time, this plan does not -- does not suggest any changes to that current intersection.

The same movement would still be possible if this were to be reconfigured. You could travel northbound on Lindbergh. The issue there that's been pointed out is you would run into two signals to do the same type of movement. But during the weekend and during times of less traffic, you know, you should be able to get through here relatively quickly. But there would be a little bit of a delay, it's not quite as quick and easy with this

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configuration, but it's still possible.

JANET WILDING: Yeah, it's really a net increase of just one signal. We would be moving one signal further west.

MS. SILVERMAN: Right.

JANET WILDING: Yeah.

MS. SILVERMAN: And there's already the one.

JANET WILDING: Yeah.

MR. JAGGI: I just wanted to clarify that too.

JANET WILDING: Yeah, that's a good --

MS. SILVERMAN: Thank you.

JANET WILDING: That's a great clarification. Yeah.

I think that is kind of the quick -- this is just a graphic showing you kind of the regional greenway system as it sits now, and then how we connect into that.

And if anybody has questions about that, I'm happy to answer those.

We're also working with Olivette, who has a bike/walk plan that they've implemented in their city. We also want to connect in with that plan as well, so that off of Olive there's different ways that you can walk and bike and stay off that main -- that main corridor, which, with moving traffic at about 40 or 45 miles per hour, it's a little uncomfortable for walking and biking, so we're

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trying to find alternatives for that in the community.

This just kind of breaks out. And -- and the whole plan's about 144 pages long. I've provided it to the City. I'm happy to provide it to any individuals who'd like to read the whole plan. But it's quite extensive, and we do go into a governance, into a branding strategy, and it's all interesting, but, you know, I understand you may not want to read the whole plan.

So I think -- I think I've shown you all the images, talked about all the priorities.

If anybody has anymore questions, I'm happy to answer them.

But I appreciate your consideration of the plan.

I want to just do a shout-out to the staff. That the staff's been incredible helping us work through issues during the whole planning process, so we really appreciated that. It was a nice collaboration.

And, again, if you have any comments or questions, I'm happy to answer those.

CHAIRMAN ROVAK: Do we have any questions now before I ask for comments from citizens?

JANET WILDING: Thank you.

CHAIRMAN ROVAK: Okay. Thank you. And you would be available if we have -- for follow-up questions?

JANET WILDING: Yeah, I'm going to stay as long

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as I can. I have another event to go to at 7:30, but I'll stick around as long as I can. And I'll leave the boards. I'll pick them up later. If anybody wants to look at the boards.

CHAIRMAN ROVAK: Okay. Thank you.

I have a speaker card from Mr. Caldwell, and I -- while he's coming up, I'd like to ask, has anybody added or wishes to speak after he does, please fill out a card, if you could.

Yeah, if you wouldn't mind during this time, go ahead and get a speaker card.

But, Mr. Caldwell, state your name.

DAVID CALDWELL: David Caldwell, 257 Brook Trail Court. I'm also a property owner in the district at 1248 Andes -- 1248 Andes Boulevard.

CHAIRMAN ROVAK: Okay. Thank you.

DAVID CALDWELL: I just have a couple questions or comments.

I'm a little bit concerned about the process by which this is adopted and the manner in which it is adopted into the overall Comprehensive Plan.

This area, much of it was annexed a while back. It's already a grandfathered area, and existing conditions do not conform with the current Comprehensive Plan.

Now we have another adoption of a second, third

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Comprehensive Plan on top of the second Comprehensive Plan, so how will this be -- how -- will existing conditions be treated with respect to anything that might happen there independent of -- of the plan?

For instance, there might be just some conflicts with the rest of the Comprehensive Plan with respect to things like parking, green space and so forth.

So how -- how will this plan govern changes within the district from now until the twenty year, however long this plan is going to last?

If somebody wants to do something, will we be prohibited because it's not exactly like this plan says?

And, also, the plan has no comment and neither does the Comprehensive Plan, I don't believe, about eminent domain.

Some of the things that are in here really can't happen without quite a bit of cooperation of the existing property owners or possibly in the domain.

I think that's something that Commission should address as to any commitment to maintaining the integrity of the existing ordinance.

Now, second thing I want to mention is that this plan does not contemplate anything about a light rail, and it's not -- it's not in any of the existing plans necessarily light rail, except on the very northern part.

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I think there is an opportunity for the City, a long -- long run to have a spur of light rail come in here pretty deep into this area.

And I think that the Commission should think about including a statement that the things might be done would not prohibit this in the future as -- as something that would -- could be -- it could be done maybe on top of what's here, but I don't think we should build a roadblock to light rail coming deep into this district, and the use of these existing spurs, depending on how it's done, might interfere with that, or might cause a lot of extra costs to redo things.

So I'd like the Commission to maybe build in some sort of transitionary language rather than saying we adopt this plan.

I think there's some statements that need to be -- some areas that need to be covered as an overlay to adopting the plan.

Lastly, I feel there's a great need to coordinate the capital plan with this plan. I believe I read that there's $47 million worth of capital that will be needed for infrastructure changes in this -- in this 575 acres. And I don't think that the -- that that is -- the City's part of that has been adequately thought about.

I think we need to have some of the planners

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take a look at that, and the financial planners look at it, as to how much of this is going to come from county, how much is going to come from state, federal and so forth, and what is the City's longterm needs for capital for infrastructure in this area. You've got a lot of streets which are, basically, Creve Coeur streets. And you're not going to get federal dollars for everything.

So I think there needs to be some coordination in that area.

I believe those are my comments.

CHAIRMAN ROVAK: Thank you.

I have additional speakers. I think I can bring them up in the order I received them.

Leslie Des Roches, if I'm pronouncing that anywhere close to correctly.

LESLIE DES ROCHES: Hi.

CHAIRMAN ROVAK: Please go ahead and state your name.

LESLIE DES ROCHES: Leslie Des Roches. I'm in the Briarcliff Condominium. And I have a couple of questions for the Board.

CHAIRMAN ROVAK: All right. You do need to be sworn in --

LESLIE DES ROCHES: Oh, I apologize.

CHAIRMAN ROVAK: -- cause this is a public

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hearing.

Why don't we bring -- okay. Let -- yeah. Let me try to get --

And also -- okay. Steve Gissy. Why don't we do this all at once. And -- oh, Linda Rezny.

(The speakers were sworn in by the court reporter.)

CHAIRMAN ROVAK: Okay. Let's continue.

Ms. Des Roches.

LESLIE DES ROCHES: I had a chance to look at the -- the plans. It's exciting. I mean the idea that St. Louis is really blossoming finally and particularly this area, it's going to bring us a lot of recognition. It already has.

One of the questions that came to mind was since this whole thing started with the Danforth Plant Center, do we have any figures on the number of people who have actually relocated here so far to accommodate the Danforth Plant Center?

And the reason I'm bringing it up is because we've already started some of these capital improvements with multipurpose -- or actually multifamily residences with all the new apartment buildings that have been built, basically, on our doorstep.

We've got one major building that is already

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looming over one of our streets.

My question is, because I understand that they've had problems renting, do we know that we really are accommodating people who are coming here or are we dreaming?

And the other thing is a comment. And that is that in reading through the plan, references were made to places like Kendall Square in Boston, Fremont out in California. And I guess being an east coaster myself, I question whether you're going to get the demand you're hoping is going to come, because we don't have an ocean, we don't have beaches, we don't have mountains. And very frankly, people I know want to know why I'm here.

Truthfully, why I'm here is cause people in this area are wonderful. It's the reason that when we relocated we wanted to stay.

But I would like to find out if anybody has done any statistically analysis of how many people have already relocated and how many you think you might get. Because I'm afraid we're -- we may overbuild or just find this whole thing fall flat.

And that's my comment. I don't know if anybody can address my question at this point.

CHAIRMAN ROVAK: I think I'll reserve that, and maybe when we do get the planner in charge of the economic

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development would be able to defer to that, but let's get all the comments and questions, and then --

LESLIE DES ROCHES: I have nothing further.

Thank you.

CHAIRMAN ROVAK: Thank you.

Okay. Linda Rezny.

Thank you.

LINDA REZNEY: Linda Rezny, 104 Graeser Acres.

And so I'm inferring from what you just said, Mr. Rovak, that there's more people to speak?

CHAIRMAN ROVAK: There's one more following you, and then I'm going to ask Janet Wilding to come back and address some of these again or Jason.

LINDA REZNEY: Okay. I meant -- I mean other official presenters. Okay. Because --

CHAIRMAN ROVAK: Not that I'm aware of.

LINDA REZNEY: -- because my questions are really based on confusion.

If P&Z is only going to be looking at the land use and not the governance and the branding, who does that since Comprehensive Plan things are supposed to be done in P&Z?

And I can see where you might want to turn that sort of thing over to Council maybe, but when is that going to be addressed?

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And will, since these are MoDOT roads and they impact more than people in Creve Coeur, will MoDOT eventually have hearings to make presentations and allow residents to talk about what's happening to the roads in their neighborhood?

And including they were making little arrows like as if you could walk from this area over to Old Olive, but as I understand it, there's no plan to put a sidewalk on Olive to cross Lindbergh. And they just might include something like that at Old Olive, so that you can cross.

I mean that -- this is a -- this is a big -- it's been a big barrier. It's not -- it's not a place you can go.

And so when is that going to be cleared up, and when do we get to interact with MoDOT?

Thank you.

CHAIRMAN ROVAK: Thank you.

And the last speaker card, Steve Gissy, please.

Will you state your name and address for the record.

STEVE GISSY: Steve Gissy, 1255 Research Boulevard.

I represent myself as a property owner and a business owner.

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You know, the word was used "exciting". It certainly is an exciting plan.

At this point, I -- I see it from a business standpoint as -- as a goal, a longterm goal, and some dream included also.

And there's three phases. I think everything that I've seen so far, aside from the architectural renderings and everything, there's been a lot of thought put into it, but it's still a 40,000-foot view, 40,000-foot goal.

And unlike Cortex and the other two developments that were mentioned, this area is not really distressed. It's full. Actually occupancy is on the increase, maintenance and upkeep of the properties is improving. The value of the properties is going up. Demand is increasing. So it's not distressed.

And -- and, you know, we talk about the 40,000-foot view. Well, I think defining who the governing body is upfront is very important. Otherwise, you're going to have, just like we have with light rail, we have the county, we have the city, and we have Bi-State trying to determine who's -- who's in charge of the police to keep this thing safe. And everybody just points fingers, and everything just kind of goes helter-skelter.

I think we need to have a 5,000 to 10,000-foot

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view before the Board gives solid go-ahead on this. Some tactical planning.

You know, regarding the businesses, that's, from what I understand, Phase III. And, you know, we all know that they say a ten-year plan, but when you get out there, it could very well be a fifteen, twenty year or a never-never plan, simply because of what we said.

You're -- you're dealing with Midwest St. Louis and Missouri and there's a lot of other issues, which also prevent development in this state versus the -- the -- the Science Center spurring growth.

I think that without a distinct strategy, tactics and defined governing body to move forward, you're really hurting those 77 property owners down there in Phase III.

There's a lot of employment there. When you look at, you know, it's a $47 million investment at this point, that's the goal or the anticipated budget, which probably be great if that were hit.

But if you look at 77 properties, and let's say you had to go in and -- and over time buy them up or move them out, displace them, replace them, you know, at a half a million a building, that's another $40 million.

If you go at a million, because there's some 40,000 square foot, very nice facilities over there,

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you'll be -- if you wanted that property, it's going to cost you a couple million, and at a million that's almost $80 million more.

So there's a lot of money involved to make this happen. We all love hope and dreams, and I think it's exciting. I -- I put neutral down in my box, but I'm really for it as long as everybody sits down and they put their hands on the steering wheel and figure out that over the next ten years business owners down there are going to be put up against the wall.

Our firm, we have 24 people. We need to be 28 to 32 employees. We were just on the verge of putting our building up for sale on Research Boulevard to begin the process of moving and expanding.

So what -- what this would do to us on the hope, the wish, the dream that this comes about and Phase III maybe happens, it puts our building in distress. Who's going to want to buy or invest a property that in seven years, ten years or maybe twenty years, we're all sitting around looking at each other and nothing ever happened?

We can't make any -- we can't now replace our roof, do asphalt parking, because we're going to be twisting in the wind maybe for ten years.

So I say that we really need to perhaps move ahead with this exciting plan, but say, you know

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something, we're going to give you Phase I, and we're going to give you Phase II, but Phase III, you're going to have to prove to us before we cut that tax base, which is really funding the City's operations.

So I think you need to look at this, and let's not try to eat the whole plate. It can be a win-win for everybody. I'd love to see it come through. You know, I'm -- I would be up for negotiating to sell our property and move. Hey, it's okay, we can -- we could make that happen. But I don't want to be in a corner for ten years.

So let's not jump to the whole horizon on this thing and go to the end of the rainbow. Take it a step at a time, and let them prove that this thing is working and re-address it in three to five years that Phase III will now come into this plan.

Thank you.

CHAIRMAN ROVAK: Thank you.

ERNESTINE BENFORD: Oh, pardon me, I have a question based on what the gentlemen just asked.

CHAIRMAN ROVAK: Okay. You're going to -- please state your name.

ERNESTINE BENFORD: Sorry.

CHAIRMAN ROVAK: You're going have to be sworn in as well as the other three.

ERNESTINE BENFORD: Sorry.

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(The speaker was sworn in by the court reporter.)

CHAIRMAN ROVAK: Your name and address for the record.

ERNESTINE BENFORD: My name is Ernestine Benford, and I live at 10374 Old Olive Street Road, so right in the middle of everything that you're speaking about today.

But based on the previous gentleman's comments, I was wondering how much widespread awareness do the citizens and the residents of businesses have regarding this plan?

I live in the Heights, and nobody there knows about it. Okay.

And as I look at this room, it's such a -- one, I think it's a great plan, so I want to put that out there. But it's a huge impact to this overall area, and yet, I don't know what the, again, the awareness level would be with the residents or the businesses and how much does grassroots support that really have to move forward with this from the citizens of Creve Coeur.

Because that would be really important to have people really rally around the idea, really excited about it and willing to really embrace the changes and inconveniences that might arise from moving forward with

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this.

CHAIRMAN ROVAK: Thank you.

I -- I -- we'll get back to that.

But, yes, a great deal of effort has been gone -- has gone over the past many months in having public hearings and public meetings and having the word out on the web, and I think everything has been done possible to get this word out to as many people as possible.

STEVE GISSY: It's not out there. We just learned about this about four days ago.

CHAIRMAN ROVAK: Seriously.

STEVE GISSY: So the word is not out there. I don't mean to interrupt, and I apologize.

CHAIRMAN ROVAK: Well, okay.

STEVE GISSY: But it's not out there, Guys.

CHAIRMAN ROVAK: Okay. I'll -- I'll take you at your word, as well as her.

Okay. If there's anybody else?

If not, I think because of the time limits, I think -- well, Mr. Jaggi, and particularly Ms. Wilding, if you could come forward and address some of those questions that we heard.

If you both do it together to play off one another, but I don't want to lose you before you have to

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leave and before we can get some of these addressed.

JANET WILDING: I think one of the first things I heard and want to address straight on is the plan does not call for eminent domain. So there's no -- there's nothing in the governance strategy or in the plan document that anticipates kind of a master developer rule for the county or for the governance.

So this is different from some redevelopment plans like Cortex or North Park or some other developments we've seen around the region where there's, you know, a legal boundary that's drawn around, and then it's -- it's eminent domain happens. That is not our -- what we're anticipating for this plan now or in the future.

So our anticipation is that we would work with private property owners, and that their participation is voluntary.

We would like -- we would like to see private property benefit from this plan, and if there's investment that -- or if there's turnover that happens in property, we would like to also use our business development incentives to help with that, and to maybe also help businesses that are moving here for in agtech sector or the data sector to come and relocate here.

So a big part of the plan is marketing, communications and branding, but it is not -- it is not

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eminent domain, so I maybe didn't make that clear enough during my first presentation.

Also, just to give some statistics on -- that's in the full document. There was a firm that came in and did -- and did demand studies in the area, and those results reside in the plan and are part of the plan. So there are statistics in numbers on what they anticipated demand in this area are for retail, office and residential. So anybody who's interested in that, there's a full report in the plan about that as well.

And I think the third thing I heard that I wanted to address was it was a one-year planning study. We did three big public meetings where we had people come over to the Danforth Center and do very formal presentations.

I, myself, did over fifty presentations to different businesses, different community groups, both in Olivette and Creve Coeur.

The Danforth Center also did quite a bit of presentation on the plan. And so we feel like we've done a really comprehensive community outreach effort. I realize that's not to a hundred percent of the population, but we have made a huge effort to go out and discuss the plan everywhere we -- we could.

So I do want to let you know that we do have

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documented presentations that we've made, and we, basically, stopped counting after about fifty. So we did do a very comprehensive study and a outreach to the community.

I think that was mostly what I heard in concerns.

If anyone else has a question, and I do have to leave in about two or three minutes, but I'd be happy to also respond to any questions in writing if that would be helpful for the Council.

CHAIRMAN ROVAK: One other question Mr. Caldwell had, and this could go to either one of you, perhaps maybe more to Mr. Jaggi, but --

MR. JAGGI: Uh-huh.

CHAIRMAN ROVAK: -- the question of, and some of this is in the weeds of our actual adoption and what type of plan this is --

MR. JAGGI: Right.

CHAIRMAN ROVAK: -- but a very significant question is how are nonconforming or other existing conditions treated under this plan?

I think we want to hear that from you. And then maybe it goes along that when he raised the question about light rail. We certainly don't want to do something which is going to preclude that. Doesn't mean that we have to

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pull it in and make it part of the plan, but, certainly, we don't want to put structure impediments into that, but --

MR. JAGGI: Okay. Sure.

CHAIRMAN ROVAK: -- if you can address those.

MR. JAGGI: I'd be happy to.

In regard to the first question of nonconforming uses and how would those be treated with this plan.

I think -- first of all, I think the idea behind this plan is for it to evolve over time, to expand over time.

You heard Janet mention that there's, you know, it requires cooperation of property owners to realize some of the vision and some of the objectives that are in this plan.

I don't think there's a desire to have a heavy-handed approach to -- to taking property or things of that nature to realize some of these recommendations.

So, you know, there are definitely follow-up meetings that need to occur. Even if this plan were to be adopted, there's more work on the implementation side on how -- how you work with property owners moving forward.

Nonconformities. I wouldn't envision that that's something that -- that we would like to advocate that, you know, existing businesses would somehow need to

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go away with this plan starting, you know, next week or something like that.

I think, again, it's more of an issue of this plan evolving over time. And one of the charges that we will have to -- to do, that is also in this plan, is that we're going to have to look at our regulatory mechanisms and to see and identify if there's any impediments to implement this plan, but at the same time be very cautious in that I don't think we're looking to move anybody out or force anybody out, but as properties turn over, as they come available for sale, you know, looking at those uses at that point in time, I think is -- is our charge regarding this plan.

Light rail was the other question I heard you mention, Mr. Rovak.

There are some -- the -- the plan does mention a light rail potentially coming up through this rail corridor, and then the plan calls for this area to be a multimodal transit hub, so that is a longterm vision.

Great Rivers Greenway is also looking at this area as part of their Centennial Greenway plan. And then the idea is then to link that -- those -- these regional plans to function within this district, and that's where this greenway concept comes into play to link some of these businesses to this transit or multimodal connection

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that may happen in the future, as well as connections between BRDG Park, Danforth Center, the Helix Center, which is very difficult to do right now. You cannot get to the Danforth Center right now to the Helix Center.

That's something that I think that a lot of occupants here have noted, you have to get in your car and drive around. So connectivity is a huge issue and component of this master plan.

How would you bring light rail into here? I think that might be problematic because you'd have kind of a dead-end line here. So rail and transit requires a lot of looping, you know, where you don't have a lot of dead-end corridors.

But, again, the idea is to serve this area if the Metro Transit comes through here that there would be a connection that would, again, lead through in here, not with the trains themselves, but you would have a stop ideally at that location.

So that has been thought of, maybe not to a level that's been suggested, but -- but that is a key element of the plan.

CHAIRMAN ROVAK: Yeah, basically, that we don't preclude it --

MR. JAGGI: That's correct.

CHAIRMAN ROVAK: -- I think that's how it was

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raised.

MR. JAGGI: Yeah. Okay.

CHAIRMAN ROVAK: Okay.

And looking at the notes, some of these have overlapped from other people's questions, so I think you've addressed some of that.

And the question about relocations and why do people want to come here, I think the marketing that went into this --

MR. JAGGI: Uh-huh.

CHAIRMAN ROVAK: -- did address that.

MR. JAGGI: Yeah, and what we don't -- what -- we don't have the specific numbers, I don't believe we have them, at least not -- not readily available, but how on many relocations, but we have heard throughout this processes, I mean the Danforth Center brings in a lot of people from outside the region, and that's the whole impetuous of this plan is when -- is to attract and recruit the best talent and bring them to St. Louis.

And St. Louis, while we don't -- we're not on the coast, we don't have the mountains, we certainly do have a lot of good things to offer.

And that was a big discussion, is that Creve Coeur, in particular, could really benefit from this because when folks are looking to live where they work, we

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have a lot to offer. We have quality housing. We have excellent school districts. And we have now some different types of housing product that's come on line to -- to get at the diversity of housing type, that, hopefully, scientists and employees, that's what they're looking for when they come in this area, and that's the main driver behind all this planning work.

CHAIRMAN ROVAK: Okay. A last question that I extracted from all this, and that I agree, we -- we do not belong in branding or governance. But the question that was raised, well, it is not us, who is the body that will be the governing body? Is that Economic Development, city, is it county, in other words, what jurisdictional entity has that? Certainly --

MR. JAGGI: Mr. Lumley.

MR. LUMLEY: To clarify that, but we're not talking about government, we're talking about governance.

CHAIRMAN ROVAK: Right.

MR. LUMLEY: The government is the City of Creve Coeur. Zoning will be done by the City of Creve Coeur and the elected Council.

Now, MoDOT has jurisdiction over its roads. St. Louis County has jurisdiction over roads that are county roads. St. Louis County has, you know, certain overarching jurisdiction, as it does in any city.

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Obviously, the State of Missouri has overarching jurisdiction as it does in any city.

But we're not talking about that. The governance part of the plan we're recommending not be adopted is private landowner agreements as to how to develop the area akin to a subdivision indenture.

And, you know, it was my recommendation that the city not inject itself into any particular style of that because that's all subject to negotiation and agreement by the property owners.

And while the plan may have a model, every property owner is going to bring their own ideas to that table. And that's as between them, and such as we don't want to have buildings that look like that, or, you know, we want to have separate setbacks higher than the city allows or what -- but that's all by mutual agreement, and, basically, 100 percent agreement. You know, property owner can't be forced to agree to such things. You know, once they agree, they may be subject to -- to however they approved, you know, a voting structure, but they can't be forced into it.

And that's why we felt that that's really a separate part from what we do. The city will be looking at -- at does the zoning code need to be changed or not, you know, other regulations and things like that.

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But to be clear, the government in charge of this area, first and foremost, is the City of Creve Coeur. There's no intent to abdicate that responsibility.

CHAIRMAN ROVAK: No, I guess the way I would remake the question, if it were my own question, is governance meaning management like as -- as you have said, this is up to individual property owners in negotiations, and then I would say, dot, dot, dot, with, in other words, what entity or with whom would they be negotiating, just individual developers that wish to be a part of this plan or --

MR. LUMLEY: Well, I think the plan identifies the leadership groups that intend to try and make this happen.

CHAIRMAN ROVAK: Right.

MR. LUMLEY: But, again, it's -- it's strictly a private --

CHAIRMAN ROVAK: Right.

MR. LUMLEY: -- approach.

CHAIRMAN ROVAK: Thank you.

MR. JAGGI: I don't know if there's anything else that I didn't cover or some questions.

CHAIRMAN ROVAK: I think that is pretty much, like you say, at least as I extracted from the --

MR. JAGGI: Okay.

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CHAIRMAN ROVAK: -- questions that were being answered. Some were --

MS. SILVERMAN: There --

CHAIRMAN ROVAK: -- were really comments, but others on the board --

MS. SILVERMAN: There was a question, and I think it was just that it wasn't pointed out in this particular hearing about crossing over Olive in terms of pedestrian traffic, cause I know --

MR. JAGGI: Okay.

MS. SILVERMAN: -- during the work session we talked about that would be a possibility, and I'm not sure that it was heard tonight.

MR. JAGGI: With pedestrian accommodations? I -- I thought that was the question, but maybe not.

MS. SILVERMAN: Yes.

MR. JAGGI: Yes, there is a proposal to have a multimodal path along Olive to provide that connection.

And one of the benefits is when you -- if you were to change the -- the configuration of this ramp, you have additional width here on this overpass, as well as the right-of-way that some of those turning lanes would no longer be needed, and those could be converted to a multiuse path on existing pavement or within the existing right-of-way.

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MS. SILVERMAN: Okay.

MR. JAGGI: So I think that is part of the plan is to introduce pedestrian connectivity and multimodal connectivity throughout this whole area, not even just on -- on Olive, but other areas as well.

MS. SILVERMAN: And then the other thing that was brought up was MoDOT, and if there would be any space for -- for a resident comment.

I don't know if anyone has an answer to that because that's not really our jurisdiction.

MR. JAGGI: You want to address that?

JANET WILDING: Yeah, sure. I'll address that.

So one of the funding sources that can be used to redesign the Olive/Lindbergh interchange is federal money that comes through East/West Gateway, and if that money is allocated to the project, then there is -- there is a comment period for the residents on that.

So we are in the hopper for that money. And I think it's voted on May 31st, so, but, yeah, MoDOT does have jurisdiction over the roads, and they have to agree to any of the redesign that we propose.

CHAIRMAN ROVAK: I'm out of my element not being a transportation engineer, but it seems like most of the major MoDOT projects dealing with overpasses and connectivity have included as a requirement pedestrian

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accessibility even on -- even a replacement of a bridge that formerly was only vehicle, have generally been expanded to include pedestrian.

Again, I can't speak for them, but that's been my observation.

JANET WILDING: Yeah, that's true. You know, it's pretty -- it's a pretty formalized process when you -- when you are competing for that type of funding, and in -- in most every situation that I can think of in those pots of money, there's additional points given if you are creating pedestrian or bicycle infrastructure as part of your redevelopment of a road.

CHAIRMAN ROVAK: Okay. Thank you.

Well, then -- I see we have Mr. Caldwell again, but does anybody else want to ask additional questions, and then we'll go back to the audience?

MR. CARNEY: I'd like to ask Jason.

Mr. Caldwell wants to speak first.

CHAIRMAN ROVAK: Okay. Go ahead.

DAVID CALDWELL: Just 15 seconds.

I'd ask Mr. Jaggi to point me to the pages in the plan where it mentions light rail. I haven't been able to find them.

There's a lot of discussion about bicycles and walking, but very little about light rail -- or nothing

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about light rail that I can see, and I read the plan.

I don't quite understand still, Mr. Lumley, the rezoning, and how am I going to negotiate with a developer if there's a zoning -- if the City Council passes a zoning law, I'm governed by that law, regardless of what the developer and I might want to do.

I don't quite understand what you're getting at there.

MR. LUMLEY: That's a different issue.

The plan contains a proposal for governance amongst private landowners.

And it was my recommendation that if the City, through the Commission, endorsed that particular structure, they would be interfering with the ability of the property owners to negotiate those kind of indentures, private restrictions on development, not the public restrictions, but what you and other property owners might like to see in that structure.

DAVID CALDWELL: But you don't -- you don't --

MR. LUMLEY: But in terms of the zoning provisions, those -- any changes would be adopted in the normal course with further public hearings and those requirements.

I mean the plan is a guide. It's not enforceable. It's a suggestion as to what should happen.

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And those proposals would have to be brought forward, either by the City or by the property owner.

DAVID CALDWELL: But wouldn't it be the normal process if this plan suggest certain zoning regulation that that would be put forward and without good reason it would be adopted?

MR. LUMLEY: Well, I can't comment on what would be adopted or not. But I would anticipate that the zoning analysis would commence relatively quickly, and whatever changes that might be proposed would be proposed.

Whether or not there's going to actually be private landowner indentures, like you would have in a, you know, a CDD or an RDD or a residential subdivision, that kind of falls on the property owners whether they want it or not.

The City cannot force anybody to agree to such restrictions.

You may buy into someone that's got those restrictions already --

DAVID CALDWELL: Well, until the zoning is changed, it's governed by the current zoning, and there's a lot of things in there that were grandfathered --

MR. LUMLEY: I think I've explained it.

DAVID CALDWELL: -- from forty years ago.

MR. LUMLEY: Yeah, I think I've explained it.

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MR. CARNEY: That was my question for Mr. Jaggi.

This proposal doesn't change any zoning in regard to any of these three districts at this point?

MR. JAGGI: No, it doesn't. That's something that would be a follow-up for this Commission to look at, any -- any zoning changes to implement portions of the plan, that would be a follow-up measure.

But this plan, in and of itself, does not change any -- any land use requirements at all in this area.

I think there's a question, Mr. Caldwell, that I can answer, hopefully.

He asked a question of -- let me switch here.

That's -- can you -- Jessica, can you turn the light up one. There, it shows a little better. A little bit.

The question of where is MetroLink in the plan. Page 57, it does show here transit hub entry into the district. That's that northern section of the plan here along Baur.

I would also note on page 42 of the plan, the text does say, all spurs lead to an active rail into the north, which has been identified as a potential future MetroLink line.

So there is mention of that in the plan, may not be as prominent, but it is -- it is there. It's on page

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42.

CHAIRMAN ROVAK: And we're certainly there. Main thing, at least my interpretation of that, we're certainly then not precluding it. We may not be bringing it in right now, but the plan does not provide an impediment to it, and that's --

MR. JAGGI: And when I see, you know, when it says transit hub, to me that -- that means all forms of transit.

CHAIRMAN ROVAK: Interaction.

MR. JAGGI: Yes. So that would not preclude it at all, I don't believe.

CHAIRMAN ROVAK: Yeah. Thank you.

We have -- how are we on time? Do we have -- we're pretty much out of -- I think we're ready to go, but, okay, is this a comment, not a repetition?

STEVE GISSY: Yeah, one.

CHAIRMAN ROVAK: Okay.

STEVE GISSY: One issue that I was bringing up, is, and this is actually a small piece of the puzzle, but it's big to those that are involved, is our -- our firm, our company and our property, as well as all of our neighbors, falls into that green space off of Research. So that means that, according to this plan, you know, the building would be eliminated. It would no longer be

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there. Which, again, that's -- that's fine, but it's important that you all know how that impacts those people in the third phase.

And I think further, perhaps, ammunition to have the third -- you know, the Light Industrial be put off and not quite as firm, or some statement made in the strategic plan that this is conceptual at this point and not firmed up.

CHAIRMAN ROVAK: Okay. And I don't think there's any question about that.

STEVE GISSY: Yeah.

CHAIRMAN ROVAK: This is conceptual. The location, actual location of a particular greenway, green space or trail, is certainly is -- has yet to be determined and is not pinned down by Comprehensive Plan like this.

Okay. Thanks.

MS. SILVERMAN: I think by design, this plan would be, just in the nature of what it is, it is purely conceptual.

CHAIRMAN ROVAK: Okay. We have nothing else, we're ready to ask that this be read in the record.

MR. LUMLEY: Exhibits.

CHAIRMAN ROVAK: Yes.

MR. LUMLEY: Offer the following exhibits into

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the record of this public hearing: Documentation in possession of the City Clerk reflecting the public notice, the contents of the agenda packet and the 39 North Draft Master Plan, the City Code of Ordinances and Charter, the City's Comprehensive Plan and the public file regarding this particular application.

CHAIRMAN ROVAK: And with that, that closes our public hearing.

(The public hearing was closed at 7:33 p.m.)

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STATE OF MISSOURI)
) SS
COUNTY OF ST. LOUIS)

I, Deborah K. McLaughlin, Registered Professional Reporter, Missouri Certified Court Reporter, Illinois Certified Shorthand Reporter and Kansas Certified Court Reporter, do hereby certify that I reported the Planning and Zoning public hearing stenographically and later reduced to typewriting; and that this is a true and accurate transcript of the public hearing.

Deborah K. McLaughlin, RPR, MO-CCR, IL-CSR, KS-CCR

Deborah K. McLaughlin, RPR, MO-CCR, IL-CSR, KS-CCR

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ERNESTINE BENFORD: [4] 33/17 33/21 33/24 34/4
JANET WILDING: [27] 8/20 9/12 9/14 9/18 9/20 9/25 10/6 15/8 15/10 15/19 16/17 16/25 17/4 17/16 17/21 17/25 18/23 20/1 20/5 20/7 20/9 20/11 21/21 21/24 36/1 47/11 48/5
LESLIE DES ROCHES: [5] 25/15 25/18 25/23 26/9 28/2
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MR. SCHUH: [1] 2/16
MS. HALL: [6] 2/10 15/5 15/9 15/18 16/16 16/18
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city of CREVE COEUR

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APPLICATION TO PLANNING AND ZONING COMMISSION #17-019 FOR A CONDITIONAL USE PERMIT AND SITE DEVELOPMENT PLAN FOR THE RENOVATION OF THE PLAZA BMW DEALERSHIP AT 11858 OLIVE BOULEVARD WITHIN THE PLAZA MOTORS CAMPUS

FOR THE MEETING OF: Monday, June 5, 2017, 6:30 PM

LOCATION: 11858 Olive Boulevard, within the Plaza Motors Campus. Zoned CB-Core Business District.

REQUEST: Brian DePouli, of Asbury Automotive Group, has submitted a request to amend the conditional use permit and site development plan for Plaza Motors to allow a service bay addition to the rear and a showroom addition to the front as part of an exterior renovation of the Plaza BMW Dealership building located at 11858 Olive Boulevard. Ordinance No. 5471, approved on May 9, 2016, authorized the renovation and site development plan for the Plaza BMW. However, this ordinance has lapsed, and the Applicant is seeking additional revisions to the facade.

ADDITIONAL INFORMATION: New Car Dealers (NAICS 441110) are permitted as conditional uses with review and approval by the City Council upon the recommendation of the Planning and Zoning Commission. Plaza Motors Company received a conditional use permit on February 13, 1989 for an automobile showroom sales and service facility at 11830 Olive Boulevard (Ordinance No. 1321). Amending Ordinances 1368, 1376, 1777, 2225 and 2240 (approved December 11, 1989, March 12 1990, and February 12, 1996, July 14, 2003, and November 10, 2003 respectively) allowed for the expansion of the original use to the current campus setting. In 2014, Ordinance 5411 amended Ordinance 2240 for the renovation of the Plaza Audi building.

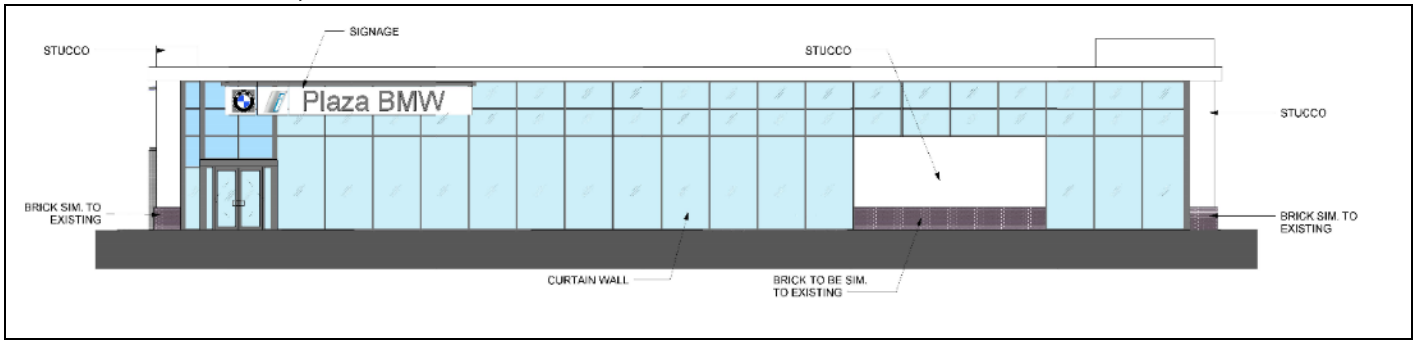
Key Issues:
- Does the request still meet the criteria for a conditional use permit?
- Does the request further the goals and/or implement the Comprehensive Plan?
- Does the request follow the Design Guidelines?

Creve Coeur 2030 Comprehensive Plan References
- Central Business District (CBD)
- Design Guidelines

Zoning Code References
- Section 405.210: Regulation of Uses
- Section 405.370: "CB" Core Business District
- Section 405.470: Conditional Uses
- Section 405.1080 Site Development Plans

APPLICANT: Brian DePouli
Director of Construction and Facilities
Asbury Automotive Group
2905 Premiere Parkway, Suite 300
Duluth, GA 30097

OWNER: Asbury Automotive Group
2905 Premier Parkway
Duluth, GA 30097



REPORT PREPARED BY: Whitney Kelly, AICP, City Planner
DATE: June 1, 2017
ATTACHMENTS: Draft Ordinance
Applicant's materials submitted May 5, 2017
Ordinance 5471
Prior Staff Report and Materials

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

PROJECT DESCRIPTION

In April 2016, the Planning and Zoning Commission reviewed the proposed alteration for the renovation of the BMW space. In the meantime the Applicant had discussions with the national BMW representatives regarding design which took longer than expected, and the conditional use permit and site development plan lapsed. The revised drawings remain largely the same as the prior application. The renovations will move the building closer toward Olive Boulevard and angle the façade to create a "landing strip" design as you enter the site that is a corporate requirement of BMW. The existing square building is 93.3 feet from Olive Boulevard at the east corner and 119.6 feet at the west corner. The proposed addition moves the building to approximately 91.13 feet at the eastern corner of the addition, and 91.08 feet at the western corner from Olive Boulevard. A new display plaza area to showcase the cars will be created along Olive Boulevard, and the fountains have been returned to working order. The prior approved elevations included the use of a brick similar to the existing and adjacent buildings within the campus. The revised elevations include additional white Stucco/EIFS along the front façade, per the drawings below, to be more in-line with the corporate BMW identity:

Figure 1: Close-up of the prior approved rendering

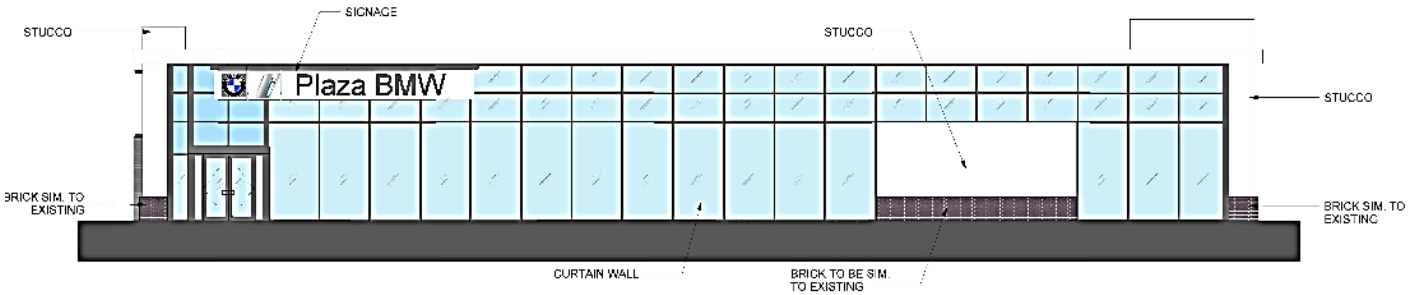


Figure 2: Close-up of the north elevation with the service entrance

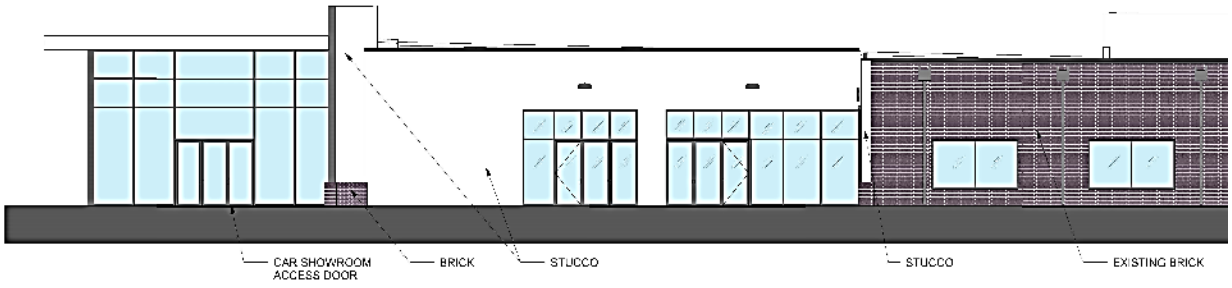


Figure 3: Close-up of the west elevation, showing the Stucco/EIFS wrapping around the corner of the service entrance

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

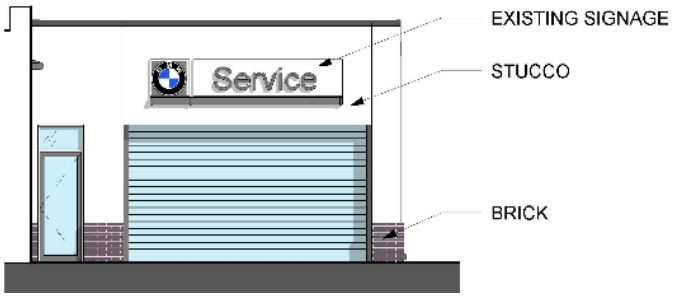


Figure 4: Option A of the Service area carrying the Stucco/EIFS around over the existing brick

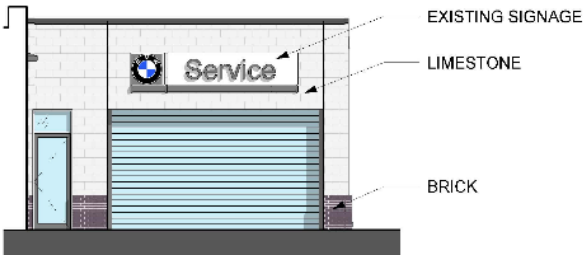


Figure 5: Option B of the Service Area using a new element of limestone over the existing brick

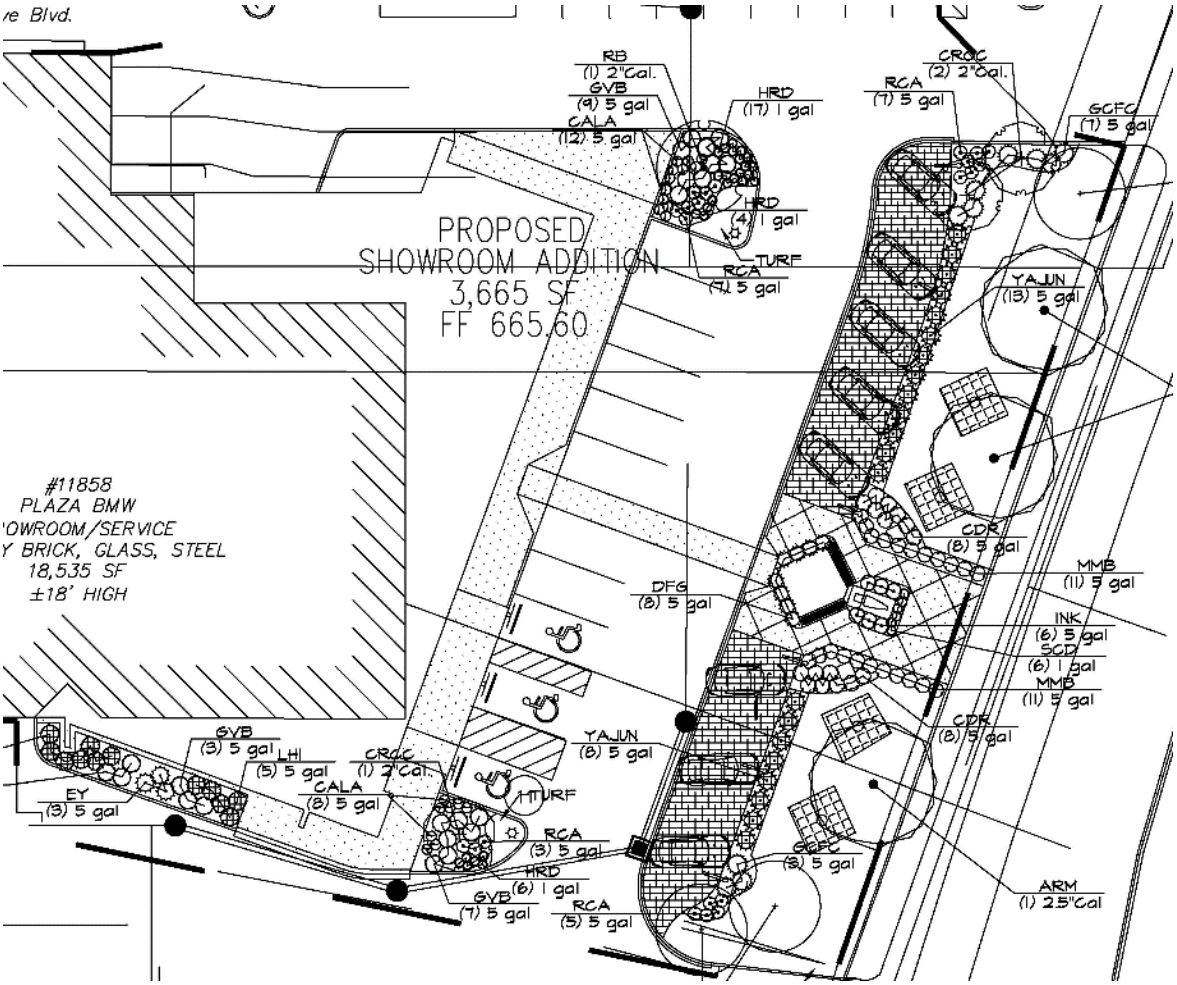


Figure 4: Detail of the Landscape plan showing proposed new addition at the front with the new display area and landscaping adjacent to the fountains as proposed with the 2016 application.

Ordinance 5471, as well as Sections 405.1070(H) and 405.1080(K)(4), states that no conditional use permit granted by the City Council, or site development plan or minor site plan approval shall be valid for a period longer than one year from the date it grants the conditional use permit, unless within such period: (1) a building permit is obtained and construction is begun; or (2) if a building permit is not required, an occupancy permit is obtained and the use of the building commenced. The City Council may grant

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

extensions to the one (1) year period of not more than one hundred and eighty (180) days each, without notice or hearing, provided that a written request for such extension is filed by the original applicant and approved by the City Council prior to the date the conditional use permit is scheduled to expire. Thus, the approval for the amended conditional use permit and site development plan expired on May 9th. Much of the discussion remains the same as the prior review, except for the proposed changes to the elevation.

LAND USE AND ZONING OF SURROUNDING PROPERTIES
The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Commercial/ Retail	"CB" Core Business	Olive Boulevard
South	Commercial/ Retail/ Restaurants	"CB" Core Business	NA
East	Commercial/ Restaurants/ Gas Station	"CB" Core Business	N. New Ballas Road (partial)
West	Office/ Hotel/ Restaurant	"CB" Core Business	Decker Lane and Center Parkway Drive

***CREVE COEUR 2030* COMPREHENSIVE PLAN DISCUSSION**
The subject property is located within the Central Business District (CBD) and Mixed-Use District (MU) that supports the development of a variety of medium-density commercial, retail, office, dining, community services, and multi-family residential on large development site with centralized parking lots. These land uses are supported through primarily vehicular access with improved walkability by pedestrian connections within developments to neighbor commercial properties. The CBD district is an overlay designed to create an intense, urban thoroughfare setting along Olive Boulevard on large development parcels.

The proposed changes include increasing the pedestrian connections as much as the site will allow, and the building will create a bolder presence on the streetscape that is more appropriate for an entrance into the City. New landscaping along Olive Boulevard, the restoration of the fountains, moving the vehicle display area further from Olive and limiting the amount of parking at the west corner near the entrance on the site, and changes to the front of the building moves the site towards these recommendations as much as the project and current site will allow.

Design Guidelines
The Design Guidelines recommend the use of natural materials and architectural consistency between all building elevations, and an overall sense of architectural continuity on all elevations. The use of false or decorative façade treatments is discouraged. Further, multiple buildings on the same site are to create a cohesive visual relationship between the buildings. Material and/or color changes at the outside corners of structures that give the impression of thinness and artificiality of the material are discouraged. EIFS/Stucco should not be the predominant building material and should be used as a way to accentuate an architectural element; and covering of natural brick is strongly discouraged. Further, buildings that are stylized in an attempt to use the building itself as advertising are strongly discouraged, particularly where the proposed architecture is the result of a "corporate" or franchise style, and all elevations should receive equal design consideration as the primary elevation. All facades should be designed with similar architectural detailing and materials to be compatible with the principal facades of the building.

The following summarizes the goals and discusses their applicability to the project:

1. The addition moves the building closer to Olive Boulevard and increases the pedestrian orientation by mimicking the angle of the road, by moving the outdoor cars further from Olive Boulevard, and by adding the pedestrian connection from the existing sidewalk into the site, bench seating near the fountains, and restoring the fountains, where the Design Guidelines

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

recommend the use of fountains, art work, and landscaping and plaza spaces that are visible from the street.

2. As is often the case with automotive dealerships, corporate façade treatments are required. However, it is the unique use of these treatments that is generally the point of discussion during the review. The façade of the building utilizes the same brick material throughout the campus creating a more cohesive look between all of the buildings, with the brick detail acting as a water-table band along the lower portion of the building. The new stucco/EIFS white element is a more prominent element, covering almost the entire new façade as well as wrapping around the service area covering over the existing brick and ending at just around the corner, instead of acting as an accent band which is inconsistent with the Design Guidelines. The white stucco is also a new element for the Plaza Motors campus. It is the national BMW corporate insistence on the degree of the white stucco/EIFS and the corporate architecture that delayed construction and prompted the additional review by the Planning and Zoning Commission. Therefore, as such, it is inconsistent with the Design Guidelines with a reliance too heavy on corporate identity/architecture. The proposed limestone of Option B for covering the existing brick on the service area, while a more natural material, would also introduce a new element not found elsewhere on the building, nor on the Plaza Motors campus, and again be inconsistent with the Design Guidelines.

   Staff prefers the prior approved elevations with the brick wall along the front, and maintaining the brick for the Service area with the stucco/EIFS ending at the inside corner, as they further the proposal toward the Design Guidelines. Should the Commission wish to allow for a greater amount of stucco/EIFS to meet with BMW's requirements, Staff recommends that the "slice wall" be all white stucco, bring the brick along the wing walls all the way up on the sides, and maintain the existing brick on the service drive while allowing a small accent band of EIFS/stucco at the top of the entry door, as this is the most visible along Olive Boulevard. The Commission should discuss options with the Applicant.

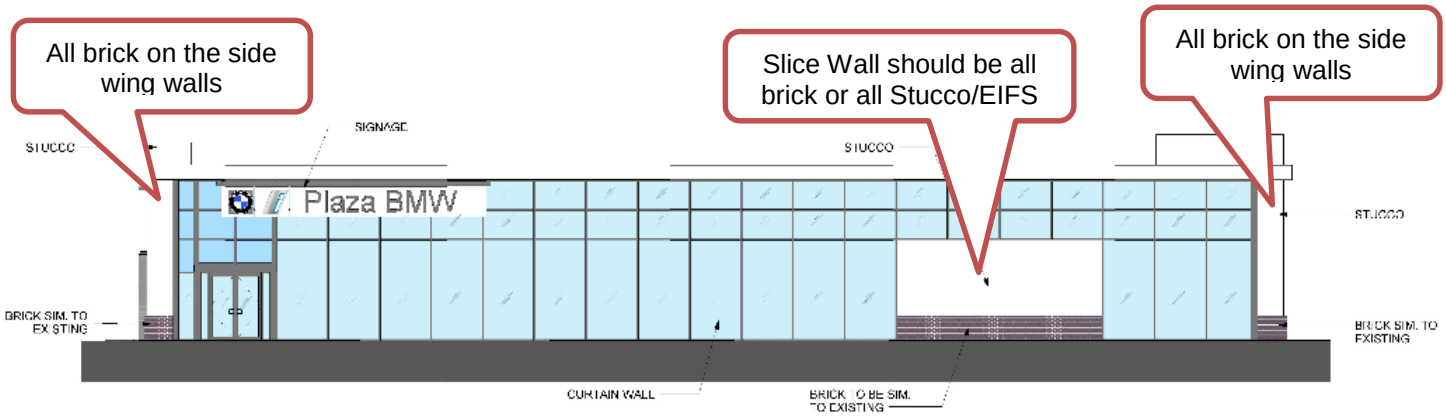


Figure 5: Revised North Elevation submitted May 5, 2017

Figure 6: Google Earth image of existing service area. Staff recommends maintaining the existing brick to be consistent with the City's Design Guidelines that strongly recommend against the covering of natural materials.

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3. The windows dominate the façade, are large and transparent, and the entire storefront is well lit to create the open, attractive retail façade encouraged by the guidelines.
4. The building bulk will create a more substantial appearance on the site, and the multiple automotive lines within an integrated campus creates a more urban and unique environment than typically found at a dealership. Most of the open storage of vehicles onsite are to the sides and rear of the building in conformance with the Design Guidelines.
5. New pedestrian connections are provided adjacent to the building consistent with the Design Guidelines that recommend that sidewalks in front of commercial buildings should be a minimum of 10 feet and outdoor sales, dining or storage should not impair pedestrian movement. It further indicates that all sidewalks shall be buffered from the street, vehicular traffic and parking areas by a minimum three foot greenspace or landscape area. It calls for safe, clearly defined and direct access between buildings and from the principal building's entrance to the public sidewalk. While the pedestrian connection from Olive Boulevard does not directly lead to the door, it provides a greater link with the pedestrian amenities and a central focal point with the bench seating adjacent to the sign and fountains. The original request from BMW included a display vehicle in front of the brick "slice wall" adjacent to the building, but this was removed to meet with the requirements of the Zoning Ordinance and with the Design Guidelines. The sidewalk adjacent to the building is 10 feet to further meet with this recommendation.
6. New landscaping is provided adjacent to the building and along Olive Boulevard. It includes a mix of evergreens to provide year round interest and with the restoration of the fountain, and furthers the site toward the objectives of *Creve Coeur 2030* which encourages heavy landscaped frontages along primary streets within the Central Business District. As with the prior discussion, Staff has included a condition of approval to limit the number of display vehicles to eight as shown, or to have four cars on either side of the sign, to prevent the appearance of overcrowding, and to assure visibility of cars entering into the site. Staff also recommends that the west corner of the plaza area be revised for the Zoning Administrator's approval to match the east curve as indicated below to create a consistent design.

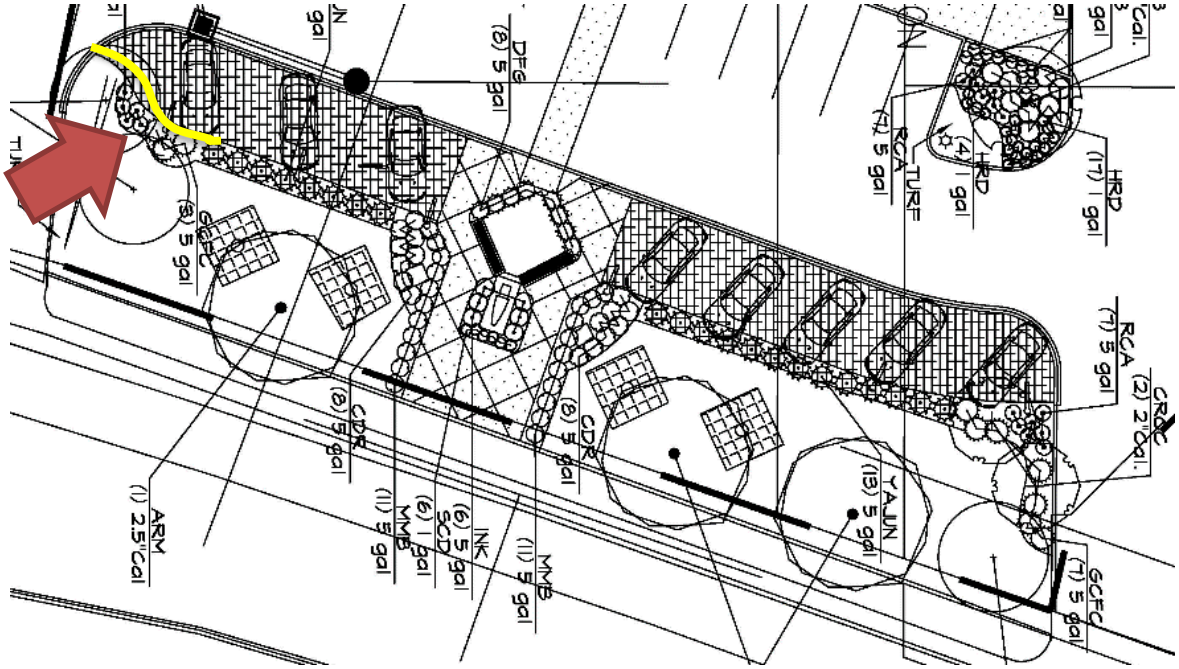

Figure 7: Close-up of the proposed Landscaping along Olive Boulevard. The arrow indicates the curve in the display plaza that should be mimicked on the west side.

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As discussed in the prior report, the Applicant worked to create a unique setting for the City of Creve Coeur through the site design, providing new landscaping and restoring the fountains. The angle of the building and the new landscape features create interest for those traveling east and west along Olive Boulevard. Overall, it is the Staff opinion that, given the nature of the applicant's business, the proposed addition succeeds in meeting the Comprehensive Plan. However, the proposed changes to the elevations is a departure from the prior approval, and from the City's Design Guidelines, with a greater reliance on the white Stucco/EIFS, limiting the brick detail along the north elevations of the new addition to an accent, and covering the existing brick on the service area. As discussed above, Staff recommends increasing the brick along the north elevation, and limiting the use of the Stucco/EIFS as was previously approved with the 2016 elevations, in furtherance of the Design Guidelines. The Commission should provide direction on the amount of the stucco that they are comfortable with on this application, as well as the Option B of covering the brick on the Service Center with limestone. Staff has revised the conditions to increase the brick along the front elevation for the Zoning Administrator's approval.

ZONING CODE DISCUSSION

Bulk Standards

The proposal appears to meet all zoning district, site and building requirements, assuming the Planning Commission and City Council grant approval of the following:

Site coverage: As indicated above, the Plaza Motors Campus has a pre-existing non-conforming site coverage. It is important to note that site coverage in non-residential districts, includes areas covered by building, driveways, parking lots, loading area, but excludes landscaped and green spaces, plazas, pedestrian circulation and unpaved buffer areas. The existing greenspace to be removed is approximately 7,633 square feet, where 7,635 square feet of new greenspace is created. Thus, adding two square feet of new greenspace, per the drawings below:

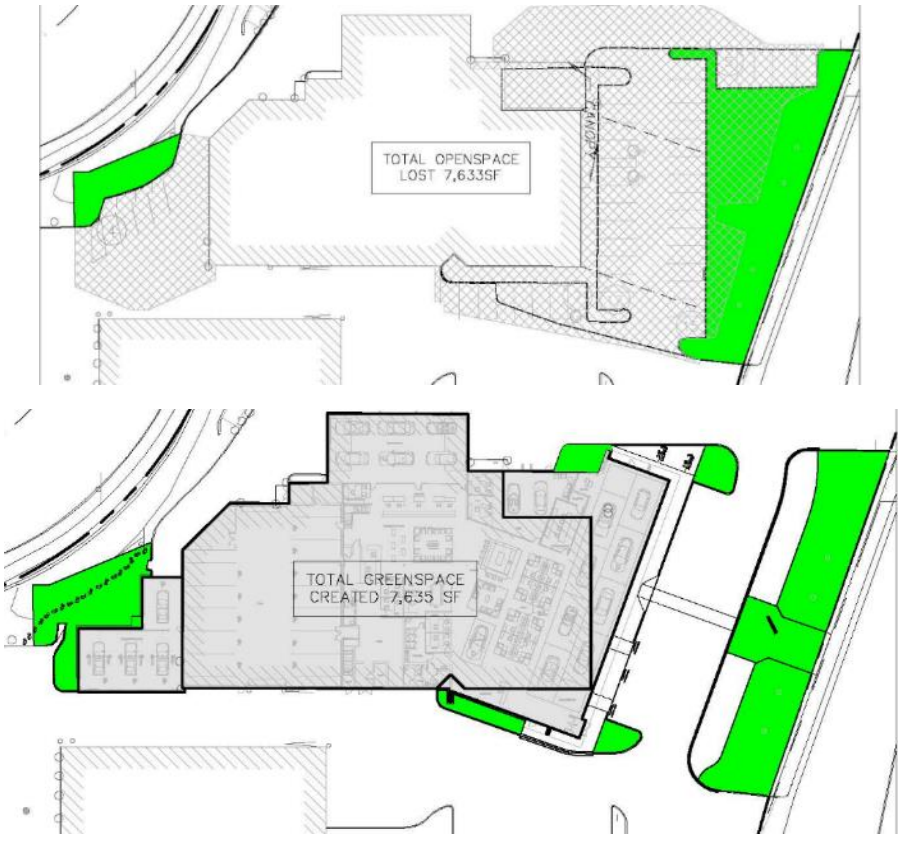

Figure 10: Existing and Proposed Greenspace Calculations from the 2016 Application

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Maximum front yard: Section 405.370.E.4.a(2) requires that the maximum front yard setback fronting Olive shall be no more than 80 feet from the established right-of-way. The proposed addition will move the building closer to Olive Boulevard to approximately 91 feet, as the site is pre-existing nonconforming. It does move the building further in conformance with the Zoning Regulations and is a desirable improvement over existing conditions.

Lighting:
Section 405.680 of the City's Code of Ordinance regulates the lighting standards throughout the City and requires that all lights are downcast and fully shielded except by approval of the Planning and Zoning Commission. Details of the light fixtures for the new plaza area have not been provided, however a photometric plan submitted shows that light will not be cast upon adjacent propriety. A condition of approval includes that all lighting shall be in compliance with Section 405.680.

Sidewalks
Section 405.730 Sidewalks of the City's Zoning Code requires a minimum width of six feet for non-residential properties, and eight feet if used as a curbstop. As indicated above the walkway adjacent to the building is ten feet to meet with the recommendation of the Design Guidelines, and six feet from the display area to the front of the building in compliance with the Zoning Regulations. However, Staff has included a condition of approval that the pedestrian walkway adjacent to the building shall remain unobstructed and not impair pedestrian movement in furtherance of the Design Guidelines and Comprehensive Plan.

SUMMARY AND ACTION
If the members of the Commission are satisfied that the project meets the intent of the Comprehensive Plan and Design Guidelines, then a recommendation to the City Council must be voted upon. Below are the recommended conditions of approval as discussed above, and consistent with the prior review in 2016:

- Section 2 of Ordinance Number 2240 shall be amended to include the renovation of the building located at 11858 Olive Boulevard for the Plaza BMW Showroom in accordance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologies, respectively, submitted on May 5, 2017 except as modified below.
- The applicant shall submit a Site Improvement Permit application, showing all exterior and landscape improvements, as required by Section 420.070 of the Land Disturbance Code. The permit application shall be in substantial conformance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologies submitted May 5, 2017 as bound together and submitted in conjunction with Application #17-019 by Asbury Automotive Group.
- The North Elevation shall be revised to to reflect Staff's recommendation within the Staff Report which inlcudes an all EIFS/Stucco "slice wall" panel on the north elevation, all brick on the end wing walls on the north and side elevations, and maintaining the existing brick with an EIFS/Stucco accent band at the Service entrance on the north elevation in furtherance of the City's Design for the Zoning Administrator's approval.
- Pedestrian pathways shall remain unobstructed and not impair pedestrian movement.
- The maximum number of vehicles in the display area along Olive Boulevard shall be no more than eight vehicles and no more than four on either side of the sign. The fountain shall remain in working order, and vehicles shall not be displayed over that area.
- The Landscape Plan shall be revised to mimic the curve on the east corner of the display plaza for the west corner subject to the Zoning Administrator's approval. Vegetation that is totally or predominantly dead and/or disfigured due to disease or injury shall be replaced as needed and in a prompt and workmanlike manner as dictated by accepted horticultural standards.
- All lighting shall be downcast and fully shielded in compliance with Section 405.680, Lighting, of the Zoning Code.

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

- All signs and banners shall be in conformance with Article VIII, Sign Regulations, of the Zoning Code, and the approved Master Sign Plan for the Plaza Motors Campus.
- The owner of the property shall address any outstanding property maintenance violations on the property to the satisfaction of the Chief Building Official prior to the issuance of a final Certificate of Occupancy.

MOTION
If the Commission wishes to vote on a recommendation to the City Council based on the current proposal, the following would be an appropriate motion:

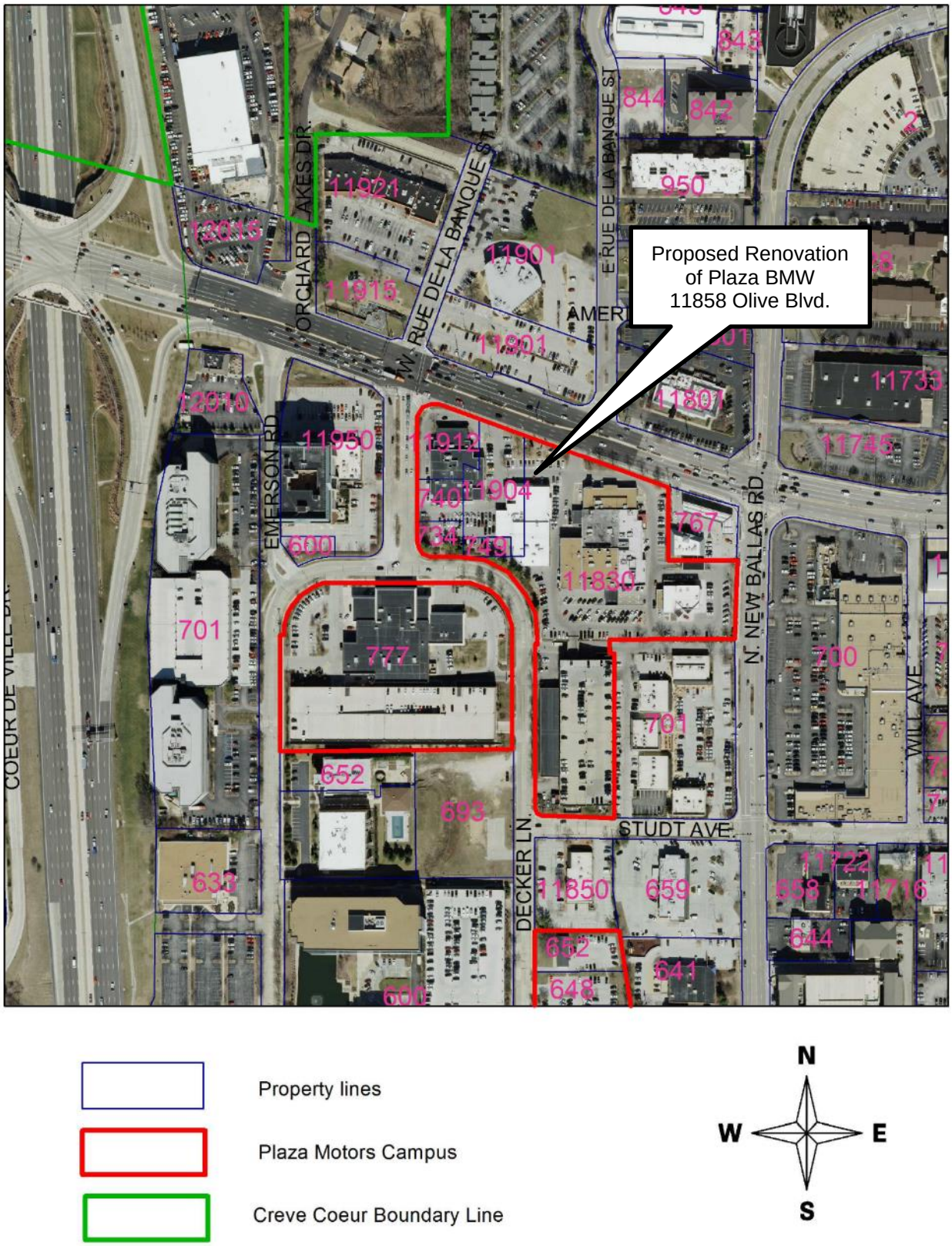
> "I move to recommend approval of an amendment to the conditional use permit for the Plaza Motors to allow for the Plaza BMW Showroom renovation and service addition as presented and according to the draft ordinance attached to the staff report on application #17-019, for the meeting of June 5, 2017." (Conditions in the draft ordinance may be added, eliminated, or modified by preceding motion)

APPENDIX 1: COMPREHENSIVE PLAN, INCLUDING DESIGN GUIDELINES
Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE
Included and attached by reference. See body of report for specific excerpts.

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

APPENDIX 3: AERIAL PHOTOGRAPH



Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

APPENDIX 4: SITE PHOTOGRAPHS	Photo Date: 4/13/2016
	Description: View of the BMW showroom at the west corner along Olive Boulevard
	Description: View looking east along Olive at the existing fountains, and the Plaza Audi Showroom.

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

	Description: View of the Plaza MBW showroom from across Olive Boulevard.
	Description: View of the rear service area, the proposed addition will be to the right of this area.

Attachment: 17-019.Plaza BMW CUP&SDP.Staff Report.6-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

BILL NO. _____ **ORDINANCE NO. _____**

AN ORDINANCE REPEALING ORDINANCE NUMBER 5471 AND AMENDING THE CONDITIONAL USE PERMIT APPROVED BY ORDINANCE NUMBER 2240 TO AUTHORIZE RENOVATION TO THE BUILDING LOCATED AT 11858 OLIVE BOULEVARD WITHIN THE PLAZA MOTORS CAMPUS FOR THE PLAZA BMW DEALERSHIP

WHEREAS, under Section 405.370(C), new and used automotive dealers in the "CB", Commercial zoning district require the issuance of a conditional use permit as provided in Section 405.1070, Conditional Use Permits; and

WHEREAS, conditional use permit ordinance #2240 was approved by the City Council on November 10, 2003, for the operation of a new and used automotive dealership for Plaza Motors pursuant to its current campus layout; and

WHEREAS, Ordinance 5471 was approved by the City Council on May 9, 2016 authorizing the renovation and showroom addition for the Plaza BMW Dealership, however construction did not start within the one year time-frame and the ordinance has lapsed.

WHEREAS, An application was submitted by Brian DePouli, of Asbury Automotive Group, to amend the conditional use permit and site development plan for Plaza Motors to allow a service bay addition to the rear and showroom addition to the front with revised elevations, as part of an exterior renovation of the Plaza BMW Dealership building located at 11858 Olive Boulevard; and

WHEREAS, Section 405.1070 provides, in part, that any future enlargement or alteration in the use of the structure or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the conditional use permit before a building permit for the enlargement or alteration may be issued; and

WHEREAS, a public hearing was held by the Creve Coeur Planning and Zoning Commission on Monday, June 5, 2017, beginning at 6:30 p.m. or immediately following the close of the previous public hearing, on said application for the amendment to the conditional use permit as provided by Section 405.1070(D)(2); and

WHEREAS, notice of publication for said public hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur; and

WHEREAS, the Planning and Zoning Commission reviewed and, by a ____ vote, recommended approval of the request, subject to the conditions contained herein, at its meeting on June 5, 2017; and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting two times before final passage by the City Council, and

WHEREAS, the City Council finds that the application and evidence presented clearly indicate that the proposed amended conditional use, when subject to certain conditions set forth herein:

Attachment: 17-019.Plaza BMW CUP&SDP.Draft Ordinance (2469 : 17-019 Plaza BMW Renovation and Addition)

BILL NO. _____ **ORDINANCE NO. _____**

1. Complies with all other applicable provisions of this Chapter including environmental performance standards presented in Section 405.550, the criteria in Section 405.470 and the standards of this Chapter in regard to yard and setback, parking and loading areas, screening and buffering, refuse, storage and service areas and signs.
2. Will contribute to and promote the community welfare and convenience at the specific location.
3. Will not cause substantial injury to the value of neighboring property.
4. Meets the applicable provisions of the City's Comprehensive Plan and any applicable neighborhood or sector plans and complies with other applicable zoning district regulations and provisions of this Chapter, unless good cause exists for deviation there from.
5. Will provide, if applicable, erosion control and on-site stormwater detention in accordance with the standards contained in this Chapter.
6. Will be compatible with the surrounding area and thus will not impose an excessive burden or have a substantial negative impact on surrounding or adjacent users or on community facilities or services.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, Missouri, as follows:

Section 1: Ordinance Number 5471 is hereby repealed.

Section 2: Section 2 of Ordinance Number 2240 shall be amended to include the renovation of the building located at 11858 Olive Boulevard for the Plaza BMW Showroom in accordance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologies, respectively, submitted on May 5, 2017 except as modified below, subject to the conditions set forth herein. Except as expressly amended by this Ordinance, all provisions of Ordinance 2240 shall remain in full force and effect.

1. The applicant shall submit a Site Improvement Permit application, showing all exterior and landscape improvements, as required by Section 420.070 of the Land Disturbance Code. The permit application shall be in substantial conformance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologies submitted May 5, 2017 as bound together and submitted in conjunction with Application #17-019 by Asbury Automotive Group.
2. The North Elevation shall be revised to to reflect Staff's recommendation within the Staff Report which inlcudes an all EIFS/Stucco "slice wall" panel on the north elevation, all brick on the end wing walls on the north and side elevations, and maintaining the existing brick with an EIFS/Stucco accent band at the Service entrance on the north elevation in furtherance of the City's Design for the Zoning Administrator's approval.
3. Pedestrian pathways shall remain unobstructed and not impair pedestrian movement.
4. The maximum number of vehicles in the display area along Olive Boulevard shall be no more than eight vehicles and no more than four on either side of the sign. The fountain shall remain in working order, and vehicles shall not be displayed over that area.
5. The Landscape Plan shall be revised to mimic the curve on the east corner of the display plaza for the west corner subject to the Zoning Administrator's approval. Vegetation that is totally or predominantly dead and/or disfigured due to disease or injury

Attachment: 17-019.Plaza BMW CUP&SDP.Draft Ordinance (2469 : 17-019 Plaza BMW Renovation and Addition)

BILL NO. _____ **ORDINANCE NO. _____**

shall be replaced as needed and in a prompt and workmanlike manner as dictated by accepted horticultural standards.

6. All lighting shall be downcast and fully shielded in compliance with Section 405.680, Lighting, of the Zoning Code.
7. All signs and banners shall be in conformance with Article VIII, Sign Regulations, of the Zoning Code, and the approved Master Sign Plan for the Plaza Motors Campus.
8. The owner of the property shall address any outstanding property maintenance violations on the property to the satisfaction of the Chief Building Official prior to the issuance of a final Certificate of Occupancy.
9. Any future enlargement, extension, expansion or alteration in the use of the structures or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the Conditional Use Permit before a Building Permit for the enlargement, expansion or alteration may be issued.
10. Failure to comply with any one or all of the conditions of this permit shall be adequate cause for the revocation of said permit by the City Council, provided, however, no permit shall be revoked without prior notice to the owner of the intention of the City Council to revoke this permit and reasonable time granted to the owner to correct or remedy any such breach of conditions, except for repeated breaches or violations.
11. No conditional use permit granted by the City Council shall be valid for a period longer than one year from the date it grants the conditional use permit, unless within such period: (1) a building permit is obtained and construction is begun; or (2) if a building permit is not required, an occupancy permit is obtained and the use of the building commenced. The City Council may grant extensions to the one (1) year period of not more than one hundred and eighty (180) days each, without notice or hearing, provided that a written request for such extension is filed by the original applicant and approved by the City Council prior to the date the conditional use permit is scheduled to expire.
12. Any transfer of ownership or lease of the property shall include in the transfer or lease agreement a provision that the purchaser or lessee agrees to be bound by the approved Site Development Plan for the property and the conditions herein set forth, and written confirmation thereof signed by the new owner or lessee shall be filed with the City at the time of such transfer or lease. Failure to comply with this provision shall not excuse anyone from these conditions.

Section 3: The City Administrator of the City of Creve Coeur is hereby authorized and directed to issue an amended Conditional Use Permit in accordance with the provisions of this ordinance, said permit to expressly provide for the conditions and stipulations hereinabove set out in Section 2 of this ordinance as well as previously imposed conditions. Exercise of the rights granted pursuant to the issued permit shall constitute acceptance of all conditions and stipulations set forth herein.

SECTION 4: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS ____ DAY OF _____, 2017.

_____

DR. ROBERT HOFFMAN
PRESIDENT OF CITY COUNCIL

Attachment: 17-019.Plaza BMW CUP&SDP.Draft Ordinance (2469 : 17-019 Plaza BMW Renovation and Addition)

BILL NO. _____ **ORDINANCE NO. _____**

APPROVED THIS ____ DAY OF _____, 2017.

_____
BARRY GLANTZ
MAYOR

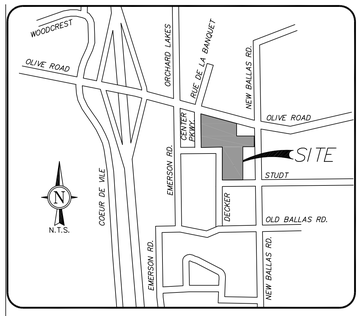
ATTEST:

_____
DEBORAH RYAN, MPCC
CITY CLERK

Attachment: 17-019.Plaza BMW CUP&SDP.Draft Ordinance (2469 : 17-019 Plaza BMW Renovation and Addition)

SITE DEVELOPMENT PLAN
PLAZA BMW

A TRACT OF LAND BEING PART OF LOT B OF "THE BOUNDARY ADJUSTMENT PLAT OF A TRACT OF LAND BEING PART OF LOTS 3 & 4 OF "STUDT'S HOME PLACE" LOT 7 OF THE LAKE HOUSE FARM SUBDIVISION AND PART OF VACATED DECKER LANE" PART LOTS 1, 2 & 3 OF LAKE HOUSE FARM PLAT NO. 2 PART OF LOTS 7 & 8 OF THE LAKE HOUSE FARM SUBDIVISION IN SECTION 3, TOWNSHIP 45 NORTH, RANGE 5 EAST IN THE CITY OF CREVE COEUR, THE COUNTY OF ST. LOUIS, MISSOURI



LEGAL DESCRIPTION

A tract of land situated in the City of Creve Coeur, the County of St. Louis, and the State of Missouri, lying in part of Section 3, Township 45 North, Range 5 East, being part of Lot B of the Boundary Adjustment Plat of part of Lots 3 & 4 of "Studt's Home Place", part of Lot 7 of the "Lake House Farm Subdivision", and part of Vacated Decker Lane, said Boundary Adjustment filed for record in Plat Book 345 page 557 of the Land Records of said St. Louis County, Missouri, and part of Lot 7 of The Lake House Farm Subdivision as filed for record in Plat Book 9 page 74 of the land records of the City (former County) of St. Louis, and part of Lots 1, 2, and 3 of Lake House Farm Plat No. 2, a subdivision filed for record in Plat Book 43 page 16 of said Land records of St. Louis County, Missouri, and being more particularly described as follows:

BEGINNING at the Southeast corner of said Lot B, said corner being on the North right-of-way line of Studt Avenue, 50 feet wide; thence along said North right-of-way line of Studt Avenue, N89°04'04"W a distance of 163.94 feet to a point of curvature; thence 38.91 feet along the arc of a curve to the right, having a radius of 25.00 feet, through a central angle of 89°10'00", with a chord that bears N44°29'04"W a distance of 35.10 feet to a point of tangency on the East right-of-way line of Decker Lane, 50 feet wide; thence continuing along said East right-of-way line of Decker Lane, N00°05'56"E a distance of 389.19 feet; thence continuing along said East right-of-way line of Decker Lane S89°49'09"E a distance of 5.00 feet; thence continuing along said East right-of-way line of Decker Lane, N00°05'56"E a distance of 24.45 feet to a point of curvature; thence continuing along said East right-of-way line of Decker Lane, 282.74 feet along the arc of a curve to the left, having a radius of 180.00 feet, through a central angle of 90°00'00", with a chord that bears N44°54'04"W a distance of 254.56 feet to a point of tangency on the North right-of-way line of said Decker Lane; thence along said North right-of-way line of said Decker Lane, N89°54'04"W a distance of 66.85 feet to a point of curvature; thence 61.26 feet along the arc of a curve to the right, having a radius of 39.00 feet, through a central angle of 90°00'00", with a chord that bears N44°54'04"W a distance of 55.15 feet to a point of tangency on the East right-of-way line of Center Parkway Drive, 80 feet wide; thence along said East right-of-way line of Center Parkway Drive, N00°05'56"E a distance of 262.26 feet; thence continuing along said East right-of-way line of Center Parkway Drive, N89°40'21"E a distance of 1.47 feet; thence 97.57 feet along the arc of a curve to the right, having a radius of 50.88 feet, through a central angle of 109°52'22", with a chord that bears N54°25'26"E a distance of 83.30 feet to the Southern right-of-way line of Olive Street Road (Missouri State Route 340), width varies; thence along said Southern right-of-way line of Olive Street Road, S70°38'23"E a distance of 192.50 feet; thence continuing along said Southern right-of-way line of Olive Street Road, S70°38'25"E a distance of 116.96 feet; thence continuing along said Southern right-of-way line of Olive Street Road, S74°08'01"E a distance of 37.14 feet; thence S70°09'48"E a distance of 61.01 feet; thence continuing along said Southern right-of-way line of Olive Street Road, S70°45'53"E a distance of 91.84 feet to a point of curvature; thence continuing along said Southern right-of-way line of Olive Street Road, 62.91 feet along the arc of a curve to the left, having a radius of 2,920.93 feet, through a central angle of 01°14'02", with a chord that bears S71°22'54"E a distance of 62.91 feet to the intersection of said Southern right-of-way line of Olive Street Road and the West line of a tract of land conveyed to Western Oil, Inc. as described in Deed Book 15603 Page 315 of said Land records of St. Louis County, Missouri; thence leaving said Southern right-of-way line of Olive Street Road along said West line of the Western Oil, Inc. tract, S00°10'51"W a distance of 174.40 feet to the Southwest corner of said Western Oil, Inc. tract; thence along the South line of said Western Oil, Inc. tract, S89°49'09"E a distance of 159.73 feet to the intersection of said South line of said Western Oil, Inc. tract and the West right-of-way line of New Ballas Road, width varies; thence leaving said South line of said Western Oil, Inc. tract along said West right-of-way line of New Ballas Road, S02°06'51"W a distance of 69.94 feet to a point of curvature; thence continuing along said West right-of-way line of New Ballas Road, 118.62 feet along the arc of a curve to the left, having a radius of 2,905.00 feet, through a central angle of 02°20'22", with a chord that bears S00°56'40"W a distance of 118.61 feet to the intersection of said West right-of-way line of New Ballas Road and the North line of Lot A of said Boundary Adjustment Plat filed for record in Plat Book 345 page 55; thence leaving said West right-of-way line of New Ballas Road along said North line of Lot A, N89°49'09"W a distance of 204.60 feet; thence continuing along said North line of Lot A, S00°05'56"W a distance of 4.75 feet; thence continuing along said North line of Lot A, N89°49'09"W a distance of 94.46 feet to the Northwest corner of said Lot A; thence along the West line of said lot A, S00°05'56"W a distance of 28.37 feet; thence continuing along said West line of Lot A, S89°49'09"E a distance of 12.34 feet; thence continuing along said West line of Lot A, S00°05'56"W a distance of 392.17 feet to the point of beginning.

Containing 7.769 Acres.

PREPARED FOR:
ASBURY AUTOMOTIVE GROUP
CONTACT: BRIAN DEPOUILI
2905 PREMIERE PARKWAY, SUITE 300
DULUTH, GA 30097
PH: (770)418-8343

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STATE OF MISSOURI
LEONARD J. MEERS
NUMBER E-28288
REGISTERED PROFESSIONAL ENGINEER
5/14/17

LEONARD J. MEERS
PROFESSIONAL ENGINEER
E-28288

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Rev	Date	Comments
2	09.21.16	Permit Revision
3	10.31.16	Tricarioco's Comments

Client:
Asbury Automotive Group
2905 Premiere Parkway
Ssuite 300
Duluth, GA 30097

Project:
Plaza BMW Creve Coeur
11858 Olive Blvd.
Creve Coeur, MO 63141

Project Number: -
Grimes Project Number: 2757

Site Key Plan:

Sheet Title:
EXISTING SITE PLAN

Sheet Number:
C1.0

CUP PLAN 5/4/17

MSD BASE MAP 1702
MSD P-16463-05
LOC. NO. 170612359
ZIP CODE 63141

Attachment: Plaza BMW Materials received 5-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

(IN FEET)
1 inch = 20 ft.

PERTINENT DATA

SITE ADDRESS	11830–11912 OLIVE BLVD. 700–740 DECKER LN ST. LOUIS, MO 63141
LOCATOR NUMBER	170 61 2359, 2360, 2371, 2372 0951 & 0952
EXISTING ZONING	CORE BUSINESS DISTRICT
SITE AREA	7.77 ACRES
WATER SHED	DEER CREEK
WATER DISTRICT	MISSOURI–AMERICAN WATER
FIRE DISTRICT	CREVE COEUR
SCHOOL DISTRICT	PARKWAY
SEWER DISTRICT	M.S.D.
GAS SERVICE	LACLEDE GAS
ELECTRIC SERVICE	AMEREN UE
PHONE SERVICE	AT&T
FEMA MAP NUMBER	29189C0162H DATE: AUGUST 2, 1995

LOT COVERAGE

EXISTING LOT = 7.77 ACRES

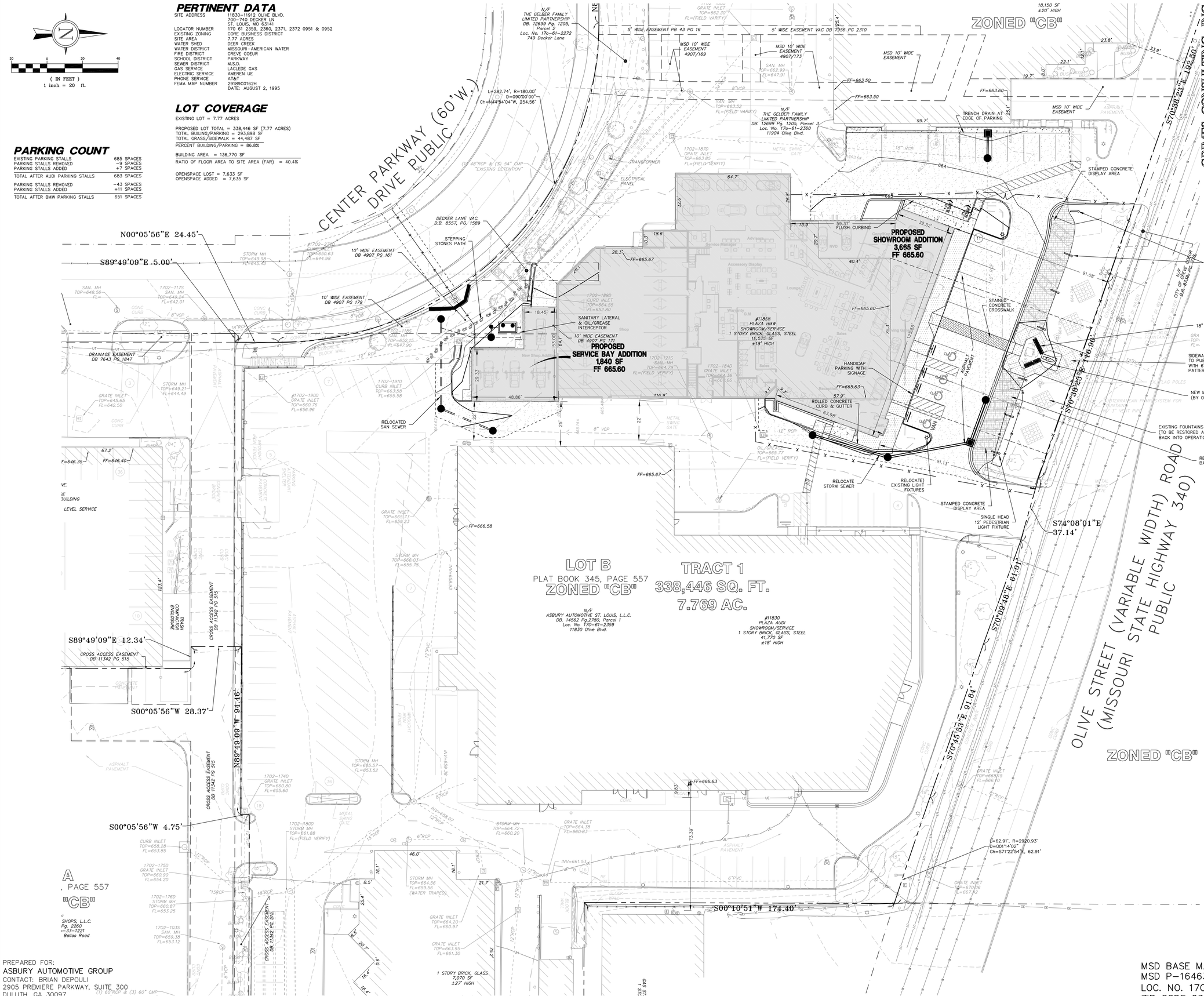
PROPOSED LOT TOTAL = 338,446 SF (7.77 ACRES)
TOTAL BUILING/PARKING = 293,898 SF
TOTAL GRASS/SIDEWALK = 44,487 SF
PERCENT BUILDING/PARKING = 86.8%

BUILDING AREA = 136,770 SF
RATIO OF FLOOR AREA TO SITE AREA (FAR) = 40.4%

OPENSPACE LOST = 7,633 SF
OPENSPACE ADDED = 7,635 SF

PARKING COUNT

EXISTING PARKING STALLS	685 SPACES
PARKING STALLS REMOVED	–9 SPACES
PARKING STALLS ADDED	+7 SPACES
TOTAL AFTER AUDI PARKING STALLS	683 SPACES
PARKING STALLS REMOVED	–43 SPACES
PARKING STALLS ADDED	+11 SPACES
TOTAL AFTER BMW PARKING STALLS	651 SPACES



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MSD BASE MAP 1702
MSD P–16463–05
LOC. NO. 170612359
ZIP CODE 63141

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www.praxis3.com

STATE OF MISSOURI
LEONARD J. MEERS
NUMBER E-28288
REGISTERED PROFESSIONAL ENGINEER
5/16/17
LEONARD J. MEERS
PROFESSIONAL ENGINEER
E–28288

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Rev	Date	Comments
2	09.21.16	Permit Revision
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Project:
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11858 Olive Blvd.
Creve Coeur, MO 63141

Project Number: -
Grimes Project Number: 2757

Site Key Plan:

Sheet Title:
SITE PLAN

Sheet Number:
C2.0

CUP PLAN 5/4/17

Attachment: Plaza BMW Materials received 5-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

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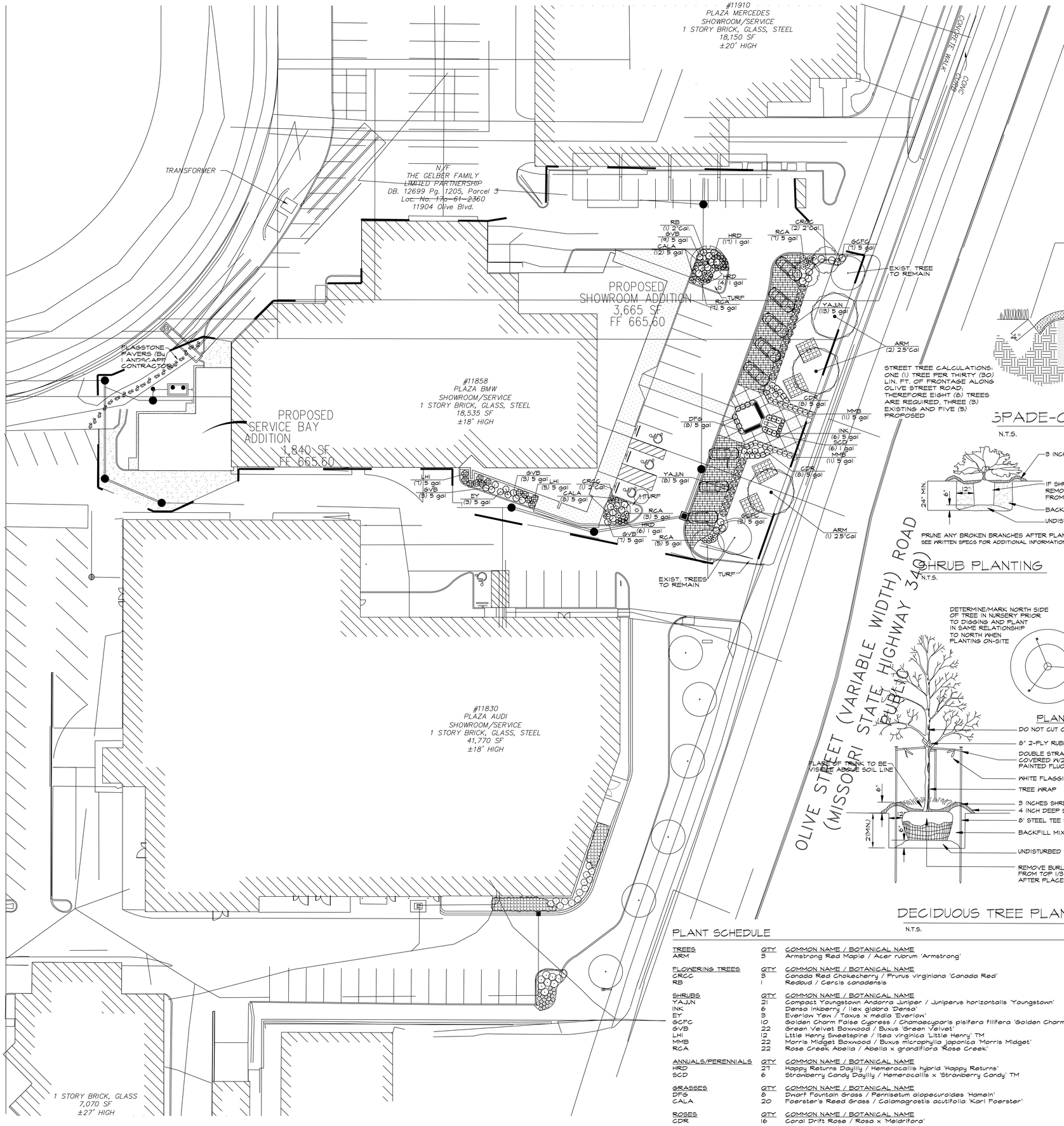
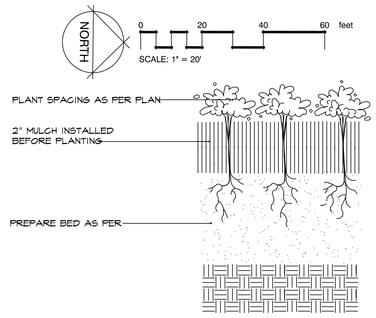
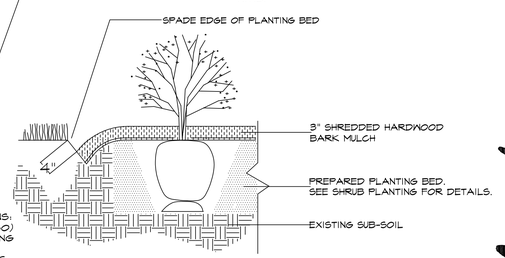




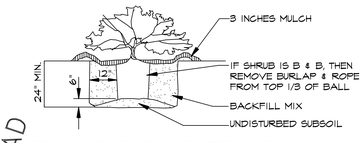
PERENNIAL PLANTING

N.T.S.



SPADE-CUT EDGE DETAIL

N.T.S.



PRUNE ANY BROKEN BRANCHES AFTER PLANTING, SEE WRITTEN SPECS FOR ADDITIONAL INFORMATION.

SHRUB PLANTING

N.T.S.

DECIDUOUS TREE PLANTING

N.T.S.

PLANT SCHEDULE

TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
ARM	3	Armstrong Red Maple / Acer rubrum 'Armstrong'	2.5"Cal
FLOWERING TREES	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
CRCC	3	Canada Red Chokecherry / Prunus virginiana 'Canada Red'	2"Cal.
RB	1	Redbud / Cercis canadensis	2"Cal.
SHRUBS	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
YAJUN	21	Compact Youngstown Ardorra Juniper / Juniperus horizontalis 'Youngstown'	5 gal
INK	6	Densa Inkberry / Ilex glabra 'Densa'	5 gal
EY	3	Everlow Yew / Taxus x media 'Everlow'	5 gal
GCFC	10	Golden Charm False Cypress / Chamaecyparis pisifera filifera 'Golden Charm'	5 gal
GVB	22	Green Velvet Boxwood / Buxus 'Green Velvet'	5 gal
LHI	12	Little Henry Sweetspire / Itea virginica 'Little Henry' TM	5 gal
MMB	22	Morris Midget Boxwood / Buxus microphylla japonica 'Morris Midget'	5 gal
RCA	22	Rose Creek Abelia / Abelia x grandiflora 'Rose Creek'	5 gal
ANNUALS/PERENNIALS	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
HRD	27	Happy Returns Daylily / Hemerocallis hybrid 'Happy Returns'	1 gal
SCD	6	Strawberry Candy Daylily / Hemerocallis x 'Strawberry Candy' TM	1 gal
GRASSES	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
DFG	8	Dwarf Fountain Grass / Pennisetum alopecuroides 'Hameln'	5 gal
CALA	20	Foerster's Reed Grass / Calamagrostis acutifolia 'Karl Foerster'	5 gal
ROSES	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
CDR	16	Coral Drift Rose / Rosa x 'Meidrifora'	5 gal

LANDSCAPE GUIDELINE SPECS:

GENERAL:

1.) All natural vegetation shall be maintained where it does not interfere with construction or the permanent plan of operation. Every effort possible shall be made to protect existing structures or vegetation from damage due to equipment usage. Contractor shall at all times protect all materials and work against injury to public.
2.) The landscape contractor shall be responsible for any coordination and sequencing with other site related work being performed by other contractors. Refer to additional drawings for further coordination of work to be done.
3.) Underground facilities, structures and utilities must be considered approximate only. There may be others not presently known or shown. It shall be the landscape contractor's responsibility to determine or verify the existence of and exact location of the above (call 1-800-DIG-RITE in Missouri).
4.) Plant material are to be planted in the same relationship to grade as was grown in nursery conditions. All planting beds shall be cultivated to 6" depth minimum and graded smooth immediately before planting of plants. Plant groundcover to within 12" of trunk of trees or shrubs planted within the area.
5.) It shall be the landscape contractor's responsibility to:
A.) Verify all existing and proposed features shown on the drawings prior to commencement of work.
B.) Report all discrepancies found with regard to existing conditions or proposed design to the landscape architect immediately for a decision.
C.) Stake the locations of all proposed plant material and obtain the approval of the owner's representative or landscape architect ten (10) days prior to installation.
6.) Items shown on this drawing take precedence over the material list. It shall be the landscape contractor's responsibility to verify all quantities and conditions prior to implementation of this plan. No substitutions of types or size of plant materials will be accepted without written approval from the landscape architect.
7.) All plant material shall comply with the recommendations and requirements of ANSI Z60.1 "American Standards for Nursery Stock".
8.) It shall be the contractor's responsibility to provide for inspection of the plant material by the Landscape Architect (or Owners' Representative) prior to acceptance. Landscape Architect may inspect plants before, during or after installation. Plants not conforming exactly to the plant list will not be accepted and shall be replaced at the landscape contractor's expense.
9.) All bids are to have unit prices listed. The Owner has the option to delete any portion of the contract prior to signing the contract or beginning work. This will be a unit price contract; quotes shall be valid for 12 months.
10.) Should auger equipment be utilized in excavating any plant pits, vertical sides of plant pits shall be scarified to avoid creation of "polished side walls" prior to plant material installation.
11.) All excess topsoil, rocks, debris and/or tainted soils shall be removed by the general contractor prior to point project is turned over to the landscape contractor to commence landscape installation.

INSURANCE:

1.) The landscape contractor shall submit certificates of insurance for workman's compensation and general liability.

MULCH:

1.) All mulch to be shredded oak bark mulch at 3" depth (after compaction) unless otherwise noted. Mulch shall be clean and free of all foreign materials, including weeds, mold, deleterious materials, etc.
2.) No plastic sheeting or filter fabric shall be placed beneath shredded bark mulch beds. Mirafi fabric shall be used beneath all gravel mulch beds.
3.) Edge all beds with spade-cut edge unless otherwise noted.

TOPSOIL:

1.) Topsoil mix for all proposed landscape plantings shall be five (5) parts well-drained screened organic topsoil to one (1) part Canadian sphagnum peat moss as per planting details. Roto-till topsoil mix to a depth of 6" minimum and grade smooth.
2.) Provide a soil analysis, as requested, made by an independent soil-testing agency outlining the % of organic matter, inorganic matter, deleterious material, pH and mineral content.
3.) Any foreign topsoil used shall be free of roots, stumps, weeds, brush, stones (larger than 1"), litter or any other extraneous or toxic material. Landscape contractor shall be fully responsible for correcting all negative soil issues prior to plant installation. Killing and removal of all weeds shall be the responsibility of the landscape contractor as part of this task.
4.) Landscape contractor to apply pre-emergent herbicide to all planting beds upon completion of planting operations and before application of shredded bark mulch.

TURF:

1.) All disturbed lawn areas to be sodded with a high-quality Turf-Type Fescue. Lawn areas shall be unconditionally warranted for a period of 90 days from date of final acceptance. Bare areas more than one square foot per any 50 square feet shall be replaced.
2.) The turf contractor shall be responsible for protection of finished grade; restore and repair any erosion or water damage and obtain owners' approval prior to seeding or sod installation.
3.) Sod shall be cut as a uniform thickness of 3/4". No broken pieces, irregular pieces or torn pieces will be accepted.
4.) Any points carrying concentrated water loads and all slopes of 15% or greater shall be sodded.
5.) All sod shall be placed a maximum of 24 hours after harvesting.
6.) Reconstition existing lawn areas damaged by Contractor's operations including equipment/material storage and movement of vehicles.
7.) Sod Contractor to ensure sod is placed below sidewalk and all paved area elevations to allow for proper drainage.

WARRANTY:

1.) All plant material (excluding ground cover, perennials and annuals) are to be warranted for a period of 12 months after complete installation of all landscape material at 100% of the installed price.
2.) Any plant material found to be defective shall be removed and replaced within 30 days of notification or in growth season determined to be best for that plant.
3.) Only one replacement per tree or shrub shall be required at the end of the warranty period, unless loss is due to failure to comply with warranty.
4.) Lawn establishment period will be in effect once the lawn has been mowed three times. Plant establishment period shall commence on the date of acceptance and 100% completion.

GRIMES CONSULTING, INC.
Civil Engineering & Surveying Services
12300 OLD TESSON ROAD
SUITE 3000
ST. LOUIS, MO 63128
PH: (314) 849-6100
FAX (314) 849-6010
www.grimesconsulting.com
GRIMES CONSULTING, INC.
PROFESSIONAL ENGINEER CORPORATION, E-1470-D
PROFESSIONAL LAND SURVEYING CORPORATION, LS-343-D

landscape TECHNOLOGIES
67 Jacobs Creek Drive
St. Charles, Missouri 63304
MO Landscape Architectural Corporation #2008005782
(636) 928-1250
Fax: (636) 220-3563

PRAXIS3
architecture + multidisciplinary design
1776 Peachtree St, NW
Suite 400 South
Atlanta, GA 30309
404-875-4500 tel
404-876-8884 fax
www.praxis3.com

STATE OF MISSOURI
RANDALL W. MARDIS
NUMBER 019
REGISTERED LANDSCAPE ARCHITECT

RANDALL W. MARDIS
MISSOURI LANDSCAPE ARCHITECT #000019
DATE: 04-08-16

Rev	Date	Comments

Client:

Asbury Automotive Group

200 SW 1st Avenue
Suite 1400
Ft. Lauderdale, FL 333301

Project:

Plaza BMW Creve Coeur

11830 Olive Blvd.
Creve Coeur, MO 63141

Project Number: -
Grimes Project Number: 2757B

Site Key Plan:

Sheet Title:

Master Planting Plan, Plant Schedule, Notes and Planting Details

Sheet Number:

L-1 of 1

RELEASED FOR CONSTRUCTION AND PERMIT

Attachment: Plaza BMW Materials received 5-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)

EXISTING BUILDING

Vest.
Reception
Driving Gallery
Sales
Sales Managers
NVD
Lounge
Mens
Womens
Elec.
Sales
Sales
Parts
P.M.
G.M
Warranty
STAIR
Unisex
Accessory Display
Advisors
Service Manager
Service Drive
Shop
New Shop Addition
F / I
F / I
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PILASTER TO
TERMINATE NEW FINISH

PRAXIS3
architecture + multidisciplinary design

PLAZA BMW

First Floor Plan

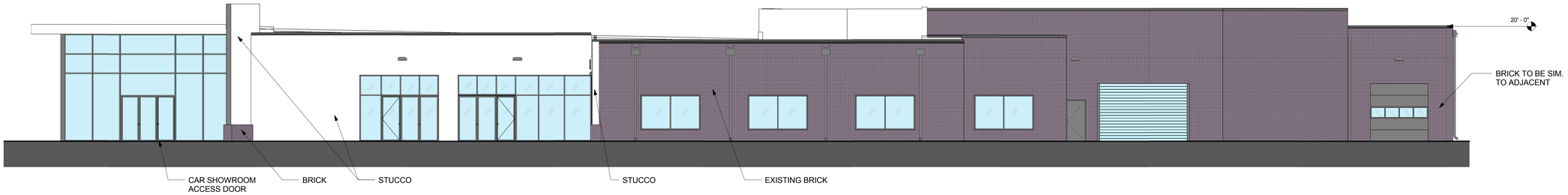
Scale: 1/8" = 1'-0"

TRUE NORTH

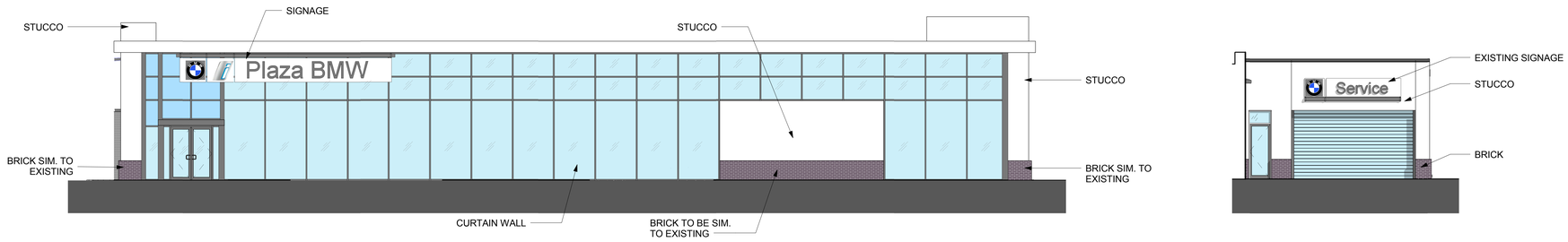
05/04/2017

ASBURY
AUTOMOTIVE GROUP

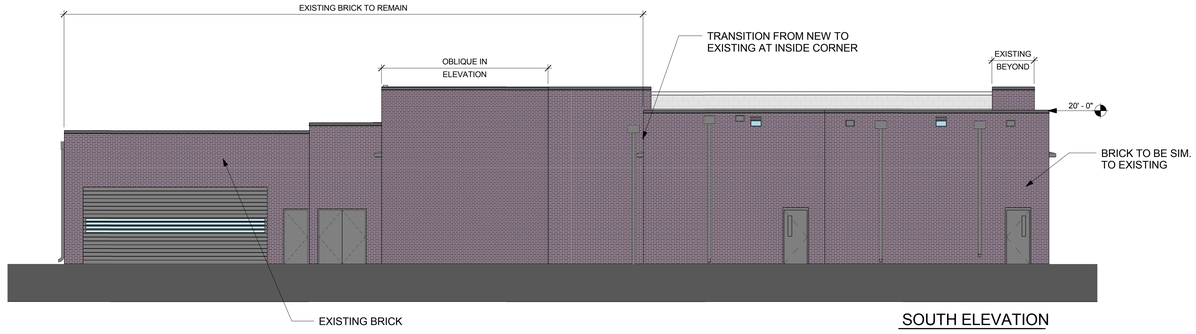
Attachment: Plaza BMW Materials received 5-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)



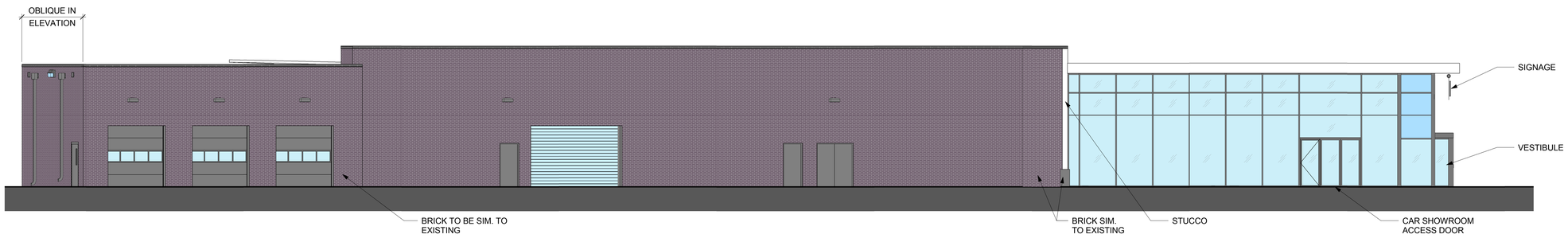
WEST ELEVATION



NORTH ELEVATION



SOUTH ELEVATION



EAST ELEVATION

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architecture + multidisciplinary design

PLAZA BMW

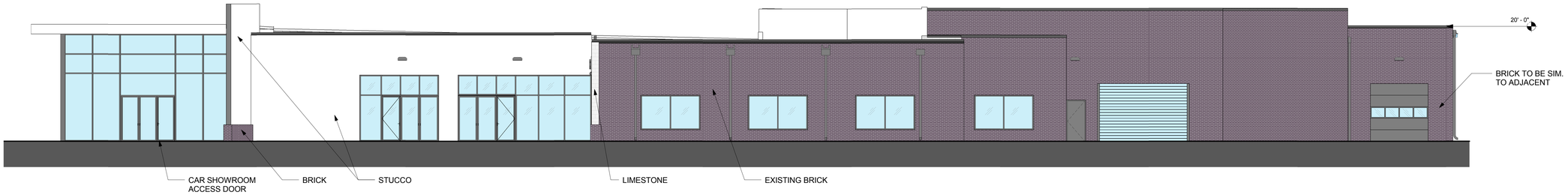
Exterior Elevations - Option A

Scale: 3/32" = 1'-0"

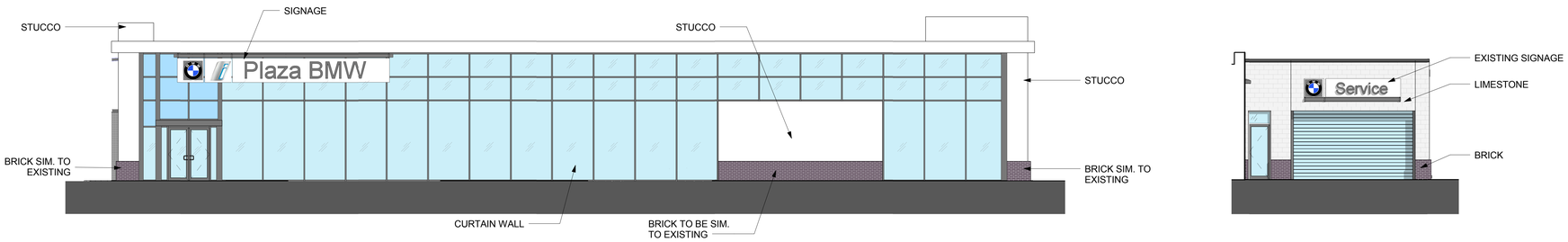
05/04/2017

ASBURY AUTOMOTIVE GROUP

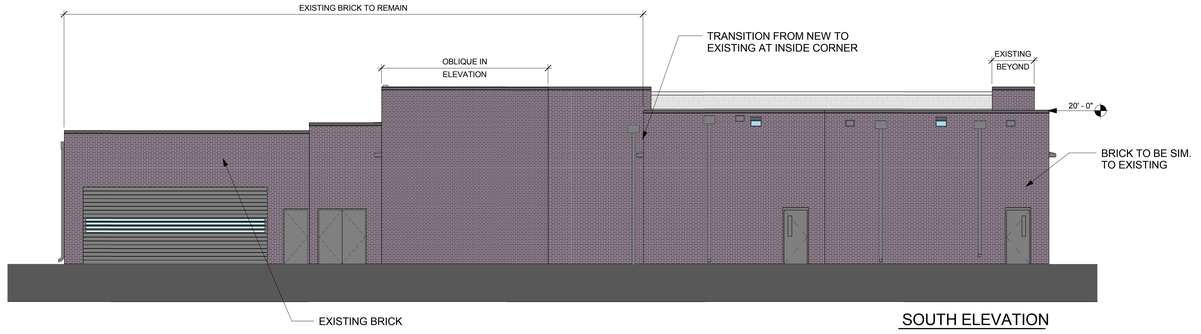
Attachment: Plaza BMW Materials received 5-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)



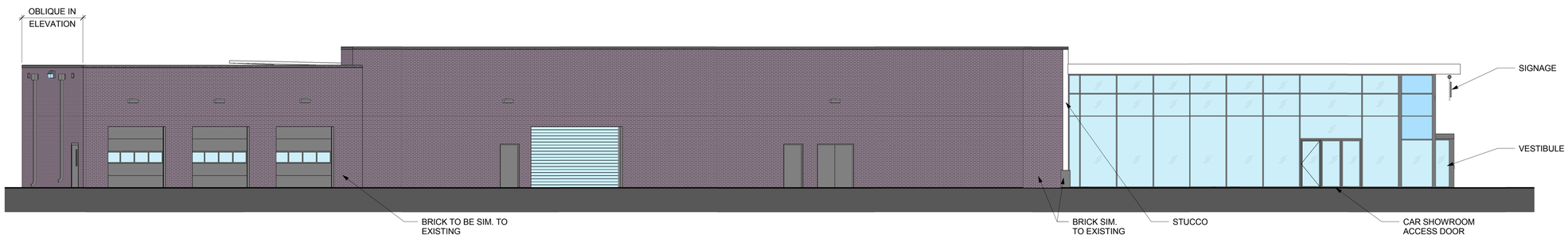
WEST ELEVATION



NORTH ELEVATION



SOUTH ELEVATION



EAST ELEVATION

PRAXIS3
architecture + multidisciplinary design

PLAZA BMW

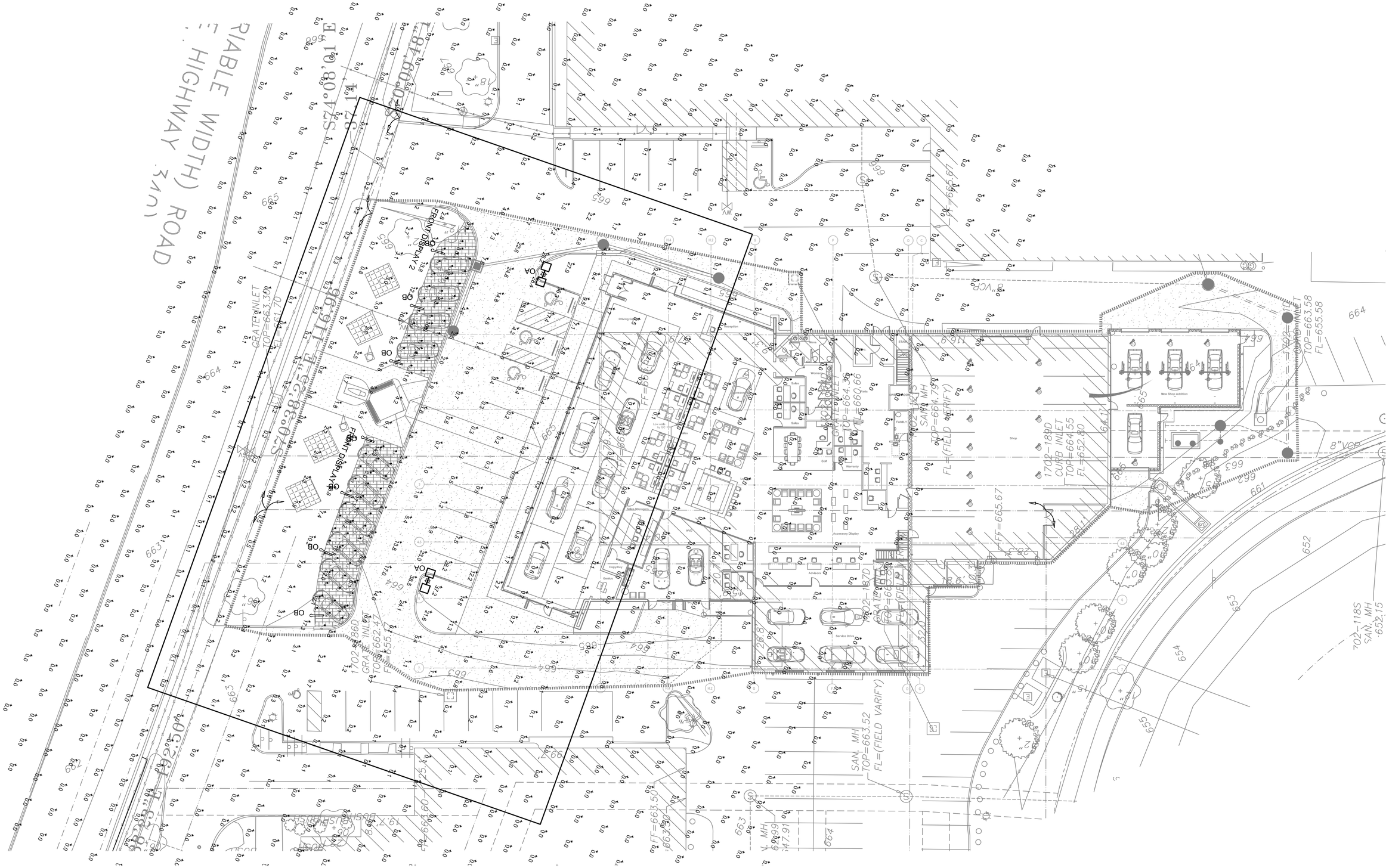
Exterior Elevations - Option B

Scale: 3/32" = 1'-0"

05/04/2017

ASBURY
AUTOMOTIVE GROUP

Attachment: Plaza BMW Materials received 5-5-2017 (2469 : 17-019 Plaza BMW Renovation and Addition)


RIABLE WIDTH)
HIGHWAY 3101
ROAD
S74°08'01"E 37.
S74°08'01"E 618.02'
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S70°38'25"E 192.50'
FRONT DISPLAY 1
FRONT DISPLAY 2
FRONT DISPLAY 3
OA
OB
CB
GRATE INLET
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Reception
Sales
Sales Principal
Accessory Display
Advisors
Service Drive
Shop
New Shop Addition
Warranty
Parts
Copy/Key
Garden
Waiting Area
Coffee
Kitchen
FAMILY
STAIR
8"VCP
8"VCP
8"VCP

BILL NO. 5593 ORDINANCE NO. 5471

AN ORDINANCE AMENDING CONDITIONAL USE PERMIT APPROVED BY ORDINANCE NUMBER 2240 TO AUTHORIZE RENOVATION TO THE BUILDING LOCATED AT 11858 OLIVE BOULEVARD WITHIN THE PLAZA MOTORS CAMPUS FOR THE PLAZA BMW DEALERSHIP

WHEREAS, under Section 405.370(C), new and used automotive dealers in the "CB", Commercial zoning district require the issuance of a conditional use permit as provided in Section 405.1070, Conditional Use Permits; and

WHEREAS, conditional use permit ordinance #2240 was approved by the City Council on November 10, 2003, for the operation of a new and used automotive dealership for Plaza Motors pursuant to its current campus layout; and

WHEREAS, an application was submitted by Brian DePouli, of Asbury Automotive Group, to amend the conditional use permit and site development plan for Plaza Motors to allow a service bay addition to the rear and showroom addition to the front as part of an exterior renovation of the Plaza BMW Dealership building located at 11858 Olive Boulevard; and

WHEREAS, Section 405.1070 provides, in part, that any future enlargement or alteration in the use of the structure or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the conditional use permit before a building permit for the enlargement or alteration may be issued; and

WHEREAS, a public hearing was held by the Creve Coeur Planning and Zoning Commission on Monday, April 18, 2016, beginning at 6:30 p.m. or immediately following the close of the previous public hearing, on said application for the amendment to the conditional use permit as provided by Section 405.1070(D)(2); and

WHEREAS, notice of publication for said public hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur; and

WHEREAS, the Planning and Zoning Commission reviewed and, by a 7-0 vote, recommended approval of the request, subject to the conditions contained herein, at its meeting on April 18, 2016; and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting two times before final passage by the City Council, and

WHEREAS, the City Council finds that the application and evidence presented clearly indicate that the proposed amended conditional use, when subject to certain conditions set forth herein:

1. Complies with all other applicable provisions of this Chapter including environmental performance standards presented in Section 405.550, the criteria in Section 405.470 and the standards of this Chapter in regard to yard and setback, parking and loading areas, screening and buffering, refuse, storage and service areas and signs.
2. Will contribute to and promote the community welfare and convenience at the specific location.

Attachment: Ordinance No. 5471 (2469 : 17-019 Plaza BMW Renovation and Addition)

BILL NO. 5593 ORDINANCE NO. 5471

3. Will not cause substantial injury to the value of neighboring property.
4. Meets the applicable provisions of the City's Comprehensive Plan and any applicable neighborhood or sector plans and complies with other applicable zoning district regulations and provisions of this Chapter, unless good cause exists for deviation there from.
5. Will provide, if applicable, erosion control and on-site stormwater detention in accordance with the standards contained in this Chapter.
6. Will be compatible with the surrounding area and thus will not impose an excessive burden or have a substantial negative impact on surrounding or adjacent users or on community facilities or services.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, Missouri, as follows:

Section 1: Section 2 of Ordinance Number 2240 shall be amended to include the renovation of the building located at 11858 Olive Boulevard for the Plaza BMW Showroom in accordance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologes, respectively, submitted on April 11 2016 except as modified below, subject to the conditions set forth herein. Except as expressly amended by this Ordinance, all provisions of Ordinance 2240 shall remain in full force and effect.

1. The applicant is required to submit a Site Improvement Permit application, showing all exterior and landscape improvements, as required by Section 420.070 of the Land Disturbance Code. The permit application shall be in substantial conformance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologes submitted April 11, 2016 as bound together and submitted in conjunction with Application #16-012 by Asbury Automotive Group.
2. Pedestrian pathways shall remain unobstructed and not impair pedestrian movement.
3. The maximum number of vehicles in the display area along Olive Boulevard shall be no more than eight vehicles and no more than four on either side of the sign. The fountain shall remain in working order, and vehicles shall not be displayed over that area.
4. The Landscape Plan shall be revised to mimic the curve on the east corner of the display plaza for the west corner subject to the Zoning Administrator's approval. Vegetation that is totally or predominantly dead and/or disfigured due to disease or injury shall be replaced as needed and in a prompt and workmanlike manner as dictated by accepted horticultural standards.
5. All lighting shall be downcast and fully shielded in compliance with Section 405.680, Lighting, of the Zoning Code.
6. All signs and banners shall be in conformance with Article VIII, Sign Regulations, of the Zoning Code, and the approved Master Sign Plan for the Plaza Motors Campus.
7. The owner of the property shall address any outstanding property maintenance violations on the property to the satisfaction of the Chief Building Official prior to the issuance of a final Certificate of Occupancy. Any future enlargement, extension, expansion or alteration in the use of the structures or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the Conditional Use Permit before a Building Permit for the enlargement, expansion or alteration may be issued.

Attachment: Ordinance No. 5471 (2469 : 17-019 Plaza BMW Renovation and Addition)

BILL NO. 5593 **ORDINANCE NO.** 5471

8. Failure to comply with any one or all of the conditions of this permit shall be adequate cause for the revocation of said permit by the City Council, provided, however, no permit shall be revoked without prior notice to the owner of the intention of the City Council to revoke this permit and reasonable time granted to the owner to correct or remedy any such breach of conditions, except for repeated breaches or violations.
9. No conditional use permit granted by the City Council shall be valid for a period longer than one year from the date it grants the conditional use permit, unless within such period: (1) a building permit is obtained and construction is begun; or (2) if a building permit is not required, an occupancy permit is obtained and the use of the building commenced. The City Council may grant extensions to the one (1) year period of not more than one hundred and eighty (180) days each, without notice or hearing, provided that a written request for such extension is filed by the original applicant and approved by the City Council prior to the date the conditional use permit is scheduled to expire.
10. Any transfer of ownership or lease of the property shall include in the transfer or lease agreement a provision that the purchaser or lessee agrees to be bound by the approved Site Development Plan for the property and the conditions herein set forth, and written confirmation thereof signed by the new owner or lessee shall be filed with the City at the time of such transfer or lease. Failure to comply with this provision shall not excuse anyone from these conditions.

Section 2: The City Administrator of the City of Creve Coeur is hereby authorized and directed to issue an amended Conditional Use Permit in accordance with the provisions of this ordinance, said permit to expressly provide for the conditions and stipulations hereinabove set out in Section 1 of this ordinance as well as previously imposed conditions. Exercise of the rights granted pursuant to the issued permit shall constitute acceptance of all conditions and stipulations set forth herein.

SECTION 3: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS 9th DAY OF May, 2016.

Ellen Lawrence

ELLEN LAWRENCE
PRESIDENT OF CITY COUNCIL

APPROVED THIS 9th DAY OF May, 2016.

BARRY GLANTZ
MAYOR

ATTEST:

Deborah Ryan

DEBORAH RYAN, MPCC
CITY CLERK

Attachment: Ordinance No. 5471 (2469 : 17-019 Plaza BMW Renovation and Addition)

city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #16-012 FOR A CONDITIONAL USE PERMIT AND SITE DEVELOPMENT PLAN FOR THE RENOVATION OF THE PLAZA BMW DEALERSHIP AT 11858 OLIVE BOULEVARD

FOR THE MEETING OF: Monday, April 18, 2016, 6:30 PM

LOCATION: 11858 Olive Boulevard, within the Plaza Motors Campus. Zoned CB-Core Business District.

REQUEST: Brian DePouli, of Asbury Automotive Group, has submitted a request to amend the conditional use permit and site development plan for Plaza Motors to allow a service bay addition to the rear and a showroom addition to the front as part of an exterior renovation of the Plaza BMW Dealership building located at 11858 Olive Boulevard. The existing façade for BMW was approved in 2005 by the Planning and Zoning Commission and City Council.

ADDITIONAL INFORMATION: New Car Dealers (NAICS 441110) are permitted as conditional uses with review and approval by the City Council upon the recommendation of the Planning and Zoning Commission. Plaza Motors Company received a conditional use permit on February 13, 1989 for an automobile showroom sales and service facility at 11830 Olive Boulevard (Ordinance No. 1321). Amending Ordinances 1368, 1376, 1777, 2225 and 2240 (approved December 11, 1989, March 12 1990, and February 12, 1996, July 14, 2003, and November 10, 2003 respectively) allowed for the expansion of the original use to the current campus setting. In 2014, Ordinance 5411 amended Ordinance 2240 for the renovation of the Plaza Audi building.

Key Issues:
- Does the request still meet the criteria for a conditional use permit?
- Does the request further the goals and/or implement the Comprehensive Plan?

Comp. Plan References
- Goals and Strategies
- Central Business District
- Pedestrian Plan
- Design Guidelines

Zoning Code References
- Section 405.210: Regulation of Uses
- Section 405.370: "CB" Core Business District
- Section 405.470: Conditional Uses
- Section 405.1080 Site Development Plans

APPLICANT: Brian DePouli
Director of Construction and Facilities
Asbury Automotive Group
2905 Premiere Parkway, Suite 300
Duluth, GA 30097

OWNER: Asbury Automotive Group
2905 Premier Parkway
Duluth, GA 30097

REPORT PREPARED BY: Whitney Kelly, AICP, City Planner
DATE: April 14, 2016
ATTACHMENTS: Draft Ordinance
Applicant's submittal documents received April 11, 2016 and Photometric Plan received April 13, 2016
Ordinance 2240 and 5411

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

PROJECT DESCRIPTION

Plaza Motors is seeking to renovate the BMW space. The renovations will move the building closer toward Olive Boulevard and angle the façade to create a "landing strip" design as you enter the site that is a corporate requirement of BMW. The existing square building is 93.3 feet from Olive Boulevard at the east corner and 119.6 feet at the west corner. The proposed addition moves the building to approximately 91.13 feet at the eastern corner of the addition, and 91.08 feet at the western corner from Olive Boulevard. A new display plaza area to showcase the cars will be created along Olive Boulevard, and the fountains will be returned to working order, per the images below:

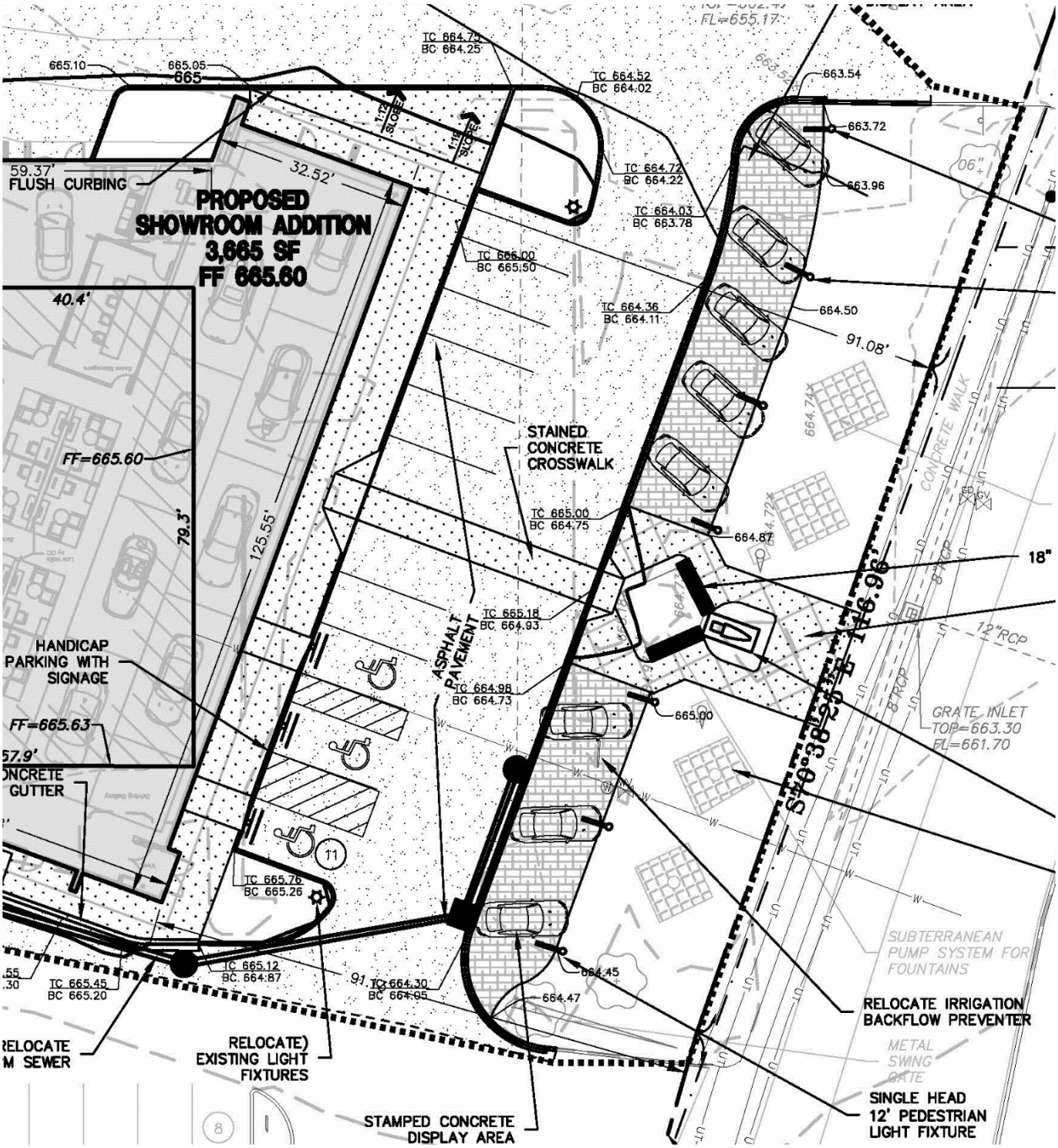


Figure 1: Detail of Site Plan showing proposed new addition at the front with new display area

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

The Applicant has indicated that the addition is to meet with BMW required layout, and elements have been incorporated to be unique to the site, such as incorporating existing brick details to be consistent with the overall campus, where BMW wanted a white stucco, and where the new white stucco has been included, it is done so on a lesser scale than the typical model. The front door would be relocated to the front, eastern corner of the building. The Applicant will maintain the existing brick for the remainder of the building, and the new service addition to the rear will be brick to match the existing building.

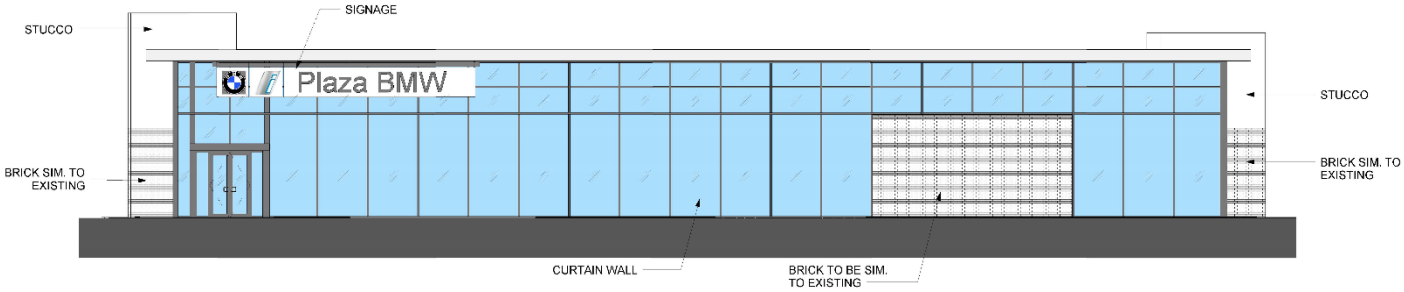


Figure 2: North Elevation

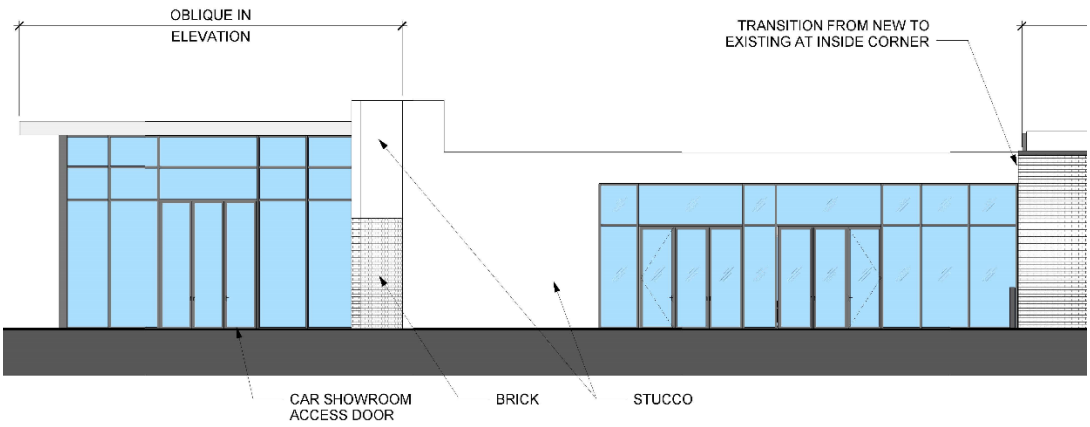


Figure 3: Close-up of the West Elevation for the new front showroom addition

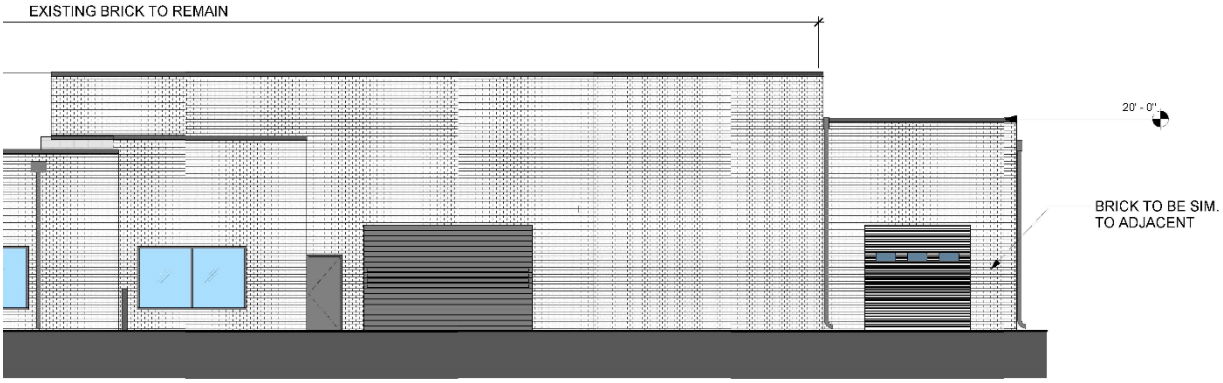


Figure 4: Close-up of the East Elevation for the service addition

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

The proposed changes will create an additional 2 square feet of greenspace, where the lot has a pre-existing nonconforming site coverage. New landscaping will be provided along the east and west corners of the building and along Olive Boulevard. The fountains will be restored with the display vehicles moved south onto a new display area on either side of the ground sign, further from Olive Boulevard.

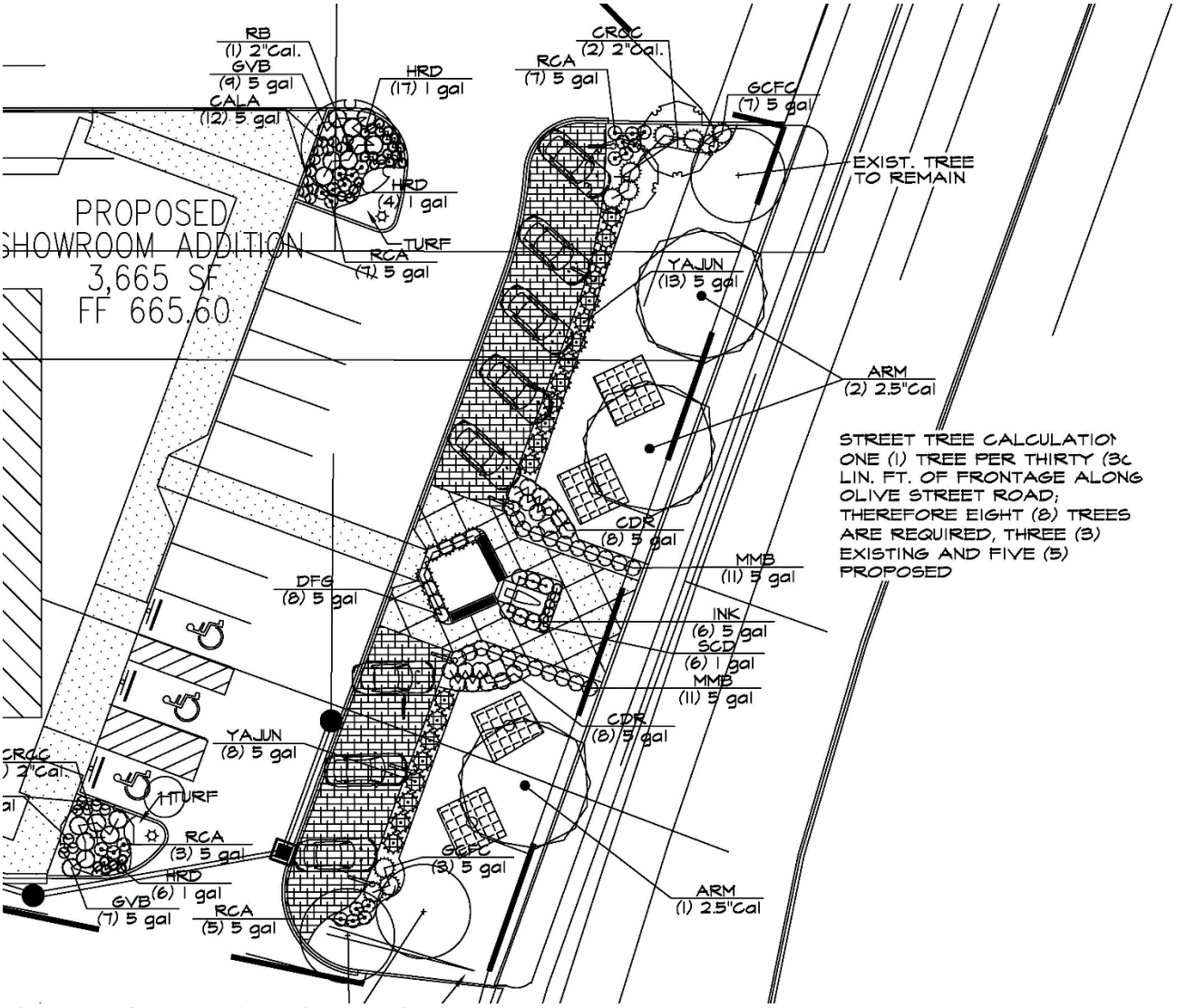


Figure 5: Close-up of Landscape Plan

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Commercial/ Retail	"CB" Core Business	Olive Boulevard
South	Commercial/ Retail/ Restaurants	"CB" Core Business	NA
East	Commercial/ Restaurants/ Gas Station	"CB" Core Business	N. New Ballas Road (partial)
West	Office/ Hotel/ Restaurant	"CB" Core Business	Decker Lane and Center Parkway Drive

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

COMPREHENSIVE PLAN DISCUSSION

The subject property is located within the Central Business District that provides a mix of land uses including retail, office, residential, government, and park uses. The Plan recommends improving the appearance of Olive Boulevard through landscaping and streetscape and public amenities (page 22), and to create a symbolic focal point for the City. The recommendations include orienting the buildings toward Olive Boulevard, and improving the appearance of Olive Boulevard through streetscape improvements related to pedestrian facilities, landscaped medians, and other public amenities such as seating areas.(p.81 & 83).

The proposed changes includes increasing the pedestrian connections as much as the site will allow, and the building will create a bolder presence on the streetscape that is more appropriate for an entrance into the City. New landscaping along Olive Boulevard, the restoration of the fountains, moving the vehicle display area further from Olive and limiting the amount of parking at the west corner near the entrance onto the site, and changes to the front of the building moves the site towards these recommendations as much as the project and current site will allow.

Design Guidelines

The Design Guidelines recommend the use of natural materials and architectural consistency between all building elevations, and an overall sense of architectural continuity on all elevations. The use of false or decorative façade treatments is discouraged. Further, multiple buildings on the same site are to create a cohesive visual relationship between the buildings. Material and/or color changes at the outside corners of structures that give the impression of thinness and artificiality of the material are discouraged. The following summarizes the goals and discusses their applicability to the project:

1. The addition moves the building closer to Olive Boulevard and increases the pedestrian orientation by mimicking the angle of the road, by moving the outdoor cars further from Olive Boulevard, and by adding the pedestrian connection from the existing sidewalk into the site, bench seating near the fountains, and restoring the fountains, where the Design Guidelines recommend the use of fountains, art work, and landscaping and plaza spaces that are visible from the street.
2. As is often the case with automotive dealerships, corporate façade treatments are required. However, it is the unique use of these treatments that is generally the point of discussion during the review. The façade of the building utilizes the same brick material throughout the campus creating a more cohesive look between all of the buildings. The new stucco white element is used as an accent band at the proposed new wing wall to create a transition from the new addition to the existing building, and the architectural details all end at the inside corner of the building.

Figure 6: Close-up of the proposed Exterior Rendering looking southwest.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

Figure 7: Close-up of the proposed Exterior Rendering looking south.

3. The windows dominate the façade, are large and transparent, and the entire storefront is well lit to create the open, attractive retail façade encouraged by the guidelines.
4. The building bulk will create a more substantial appearance on the site, and the multiple automotive lines within an integrated campus creates a more urban and unique environment than typically found at a dealership. Most of the open storage of vehicles onsite are to the sides and rear of the building in conformance with the Design Guidelines.
5. New pedestrian connections are provided adjacent to the building consistent with the Design Guidelines that recommend that sidewalks in front of commercial buildings should be a minimum of 10 feet and outdoor sales, dining or storage should not impair pedestrian movement. It further indicates that all sidewalks shall be buffered from the street, vehicular traffic and parking areas by a minimum three foot greenspace or landscape area. It calls for safe, clearly defined and direct access between buildings and from the principal building's entrance to the public sidewalk. While the pedestrian connection from Olive Boulevard does not lead to the door, it provides a greater link with the pedestrian amenities and a central focal point with the bench seating adjacent to the sign and fountains. The original request from BMW included a display vehicle in front of the brick wall adjacent to the building, but this was removed to meet with the requirements of the Zoning Ordinance and with the Design Guidelines. The sidewalk adjacent to the building is 10 feet to further meet with this recommendation.
6. New landscaping is provided adjacent to the building and along Olive Boulevard. It includes a mix of evergreens to provide year round interest and with the restoration of the fountain, furthers the site toward the "green line park". However, Staff has included a condition of approval to limit the number of display vehicles to eight as shown, or to have four cars on either side of the sign, to prevent the appearance of overcrowding, and to assure visibility of cars entering into the site. Staff also recommends that the west corner of the plaza area be revised for the Zoning Administrators approval to match the east curve as indicated below to create a consistent design.

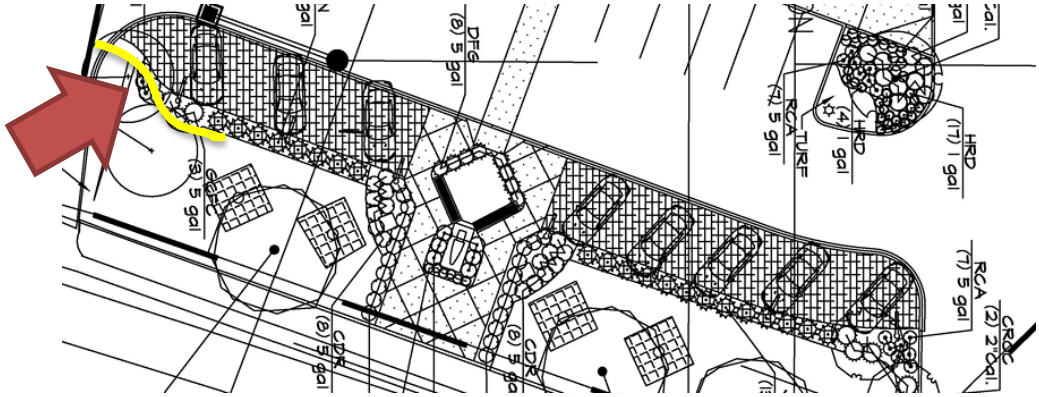


Figure 8: Close-up of the proposed Landscaping along Olive Boulevard. The arrow indicates the curve in the display plaza that should be mimicked on the west side.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

As the Applicant has worked with the City on prior renovations to the campus, and as with those prior approvals, the use of the materials is a requirement of the auto-franchise, the Applicant has worked to create a unique setting for the City of Creve Coeur through the site design, bringing the building as far forward as possible, providing new landscaping and restoring the fountains, as well as incorporating existing materials to create a cohesive look for the campus. The angle of the building and the new landscape features creates interest for those traveling east and west along Olive Boulevard. Overall, it is the Staff opinion that, given the nature of the applicant's business, the proposed addition succeeds in meeting the Comprehensive Plan and Design Guidelines to a high degree.

ZONING CODE DISCUSSION

Bulk Standards

The proposal appears to meet all zoning district, site and building requirements, assuming the Planning Commission and City Council grant approval of the following:

Site coverage: As indicated above, the Plaza Motors Campus has a pre-existing non-conforming site coverage. It is important to note that site coverage in non-residential districts, includes areas covered by building, driveways, parking lots, loading area, but excludes landscaped and green spaces, plazas, pedestrian circulation and unpaved buffer areas. The existing greenspace to be removed is approximately 7,633 square feet, where 7,635 square feet of new greenspace is created. Thus, adding two square feet of new greenspace, per the drawings below:

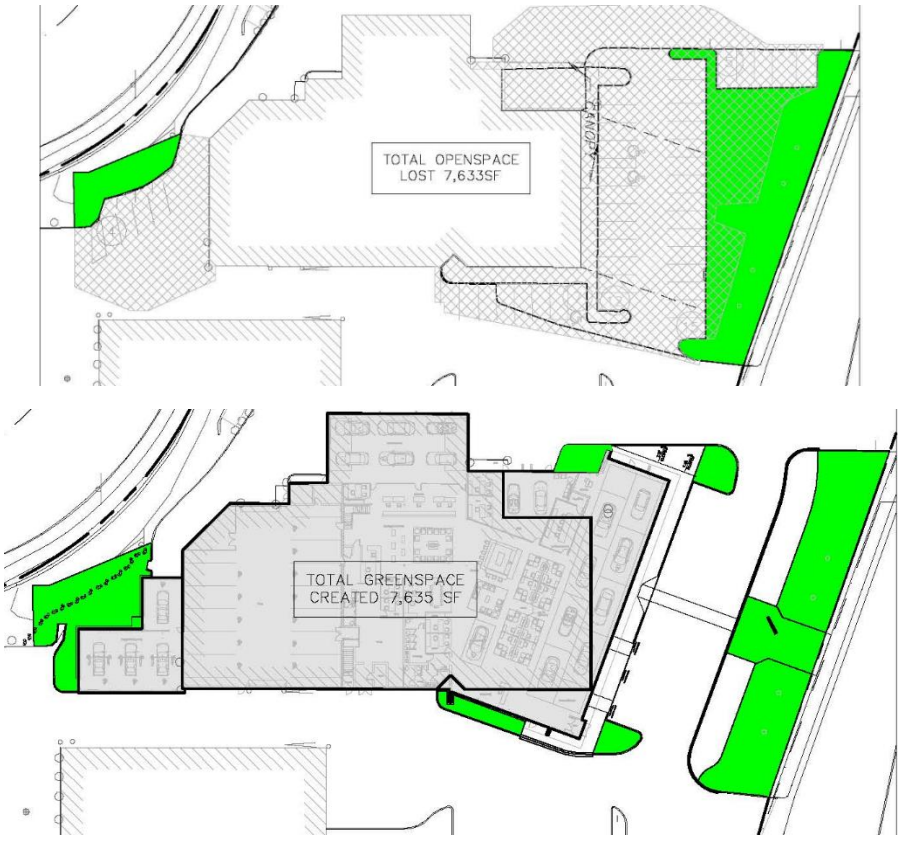


Figure 9: Existing and Proposed Greenspace Calculations

Maximum front yard: Section 405.370.E.4.a(2) requires that the maximum front yard setback fronting Olive shall be no more than 80 feet from the established right-of-way. The proposed addition will move the building closer to Olive Boulevard to approximately 91 feet, as the site is pre-existing nonconforming. It does move the building further in conformance with the Zoning Regulations and is a desirable improvement over existing conditions.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

Lighting:
Section 405.680 of the City's Code of Ordinance regulates the lighting standards throughout the City and requires that all lights are downcast and fully shielded except by approval of the Planning and Zoning Commission. Details of the light fixtures for the new plaza area have not been provided, however a photometric plan submitted shows that it light will not be cast upon adjacent propriety. A condition of approval includes that all lighting shall be in compliance with Section 405.680.

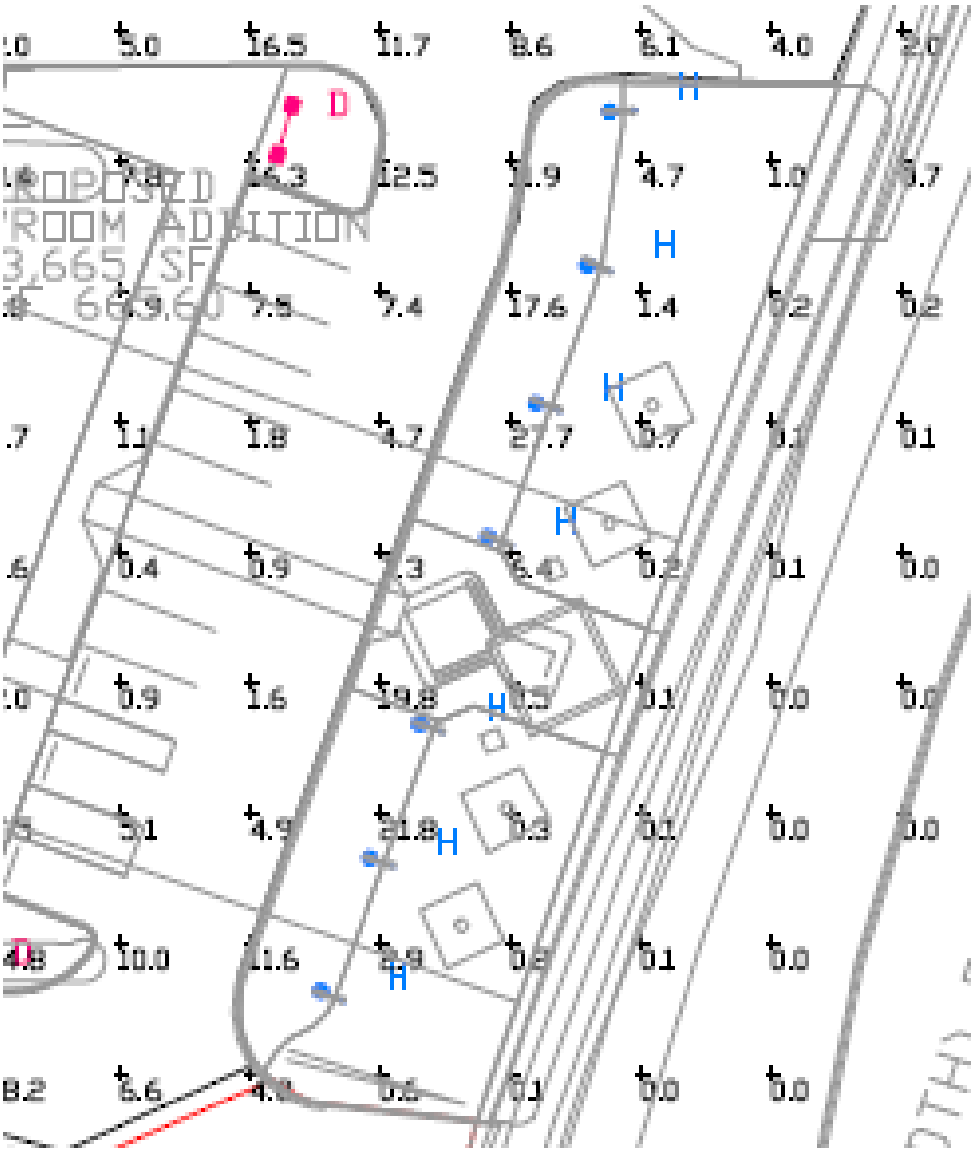


Figure 10: Close-up of Photometric Plan emailed on 4-14-2016

Sidewalks
Section 405.730 Sidewalks of the City's Zoning Code requires a minimum width of six feet for non-residential properties, and eight feet if used as a curbstop. As indicated above the walkway adjacent to the building is ten feet to meet with the recommendation of the Design Guidelines, and six feet from the display area to the front of the building in compliance with the Zoning Regulations. However, Staff has included a condition of approval that the pedestrian walkway adjacent to the building shall remain unobstructed and not impair pedestrian movement in furtherance of the Design Guidelines and Comprehensive Plan.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

SUMMARY AND ACTION

Staff finds that the proposed improvements meet with the intent of the Comprehensive Plan and Design Guidelines as much as the existing conditions will allow. If the members of the Commission are satisfied that the project meets the intent of the Comprehensive Plan and Design Guidelines, then a recommendation to the City Council must be voted upon. Below are the recommended conditions of approval as discussed above:

- Section 2 of Ordinance Number 2240 shall be amended to include the renovation of the building located at 11858 Olive Boulevard for the Plaza BMW Showroom in accordance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologes, respectively, submitted on April 11 2016 except as modified below.
- The applicant shall submit a Site Improvement Permit application, showing all exterior and landscape improvements, as required by Section 420.070 of the Land Disturbance Code. The permit application shall be in substantial conformance with the "Site Development Plan" and "Exterior Elevations," as prepared by Praxis3 Archtecture + Multidisciplinary Design and the "Master Planting Plan" as prepared by Landscape Technologes submitted April 11, 2016 as bound together and submitted in conjunction with Application #16-012 by Asbury Automotive Group.
- Pedestrian pathways shall remain unobstructed and not impair pedestrian movement.
- The maximum number of vehicles in the display area along Olive Boulevard shall be no more than eight vehicles and no more than four on either side of the sign. The fountain shall remain in working order, and vehicles shall not be displayed over that area.
- The Landscape Plan shall be revised to mimic the curve on the east corner of the display plaza for the west corner subject to the Zoning Administrator's approval. Vegetation that is totally or predominantly dead and/or disfigured due to disease or injury shall be replaced as needed and in a prompt and workmanlike manner as dictated by accepted horticultural standards.
- All lighting shall be downcast and fully shielded in compliance with Section 405.680, Lighting, of the Zoning Code.
- All signs and banners shall be in conformance with Article VIII, Sign Regulations, of the Zoning Code, and the approved Master Sign Plan for the Plaza Motors Campus.
- The owner of the property shall address any outstanding property maintenance violations on the property to the satisfaction of the Chief Building Official prior to the issuance of a final Certificate of Occupancy.

MOTION

If the Commission wishes to vote on a recommendation to the City Council based on the current proposal, the following would be an appropriate motion:

> "I move to recommend approval of an amendment to the conditional use permit for the Plaza Motors to allow for the Plaza BMW Showroom renovation and service addition as presented and according to the draft ordinance attached to the staff report on application #16-012, for the meeting of April 18, 2016." (Conditions in the draft ordinance may be added, eliminated, or modified by preceding motion)

APPENDIX 1: COMPREHENSIVE PLAN, INCLUDING DESIGN GUIDELINES

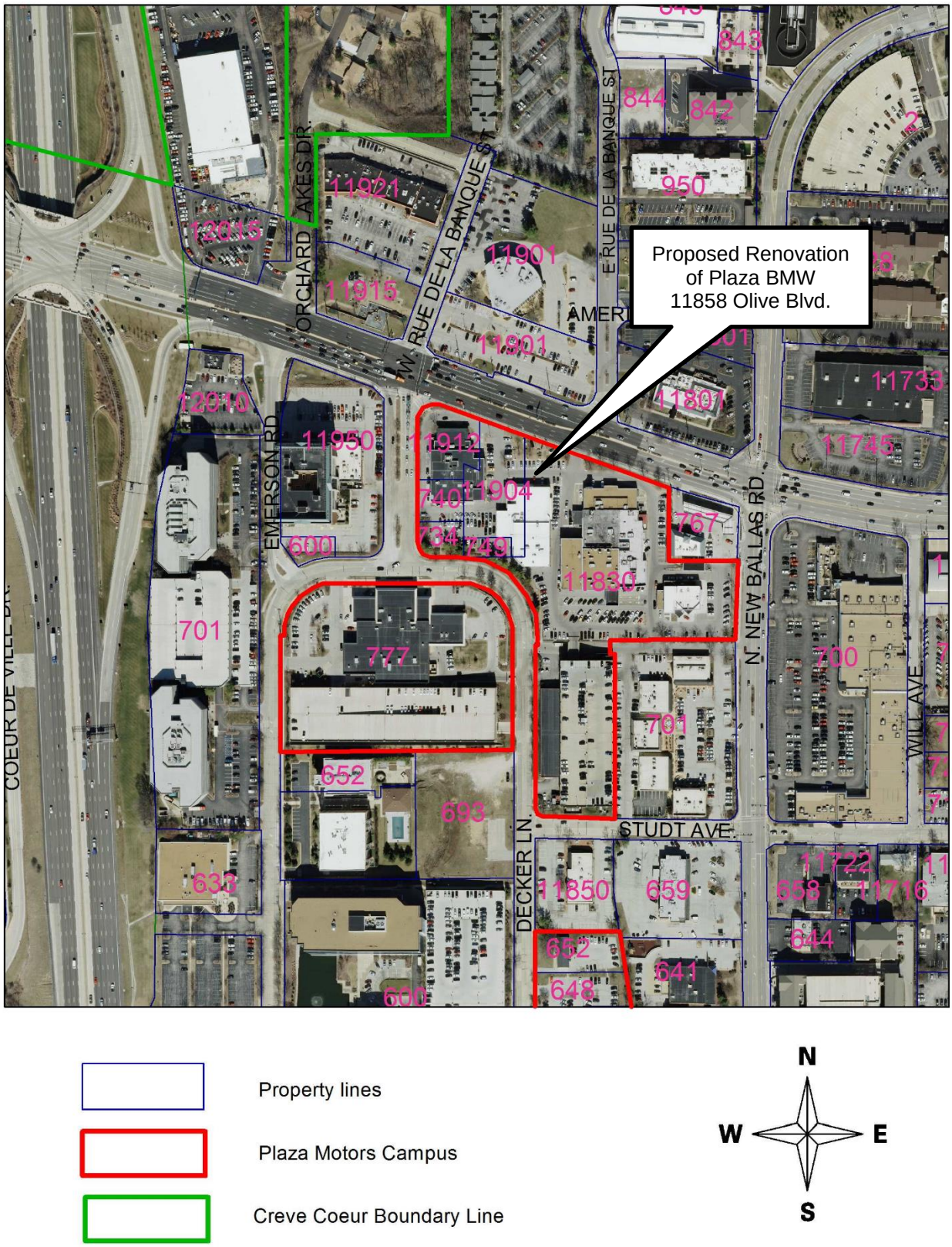
Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

Included and attached by reference. See body of report for specific excerpts.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

APPENDIX 3: AERIAL PHOTOGRAPH



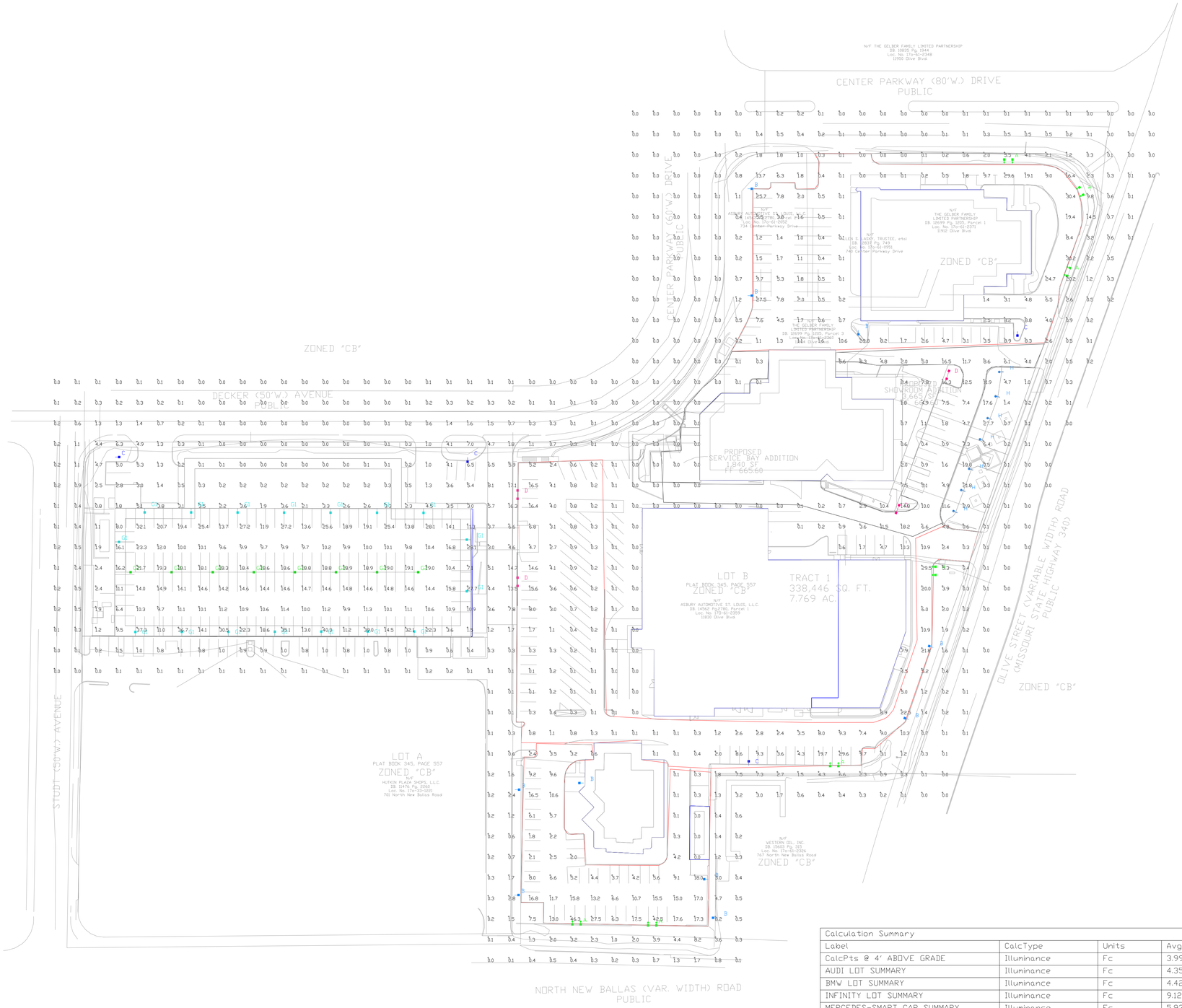
APPENDIX 4: SITE PHOTOGRAPHS	Photo Date: 4/13/2016
	Description: View of the BMW showroom at the west corner along Olive Boulevard
	Description: View looking east along Olive at the existing fountains, and the Plaza Audi Showroom.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

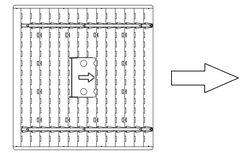
	Description: View of the Plaza MBW showroom from across Olive Boulevard.
	Description: View of the rear service area, the proposed addition will be to the right of this area.

Attachment: 16-012.Plaza BMW CUP&SDP.Staff Report.4-18-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

Attachment: Photometrics emailed 4-14-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)



IMPORTANT



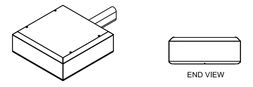
ROTATED REFLECTOR

NOTE: Reflector MUST be field rotated by the CONTRACTOR to correspond with the direction indicated by the arrows on this layout.

EXAMPLE OF DIRECTIONAL ARROW

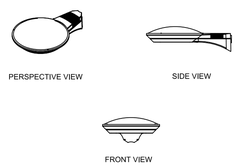
XGBM

LED Crossover Area Light



XENM3 SA

LED Area Light



Calculation Summary							
Label	CalcType	Units	Avg	Max	Min	Avg/Min	Max/Min
CalcPts @ 4' ABOVE GRADE	Illuminance	Fc	3.99	46.3	0.0	N.A.	N.A.
AUDI LOT SUMMARY	Illuminance	Fc	4.35	29.6	0.1	43.50	296.00
BMW LOT SUMMARY	Illuminance	Fc	4.42	18.2	0.0	N.A.	N.A.
INFINITY LOT SUMMARY	Illuminance	Fc	9.12	46.3	0.0	N.A.	N.A.
MERCEDES-SMART CAR SUMMARY	Illuminance	Fc	5.93	30.4	0.0	N.A.	N.A.
PARKING GARAGE	Illuminance	Fc	16.21	40.3	1.5	10.81	26.87

Luminaire Schedule								
Symbol	Qty	Label	Arrangement	Description	LLF	Lumens/Lamp	Arr. Lum. Lumens	Arr. Watts
	7	A	ROTATED OPTICS	XGBM-FT-LED-HO-CW-D180 ROT-22' MH	1.000	N.A.	58140	601.6
	10	B	SINGLE	XGBM-FT-LED-HO-CW-SINGLE-ROT-22' MH	1.000	N.A.	29070	300.8
	4	C	SINGLE	XGBM-5-LED-HO-CW-SINGLE-22' MH	1.000	N.A.	25464	300
	4	D	D180*	XGBM-5-LED-HO-CW-D180-22' MH	1.000	N.A.	50928	600
	17	G1	SINGLE	XGBM-FT-LED-HO-CW-SINGLE--18' MH	1.000	N.A.	29070	300.8
	8	G2	SINGLE	XGBM-5-LED-HO-CW-SINGLE- 18' MH	1.000	N.A.	25464	300
	7	H	SINGLE	XENM3-SA-FT-LED-HO-CW-UE-SINGLE-12' MH	1.000	N.A.	8659	108

Based on the information provided, all dimensions and luminaire locations shown represent recommended positions. The engineer and/or architect must determine the applicability of the layout to existing or future field conditions.

This lighting plan represents illumination levels calculated from laboratory data taken under controlled conditions in accordance with The Illuminating Engineering Society (IES) approved methods. Actual performance of any manufacturer's luminaires may vary due to changes in electrical voltage, tolerance in lamps/LED's and other variable field conditions. Calculations do not include obstructions such as buildings, curbs, landscaping, or any other architectural elements unless noted.

Total Project Watts
Total Watts = 19088.79

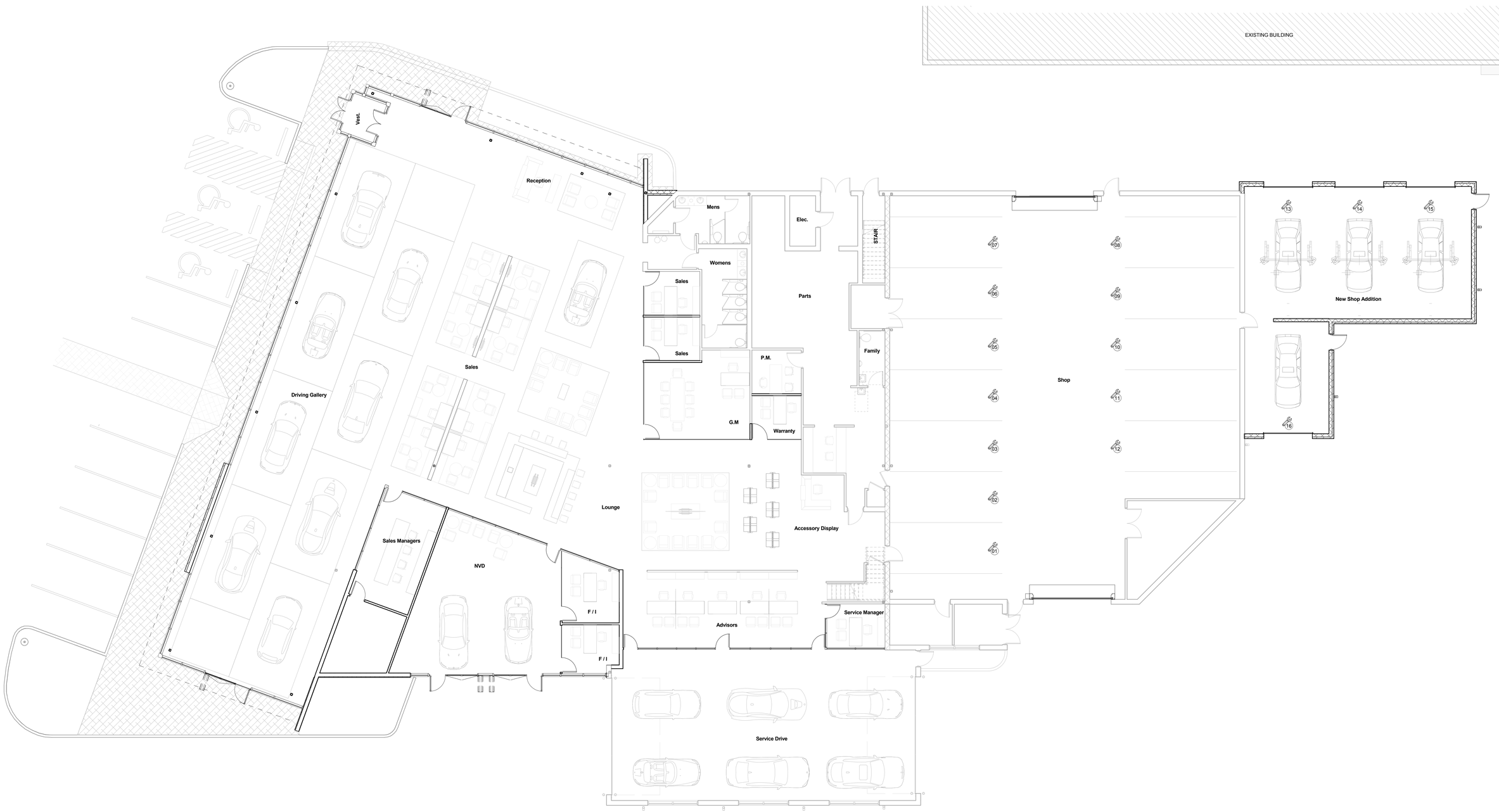
LSI Industries
10000 ALLIANCE RD. CINCINNATI, OHIO 45242 USA
(513) 793-3200 • FAX (513) 793-6023

LIGHTING PROPOSAL LD-127831-3

ASBURY PLAZA DEALERSHIP

BY: smb	DATE: 6-2-15	REV: 4/14/16	SHEET 1 OF 1

SCALE: 1"=50' 0 50



PRAXIS3
architecture + multidisciplinary design

PLAZA BMW

First Floor Plan

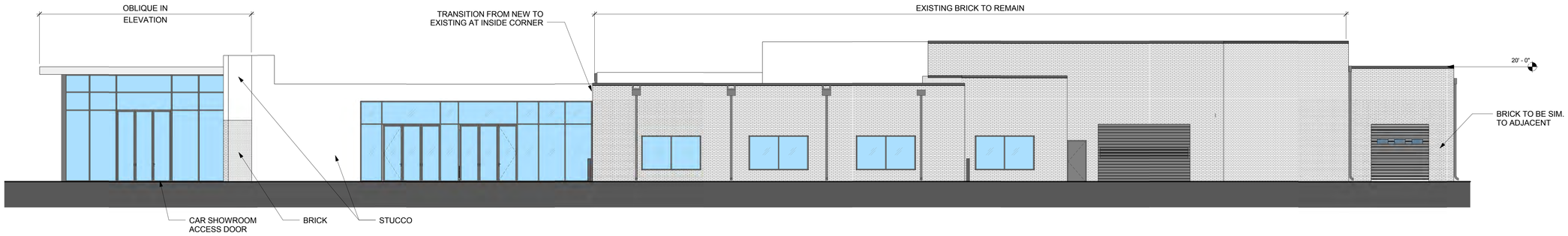
Scale: 1/8" = 1'-0"

TRUE NORTH

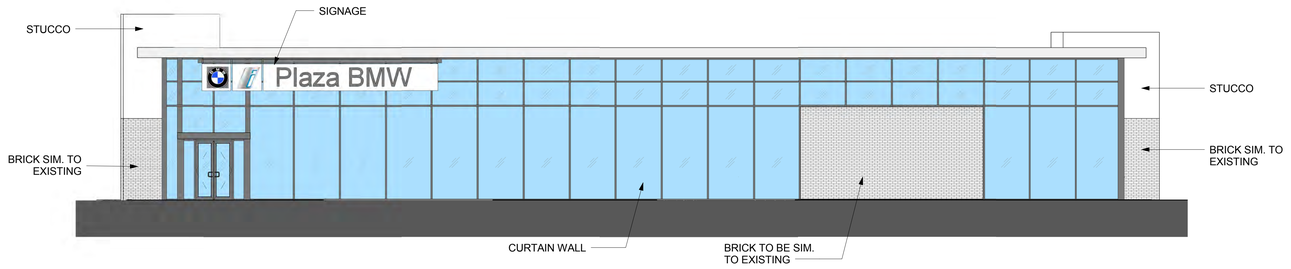
04/08/2016

ASBURY AUTOMOTIVE GROUP

Attachment: 2016-04-08 - Plaza BMW - Presentation Set (2) (2469 : 17-019 Plaza BMW Renovation and Addition)

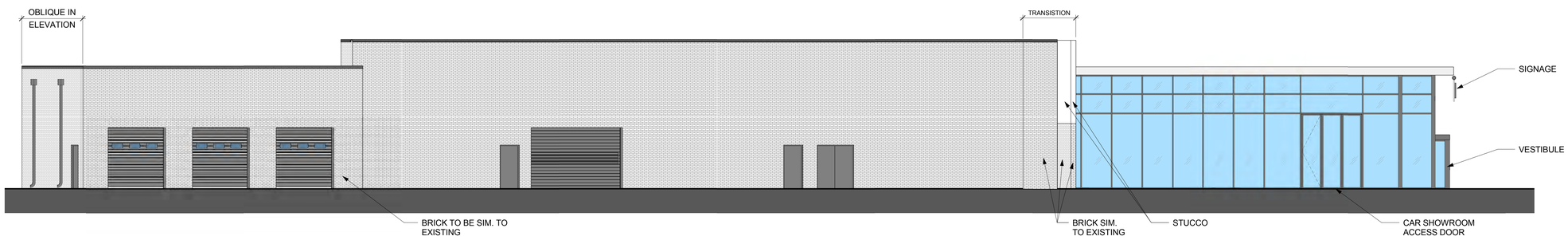


WEST ELEVATION



NORTH ELEVATION

SOUTH ELEVATION



EAST ELEVATION

PRAXIS3
architecture + multidisciplinary design

PLAZA BMW

Exterior Elevations

Scale: 3/32" = 1'-0"

04/08/2016

ASBURY
AUTOMOTIVE GROUP

Attachment: 2016-04-08 - Plaza BMW - Presentation Set (2) (2469 : 17-019 Plaza BMW Renovation and Addition)

PRAXIS3
architecture + multidisciplinary design

PLAZA BMW

Exterior Rendering Looking West

04/08/2016

ASBURY
AUTOMOTIVE GROUP

Attachment: 2016-04-06 - Plaza BMW - Presentation Set (2) (2469 : 17-019 Plaza BMW Renovation and Addition)

PRAXIS3
architecture + multidisciplinary design

PLAZA BMW

Exterior Rendering Looking East

04/08/2016

ASBURY
AUTOMOTIVE GROUP

Attachment: 2016-04-08 - Plaza BMW - Presentation Set (2) (2469 : 17-019 Plaza BMW Renovation and Addition)

PRAXIS3
architecture + multidisciplinary design

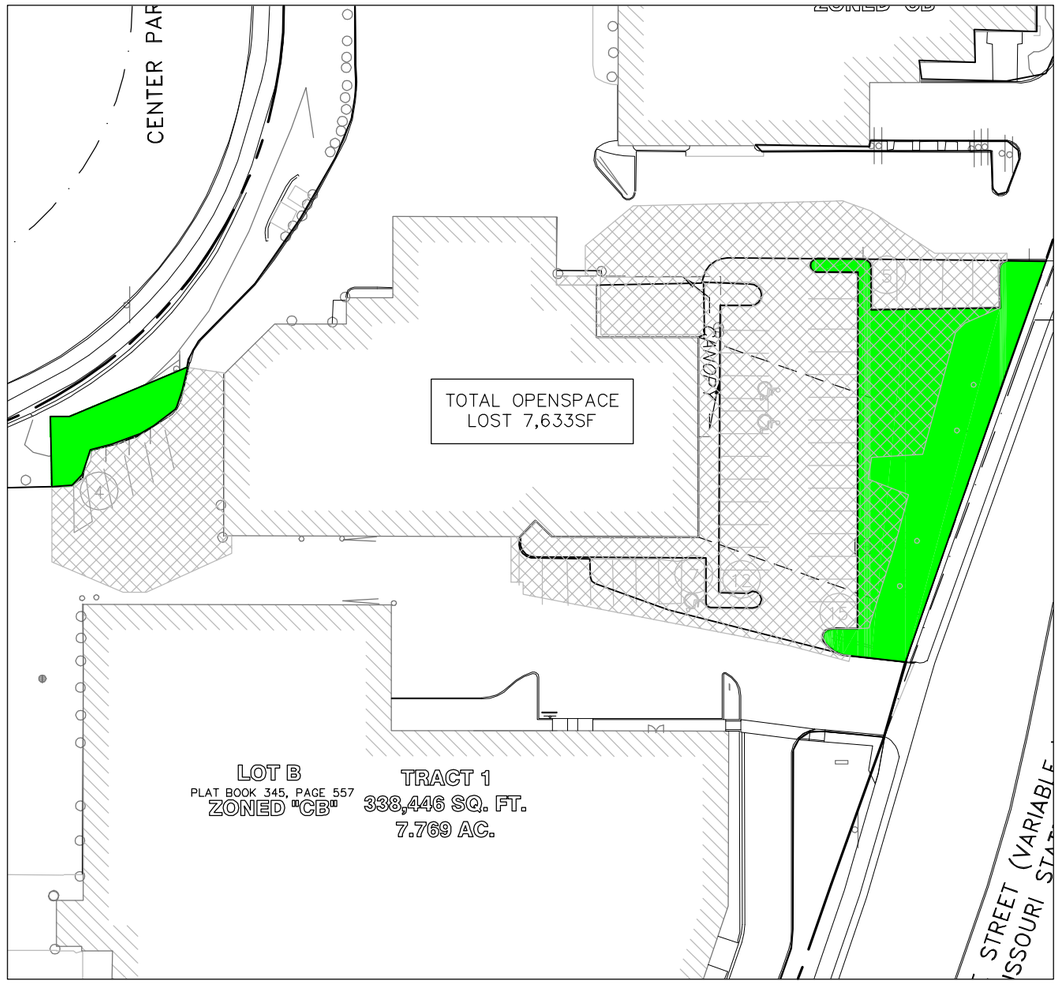
PLAZA BMW

Exterior Rendering Looking South

04/08/2016

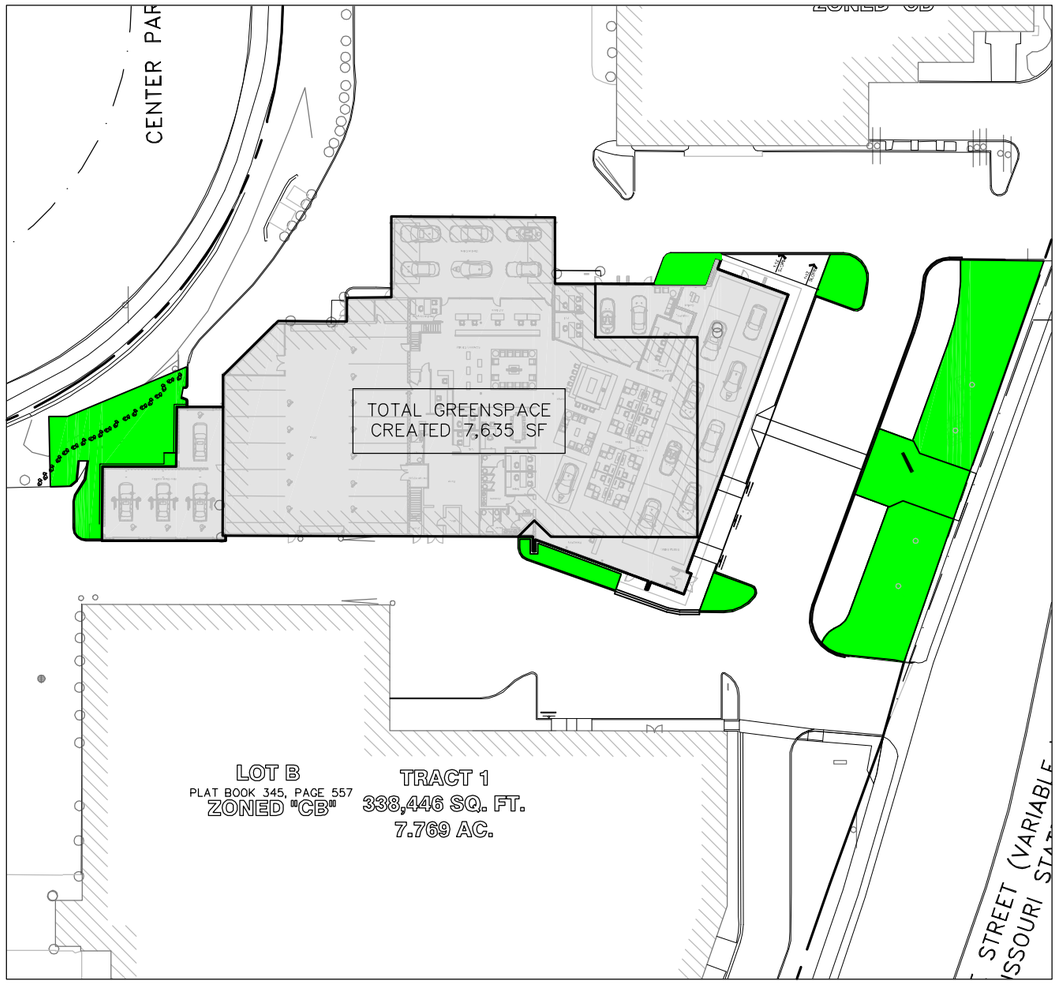
ASBURY
AUTOMOTIVE GROUP

Attachment: 2016-04-08 - Plaza BMW - Presentation Set (2) (2469 : 17-019 Plaza BMW Renovation and Addition)



1 **EXISTING OPENSPACE**

SCALE 1"=60'



2 **PROPOSED OPENSPACE**

SCALE 1"=60'

GRIMES CONSULTING, INC.
Civil Engineering & Surveying Services
12300 OLD TESSON ROAD, SUITE 300D
ST. LOUIS, MO. 63128
PH. (314) 849-6100
FAX (314) 849-6010
www.grimesconsulting.com

DRAWN BY:	DATE:	CHECKED BY:	DATE:	JOB NUMBER:	SHEET:
JLW	3/24/16	LJM	3/24/16	2757B	1 of 1

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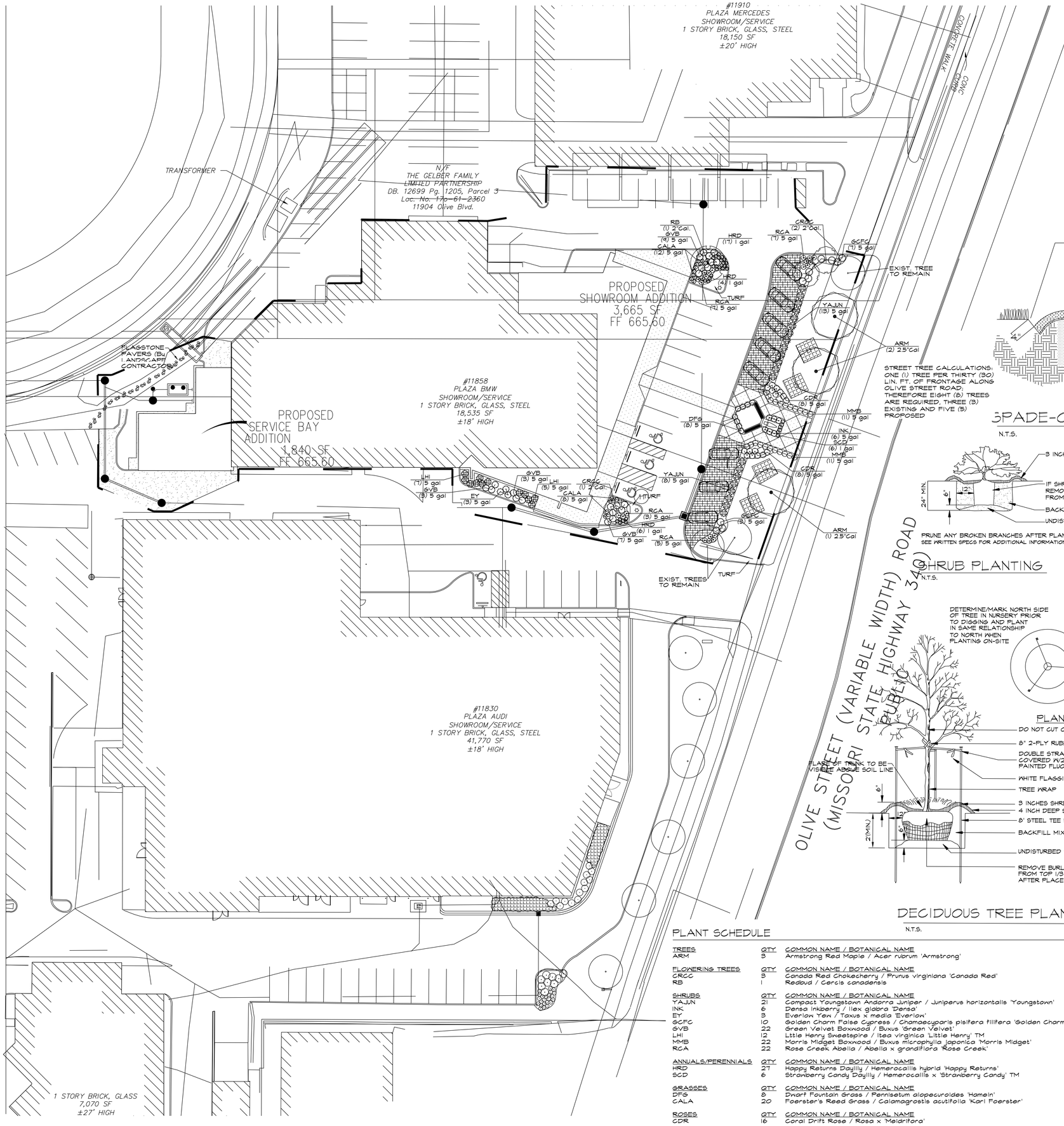
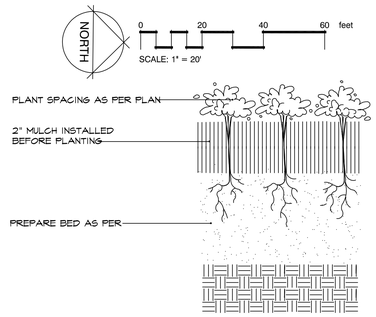
J:\2757\2757B\Engineering\SDP\2757 Site SDP-rev1.dwg\4/11/2016 11:35 AM\Jim Whisler

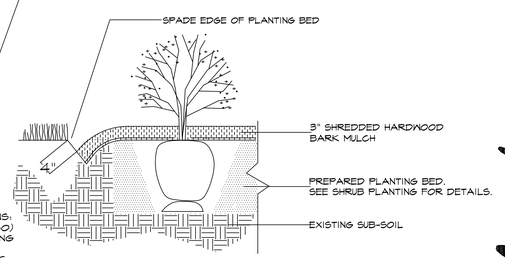
Attachment: Open Space (2469 : 17-019 Plaza BMW Renovation and Addition)





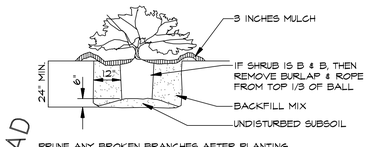
PERENNIAL PLANTING

N.T.S.



SPADE-CUT EDGE DETAIL

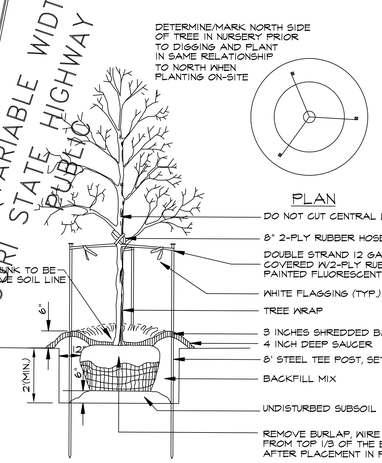
N.T.S.



PRUNE ANY BROKEN BRANCHES AFTER PLANTING, SEE WRITTEN SPECS FOR ADDITIONAL INFORMATION.

SHRUB PLANTING

N.T.S.



DECIDUOUS TREE PLANTING

N.T.S.

PLANT SCHEDULE

TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
ARM	3	Armstrong Red Maple / Acer rubrum 'Armstrong'	2.5"Cal
FLOWERING TREES	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
CRCC	3	Canada Red Chokecherry / Prunus virginiana 'Canada Red'	2"Cal.
RB	1	Redbud / Cercis canadensis	2"Cal.
SHRUBS	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
YAJUN	21	Compact Youngstown Andorra Juniper / Juniperus horizontalis 'Youngstown'	5 gal
INK	6	Densa Inkberry / Ilex glabra 'Densa'	5 gal
EY	3	Everlow Yew / Taxus x media 'Everlow'	5 gal
GCFC	10	Golden Charm False Cypress / Chamaecyparis pisifera filifera 'Golden Charm'	5 gal
GVB	22	Green Velvet Boxwood / Buxus 'Green Velvet'	5 gal
LHI	12	Little Henry Sweetspire / Itea virginica 'Little Henry' TM	5 gal
MMB	22	Morris Midget Boxwood / Buxus microphylla japonica 'Morris Midget'	5 gal
RCA	22	Rose Creek Abelia / Abelia x grandiflora 'Rose Creek'	5 gal
ANNUALS/PERENNIALS	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
HRD	27	Happy Returns Daylily / Hemerocallis hybrid 'Happy Returns'	1 gal
SCD	6	Strawberry Candy Daylily / Hemerocallis x 'Strawberry Candy' TM	1 gal
GRASSES	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
DFG	8	Dwarf Fountain Grass / Pennisetum alopecuroides 'Hameln'	5 gal
CALA	20	Foerster's Reed Grass / Calamagrostis acutifolia 'Karl Foerster'	5 gal
ROSES	**QTY**	**COMMON NAME / BOTANICAL NAME**	**SIZE**
CDR	16	Coral Drift Rose / Rosa x 'Meidrifora'	5 gal

LANDSCAPE GUIDELINE SPECS:

GENERAL:

1.) All natural vegetation shall be maintained where it does not interfere with construction or the permanent plan of operation. Every effort possible shall be made to protect existing structures or vegetation from damage due to equipment usage. Contractor shall at all times protect all materials and work against injury to public.
2.) The landscape contractor shall be responsible for any coordination and sequencing with other site related work being performed by other contractors. Refer to additional drawings for further coordination of work to be done.
3.) Underground facilities, structures and utilities must be considered approximate only. There may be others not presently known or shown. It shall be the landscape contractor's responsibility to determine or verify the existence of and exact location of the above (call 1-800-DIG-RITE in Missouri).
4.) Plant material are to be planted in the same relationship to grade as was grown in nursery conditions. All planting beds shall be cultivated to 6" depth minimum and graded smooth immediately before planting of plants. Plant groundcover to within 12" of trunk of trees or shrubs planted within the area.
5.) It shall be the landscape contractor's responsibility to:
A.) Verify all existing and proposed features shown on the drawings prior to commencement of work.
B.) Report all discrepancies found with regard to existing conditions or proposed design to the landscape architect immediately for a decision.
C.) Stake the locations of all proposed plant material and obtain the approval of the owner's representative or landscape architect ten (10) days prior to installation.
6.) Items shown on this drawing take precedence over the material list. It shall be the landscape contractor's responsibility to verify all quantities and conditions prior to implementation of this plan. No substitutions of types or size of plant materials will be accepted without written approval from the landscape architect.
7.) All plant material shall comply with the recommendations and requirements of ANSI Z60.1 "American Standards for Nursery Stock".
8.) It shall be the contractor's responsibility to provide for inspection of the plant material by the Landscape Architect (or Owners' Representative) prior to acceptance. Landscape Architect may inspect plants before, during or after installation. Plants not conforming exactly to the plant list will not be accepted and shall be replaced at the landscape contractor's expense.
9.) All bids are to have unit prices listed. The Owner has the option to delete any portion of the contract prior to signing the contract or beginning work. This will be a unit price contract; quotes shall be valid for 12 months.
10.) Should auger equipment be utilized in excavating any plant pits, vertical sides of plant pits shall be scarified to avoid creation of "polished side walls" prior to plant material installation.
11.) All excess topsoil, rocks, debris and/or tainted soils shall be removed by the general contractor prior to point project is turned over to the landscape contractor to commence landscape installation.

INSURANCE:

1.) The landscape contractor shall submit certificates of insurance for workman's compensation and general liability.

MULCH:

1.) All mulch to be shredded oak bark mulch at 3" depth (after compaction) unless otherwise noted. Mulch shall be clean and free of all foreign materials, including weeds, mold, deleterious materials, etc.
2.) No plastic sheeting or filter fabric shall be placed beneath shredded bark mulch beds. Mirafi fabric shall be used beneath all gravel mulch beds.
3.) Edge all beds with spade-cut edge unless otherwise noted.

TOPSOIL:

1.) Topsoil mix for all proposed landscape plantings shall be five (5) parts well-drained screened organic topsoil to one (1) part Canadian sphagnum peat moss as per planting details. Roto-till topsoil mix to a depth of 6" minimum and grade smooth.
2.) Provide a soil analysis, as requested, made by an independent soil-testing agency outlining the % of organic matter, inorganic matter, deleterious material, pH and mineral content.
3.) Any foreign topsoil used shall be free of roots, stumps, weeds, brush, stones (larger than 1"), litter or any other extraneous or toxic material. Landscape contractor shall be fully responsible for correcting all negative soil issues prior to plant installation. Killing and removal of all weeds shall be the responsibility of the landscape contractor as part of this task.
4.) Landscape contractor to apply pre-emergent herbicide to all planting beds upon completion of planting operations and before application of shredded bark mulch.

TURF:

1.) All disturbed lawn areas to be sodded with a high-quality Turf-Type Fescue. Lawn areas shall be unconditionally warranted for a period of 90 days from date of final acceptance. Bare areas more than one square foot per any 50 square feet shall be replaced.
2.) The turf contractor shall be responsible for protection of finished grade; restore and repair any erosion or water damage and obtain owners' approval prior to seeding or sod installation.
3.) Sod shall be cut as a uniform thickness of 3/4". No broken pieces, irregular pieces or torn pieces will be accepted.
4.) Any points carrying concentrated water loads and all slopes of 15% or greater shall be sodded.
5.) All sod shall be placed a maximum of 24 hours after harvesting.
6.) Reconditon existing lawn areas damaged by Contractor's operations including equipment/material storage and movement of vehicles.
7.) Sod Contractor to ensure sod is placed below sidewalk and all paved area elevations to allow for proper drainage.

WARRANTY:

1.) All plant material (excluding ground cover, perennials and annuals) are to be warranted for a period of 12 months after complete installation of all landscape material at 100% of the installed price.
2.) Any plant material found to be defective shall be removed and replaced within 30 days of notification or in growth season determined to be best for that plant.
3.) Only one replacement per tree or shrub shall be required at the end of the warranty period, unless loss is due to failure to comply with warranty.
4.) Lawn establishment period will be in effect once the lawn has been mowed three times. Plant establishment period shall commence on the date of acceptance and 100% completion.

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STATE OF MISSOURI
RANDALL W. MARDIS
NUMBER 019
REGISTERED LANDSCAPE ARCHITECT

RANDALL W. MARDIS
MISSOURI LANDSCAPE ARCHITECT #000019
DATE: 04-08-16

landscape TECHNOLOGIES
67 Jacobs Creek Drive
St. Charles, Missouri 63304
MO Landscape Architectural Corporation #2008005782
(636) 928-1250
Fax: (636) 220-3563

Rev	Date	Comments

Client:

Asbury Automotive Group

200 SW 1st Avenue
Suite 1400
Ft. Lauderdale, FL 333301

Project:

Plaza BMW Creve Coeur

11830 Olive Blvd.
Creve Coeur, MO 63141

Project Number: -
Grimes Project Number: 2757B

Site Key Plan:

Sheet Title:

Master Planting Plan, Plant Schedule, Notes and Planting Details

Sheet Number:

L-1 of 1

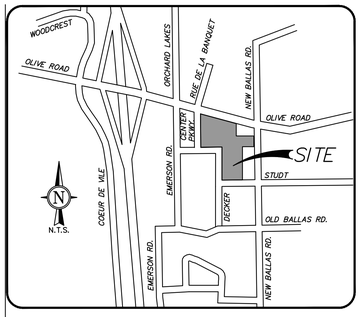
RELEASED FOR CONSTRUCTION AND PERMIT

Attachment: Plaza BMW (2469 : 17-019 Plaza BMW Renovation and Addition)

Attachment: Site Plan (2469 : 17-019 Plaza BMW Renovation and Addition)

SITE DEVELOPMENT PLAN
PLAZA BMW

A TRACT OF LAND BEING PART OF LOT B OF "THE BOUNDARY ADJUSTMENT PLAT OF A TRACT OF LAND BEING PART OF LOTS 3 & 4 OF "STUDT'S HOME PLACE" LOT 7 OF THE LAKE HOUSE FARM SUBDIVISION AND PART OF VACATED DECKER LANE" PART LOTS 1, 2 & 3 OF LAKE HOUSE FARM PLAT NO. 2 PART OF LOTS 7 & 8 OF THE LAKE HOUSE FARM SUBDIVISION IN SECTION 3, TOWNSHIP 45 NORTH, RANGE 5 EAST IN THE CITY OF CREVE COEUR, THE COUNTY OF ST. LOUIS, MISSOURI



LEGAL DESCRIPTION

A tract of land situated in the City of Creve Coeur, the County of St. Louis, and the State of Missouri, lying in part of Section 3, Township 45 North, Range 5 East, being part of Lot B of the Boundary Adjustment Plat of part of Lots 3 & 4 of 'Studt's Home Place', part of Lot 7 of the 'Lake House Farm Subdivision', and part of Vacated Decker Lane, said Boundary Adjustment filed for record in Plat Book 345 page 557 of the Land Records of said St. Louis County, Missouri, and part of Lot 7 of The Lake House Farm Subdivision as filed for record in Plat Book 9 page 74 of the land records of the City (former County) of St. Louis, and part of Lots 1, 2, and 3 of Lake House Farm Plat No. 2, a subdivision filed for record in Plat Book 43 page 16 of said Land records of St. Louis County, Missouri, and being more particularly described as follows:

BEGINNING at the Southeast corner of said Lot B, said corner being on the North right-of-way line of Studt Avenue, 50 feet wide; thence along said North right-of-way line of Studt Avenue, N89°04'04"W a distance of 163.94 feet to a point of curvature; thence 38.91 feet along the arc of a curve to the right, having a radius of 25.00 feet, through a central angle of 89°10'00", with a chord that bears N44°29'04"W a distance of 35.10 feet to a point of tangency on the East right-of-way line of Decker Lane, 50 feet wide; thence continuing along said East right-of-way line of Decker Lane, N00°05'56"E a distance of 389.19 feet; thence continuing along said East right-of-way line of Decker Lane S89°49'09"E a distance of 5.00 feet; thence continuing along said East right-of-way line of Decker Lane, N00°05'56"E a distance of 24.45 feet to a point of curvature; thence continuing along said East right-of-way line of Decker Lane, 282.74 feet along the arc of a curve to the left, having a radius of 180.00 feet, through a central angle of 90°00'00", with a chord that bears N44°54'04"W a distance of 254.56 feet to a point of tangency on the North right-of-way line of said Decker Lane; thence along said North right-of-way line of said Decker Lane, N89°54'04"W a distance of 66.85 feet to a point of curvature; thence 61.26 feet along the arc of a curve to the right, having a radius of 39.00 feet, through a central angle of 90°00'00", with a chord that bears N44°54'04"W a distance of 55.15 feet to a point of tangency on the East right-of-way line of Center Parkway Drive, 80 feet wide; thence along said East right-of-way line of Center Parkway Drive, N00°05'56"E a distance of 262.26 feet; thence continuing along said East right-of-way line of Center Parkway Drive, N89°40'21"E a distance of 1.47 feet; thence 97.57 feet along the arc of a curve to the right, having a radius of 50.88 feet, through a central angle of 109°52'22", with a chord that bears N54°25'26"E a distance of 83.30 feet to the Southern right-of-way line of Olive Street Road (Missouri State Route 340), width varies; thence along said Southern right-of-way line of Olive Street Road, S70°38'23"E a distance of 192.50 feet; thence continuing along said Southern right-of-way line of Olive Street Road, S70°38'25"E a distance of 116.96 feet; thence continuing along said Southern right-of-way line of Olive Street Road, S74°08'01"E a distance of 37.14 feet; thence S70°09'48"E a distance of 61.01 feet; thence continuing along said Southern right-of-way line of Olive Street Road, S70°45'53"E a distance of 91.84 feet to a point of curvature; thence continuing along said Southern right-of-way line of Olive Street Road, 62.91 feet along the arc of a curve to the left, having a radius of 2,920.93 feet, through a central angle of 01°14'02", with a chord that bears S71°22'54"E a distance of 62.91 feet to the intersection of said Southern right-of-way line of Olive Street Road and the West line of a tract of land conveyed to Western Oil, Inc. as described in Deed Book 15603 Page 315 of said Land records of St. Louis County, Missouri; thence leaving said Southern right-of-way line of Olive Street Road along said West line of the Western Oil, Inc. tract, S00°10'51"W a distance of 174.40 feet to the Southwest corner of said Western Oil, Inc. tract; thence along the South line of said Western Oil, Inc. tract, S89°49'09"E a distance of 159.73 feet to the intersection of said South line of said Western Oil, Inc. tract and the West right-of-way line of New Ballas Road, width varies; thence leaving said South line of said Western Oil, Inc. tract along said West right-of-way line of New Ballas Road, S02°06'51"W a distance of 69.94 feet to a point of curvature; thence continuing along said West right-of-way line of New Ballas Road, 118.62 feet along the arc of a curve to the left, having a radius of 2,905.00 feet, through a central angle of 02°20'22", with a chord that bears S00°56'40"W a distance of 118.61 feet to the intersection of said West right-of-way line of New Ballas Road and the North line of Lot A of said Boundary Adjustment Plat filed for record in Plat Book 345 page 55; thence leaving said West right-of-way line of New Ballas Road along said North line of Lot A, N89°49'09"W a distance of 204.60 feet; thence continuing along said North line of Lot A, S00°05'56"W a distance of 4.75 feet; thence continuing along said North line of Lot A, N89°49'09"W a distance of 94.46 feet to the Northwest corner of said Lot A; thence along the West line of said lot A, S00°05'56"W a distance of 28.37 feet; thence continuing along said West line of Lot A, S89°49'09"E a distance of 12.34 feet; thence continuing along said West line of Lot A, S00°05'56"W a distance of 392.17 feet to the point of beginning.

Containing 7.769 Acres.

PREPARED FOR:
ASBURY AUTOMOTIVE GROUP
CONTACT: BRAIN DEPOULI
2905 PREMIERE PARKWAY, SUITE 300
DULUTH, GA 30097
PH: (770)418-8343

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STATE OF MISSOURI
LEONARD J. MEERS
NUMBER E-28288
REGISTERED PROFESSIONAL ENGINEER

LEONARD J. MEERS
PROFESSIONAL ENGINEER
E-28288

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Rev	Date	Comments

Client:
Asbury Automotive Group
200 SW 1st Avenue
Suite 1400
Ft. Lauderdale, FL 333301

Project:
Plaza BMW Creve Coeur
11858Olive Blvd.
Creve Coeur, MO 63141

Project Number: -
Grimes Project Number: 2757B

Site Key Plan:

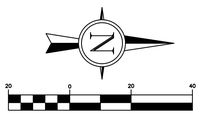
Sheet Title:
EXISTING SITE PLAN

Sheet Number:
C1.0

100% REVIEW SET

MSD BASE MAP 1702
MSD P-16463-05
LOC. NO. 170612359
ZIP CODE 63141

Attachment: Site Plan (2669 : 17-019 Plaza BMW Renovation and Addition)



PERTINENT DATA

SITE ADDRESS	11830–11912 OLIVE BLVD. 700–740 DECKER LN ST. LOUIS, MO 63141
LOCATOR NUMBER	170 61 2359, 2360, 2371, 2372 0951 & 0952
EXISTING ZONING	CORE BUSINESS DISTRICT
SITE AREA	7.77 ACRES
WATER SHED	DEER CREEK
WATER DISTRICT	MISSOURI–AMERICAN WATER
FIRE DISTRICT	CREVE COEUR
SCHOOL DISTRICT	PARKWAY
SEWER DISTRICT	M.S.D.
GAS SERVICE	LACLEDE GAS
ELECTRIC SERVICE	AMEREN UE
PHONE SERVICE	AT&T
FEMA MAP NUMBER	29189C0162H DATE: AUGUST 2, 1995

LOT COVERAGE

EXISTING LOT = 7.77 ACRES

PROPOSED LOT TOTAL = 338,446 SF (7.77 ACRES)
TOTAL BUILING/PARKING = 293,898 SF
TOTAL GRASS/SIDEWALK = 44,487 SF
PERCENT BUILDING/PARKING = 86.8%

BUILDING AREA = 136,770 SF
RATIO OF FLOOR AREA TO SITE AREA (FAR) = 40.4%

OPENSPACE LOST = 7,633 SF
OPENSPACE ADDED = 7,635 SF

PARKING COUNT

EXISTING PARKING STALLS	685 SPACES
PARKING STALLS REMOVED	–9 SPACES
PARKING STALLS ADDED	+7 SPACES
TOTAL AFTER AUDI PARKING STALLS	683 SPACES
PARKING STALLS REMOVED	–43 SPACES
PARKING STALLS ADDED	+11 SPACES
TOTAL AFTER BMW PARKING STALLS	651 SPACES

PROPOSED SHOWROOM ADDITION
3,685 SF
FF 665.60

PROPOSED SERVICE BAY ADDITION
1,840 SF
FF 665.60

#11858
PLAZA BMW
SHOWROOM/SERVICE
1 STORY BRICK, GLASS, STEEL
18,535 SF
±18' HIGH

1 STORY BRICK, GLASS
7,070 SF
±27' HIGH

#11830
PLAZA AUDI
SHOWROOM/SERVICE
1 STORY BRICK, GLASS, STEEL
41,770 SF
±18' HIGH

ZONED "CB"

LOT B
PLAT BOOK 345, PAGE 557
ZONED "CB"

TRACT 1
338,446 SQ. FT.
7.769 AC.

CENTER PARKWAY

OLIVE STREET (VARIABLE WIDTH)
(MISSOURI STATE HIGHWAY 340)
PUBLIC ROAD

N/F
THE GELBER FAMILY
LIMITED PARTNERSHIP
DB. 12699 Pg. 1205,
Parcel 2
Loc. No. 170–61–2272
749 Decker Lane

N/F
THE GELBER FAMILY
LIMITED PARTNERSHIP
DB. 12699 Pg. 1205, Parcel 3
Loc. No. 170–61–2360
11904 Olive Blvd.

N/F
ASBURY AUTOMOTIVE ST. LOUIS, L.L.C.
DB. 14562 Pg.2780, Parcel 1
Loc. No. 170–61–2359
11830 Olive Blvd.

N/F
SHOPS, L.L.C.
Pg. 2260
33–1221
Ballas Road

A, PAGE 557 "CB"

B

PREPARED FOR:
ASBURY AUTOMOTIVE GROUP
CONTACT: BRAIN DEPOUILI
2905 PREMIERE PARKWAY, SUITE 300
DULUTH, GA 30097
PH: (770)418–8343

MSD BASE MAP 1702
MSD P–16463–05
LOC. NO. 170612359
ZIP CODE 63141

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STATE OF MISSOURI
LEONARD J. MEERS
NOTARIAL SEAL
NUMBER E-28288
PROFESSIONAL ENGINEER
4/11/16

LEONARD J. MEERS
PROFESSIONAL ENGINEER
E–28288

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Project Number: -
Grimes Project Number: 2757B

Site Key Plan:

Sheet Title:
SITE PLAN

Sheet Number:
C2.0

100% REVIEW SET

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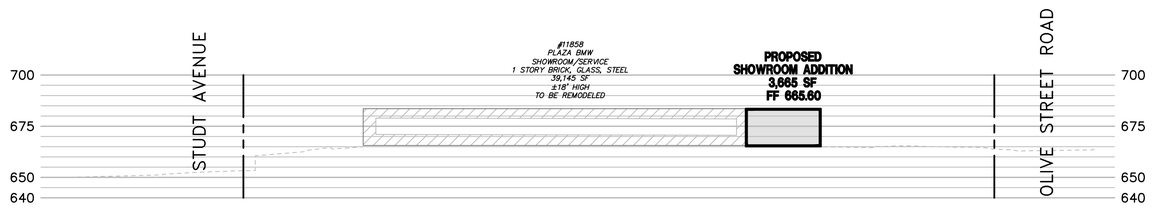
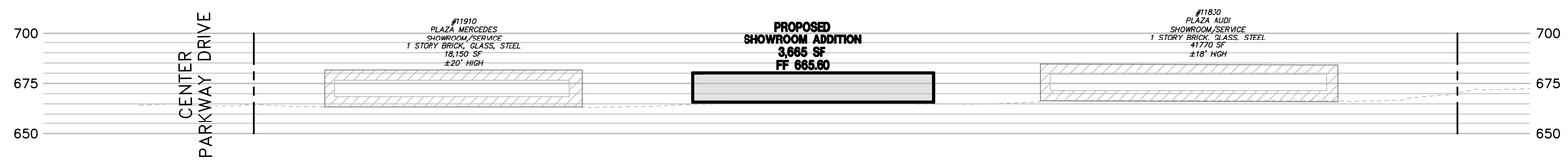
Attachment: Site Plan (2469 : 17-019 Plaza BMW Renovation and Addition)



SECTION A-A



SECTION B-B

SCALE:

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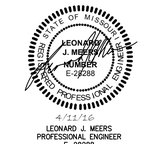

LEONARD J. MEERS
PROFESSIONAL ENGINEER
E-28288

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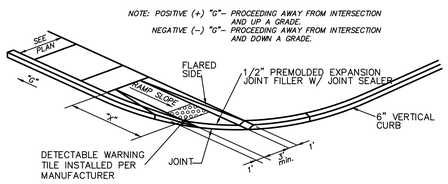
Rev	Date	Comments

CURB RAMPS NOTES

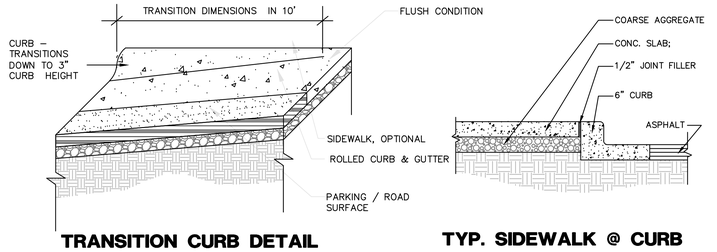
1. DO NOT SCALE DRAWING. FOLLOW DIMENSIONS.
2. SIDEWALKS AND SIDEWALK CURB RAMPS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THESE DETAILS AND THE CURRENT APPROVED "AMERICANS WITH DISABILITIES ACT ACCESSIBILITY GUIDELINES" (ADAAG).
3. MINIMUM SIDEWALK WIDTH ALONG 6" VERTICAL CURB SHALL BE 5 FEET.
4. MAXIMUM SIDEWALK CROSS SLOPE 0.02"/FT.PROVIDE A LANDING AT THE TOP OF EACH STRAIGHT RAMP WHEN THE GRADE ALONG CURB ("G") IS GREATER THAN +2% AND LESS THAN +7%. FOR OTHER VALUES OF "G", INCLUDING ALL NEGATIVE (–) VALUES, NO LANDING IS REQUIRED.
5. IF INTEGRAL CONCRETE CURB IS CONSTRUCTED, STRIKE A DUMMY JOINT ACROSS BOTTOM OF RAMP AT CURB LINE.
6. A DETECTABLE WARNING CONSISTING OF TRUNCATED DOMES SHALL BE PLACED AT EACH CURB RAMP. IF CURB CUTS ARE USED TO ALLOW A CROSSWALK TO PASS THROUGH AN ISLAND THEN DETECTABLE WARNINGS SHALL BE PLACED AT EACH EXIT POINT FROM THE ISLAND.
7. THE DETECTABLE WARNING SHALL BE A PRE–MOLDED TILE CAST DIRECTLY INTO THE CONCRETE.
8. THE WARNING SURFACE SHALL CONTRAST VISUALLY WITH ADJOINING SURFACES, EITHER LIGHT ON DARK, OR DARK ON LIGHT.
9. THE DETECTABLE WARNING SHALL BE PLACED WITHIN 6 TO 8 INCHES OF THE CURB LINE.
10. THE DETECTABLE WARNING SHALL EXTEND 24 INCHES IN THE DIRECTION OF TRAVEL AND THE FULL WIDTH OF THE RAMP, LANDING, OR BLENDED TRANSITION.
11. TRANSITIONS FROM RAMPS TO WALKS, GUTTERS, OR STREETS SHALL BE FLUSH AND FREE OF ABRUPT CHANGES.

"G" GRADE ALONG CURB (%)	"X" MIN. LENGTH OF RAMP SLOPE (L.F.)
NEGATIVE (–) VALUES	6
0 TO +1	7
+1.01 TO +2	8
+2.01 TO +3	10
+3.01 TO +4	12
GREATER THAN +4	15

NOTE: POSITIVE (+) "G"– PROCEEDING AWAY FROM INTERSECTION AND UP A GRADE.
NEGATIVE (–) "G"– PROCEEDING AWAY FROM INTERSECTION AND DOWN A GRADE.

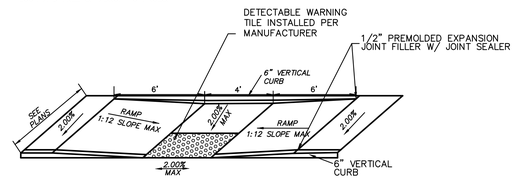


STRAIGHT CURB RAMP (TYPE 2)

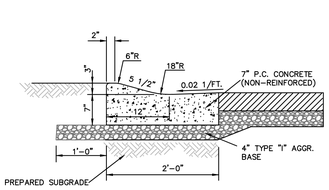


TRANSITION CURB DETAIL

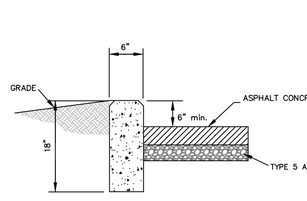
TYP. SIDEWALK @ CURB



PARALLEL CURB RAMP - 6" VERTICAL CURB (TYPE 10)

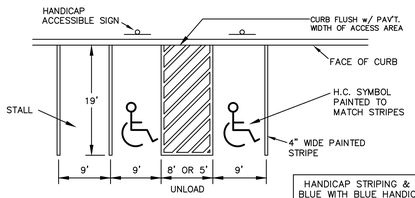


ROLLED CURB AND GUTTER DETAIL



NOTES:
1. ALL CONCRETE SHALL BE MIN. FC.=3000 P.S.I.
2. ALL REINFORCING STEEL SHALL BE GRADE 60.
3. ALL CONSTRUCTION MATERIALS AND METHODS OF CONSTRUCTION SHALL BE IN ACCORDANCE WITH ST. LOUIS COUNTY DEPARTMENT OF HIGHWAYS & TRAFFIC.
4. ANY UNSUITABLE SOIL (AS DETERMINED BY SOILS ENGINEER) BELOW STRUCTURE SHALL BE REMOVED AND REPLACED WITH SELECT EARTHEN MATERIAL COMPACTED IN PLACE WITH VIBRATORY TAMPER.
5. ALL EXPOSED CONCRETE EDGES TO HAVE 3/4" CHAMFER.
6. PROVIDE 1/2" EXPANSION JOINTS AT 20' CENTERS.

18" BARRIER CURB

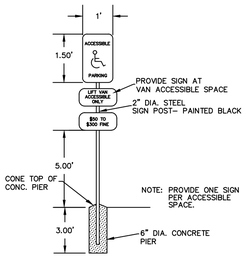


NOTE: ONE IN EVERY FOUR ACCESSIBLE SPACES, BUT NOT LESS THAN ONE, SHALL BE SERVED BY AN ACCESS AISLE A MINIMUM OF NINETY–SIX INCHES WIDE AND SHALL BE DESIGNATED "LIFT VAN ACCESSIBLE ONLY"

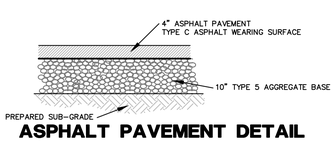
TYPICAL HANDICAP PARKING STALLS

HANDICAP STRIPING & SIGN TO BE BLUE WITH BLUE HANDICAP SYMBOLS ALL OTHER STRIPING TO BE WHITE (PAINT PER SPECIFICATIONS)

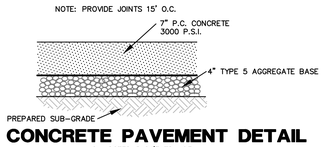
HANDICAP PARKING DETAILS



ACCESSIBLE PARKING SIGN

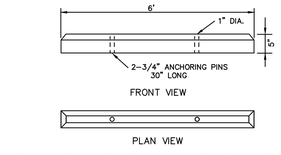


ASPHALT PAVEMENT DETAIL

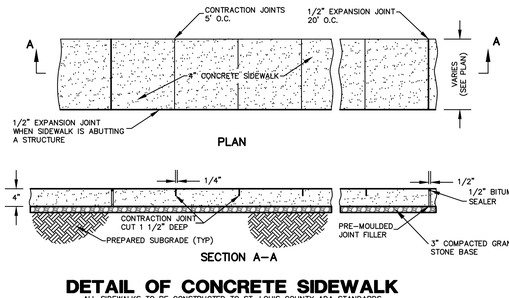


CONCRETE PAVEMENT DETAIL

DUMPSTER PAD/ENTRANCE



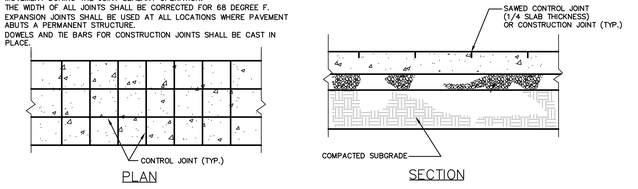
PRE-CAST PARKING BUMPER



DETAIL OF CONCRETE SIDEWALK

ALL SIDEWALKS TO BE CONSTRUCTED TO ST. LOUIS COUNTY ADA STANDARDS

NOTES:
1. LONGITUDINAL AND TRANSVERSE JOINTS SHALL BE SAWED AS INDICATED.
2. THE JOINT SEAL MANUFACTURER'S SPECIFICATIONS SHALL BE COMPATIBLE WITH THE JOINT CONFIGURATION. PROVIDE TYPICAL DETAILS FOR CONSTRUCTION & EXP. JTS.
3. FOR ALL JOINTS THE BACKER ROD MATERIAL SHALL BE COMPATIBLE WITH THE COLD POURED SEALANT AND SLIGHTLY OVERSIZED TO PREVENT MOVEMENT DURING THE JOINT SEALANT OPERATION.
4. THE WIDTH OF ALL JOINTS SHALL BE CORRECTED FOR 68 DEGREE F.
5. EXPANSION JOINTS SHALL BE USED AT ALL LOCATIONS WHERE PAVEMENT ABUTS A PERMANENT STRUCTURE.
6. DOWELS AND TIE BARS FOR CONSTRUCTION JOINTS SHALL BE CAST IN PLACE.



CONCRETE PAVEMENT DETAIL

PREPARED FOR:
ASBURY AUTOMOTIVE GROUP
CONTACT: BRAIN DEPOULI
2905 PREMIERE PARKWAY, SUITE 300
DULUTH, GA 30097
PH: (770)418–8343

MSD BASE MAP 1702
MSD P–16463–05
LOC. NO. 170612359
ZIP CODE 63141

Client:
Asbury Automotive Group
200 SW 1st Avenue
Suite 1400
Ft. Lauderdale, FL 333301

Project:
Plaza BMW Creve Coeur
11858Olive Blvd.
Creve Coeur, MO 63141

Project Number: -
Grimes Project Number: 2757B

Site Key Plan:

Sheet Title:
SITE SECTIONS

Sheet Number:
C3.0

100% REVIEW SET

J:\2537\Plans\Plaza\LR-TitleBlock.dwg\2/5/2013 11:19 AM\Jim Whisler
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BILL NUMBER 3220

ORDINANCE NUMBER 2240

AN ORDINANCE TO REPEAL ORDINANCES 1862, 1777, 1376, 1368 AND 1321 AND TO AUTHORIZE A NEW ORDINANCE FOR THE ISSUANCE OF A CONDITIONAL USE PERMIT FOR THE OPERATION OF AN AUTOMOBILE SALES AND SERVICE FACILITIES AND ALSO TO AUTHORIZE AUTOMOBILE LEASING FACILITIES BY THE PLAZA MOTORS COMPANY AT 11830 OLIVE BOULEVARD, IN THE 'CB' CORE BUSINESS DISTRICT, SUBJECT TO THE CONDITIONS HEREIN SETFORTH

WHEREAS, application was made by Mr. Dan Tate, on behalf of the Plaza Motors Company, for a Conditional Use Permit and Site Development Plan for a proposed Lexus Dealership on the properties comprising five (5) acres between Emerson Road and Decker Lane, zoned CB, Core Business District, and

WHEREAS, Community Development staff recommended the repeal of all prior ordinances for Plaza Motors Company and the passage of a single ordinance for the entire Plaza Motors campus including the proposed Lexus Dealership, and

WHEREAS, under Section 26-43.3(f), automotive dealerships and 26-43.3(i) auto rental and leasing require the issuance of a Conditional Use Permit as defined under Section 26-114, and

WHEREAS, on October 7, 2003, the Planning and Zoning Commission of the City of Creve Coeur, by unanimous vote recommended approval of said application as per Section 26-114.4(b), and

WHEREAS, a Public Hearing was held by the Creve Coeur City Council on October 27, 2003 beginning at 7:00 p.m. or immediately following the close of the previous Public Hearing, on said application for the Conditional Use Permit as provided by Article 9, Section 26-114 of Ordinance Number 1903 of the City of Creve Coeur, and

WHEREAS, notice of publication for said Public Hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian on October 10, 2003 and in the West County Journal on October 12, 2003 newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

Now, therefore, be it Ordained by the City Council of the City of Creve Coeur as follows:

Attachment: ORDINANCE 2240 (2469 : 17-019 Plaza BMW Renovation and Addition)

Section 1: The Conditional Use Permit authorized shall be subject to all ordinances, rules and regulations of the City of Creve Coeur and is issued pursuant to Section 3 hereof for the inclusion of the property commonly know as the Plaza Motors campus, zoned CB, Core Business District, subject to the hereinafter stated conditions, for the campus with boundaries established by the amended Site Concept prepared by TRI Architekts, Inc. and received by the Department of Community Development on September 25, 2003.

Section 2: The Conditional Use Permit granted shall be subject to all applicable statutes, ordinances, rules and regulations, and the following conditions:

1. This conditional use permit is for the operation of automobile sales and service facilities, SIC Code 5511, and automobile leasing facilities, SIC 7515.
2. The campus shall be developed in accordance with the approved Site Concept Plan prepared by TRI Architekts, Inc. and received by the Department of Community Development on October 16, 2003. Any future enlargement, extension, expansion or alteration in the use of the structures or campus, above and beyond the approved Site Concept Plan shall require approval by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the Conditional Use Permit before a Building Permit for the enlargement or alteration may be issued. Planned site development as shown on the approved Site Concept Plan shall be reviewed by City Council upon receipt of a recommendation by the Planning and Zoning Commission as required by Section 26-43.7(a) of the Zoning Ordinance.
3. The hours of operation shall not exceed 6:00 A.M. to 10:00 P.M.
4. All trash collection or dumpsters shall be properly screened from view as approved by the City of Creve Coeur.
5. Parking on the Plaza Motors Campus shall be restricted to the following:
   a) Parking shall be prohibited within 35 feet of the right-of-way along Center Parkway. The short-term staging of demonstration vehicles shall be allowed, providing that pavement markings and signage to delineate staging areas are installed, as directed by the Department of Community Development.
   b) Public parking shall be prohibited on internal driveways which are located between a line connecting the northeast corner of Building A (BMW/Cadillac showroom) and the northeast corner of Building B (Mercedes Benz showroom) and the Olive Boulevard right-of-way. The short-term staging of vehicles shall be allowed providing that pavement markings and signage to delineate staging areas are installed, as directed by the Department of Community Development.
   c) Parking for the short-term staging of vehicles shall be permitted on the internal drive between the service garage and the rear parking lot for Building "A" providing that pavement markings and signage to delineate staging areas are installed, as directed by the Department of Community Development.
   d) Low-level landscaping shall be installed in front of the customer parking area for Building "C" in order to screen parking spaces from Olive Boulevard.
   e) The loading and unloading of vehicles shall be permitted within the center lane of Decker Lane, a public street, between Studt Avenue and the private drive adjacent to the northern extent of the service garage provided that precautions are taken including, but not limited to, the placement of temporary traffic control markers and pavement markings near the work area. The city reserves the right to revoke permission to use the street for loading

Attachment: ORDINANCE 2240 (2469 : 17-019 Plaza BMW Renovation and Addition)

purposes should an apparent and immediate threat to the general welfare and safety of the city's residents and visitors be determined. Revocation shall be directed by City Council upon the issuance of a temporary suspension order by the Creve Coeur Police Department. Should revocation occur, Plaza Motors shall be required to cease loading activity on Decker Lane immediately.

f) Public parking shall be prohibited in the parking structure. Only the storage of inventory vehicles shall occur on the top level parking structure.

g) The storage of damaged or wrecked vehicles shall not occur in the parking lot located at the northeast corner of Decker Lane and Old Ballas Road.

h) The parking lot on the northeast corner of the intersection of Old Ballas Road and Decker Lane shall be developed and maintained in accordance with the Site Development Plan prepared by Clayton Engineering Co. with an issue date of January 7, 1997 and a latest revision date of May 21, 1997.

i) Off-site accessory parking allowing Plaza Motors to park vehicles at Creve Coeur Corporate Center is approved by the Planning and Zoning Commission per Section 26-91.5 of the Zoning Ordinance. A copy of the agreement shall be reviewed by the City Attorney and thereafter recorded with the St. Louis County Recorder of Deeds. The applicant shall submit two (2) recorded copies of the agreement with the Department of Community Development.

6. Discarded automobiles parts are to be kept entirely within an enclosed trash collection area or inside the buildings.
7. No building is to be erected on the properties addressed 630-648 Decker Lane, which is currently a Plaza Motors parking area at the northeast corner of Decker Lane and Old Ballas Road, until the property addressed as 652 Decker Lane is added to the property assemblage.
8. Plaza Motors shall participate in the cost of the traffic signalization of that portion of the N. New Ballas and Studt Avenue intersection outside the boundaries of the former T.I.F. district by contributing $20,000.00.
9. All signage shall conform to the Plaza Motors Master Signage Plan (current or future). No pennants, fringes, lights, pin wheels, or other similar devices for attracting attention may be displayed at any time in connection with the operation of the business.
10. Parking lot lighting shall consist of full cut-off (73° cut-off angle), downcast fixtures with the illuminant source shielded from view, except architecturally significant lighting and lighting directed onto the building facades, as approved by the Planning and Zoning Commission.
11. All landscaping shall meet the Landscaping Guidelines, Section 26-62 of the Zoning Ordinance.
12. The use of existing outdoor speakers or a paging system shall be permitted. Outdoor speakers are not permitted on new facilities.
13. A copy of all herein attached conditions shall be furnished by the owner or petitioner to the operator(s) or manager(s) including successive operator(s), owner(s) or manager(s) who shall forward to the Zoning Enforcement Officer an acknowledgement that he or she has read and understood each of these conditions and agrees to comply therewith.
14. Any transfer of ownership or lease of the property shall include in the transfer or lease agreement a provision that the purchaser or lessee agrees to be bound by the approved Site Development Plan for the property and the conditions herein set forth, and written confirmation thereof signed by the new owner or lessee shall be filed with the City at the time of such transfer or lease.

Attachment: ORDINANCE 2240 (2469 : 17-019 Plaza BMW Renovation and Addition)

15. All conditions contained within this permit shall be posted upon the properties in such a manner that it is visible to the public and the operator of said facilities.
16. Failure to comply with any one or all of the conditions of this permit shall be adequate cause for the revocation of said permit by the City Council, provided, however, no permit shall be revoked without prior notice to the owner of the intention of the City Council to revoke this permit and reasonable time granted to the owner to correct or remedy any such breach of conditions, except for repeated breaches or violations.

Section 3: The City Administrator of the City of Creve Coeur is hereby authorized and directed to issue a Conditional Use Permit in accordance with the provisions of this ordinance, said permit to expressly provide for the conditions and stipulations hereinabove set out in Section 2 of this ordinance.

Section 4: This ordinance shall become effective 15 days after adoption by the City Council and the signing thereof by the Mayor.

Adopted by City Council this 10th day of November, 2003.

Beth Kistner
BETH KISTNER
PRESIDENT OF CITY COUNCIL

Approved this 10th day of November, 2003.

HAROLD DIELMANN
MAYOR

ATTEST:

LaVerne Collins
LAVERNE COLLINS, CMC
CITY CLERK

Attachment: ORDINANCE 2240 (2469 : 17-019 Plaza BMW Renovation and Addition)

AMENDED BILL NO. 5533 ORDINANCE NO. 5411

AN ORDINANCE AMENDING CONDITIONAL USE PERMIT APPROVED BY ORDINANCE NUMBER 2240 TO AUTHORIZE RENOVATIONS TO THE BUILDING LOCATED AT 11830 OLIVE BOULEVARD WITHIN THE PLAZA MOTORS CAMPUS FOR THE PLAZA AUDI DEALERSHIP

WHEREAS, under Section 405.370(C), new and used automotive dealers in the "CB", Commercial zoning district require the issuance of a conditional use permit as provided in Section 405.1070, Conditional Use Permits; and

WHEREAS, conditional use permit ordinance #2240 was approved by the City Council on November 10, 2003, for the operation of a new and used automotive dealership for Plaza Motors pursuant to its current campus layout; and

WHEREAS, an application was submitted by Jerry Patterson of Plaza Motors Company, on behalf of Asbury Automotive, Inc., to amend the conditional use permit to allow for the renovation of the building at 11830 Olive Boulevard for the same use; and

WHEREAS, Section 405.1070 states, in part, that any future enlargement or alteration in the use of the structure or site must be approved by the City Council upon receipt of the recommendation of the Planning and Zoning Commission as an amendment to the conditional use permit before a building permit for the enlargement or alteration may be issued; and

WHEREAS, a public hearing was held by the Creve Coeur Planning and Zoning Commission on Monday, January 5, 2015, beginning at 7:00 p.m. or immediately following the close of the previous public hearing, on said application for the amendment to the conditional use permit as provided by Section 405.1070(D)(2); and

WHEREAS, notice of publication for said public hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur; and

WHEREAS, the Planning and Zoning Commission reviewed and, by a 7-0 vote, recommended approval of the request, subject to the conditions contained herein, at its meeting on January 5, 2015; and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting two times before final passage by the City Council, and

WHEREAS, the City Council finds that the application and evidence presented clearly indicate that the proposed amended conditional use, when subject to certain conditions set forth herein:

1. Complies with all other applicable provisions of this Chapter including environmental performance standards presented in Section 405.550, the criteria in Section 405.470 and the standards of this Chapter in regard to yard and setback, parking and loading areas, screening and buffering, refuse, storage and service areas and signs.
2. Will contribute to and promote the community welfare and convenience at the specific location.
3. Will not cause substantial injury to the value of neighboring property.

Attachment: Ordinance No. 5411 (2469 : 17-019 Plaza BMW Renovation and Addition)

AMENDED BILL NO. 5533 **ORDINANCE NO. 541**

4. Meets the applicable provisions of the City's Comprehensive Plan and any applicable neighborhood or sector plans and complies with other applicable zoning district regulations and provisions of this Chapter, unless good cause exists for deviation there from.
5. Will provide, if applicable, erosion control and on-site stormwater detention in accordance with the standards contained in this Chapter.
6. Will be compatible with the surrounding area and thus will not impose an excessive burden or have a substantial negative impact on surrounding or adjacent users or on community facilities or services.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

Section 1: Ordinances Number 2240 is hereby amended as follows and all other conditions shall remain the same:

1. Section 2 of Ordinance Number 2240 shall be amended to include the renovation of the building located at 11830 Olive Boulevard for the Plaza Audi Showroom in accordance with the "Site Development Plan" prepared by Praxis3 Architecture + Multidisciplinary Design and submitted on December 8, 2014, the "Exterior Elevations - Alternate," prepared by Praxis3 Architecture + Multidisciplinary Design, dated January 8, 2014 and submitted on January 9, 2014, and also the "Master Planting Plan" prepared by Landscape Technologies and signed by Randall W. Mardis on December 4, 2014, except as modified below.
2. The applicant is required to submit a Site Improvement Permit application, showing all exterior and landscape improvements, as required by Section 420.070 of the Land Disturbance Code. The permit application shall be in substantial conformance with the "Site Development Plan" prepared by Praxis3 Architecture + Multidisciplinary Design and submitted on December 8, 2014, and the "Master Planting Plan" prepared by Landscape Technologies and signed by Randall W. Mardis on December 4, 2014 as bound together and submitted on December 8, 2014, in conjunction with Application #14-042 by Plaza Motor Company.
3. The applicant is required to submit a Building Permit application, as required by Article II of the Building Code. Exterior elevations shall be in substantial conformance with the "Exterior Elevations - Alternate" and "Details" both dated January 8, 2015, as bound together and submitted in conjunction with Application #14-041.
4. Vegetation that is totally or predominantly dead and/or disfigured due to disease or injury shall be replaced as needed and in a prompt and workmanlike manner as dictated by accepted horticultural standards.

Section 2: The City Administrator of the City of Creve Coeur is hereby authorized and directed to issue an amended Conditional Use Permit in accordance with the provisions of this ordinance, said permit to expressly provide for the conditions and stipulations hereinabove set out in Section 1 of this ordinance as well as previously imposed conditions. Exercise of the rights granted pursuant to the issued permit shall constitute acceptance of all conditions and stipulations set forth herein.

SECTION 3: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

Attachment: Ordinance No. 5411 (2469 : 17-019 Plaza BMW Renovation and Addition)

AMENDED BILL NO. 5533 **ORDINANCE NO. 5411**

ADOPTED THIS 26 DAY OF January, 2015.

Charlotte D'Alfonso

CHARLOTTE D'ALFONSO
PRESIDENT OF CITY COUNCIL

APPROVED THIS 26 DAY OF January, 2015.

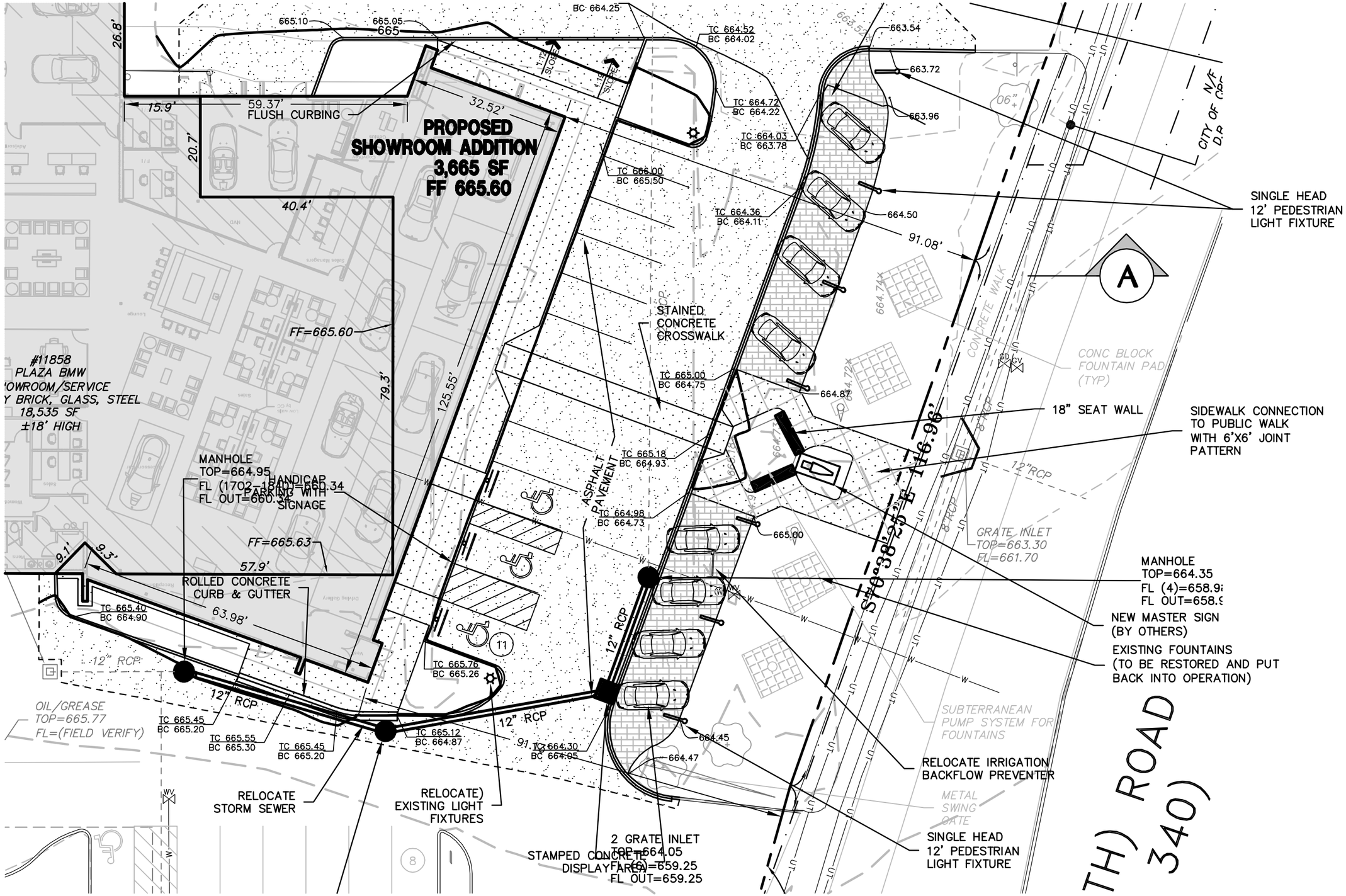
BARRY GLANTZ
MAYOR

ATTEST:

Deborah Ryan

DEBORAH RYAN, MPCC
CITY CLERK

Attachment: Ordinance No. 5411 (2469 : 17-019 Plaza BMW Renovation and Addition)



Attachment: Revised BMW Display Area emailed 4-20-2016 (2469 : 17-019 Plaza BMW Renovation and Addition)

city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

MEMO FOR FILE

Date: May 31, 2017

Subject: Chaminade College Preparatory School PA Sound Testing

Memo Prepared by: Jason W. Jaggi, AICP, Director of Community Development

Attached: None

A meeting was held at Chaminade College Preparatory School at 11:00 am today. The purpose of the meeting was to obtain a noise level reading for the Public Address system at the property line adjacent to the Chaminade Park subdivision.

In addition to myself, the following were in attendance:

- Bob Schnur, Chaminade School,
- Ed Greisedieck, attorney for Chaminade,
- PA system representative
- Representative from Chaminade Athletic Dept.
- Jeremy Rogus, St. Louis County Health Dept.
- Additional representative from St. Louis County Health Dept.
- Mary Fava, Chaminade Park Trustee
- Tom Grote, Chaminade Park Trustee

Mr. Rogus from St. Louis County performed three (3) sound meter readings at the property line adjacent to 16 Chaminade Drive. The readings were performed beginning at approximately 11:35 am. The weather was sunny with a light breeze and seasonable temperatures. The first test was conducted to establish a baseline reading without the PA system in use and was measured at 58 decibels. With the PA system in use, projecting music, the reading was measured at **62 decibels**. The music was then increased to a level that is set to protect the equipment which resulted in a reading of **64 decibels**.

Based on these tests, Chaminade's PA system is operating within the parameters of the acceptable noise level as provided in the ordinance which sets a maximum level of 70 decibels measured at the property line, adjacent to the residential uses.

The PA system utilized by Chaminade can be programmed so that a maximum level is not exceeded. Chaminade agreed to have the PA system provider set the limit that was used during the first test which produced a reading of 62 decibels at the property line. By setting this level, users of the PA system cannot defeat the programmed limit.

No further tests of the PA system are planned at this time based on these results.

Attachment: Memo for File--PA Meter Reading (2470 : Chaminade College Preparatory School PA Sound Testing)