

Olive Boulevard Design Guidelines

University City, MO



---

STREETSCAPE  
AND DISTRICTS  
GUIDELINES  
CHAPTER - 2



## STREETSCAPE GUIDELINES

The term “Streetscape” refers to the public improvement elements located within the right of way. It does not include building aesthetics or elements present on private property<sup>1</sup>. All guidelines stated below are subject to approval by MoDOT and St. Louis County for any planning and improvements that may occur along the right of way within MoDOT’s and St. Louis County’s jurisdiction respectively. Elements included in the streetscape guidelines pertaining to Olive Boulevard are listed below:

1. Overall Streetscape Design Concepts
2. Street Design
  - Lanes
  - Stormwater channels
  - Medians
  - Line of sight
3. Sidewalk Design
  - Sidewalk Zones
  - Sidewalk Paving
  - Tree Grates
  - Curbs and Gutters
  - Accessible Sidewalk Ramps
  - Traffic Calming Measures (in areas applicable)
  - Crosswalks
4. Planting Material and Screens
  - Street Trees and Plantings
  - Other Supplemental Plantings
5. Street Furnishings
  - Benches
  - Recycling/ Trash Containers
  - Bollards
  - Bicycle Stands
  - Bus Shelters
  - Fences
  - Planter Boxes
  - Signage
  - Lighting
  - Public/Community Art
  - Utility Equipment and Poles

University City has adopted certain guidelines related to streetscapes and has begun implementing these guidelines along the four-mile alignment of Olive Boulevard. These design guidelines are intended to capitalize on existing guidelines for the overall enhancement of the Olive Boulevard corridor.

<sup>1</sup> These will be discussed in the next chapter- Land Use and Districts Guidelines



## **OVERALL STREETScape DESIGN CONCEPT**

The main goals of these guidelines include:

1. Achieve a memorable pedestrian experience.
2. Achieve business stability, retain existing businesses and attract new business.
3. Attract new and repeat customers.
4. Preserve and improve infrastructure.

A well designed, attractive and inviting streetscape is important to achieving the above mentioned goals. While the architecture, massing and type of buildings may vary from parcel to parcel, it is the Olive Boulevard streetscape that creates continuity along the corridor. As described in this document, several “districts” have been identified based upon their market composition and infrastructure configurations.

An example of a typical street design layout is shown in Figure 2.2

## **STREET DESIGN**

### ***Intent***

Street design focuses on efficient parking, access and circulation. An effective design provides for the safe, efficient, convenient and functional movement of multiple modes of transportation both on and off the street, taking into consideration ingress and egress, circulation, and parking locations on property immediately adjacent to the corridor. Additionally, effective street design minimizes pedestrian, bicycle and vehicle conflicts and provides for alternate modes of transportation, including public transit, sidewalks and trails. All street design plans shall be approved by the agency having jurisdiction over that stretch of street such as MoDOT, St. Louis County or City of University City.

### ***Lanes***

- There shall be two (2) lanes in each direction.
- The road design, lane widths, construction and quality of materials and construction techniques shall follow the guidelines established by the agency having jurisdiction over that stretch of street such as MoDOT, St. Louis County or City of University City.

### ***Medians and Refuge Islands***

As mentioned in the existing conditions report, an analysis of crash data in seven states demonstrates that raised medians reduce vehicular crashes by over 40 percent in urban areas. A study of median treatments in the State of Georgia found that raised medians reduced pedestrian involved crashes by 45 percent and fatalities by 78 percent, compared to two-way left-turn lanes.



- Medians shall be at least twelve (12) feet wide and act as a turning lane at intersections. However, the width and length of medians shall be approved by MoDOT and/or St. Louis County.
- Turning lanes shall accommodate three automobiles at a minimum longitudinally. However traffic studies shall be required to support the length of queue storage for major traffic generators such as a shopping center.
- Plantings in medians shall be placed so that visibility of drivers and pedestrians is not obstructed at anytime. (See P-2.1)
- Medians shall act as resting areas for people crossing the street and shall be spaced along the corridor with maximum attention to safety. (See P-2.2)
- Refuge Islands at street intersections shall display a continuation of median landscaping. (See comparative pictures in P-2.3, showing what can and cannot be done in such spaces)
- Median designs shall complement each district characteristics. For example, the "Parkway District" may be complemented with water features in the medians or the "International District" may display certain public art elements that further define the district's unique business qualities. (See P-2.4 and 2.5)

**P-2.1: Median planting- Doesn't obstruct views**



Source: <http://www.pedbikeinfo.org/index.htm>

**P-2.2: Median as resting place**



Source: Context Sensitive Solutions- ITE Guidelines

**P-2.3: Refuge Islands at the intersections: planted continuing the character of the street**



Source: <http://www.pedbikeinfo.org/index.htm>

**UNACCEPTABLE**

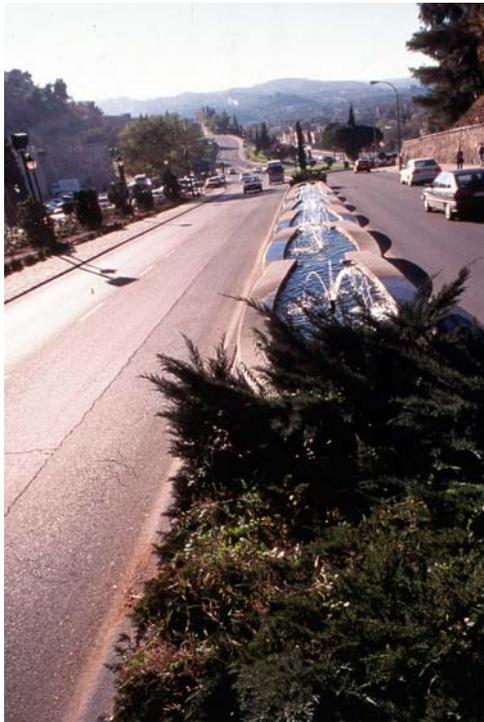


Source: <http://www.pedbikeinfo.org/index.htm>

**ACCEPTABLE**



**P-2.4: Example of median for Parkway District-** Water used as a distinct element



Source: <http://www.pedbikeinfo.org/index.htm>

**P-2.5: Example of median for International District-** Sculptures used as a distinct element



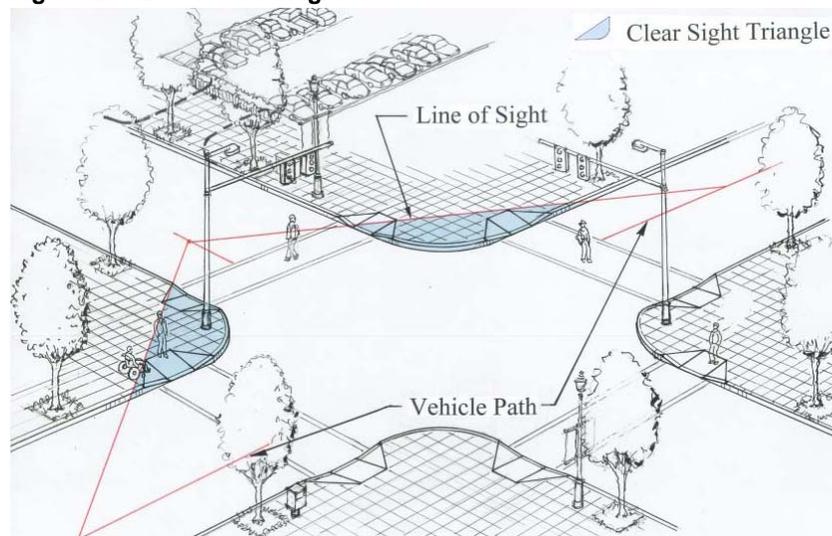
Source: <http://www.cabe.org.uk/default.aspx?contentitemid=1976&aspectid=23>

**Line of Sight**

It is important to establish a clear line of sight for drivers.

- A clear line of sight shall be established as shown in Figure 2.1. Line of sight is the stopping sight distance for braking distance required for a driver to stop the vehicle after sighting an object on the roadway. The line of sight distance shall be approved by MoDOT.
- Crosswalks shall be unobstructed by any structure, sculpture, plant(s), or public furniture or amenities.

**Figure 2.1: Line of Site diagram**



Source: Unknown- internet

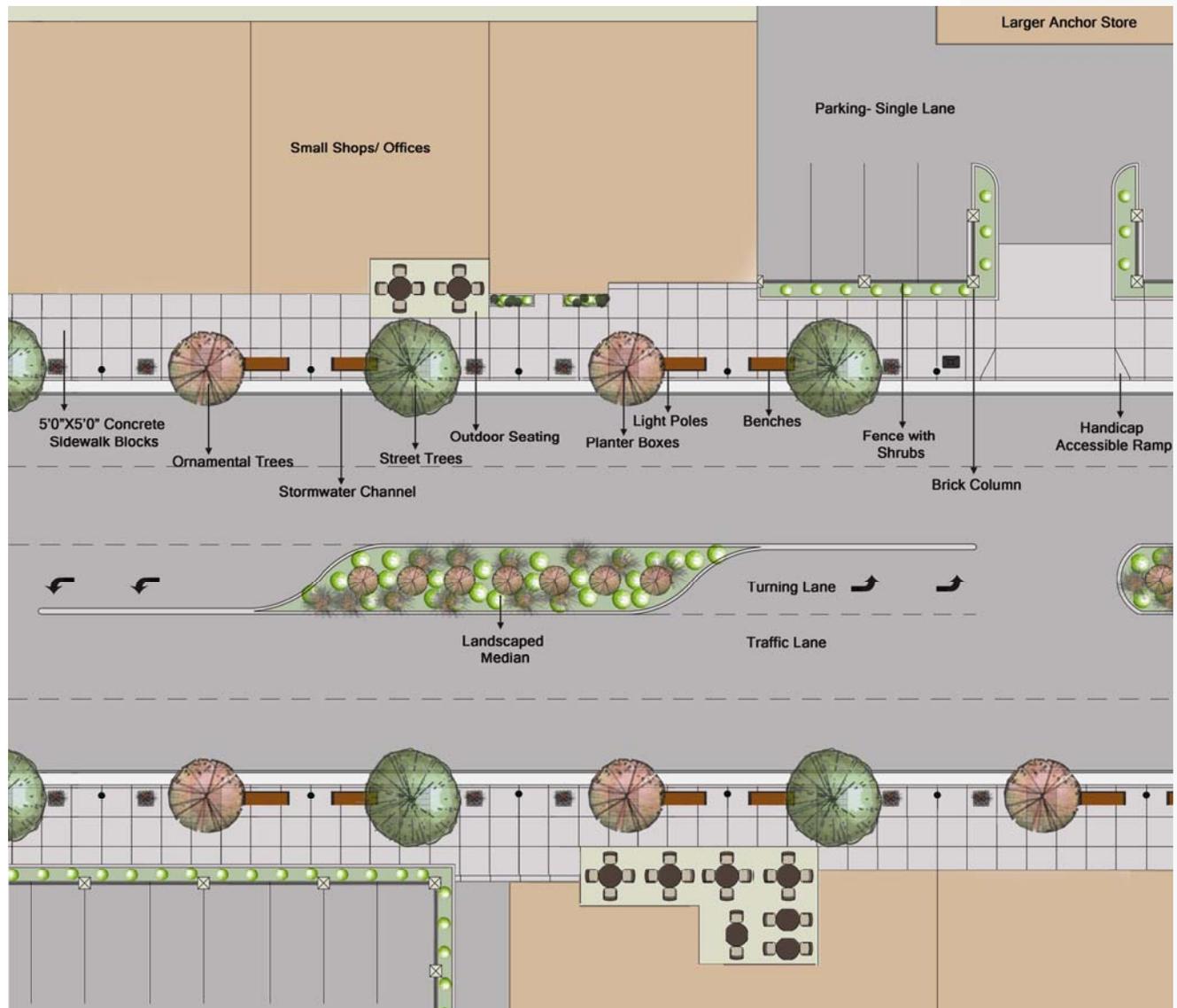


## SIDEWALK DESIGN

Connectivity between buildings, land use areas and adjacent development both existing and new can be achieved by site sensitive design of pedestrian areas such as sidewalks. These elements may be integrated into the street design and cohesively designed to connect residential, office and retail/commercial areas and transit stops.

Sidewalks and right-of-ways shall be paved to promote the safety of the users. Sidewalks and right-of-ways shall be constructed of concrete and located along Olive Boulevard and side street(s), without exception. Sidewalks and right-of-ways are also to be in accordance with the specifications established by the Director of Public Works, City of University City, the Missouri Department of Transportation (MoDOT) or St. Louis County pursuant to the jurisdictional authority responsible for the infrastructure.

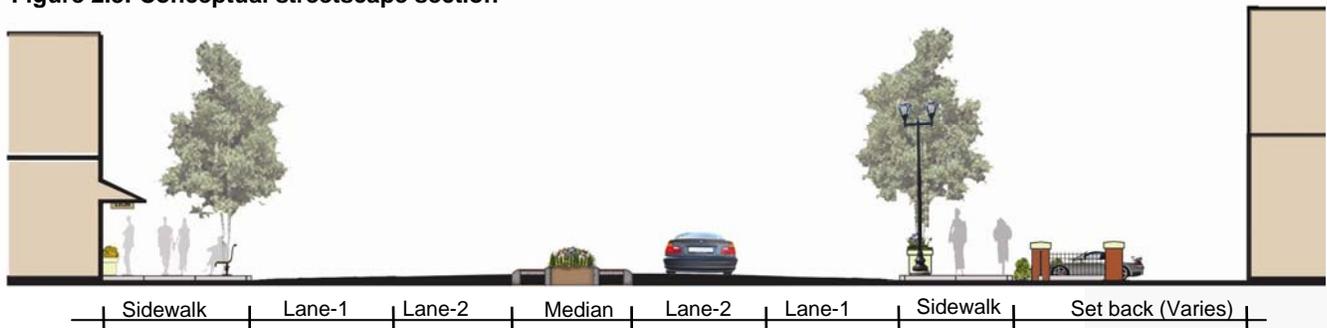
**Figure 2.2: Conceptual plan for Sidewalk and Streetscape**



Source: Arcturis



Figure 2.3: Conceptual streetscape section



Source: Arcturis

Design guidelines related to the construction, curing and technology used for the installation of sidewalks follows the existing “Olive Boulevard Standards” established by University City. However, guidelines related to the width of the sidewalks and their design specified below pre-empts “Olive Boulevard Standards”.

### Sidewalk Zones

- Sidewalks are divided into three (3) zones (See Figure 2.4)
  - Streetscape Zone- Minimum five (5) feet
  - Pedestrian Zone - Minimum five (5) feet
  - Spillway Zone - Varies
- Streetscape Zone is defined as the area of the sidewalk appropriate for planting trees and the placement of street furniture such as trash receptacles, benches and light poles.
- Pedestrian Zone is defined as the area of the sidewalk that may be utilized for moving pedestrians along the corridor. The width of this zone is to be a minimum five (5) feet.
- Spillway Zone is defined as the area of the sidewalk between the property lines and the pedestrian zone. The width of this area varies and may be combined with setbacks to provide additional land. The spillway zones may be used in a variety of ways such as outdoor dining areas, locations for public art, fountains, planter boxes, or for pedestrian space for window shopping, festive decorations or small kiosk areas.
- The sections in Figure 2.4 show buildings with varied setbacks as provided in Chapter 3 of this document. When setbacks are less than eight (8) feet, they shall be used as a continuum of sidewalk (spillway zone). When the setbacks are used for parking purposes, planting, screening or fencing shall be used as explained in the Building Types and Signage Guidelines in Chapter 3 of this document.

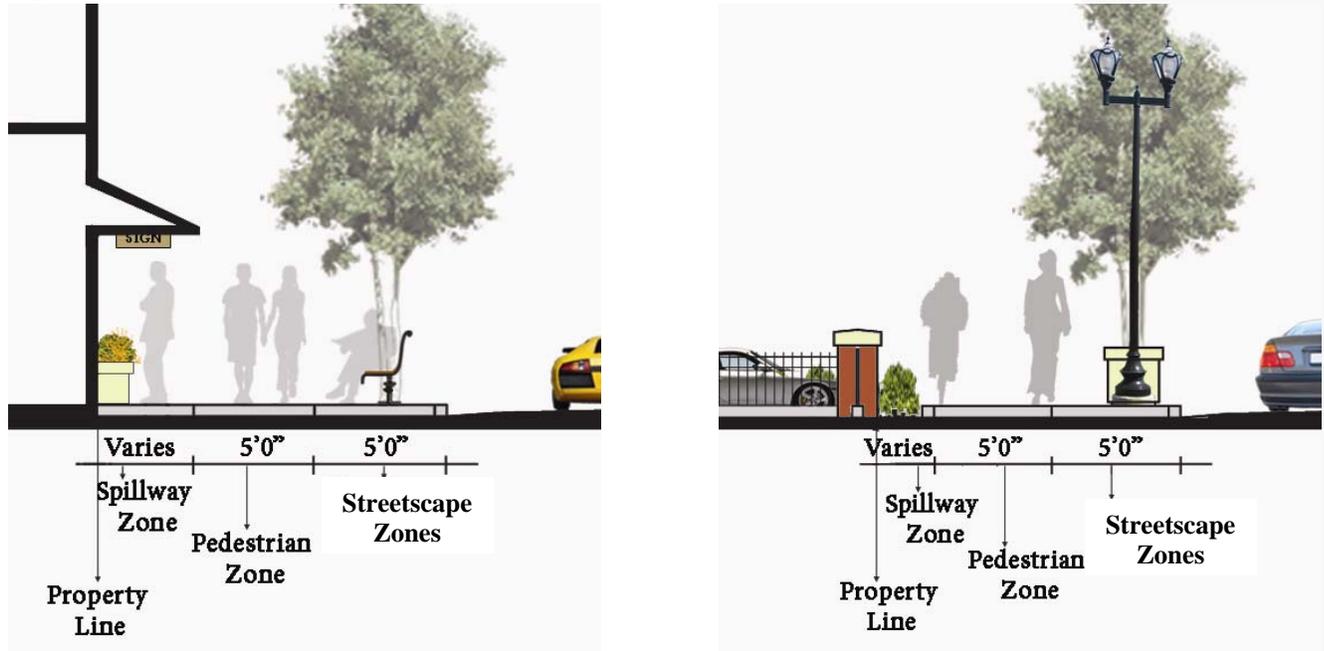
P-2.6: Examples of using Outdoor Excess Land





- Excess Land, appropriate for the placement of outdoor seating and gathering places (as shown in the P-2.6 “Outdoor Excess Land”) shall be treated as additional sidewalk space. As stated above, these areas may be combined with setbacks and building zone areas.

Figure 2.4: Sidewalk Zones



Source: Arcturis

### Sidewalk Paving

- Elements such as engravings, inlays, embeddings, mosaic work and other types of public art elements installed within the above described concrete sidewalks is encouraged. These design elements shall be assessed on an as submitted basis and will be required to meet federal, state and city requirements for height, width and quality of materials.
- Concrete mix shall match MoDOT standards for five (5) inch pavement with any color addition being approved by the City.

P-2.7: Examples of sidewalk paving embellishments



Source: <http://www.urbanphoto.net/blog/category/canada/vancouver/>



- Expansion joints shall be placed between the sidewalk slabs and road shoulder, and between the road shoulder and curb, and are to be sealed with a sealer approved by the City, as follows:
  - Expansion joints to be placed every twenty (20) feet. An expansion joint is an assembly designed to safely absorb the heat-induced expansion and contraction of various construction materials.
  - Control joints to be placed every five (5) feet transversely. A control joint is a groove cut into the surface of the concrete that allows some cracking to occur in the joint and not be readily visible.
- Refer to the “Olive Boulevard Standards – “Sidewalks and Paving” under “Public Right-of-Way Requirements” for additional construction details.

### Tree Grates

- Existing grates in areas with expected bicycle traffic shall be retrofitted as soon as practicable.
- Refer to the “Olive Boulevard Standards – for approved grate designs.

### Curbs and Gutter

Curbs are defined as the edge where a raised pavement/sidewalk/footpath, road median, or road shoulder meets an un-raised street or other roadway<sup>2</sup>.

- Follow MSD specifications and requirements for storm water management. Low impact development is alternative method of stormwater management and is highly encouraged. LID is used to decrease surface runoff in developed areas by increasing permeability and seeking opportunities to store or utilize stormwater on site (e.g. underground storage, rain gardens, downspouts that empty into landscaping instead of streets, use of native plant material etc.).
- The size of the curb cross section shall be 6”X6” and level with the sidewalk.
- Joints of curbs shall be aligned with the sidewalk joints. (See Figure 2.5)
- Catch basins shall be designed and installed in accordance with American Association of State Highways and Transportation Officials (AASHTO) Guide for Development of Bicycle Facilities.

### Accessible Sidewalk Ramps

- All sidewalks shall be handicap accessible pursuant to ADA standards.

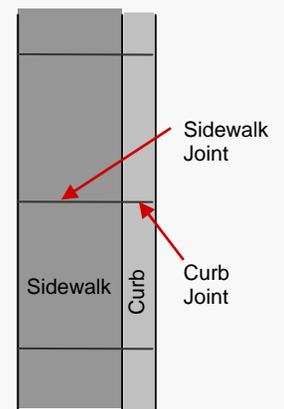
<sup>2</sup> <http://en.wikipedia.org/wiki/Curb>.

**P-2.8: Proposed**



Source:  
<http://www.biocleanenvironmental.net/stormdrain/product/s/curbinlet/curbinlet.htm>.  
Accessed December 12, 2007

**Figure 2.5: Curb and Sidewalk joints aligned**



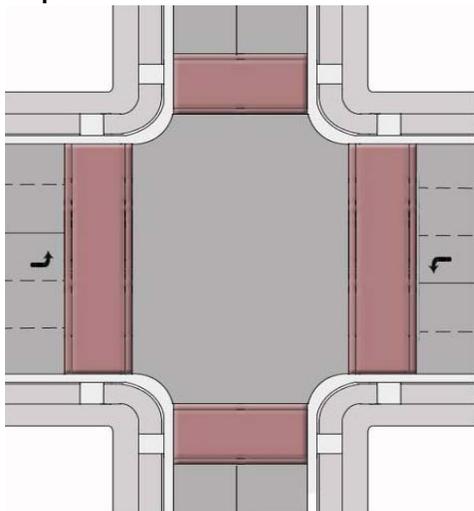
Source: ARCTURIS



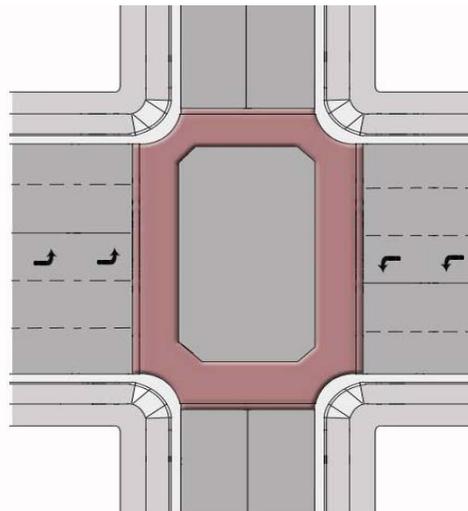
- Ramps at corners, mid-block or driveways shall have a slope of two (2) percent or less.
- The slope of roads or gutter surfaces immediately adjacent to curb ramps shall not exceed five (5) percent.
- The transition between ramps and gutters to road surface shall be smooth.
- Curb lines shall be continued at the edge of ramp.
- Major intersections shall be treated as shown in Figure 2.6 Option A.
  - Kingsland Avenue at Olive Boulevard
  - Midland Boulevard at Olive Boulevard
  - Hanley Road at Olive Boulevard
  - McKnight Road at Olive Boulevard
  - Pennsylvania at Olive Boulevard
  - 81<sup>st</sup> Street at Olive Boulevard
  - 82<sup>nd</sup> Street at Olive Boulevard
  - Skinker at Olive Boulevard
- Minor intersections shall be treated as shown in Figure 2.6 Option B. Some of them are listed below:
  - Coolidge Drive at Olive Boulevard
  - North and South Road at Olive Boulevard
  - Purdue Avenue at Olive Boulevard

**Figure 2.6: Ramps and Crosswalks**

**2.6 Option A- Signalized and 4-way stop intersection**



**2.6 Option B- All other intersections**



Source: Arcturis



## **STREETSCAPE MATERIALS AND SCREENS**

### ***Intent***

The selection of streetscape and screening materials within these design guidelines intends to provide a framework for landscape development in order to create a memorable experience for pedestrians and others who pass by. Creating an aesthetic statement consistent throughout the development enhances market appeal and adds value to investments along the corridor.

Through the choice of plant materials these guidelines create distinct identity to each district while being environmentally sensitive by choosing native plant varieties wherever possible. Most plant varieties chosen for Olive Boulevard create water-conserving landscape patterns and need relatively low or no maintenance once established.

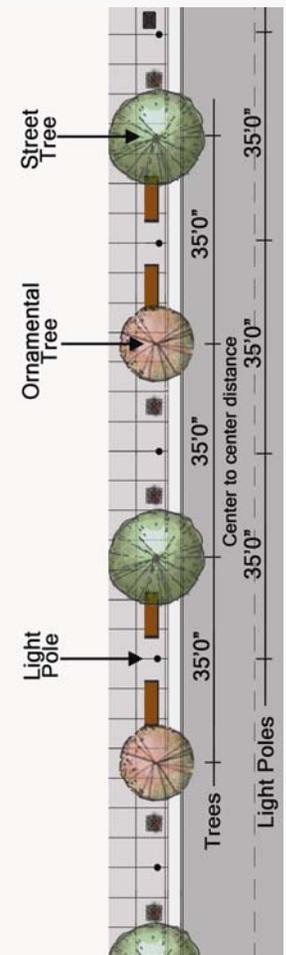
Seven “Landscaping Sections” have been created (See Landscaping Sections Map in Appendix A) to enhance the characteristics of districts. The planting for each Landscaping Section is specified in Appendix A. The relationship between Districts and Landscaping Sections is as follows:

- Interchange District: consists of Landscaping Section-1
- International District: consists of Landscaping Sections-2,3 and 4
- Parkway District: consists of Landscaping Sections-5 and 6
- Industrial District: consists of Landscaping Section- 7

### ***Planting Guidelines***

- Planting palettes vary by “Landscaping Sections”. (See Landscaping Sections Map in Appendix A for the extent of each Landscaping Sections and Landscaping Sections Table in the same Appendix A for the lists of various planting material to be used by each Section specifically)
- Each Landscaping Section has a specific “Street Tree” (shade tree) and an “Ornamental Tree” chosen for that particular Section. (See Appendix A)
- The Street Trees shall be planted at seventy (70) feet with an ornamental tree in the center of two (2) street trees. (See Figure 2.7)
- All new trees shall have at least a two (2) inch caliper trunk when planted.
- Tree cages shall be installed to protect trees from vandalism.
- Younger trees shall be watered and maintained per tree needs. The City shall initially be responsible for the maintenance of the trees. However, this maintenance shall be passed on to Olive Link Business Association in future.

**Figure 2.7: Spacing of Trees and light poles**



Source: Arcturis



- Plantings in the decorative containers shall be installed and maintained as specified by Landscaping Section. (See Appendix A)
- If the owner decides to plant in the spillway zone then such plantings shall be chosen and maintained by property owners and may vary from property to property.
- Hedges and green-screens (or other planting screens) shall be placed as specified in Appendix A and are specifically required to conceal areas such as parking lots, utilities and air-conditioning units and shall be maintained by the property owner.
- Maintenance of any owner installed plant material and/or artwork shall be the responsibility of the property owner.
- Evergreen shrubs shall be used in front of fenced areas. Evergreen shrubs are to be a maximum three (3) feet in height.
- Planting within the median as specified in the Appendix A shall be designed so as not to obstruct views of the passing vehicles.



## **STREET FURNISHINGS**

Street furnishing has a significant aesthetic impact on the streetscape. Therefore, attention shall be paid to all street furnishings to maintain consistency along the corridor. Examples of street furniture include:

- benches
- trash bins
- telephone booths
- water fountains
- recycling/ trash containers

City guidelines have established a palette for street furnishings. Currently, a specific light pole design and fence design have been identified. The City shall select a design palette for each street furnishing item listed below based on the current established palette. The selected designs shall be simple, functional, easily maintained, sturdy and of good commercial grade quality.

The pictures shown here are suggestions only and must not be considered as the final product pick. All lighting placement must be approved by MoDOT or St. Louis County

### **Lighting**

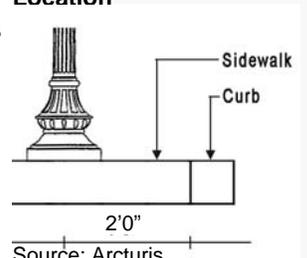
- Decorative street lights shall be provided at each intersection and along street frontage between intersections.
- Decorative street lights shall be installed at thirty-five (35) feet on center (See Figure 2.7) and the light pole location is subject to the final approval of the City.
- Lights are to be located between the Streetscape Zones at the sidewalks. The center of pedestal shall be placed twenty four (24) inches (2'0") from the end of the curb line. (See Figure 2.8)
- Height requirements shall not be less than fourteen (14) feet above final grade and the pedestal shall be installed at a maximum height of six (6) inches above final pavement elevation.
- One photocell shall be installed to activate an entire group of decorative lights.
- For complete details of the specified lighting requirements, please follow the "Olive Boulevard Standards", available at the City Or online on City's website.

**P-2.9: Decorative lighting as specified by "Olive Boulevard Standards"**



Source: Photo- Arcturis

**Figure 2.8: Light pole Location**



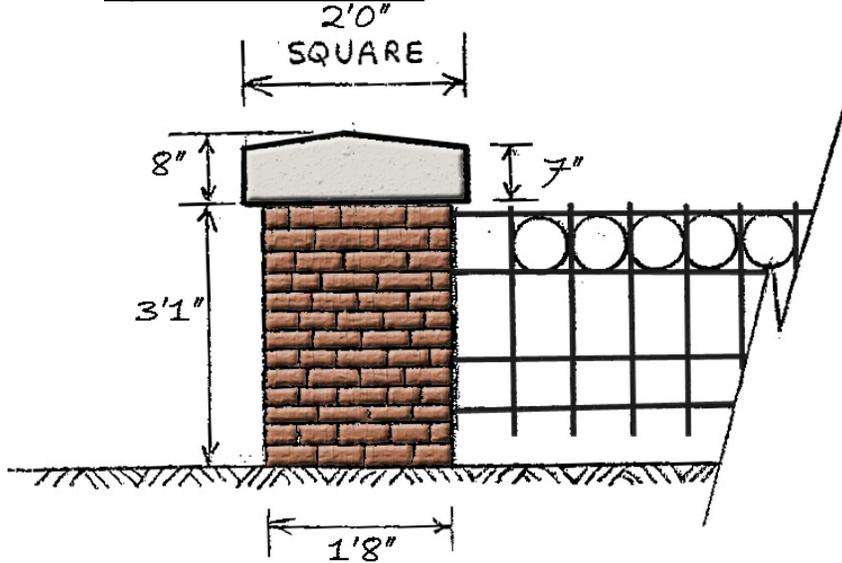
Source: Arcturis



## Decorative Fences

- Decorative Fencing consists of brick pedestals with sloped cast stone caps, connected by decorative, painted, wrought iron fencing. (See Figure 2.9- Fence)
- Evergreen shrubs shall be planted adjacent to decorative fencing (Refer to Appendix A) between brick pedestals.
- An example (existing condition) of this wall, fence, and shrubs may be found at the Aldi's Store at the intersection of North and South and Olive Blvd, in University City, Missouri.

**Figure 2.9: Proposed Fence**



Source: Olive Design Standards

## Benches

- Benches shall be placed within Streetscape Zones between ornamental tree and street trees. (Refer Figure 2.2)

**P-2.10: Examples of Benches**



Source of pictures from left to Right

<http://www.flickr.com/>

<http://www.flickr.com/>

<http://www.landscapeforms.com/en-US/PhotoLibrary/Pages/Presidio.aspx>

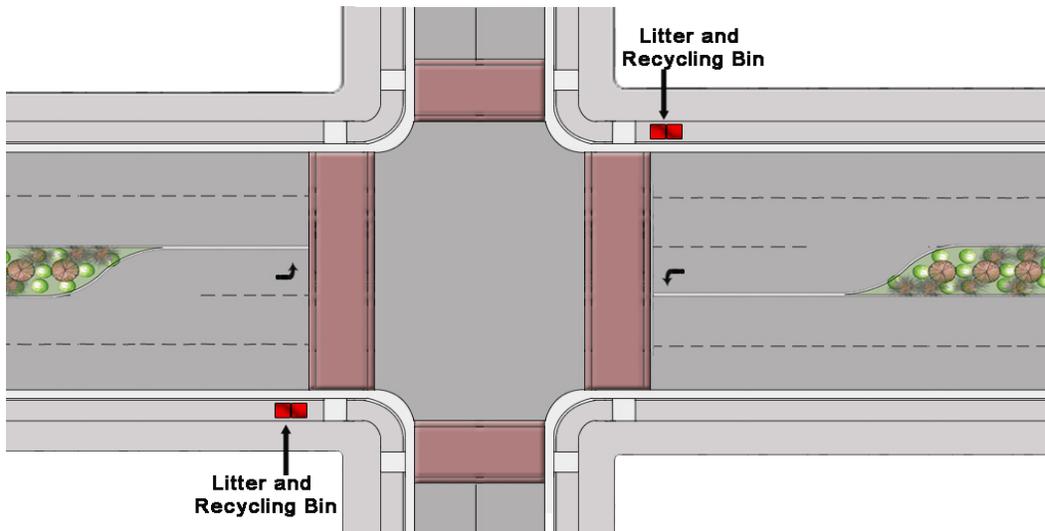


- Benches shall be approximately six (6) feet in length with final approval of the size, construction, and maintenance of the benches to be determined by the City.
- If the selected bench design contains a back-rest, it shall be placed in such a way so as to face the shops and not the street
- Benches are to be maintained by property owners.

### Recycling/ Trash Containers

- Recycling and trash containers shall be placed in the Streetscape Zone in line with benches and other street furnishing.
- There shall be at least one litter and recycling bin on each block that is less than two hundred (200) feet wide.
- These bins shall be placed at the eastern end of east bound sidewalks

Figure 2.10: Litter and recycling bins locations



Source: ARCTURIS

P-2.12: Side-by-side arrangement for collecting recyclables and non-recyclables



Source: <http://www.kettlecreek.com/>



Source: <http://www.flickr.com/>

P-2.11: Litter bin Example



Source:  
<http://www.landscapeforms.com/en-US/Products/Pages/Presidio>



and the western end of west bound sidewalks on each block that is less than two hundred (200) feet in length. (See Figure 2.11)

- There shall be additional recycling and trash containers for blocks more than three hundred (300) feet. The locations of these additional bins will be determined by the City staff based on pedestrian traffic.
- Every trash container shall be accompanied by a recycling container. Side-by-side arrangements for collecting recyclables and non-recyclables is encouraged wherever possible. (See examples in P-2.12)
- Recycling and trash containers shall also follow a similar palette as other street furniture elements.
- Recycling containers shall have an easily visible recycling symbol and shall clearly spell out the items that may or may not be recycled.
- Recycling and trash containers shall be maintained by the property owner.

### ***Bicycle Racks***

- Bicycle racks shall be placed as needed in the Streetscape Zone and shall be installed between street trees, planter boxes and other street furnishing.
- Racks shall be located so that an average of two bicycles may be parked every two hundred (200) feet.
- Maximum distance between any two rack locations is not to exceed six hundred (600) feet.
- Bicycle stands shall complement the streetscape design, material and color pallet within the area. (See P-13)

#### **P-13: Examples of Bicycle Racks**



Source of pictures from left to Right

<http://www.landscapeforms.com/en-US/products/pages/Accessories.aspx>, Accessed January 07 2008

<http://www.cyclesafe.com/innovation.tab.aspx>, Accessed January 07 2008

[http://www.pilotrock.com/bike\\_racks\\_parking/bollard.htm](http://www.pilotrock.com/bike_racks_parking/bollard.htm), Accessed January 07 2008



## **Bollards**

- Bollards shall be used as accent features in certain areas such as excess land places, enclosure areas, and in medians.
- Bollards can be luminary or non luminary.
- The City shall have final approval of style, construction, installation and maintenance of bollards.
- Bollards shall be used as public art and may be varied in their design and style subject to the final approval of the City.

### **P-14: Examples of Bollards**



Source of pictures from left to Right

<http://www.reliance-foundry.com/ornament.htm>

<http://www.landscapeforms.com/en-US/products/pages/Accessories.aspx>, Accessed January 07 2008

### **P-15: Bollards as an art feature**



Source of pictures from left to right

<http://www.enviroelements.co.za/client%20designs.htm>

<http://bollards.org.uk/images/st-malo.jpg> ,

<http://www.nyscience.org/pressroom/article/solarwalk>



## **Signage**

Public signage includes road signs, way finding, and other standard MoDOT signage. Specific Districts, retail and commercial signage is discussed in [Chapter 3- Building Types and Signage Guidelines](#).

## **Bus Shelters**

Bus shelters shall be ADA compliant and placed in strategic locations as specified by the City based on Metro bus routes. Currently, Olive Boulevard is a designated bus route and frequent bus stop locations are located throughout the Olive Boulevard corridor.

## **Planter Boxes**

- Planter boxes shall be aligned with and placed between the light poles and street trees in the Streetscape Zone. (Refer Figure 2.2)
- Planter boxes shall be constructed of sturdy, easy maintenance materials such as cast stone or granite.
- Planters shall be anchored to the ground to assure the safety of the public and to minimize damage from regular maintenance activities.
- Plantings are defined in Appendix A.
- Planter designs shall be varied from District to District to complement the character within each District. (See P-2.16)

**P-2.16: Low planter box- Parkway district**



Source of pictures from left to right  
<http://www.metrotrees.com.au/projects/OliveOleaeuropaetaTolley>  
[sUprightprojects.html](http://www.nedhikeimages.org/)  
<http://www.nedhikeimages.org/>

## **Other Street Amenities**

Apart from regular street design, streetscapes shall provide for periodic “surprise element” in the form of public art. These elements may be stand alone structures or interactive art pieces, gateway elements or artistic gathering places. “Surprise elements” not only play an important role in attracting the public, but also help



**P-2:17: Public art- standalone pieces and gateway elements**



Source : [http://www.unrulyimages.com/publicart/community/bigdaddy/localtotems10\\_bg.html](http://www.unrulyimages.com/publicart/community/bigdaddy/localtotems10_bg.html)  
<http://www.pedbikeimages.org/>  
<http://dpcoastalarts.org/news.html>

**P-2.18: Public art as gathering or seating spaces**



Source : <http://www.pedbikeimages.org/>



create an identity within each District. Some pictures of such elements are shown in P-2.17 and P-2.18.

Post boxes are also desired on the street. These structures shall be integrated with the overall design of the streetscape and their locations shall be decided by U.S. Postal Service.

### ***Utility Equipment and Poles***

Utility equipment is frequently placed in the public right-of-ways. This equipment may result in unsightly sidewalks, creates conflicts with pedestrian traffic, and may cause congestion during utility maintenance of the equipment. Utility boxes mounted at street corners may block pedestrian traffic.

- New utility upgrades and service to development parcels shall be installed below ground.
- Above ground support for utility service shall be placed to avoid clutter within the streetscape and must be approved by the department of public works in coordination with MoDOT and St. Louis County
- Utility connections and support shall be located to avoid conflict with pedestrian movement in the right-of-ways.
- Utility lines (wires) shall be placed underground in the public right-of-ways.



**P-2.19: Before and After Pictures of Streetscape**



Source ARCTURIS



## DISTRICT GUIDELINES

Olive Boulevard enjoys a wide variety of architecture; commerce and culture that can be enhanced and perpetuated by design guidelines that acknowledges this diversity. Recognizing the strength of this diversity resulted in the concept of “districting” the corridor in an effort to define the unique and distinctive “personality” of the area investments and markets. These “Districts”, or neighborhoods, are categorized based on similarities in land use patterns, economic similarities, density, road conditions, and in general the perceived “theme” of the area. Acknowledgement of the strengths of each district allows for market driven redevelopment opportunities to emerge, adding strength to the corridor and the commercial market generally. The Corridor shall be divided into four (4) districts as listed below: (Refer Map-VIII)

1. Industrial District – Skinker Boulevard to Kingsland Avenue
2. Parkway District – Kingsland Avenue to Midland Avenue
3. International District – Midland Avenue to Grant Avenue
4. Interstate Commercial District – Grant Avenue to I-170

Based on the uniqueness of each district, guidelines to enhance and complement each distinct market are listed below.

### INDUSTRIAL DISTRICT

The “Industrial District” extends from Skinker Boulevard to Kingsland Avenue. This area is presently developed as light industrial warehouse. Although some older residences and retail stores are scattered through the area, the industrial uses are most prominent and will remain the dominant market use. The industrial properties

**P-2.20: Pictures from Industrial District showing current conditions related to edge treatment, accessibility and massing, historic structures, green spaces etc.**



Source: Arcturis



shall use design elements related to screening, signage and buffering that benefit industrial type development and planned office and warehouse parks.

Many of the existing structures are single story, pre-engineered and block buildings, typical of office/warehouse construction. Due to the business of the area, there is considerable truck traffic making circulation, access and visibility key issues in this area.

The older structures are located on small lots situated close to the street giving this area the feel of a “downtown” with narrow streets, zero setbacks and one and two story buildings. Many of the structures are in need of rehabilitation although recently, there has been some reinvestment activity.

### Guidelines

- Incorporate public art into streetscapes and on private property that imitates industrial district activities and reflects the commercial aspects of the land uses in this District.
- At ingress and egress points, plant low hedges and screening plants to improve visibility, define access points and add interest to the streetscape.
- At the triangular intersection of Sutter, Maple and Westgate, create a green space or small urban park including the use of public art and amenities to enhance the streetscape.
- Any street modifications or enhancements in this area shall take into consideration the heavy commercial truck traffic generated by the industrial developments. Street design will provide for wider turns, heavy duty asphalt, concrete aprons at all entrances and concrete products for street, sidewalks, and curbs.

### PARKWAY DISTRICT

The “Parkway District” extends from Kingsland Avenue to Midland Avenue and is substantially dominated by Heman Park on the south side of Olive Boulevard. Other development within this district includes residences, commercial and light industrial uses.

#### **p-2.21: Building placement creating triangular areas**



Source Arcturis



Parcel orientation along this section of the corridor changes from zero to forty five degrees angle alignment, creating odd shaped lots. Angled building placement creates unusual triangulated parcel configurations that can obstruct visibility and impede ingress and egress safety.

### Guidelines

- Streetscape and public amenities shall be installed that create an “urban park like” appearance and facilitates pedestrian traffic as well as vehicular traffic movements in the area.
- Master plan and development of a farmer’s market to stimulate gathering places and pedestrian movement.
- Create small “pocket parks” on land remnants.
- Any redevelopment plans shall include zero angle frontages along Olive Boulevard.
- Stormwater retention shall include rain gardens, bio-swales and other water management designs that translate into visual planted areas along the right of way and makes use of triangulated remnants and land.
- Create consistent banner and signage graphics that suggest “Parkway District” activities.
- Development of decked parking to alleviate vehicular congestion and allow for more dense development on existing parcels shall be considered for all development and redevelopment submittals.

### INTERNATIONAL DISTRICT

The “International District” extends from Midland Avenue to Grant Road. This portion of Olive Boulevard is primarily commercial, including shopping centers; free standing buildings, industrial uses and large floodplains. A diverse mix of international ownership and tenancy adds excitement to this District and advances international interest with a variety of Asian, Latin, and African American shops, restaurants and stores. This massing of ethnic foods and services represents an important opportunity for the creation of a regional market force and a distinctive sense of place.

The River Des Peres floodplain impacts this District by prohibiting development of permanent structure on any land within the 100 year floodplain elevations. (See Map-II) Use of this restricted land may be used for parking, temporary structures, and as a park land area or public gathering place.

### Guidelines

- Use of public art that complements international diversity.

#### **P-2.22: Herman**



Source Arcturis

#### **P-2.23: Choice of elements that emphasize ethnic diversity**





- Use floodplain areas as locations for open market areas, community gathering places, parking and parkland development.
- Create small plazas, seating areas, and outdoor dining areas along the corridor.
- Olive Boulevard medians shall be designed with landscaping, public amenities, and art work that reflect the international influence in the area.
- Flags of various countries used as public art and identification of diversity shall be strategically installed as part of the public art.
- Use of unique signage that creates interest and identifies the ethnic appeal of the district shall be installed.
- Use art work on sidewalks, landscaping, walls, and other structures that identify the international diversity of the district.

### **INTERCHANGE DISTRICT**

The “Interchange District” extends from Grant Avenue to the east side of I-170 interchange and includes a mix of new and older office/warehouse space; uses ranging from self-storage units to carpet and lumber stores. Some of the buildings in this area are older and represent an excellent opportunity for redevelopment. Parcels are somewhat larger in size and assembly of land for large mixed use commercial development may be possible. The Interstate 170 east quadrants at this location have not been developed as densely as possible therefore, the possibility of hotel, office, and office warehouse mixed use and planned development is possible at this location.

#### **P-2.24: Highway visibility can be used to promote businesses that need transient traffic**



Source Arcturis

### **Guidelines**

- A planted streetscape including public amenities and art work that define the District shall be constructed.



- A master plan of the two east quadrants of I-170, including the preparation of an implementation strategy and finance plan that identifies incentives and options for city participation in development activities, shall be prepared prior to re-parceling and subdivision of this area.
- Encourage the redevelopment of the area by working with existing land owners and future developers to plan and implement larger, denser commercial development.
- Consistent signage throughout the District shall be implemented.