

# 2016 Olive Boulevard Business Forum

- Welcome and Introduction
  - Shelley Welsch, Mayor, University City
  - Gail Snider, Executive Director, University City Chamber of Commerce
  - Andrea Riganti, Director of Community Development, University City
- An Overview of Olive Boulevard Programs — City of University City
  - Community Development Projects and Programs
  - Public Works and Parks Update
  - Public Safety
- Chamber of Commerce Initiatives — University City Chamber of Commerce
  - Chamber Mission and Goals
  - Key Chamber Events
  - Olive Business Group
  - Marketing & PR
- Q&A



# City of University City

- Andrea Riganti, Director of Community Development
- Ray Lai, Deputy Director of Community Development
- Jodie Lloyd, Manager of Economic Development
- Sinan Alpsalan, Director, Public Works and Parks
- Larry Hampton, Captain, U City Police Department



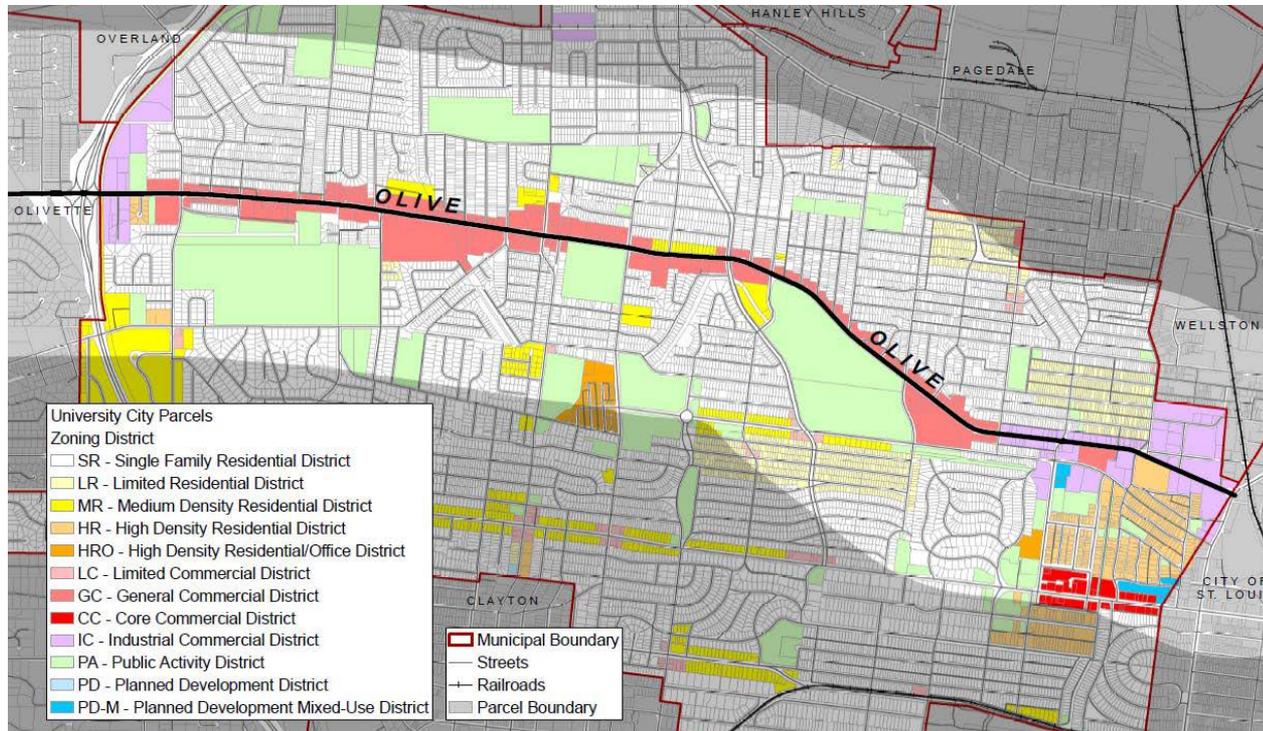
# An Overview of U City Olive Boulevard - Programs and Projects

- Summary – the State of Olive Blvd
- Olive Business Survey
- Public Work Projects
- The Olive Link
- Façade Improvement Program
- Street Lights
- City-owned properties: Midland and Olive Blvd  
and North and South and Olive Blvd
- Streetscape Enhancements
- Olive Boulevard Beautification Group
- Comprehensive Plan Update
- 2016 Economic Development



# The State of Olive Boulevard

- 4-Mile Corridor – MODOT (I-170 to Ferguson) and St. Louis County (Ferguson to Skinker)
- Approximately 320 businesses on Olive Boulevard – 10% increase from last year
- Building Permits (2015) – 142
- Occupancy Permits (2015) – 39
- 2015 Construction - \$2,826,406



# Olive Blvd Business Survey

- Postcard mailing to all business and property owners
- Online survey – 28 respondents to date but good feedback
- Results
  - Business choose to locate on Olive Blvd because central location, close to customer base, live/work in U City
  - Top two improvements – Neighborhood safety and streetscape
  - Several Respondents interested in being featured on olive link site. Several want more information.
  - Additional city services – Public safety, more development on Olive Blvd, trash containers

## Join the City of University City and the University City Chamber of Commerce

### 2016 Olive Boulevard Business Forum

Date: Wednesday, March 9, 2016

Location: Heman Park Community Center (975 Pennsylvania Ave)

Time: : 8:00AM and 12:00PM

Please join us for the annual State of Olive Blvd Business Forum to hear about project updates and programs! Each session will have the same information. Please complete our online survey about your business on Olive Boulevard by Friday, March 2<sup>nd</sup>, <https://www.surveymonkey.com/r/73P6R77> Chinese edition is also available on : <http://tinyurl.com/Chinese-Olive-Blvd-Survey>



For more information or to RSVP, contact  
Jodie Lloyd,  
City of University City,  
[jlloyd@ucitymo.org](mailto:jlloyd@ucitymo.org) or (314) 505-8522



# Public Works and Parks - 2016

- Olive Boulevard – Road Diet Study
- MSD – Project Clear
- Street Lights Upgrades
- Streets Resurfacing
- New Streetside Containers



# Façade Improvement Program

- Pilot program in the International District – Began in March 2014
- Eligible Projects:
  - Exterior Painting
  - Fencing
  - Signage
  - Landscaping
  - Awnings
- Participants to Date - 15 businesses/properties
- No funds available – FY 17 EDRST request for additional funding
  - \$50,000 in International District
  - \$50,000 Citywide, including other areas of Olive Blvd.

Frank and Helen's Pizzeria



Before



After

# The Olive Link

- Website – [www.theolivelink.com](http://www.theolivelink.com)
- Originally designed as a Property Database
- Mid 2015 – Changed focus to promote Olive Blvd Business Districts
- Featured Businesses – 17, so far
- Still features available properties
- Promotes Olive Blvd business and chamber events/news



# Olive Boulevard Street Lights

- 231 Ameren-owned streetlights on Olive Blvd from I-170 to Skinker
- August 2015 – Replaced 53 MV with HPS – I-170 to 81<sup>st</sup> - Higher light output
- EDRST FY 17 Funding request – Replace 102 pedestrian lights with LED – Higher light output
- 2016 – Continue to review and study options for replacing Ameren lights to higher output and/or energy efficient lights



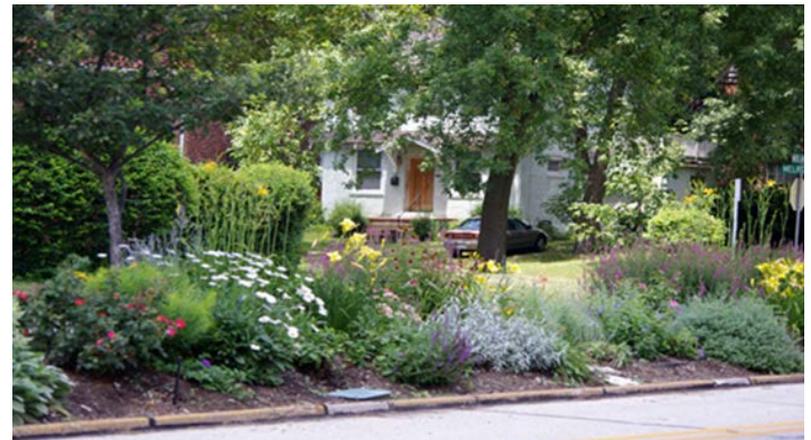
# City-Owned Properties

- Olive Blvd and Midland Blvd
  - Property information - 1.62 acres, 1,900 SF vacant building, located in the floodplain
  - Temporary Sculpture Park installed in September 2015
  - Property recommendation to Council by the end of March
- Olive Blvd and North and South Blvd
  - Phase I Environmental Assessment Completed
  - Phase II Environmental Assessment underway
  - Developer Proposal Being Evaluated
  - Developer Agreement – March/April



# Streetscape Enhancements

- UCIB Partnership - Hanging Baskets, Gardens, Planters, etc.
- Lighting
- Olive Blvd Design Guidelines
- FY 17 EDRST Request
- UCIB - New initiative to Beautify Olive



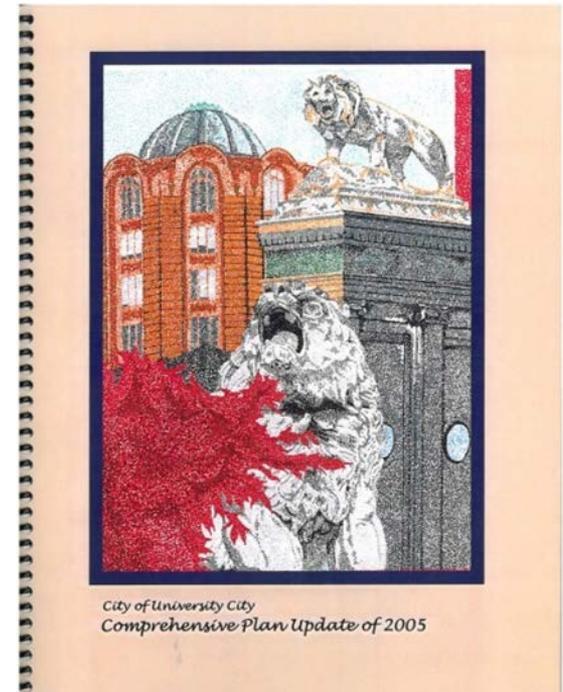
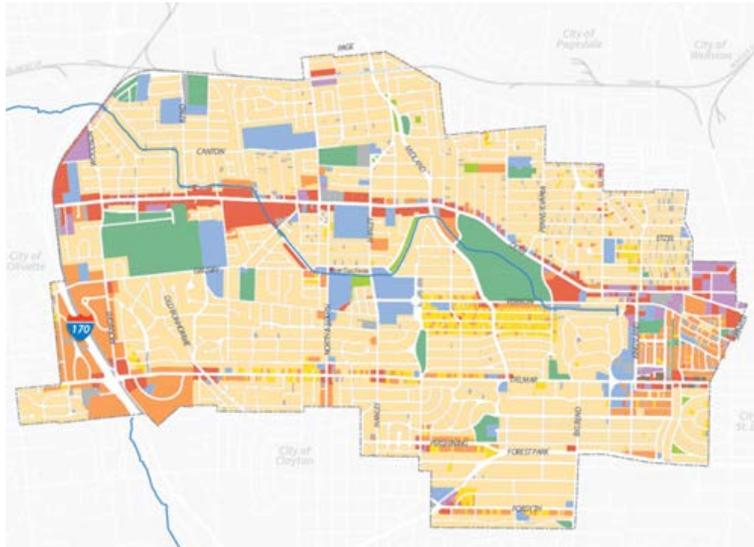
# Olive Beautification Group

- Since August 2015, an Olive Beautification Group has met monthly to research and determine projects to maintain and attract new development to the corridor and enhance its visual appeal.
- The stakeholder group had representation from Olive Blvd area residents, Chamber of Commerce, UCIB, the City's Arts and Letters Commission, and city staff from Public Works and Community Development.
- Project Recommendations to EDRST Board: Bus shelter improvements - trash/recycle containers, public art, and planters. Upgrade pedestrian-scale lighting to LED, and a Phase I design for Kingsland and Olive Blvd
- Volunteer led Adopt-A-Block program



# U City Comprehensive Plan

- First Comprehensive Plan adopted in 1922; last update in 2005
- A Vision of what a community is to be
- A Policy Document – to help guide future growth and decisions about land use, infrastructure, parks, community services, economic development, and other aspects of the community
- Update to 2005 Plan is underway now





# Comprehensive Plan Update

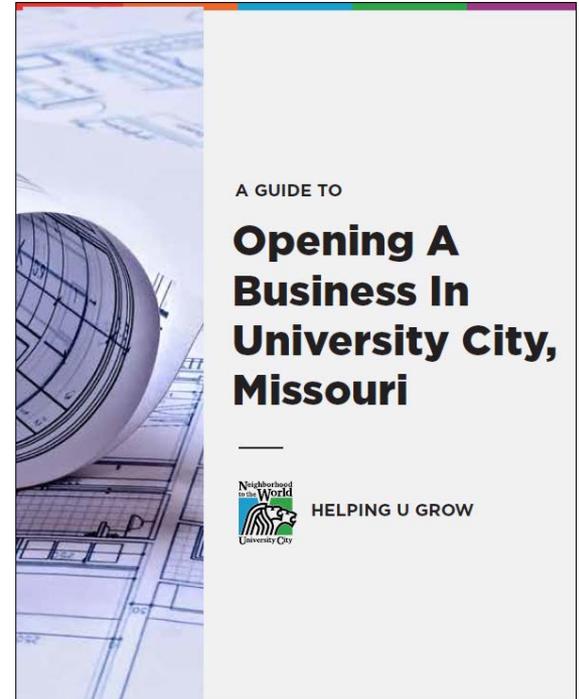
- Final phase of the plan updating process
- Includes Olive Boulevard Subarea Plan
- Draft plan public review meeting notices in spring
- Public comments
- Master mailing list – sign up
- Project Website



<http://www.ucitymo.org/173/Comprehensive-Planning>

# Economic Development - 2016

- Continue Retention, Expansion, and Attraction efforts
- Opening a Business Guide - A "How to Guide" to opening a business in University City – In Final Form
- [www.theolivelink.com](http://www.theolivelink.com) – promote site, up to date information
- Continued partnership with Chamber of Commerce
- Development process for city-owned properties
- Olive Beautification Group – Implementation
- Economic Development Retail Sales Tax – Project Management
- And much more.....



# THANK YOU!

## Contact Information

- University City Chamber of Commerce
  - Gail Snider, Executive Director
  - 314-337-2489
- City of University City, Economic Development
  - Jodie Lloyd
  - 314-505-8522

## Questions?





# OLIVE BUSINESS FORUM

Gail Snider, Executive Director  
U City Chamber of Commerce  
March 9, 2016



# U City Chamber Mission

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- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the community
- To provide education and training



# Chamber Goals

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- Economic Development in Conjunction with The City
- Monthly Networking Events
- Training and Workshops
- Business Groups (Olive Business Group, North & South and Delmar Business Group, and others)
- Marketing and PR



# Key Chamber Events

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- Successful Lunar New Year Festival – Feb 18-20, 2016
  - 400+ participated in parade
  - 1200-1500 attendees from the entire region
  - Solid foundation for annual festival on Olive
- Taste of U City – May 12, 2016, 5:00-8:00 pm.
- Olive International Business Meeting – May (TBS)
- Golf Tournament – September 16, 2016
- China Trip – October 22-30, 2016 – informational meeting March 28, 8:30 am and 7:00 pm



# Olive Business Group

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- Met four times in 2015
- Lighting and safety is group's top priority
- Discussed forming a community improvement district (CID)
- Group opted to focus on International District
- Challenge is to get property and business owners together – targeting May, 2016
- The City has approximately \$900K in EDRSTB reserves for Olive



# TheOliveLink.com

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- Sixteen Olive business profiled during the last year
- Continue to evolve Olive Link website from B2B to B2C
- Considering ways to allow business owners to submit calendar items
- Gathering/developing content for News and Events page



# Marketing & PR

- Finalizing details for digital couponing on Olive Link and Chamber websites
- Ethnic Dining Guide
- Lunar Advertising
- Drive Social Media campaign on Olive

**University City Chamber of Commerce**  
June 2, 2015 · 🌐

Come where the food is world class and the ethnic groceries will delight!  
Click to learn about what businesses in the Olive Link have to offer!

**THE OLIVE LINK:  
THE NEXT BIG THING**

Looking for St. Louis' Hidden Gem?  
Diversity-driven and family-friendly, the Link is a centrally located, four-mile stretch of Olive Boulevard in University City with more than 300 restaurants, shops and businesses.

[THEOLIVELINK.COM](http://THEOLIVELINK.COM) [Learn More](#)

The Facebook post features a collage of images. The top left shows the 'OLIVE SUPERMARKET' sign with Chinese characters. The top right shows a 'PIZZERIA' sign. The bottom left shows a tattoo of a globe on an eye. The bottom right shows a bowl of food. The central text 'THE OLIVE LINK: THE NEXT BIG THING' is overlaid on a dark background.

# Ethnic Dining

## IN THE OLIVE LINK



### CHINESE

- 1 LuLu Seafood & Dim Sum  
6224 Olive Blvd.
- 2 Asiana Garden  
7930 Olive Blvd.
- 3 Women King  
8116 Olive Blvd.
- 4 China King  
7648 Olive Blvd.
- 5 Private Kitchen  
8105 Olive Blvd.
- 6 Cheng Wah  
8208 Olive Blvd.
- 7 Lam's Garden  
8379 Olive Blvd.
- 8 Jia Xiang / Teng Palace  
8237 Olive Blvd.
- 9 Yummy17 (at Olive Supermarket)  
8041 Olive Blvd.
- 18 Shu Feng Restaurant  
8435 Olive Blvd.
- 11 Wei Hong Seafood Restaurant  
7740 Olive Blvd.
- 12 J & W Bakery  
8148 Olive Blvd.
- 13 KC Chinese Restaurant  
8233 Olive Blvd.
- 14 Royal Chinese BBQ  
8404 Olive Blvd.
- 15 Hot's Wok II  
6990 Olive Blvd.

### JAPANESE

- 16 Nobu's  
8643 Olive Blvd.

### VIETNAMESE

- 17 Dao Tien  
8600 Olive Blvd.
- 18 Pho Long  
8427 Olive Blvd.
- 19 Kim Son  
8000 Olive Blvd.

### JAMAICAN

- 20 De Palm Tree  
8631 Olive Blvd.

### AFRICAN

- 21 Olive Green International  
8215 Olive Blvd.
- 22 Merhaba  
8465 Olive Blvd.

### TAIWANESE

- 23 Tai Ke  
8604 Olive Blvd.

### PAKISTAN/INDIAN

- 24 Spice N Grill  
6800 Olive Blvd.

### KOREAN

- 25 Asian Kitchen  
8423 Olive Blvd.

### AMERICAN

- 26 Frank & Helen's Pizzeria  
8117 Olive Blvd.
- 27 St. Louis Fish & Chicken Grill  
8613 Olive Blvd.
- 28 Vernon's BBQ & Catering  
6707 Vernon Ave.

### MEXICAN

- 29 Mi Ranchito  
847 Kingsland Ave.
- 30 La Monarca Mexican Restaurant  
8501 Olive Blvd.



theOliveLink.com



# Create It. Make It.

- City and Chamber partnership with Create Space
  - Create Space Incubator opening soon
  - Leverage allure of the Loop to attract best makers
  - Make Space/commercial kitchen underway on Olive





# Create It. Make It. Sell It on Olive.

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- What is the retail strategy?
- What is the retention strategy?
  - Rent reduction programs
  - Forgivable loan programs
  - A vision for Olive



# The Retail Piece

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- Partnership needs a formal plan to keep new businesses in U City – especially on Olive
- Some suggestions...
  - Container Malls
  - Retail Trucks
  - Street art/graffiti by professional artists



# Vision for Olive – Container Mall





# Vision for Olive – Retail Trucks





# Vision for Olive – Street Art



# THANK YOU!

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