NORTH CENTRAL PLAN

Celebrating the Past &
Organizing for a Vibrant Future!

Executive Summary

Adopted by the City of St. Louis Planning Commission
August 18, 2021

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Community Vision Statement

By 2040, the North Central Community will be...

A whole, healthy, and vibrant community comprised of distinctive neighborhoods, housing, and cultural, religious and educational amenities, North Central will be a well-maintained, safe, and inclusive home for all residents, businesses, and institutions.

Centrally-located and well-connected to all areas of the city and region, residents of North Central will have physical and organizational access to jobs, education, health care facilities, businesses, and other key amenities to ensure an excellent quality of life.

Led by the people who call North Central home, the community will provide equal support and assist residents and stakeholders to thrive and chart their own future—this generation and the next.

EXECUTIVE SUMMARY

NORTH CENTRAL PLAN

Introduction

The North Central community is a community of contrast. Contrast between two neighborhoods—Vandeventer and Covenant Blu Grand Center—one a residential neighborhood and the other home to the region's most significant arts venues. Contrast between a historic epicenter of Black culture and economic and the racist practices of redlining. Contrast between strong and vibrant institutional neighbors and widespread vacancy and decay. Contrast between negative regional perceptions and the pride of neighbors who call North Central home. Contrast between past struggles and the promise of a bright future.

Initiated and led by the residents of the North Central community, the North Central Vision Action Plan articulates the community's core values and vision for the future of North Central. This vision will be achieved through a specific and actionable roadmap that not only improves the physical conditions and beauty of the neighborhoods, but empowers all residents with equitable opportunities to thrive and have an excellent quality of life.

Most importantly, the North Central community recognizes that they are their own best advocates and must lead the improvement of the place they call home. This North Central Plan is a call to action for all members of the North Central community to organize for success, demand accountability, and lead the creation of the bright and vital future that residents deserve.

Project Objectives

The North Central Vision Action Plan is a visionary but achievable plan to revitalize the neighborhoods, assets, and amenities of the North Central community. In order to make this vision a reality, the North Central planning process and this plan are built upon the following guiding principles:

- **Equity at the Center**
- **Asset-based Revitalization**
- **Holistic Sustainability**

More specifically, North Central Vision Action plan seeks to create:

1. A community with stronger stakeholder relationships between residents, businesses, community organizations, faith-based organizations and government (elected and appointed officials, public health, public safety and public works departments schools, etc.);
2. A clear vision for redevelopment which addresses the need for inclusive housing and economic development policies;
3. A roadmap and timetable for the implementation of both short and long-term projects and policies, that will improve the lives of residents and businesses in the North Central Plan footprint;
4. The City of St. Louis' adoption of a revised North Central Plan based on the Community's Vision Action Plan; and
5. Informed and engaged neighborhoods prepared to influence policy changes, access local, state, and federal funding and attract private investment.

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EQUITY AT THE CENTER

The North Central Plan is rooted in the value that all people deserve dignity, respect, and an equal opportunity to have an excellent quality of life. As with many communities of color, North Central has been harmed by policies and attitudes that have removed this opportunity for residents. The North Central Plan aims to restore these lost opportunities and empower the community to chart our own future and to thrive.

ASSET-BASED REVITALIZATION

Successful implementation must build upon existing strengths. Despite its historical and current struggles, North Central is a community with numerous assets—not least of which are the people who proudly call the North Central neighborhoods home. By leveraging these existing assets and resources, the community is positioned to build from strength and achieve a vibrant and vital future that is of and for the community.

HOLISTICALLY SUSTAINABLE

Triple-bottom-line sustainability, focusing on the health and achievement of residents, the quality of the physical environment, and the economic empowerment of all people to build wealth and social capital—people, place, and prosperity—is the benchmark by which the North Central Plan is conceived. Woven throughout the Plan, every initiative presented is designed to achieve holistic, authentic, and long-term sustainability.

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Core Values...

As the members of the North Central Community, we believe that:

- **Everyone has the opportunity to thrive *in* place and *in* a multi-generational community.**
- **Everyone is respected and provided equal consideration.**
- ***We, the community,* make decisions with transparency and provide forums and venues for all residents and stakeholders to participate.**
- ***We, the community,* share responsibility for improving the North Central neighborhoods and implementing the Plan.**
- ***We, the community,* are stewards of our environment for future generations.**

Genesis of the North Central Plan

The genesis of this North Central Vision Action Plan is found in the original North Central Plan. Completed in August 2000, the original plan presented a visionary and ambitious future for the neighborhoods that is covered. As described in the introduction to the plan:

> *"One purpose of this North Central Plan is to describe the tangible and intangible elements which make the North Central neighborhoods places which their residents cherish. A second but equally important purpose is to establish a vision for improving other aspects of the area to make it a better place to live and work and to make possible a better future for its citizens."*

Although the original North Central Plan set forth many creative recommendations for achieving these objectives, the Plan did not articulate a actionable road map for implementation. Nor did it focus sufficiently on the capacity and organization of the community, necessary components for long-term, sustained, and community-based implementation. As a result, much of the plan was never able to be effectively completed. Furthermore, the plan was never adopted by the City of St. Louis, limiting its impact on City investment and the ability to guide private development.

In 2019, a consortium of community residents approached the Deaconess Foundation to discuss a partnership to update the plan. This initial outreach, fitting within the Deaconess Center for Child Well-Being's mission and charter, forged a partnership between North Central neighbors, the Deaconess Foundation, and the United Church of Christ (UCC) Church Building & Loan Fund (funding partners). The Deaconess Foundation facilitated formation of a community Steering Committee and, over 12 months of engagement with this Committee, initiated the community-based planning process for this North Central Vision Action Plan.

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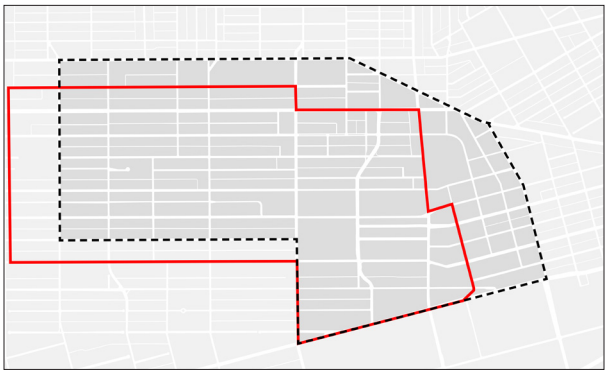
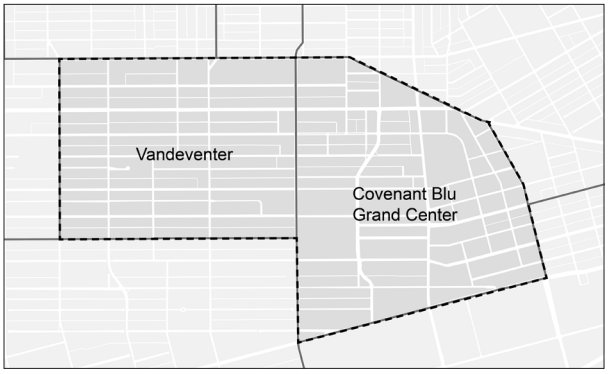
PLANNING AREA BOUNDARIES



NORTH CENTRAL PLAN 2000

Planning Boundaries were Evans Avenue to Page Boulevard (North); Washington Boulevard to Lindell Boulevard (South); Grand Boulevard to N. Theresa Avenue (East); N. Taylor Avenue (West).



NORTH CENTRAL PLAN 2020

The new planning boundaries are Dr. MLK Drive (North); Delmar Boulevard to Vandeventer Avenue to Lindell Boulevard / Olive Street (South); N. Compton Avenue (East); and N. Newstead Avenue (West). These boundaries align with the Vandeventer and Covenant Blu Grand Center neighborhood boundaries.

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Creating the Plan

The North Central Vision Action Plan is sponsored by the Deaconess Foundation and the UCC Church Building & Loan Fund with financial support provided by the Deaconess Foundation. This plan is an update to the original North Central Plan, completed in 2000, and has been developed to fulfill all City of St. Louis requirements for plan adoption.

The asset-based planning process put equity at the center, implementing a SOAR analysis methodology to define the Core Values of the community. The plan is built upon the results of the community SOAR analysis; community well-being survey; and alignment with City of St. Louis plans, policies and initiatives, as well as the feedback and input collected by the community throughout the planning process. At the start of the project two initial tasks were completed as a basis for understanding the community today, resident and stakeholder interviews as well as a detailed street by street, on-site walking survey of the neighborhoods as a snapshot of existing conditions today. A summary of both the SOAR analysis and the existing conditions summary can be found in the Yesterday & Today Section of this report.

The community-led planning process was guided by the North Central Steering Committee, made up of residents and stakeholders, including appointed institutional representatives, from within the Vandeventer and Covenant Blu-Grand Center Neighborhoods. A co-chair representative from each neighborhood was appointed to lead the committee. The role of members was to provide input and guidance to the planning process, using their skills, knowledge and experience as members of the neighborhoods to assist in understanding their neighborhood and best approaches to reaching and engaging varied constituents, as well as review and approve the final Plan for adoption by the City of St. Louis.

Planning Process Timeline

September	October	November	December
Phase 1 Project Commencement + Project Area Analysis		**Phase 2** Community Vision + Core Values	**Phase 3** Community+Neighborhood Framework Plan Options
Community-Kick Off 09/19	Community-Wide Open House 10/06	Town Hall #2 11/2	Steering Committee Meeting #3 12/09
Steering Committee Meeting #1 09/30	Steering Committee Meeting #2 10/28		

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Community-Wide Townhall Meeting #1; October 7, 2020.

January	February	March	April/May
Phase 3 Community+Neighborhood Framework Plan Options	**Phase 4** Draft Vision Action Plan	**Phase 5** Final Vision Action Plan + Client Approval	
Steering Committee Meeting #4 01/27	Town Hall #3 02/2 Steering Committee Meeting #5 02/17	Town Hall #4 03/23	Plan Celebration 05/15

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Revitalization Principle 1:

Place – **Build a whole, healthy, and vibrant community.**

Revitalization Principle 2:

People – **Empower residents to achieve an excellent quality of life.**

Revitalization Principle 3:

Organization – **Organize for successful, equitable, and long-term implementation.**

Goal 1: **Respect, celebrate, and build upon the diverse history of North Central.**

Goal 2: **Create whole, healthy, and vibrant neighborhoods.**

Goal 3: **Rehab existing homes and provide a diversity of new infill homes.**

Goal 4: **Promote and support the creation and retention of viable community businesses and creative-arts industries, and promote entrepreneurship.**

Goal 5: **Improve neighborhood safety for all residents and visitors.**

Goal 6: **Support and assist North Central residents to remain in place and build wealth and social capital.**

Goal 7: **Connect and engage residents of all ages to sustainable employment and community services.**

Goal 8: **Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.**

Goal 9: **Improve and enhance public infrastructure and public services.**

Goal 10: **Establish clear communication and accountability with the City of St. Louis.**

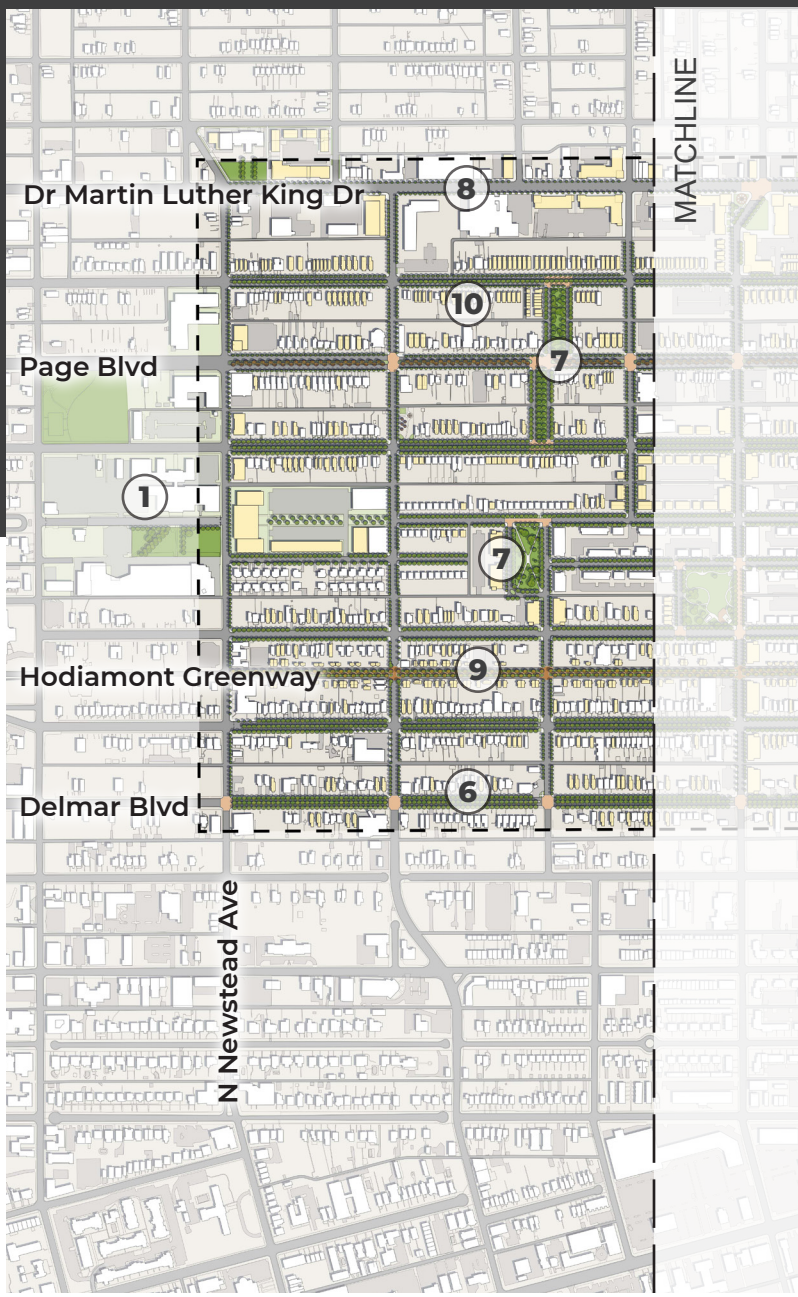
Goal 11: **Create a participatory decision-making process for residents to guide the future of the community.**

Goal 12: **Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.**

North Central Community Urban Design Plan

The revitalization of the North Central neighborhoods as a whole, healthy, and vibrant community is guided by the North Central Community Urban Design Plan. The Urban Design Plan synthesizes the five Goals for Place, and their respective strategies, with geographic and place specific strengths, opportunities, and assets within North Central.

The North Central Community Urban Design Plan consists of ten (10) individual focus areas, which address the entirety of the North Central Planning area. The focus areas are orchestrated by the North Central Urban Design Framework Plan, which sets out physical development and revitalization priorities—articulated by the North Central community and supportive of the Community Vision.



Focus Areas:

1. Partner with & leverage institutional anchors.
2. Grow the Grand Center Arts District.
3. Create a wellness district around Cochran VA Medical Center.
4. Infill & strengthen community shopping centers.

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5. Establish a neighborhood center around enhanced community amenities.

6. Revitalize Delmar as a residential boulevard and linear park.

7. Build small residential parks as a framework for new infill housing.

8. Develop Dr. MLK Drive and connect to north to The Ville.

9. Infill new housing along the Hodiamont Greenway linear park.

10. Rehab and infill neighborhood housing with a variety of house types on safe, beautiful streets.

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Early Action Items

Identification and successful completion of several early action items will be key to setting the stage for implementation. The reason for this is three-fold: first, it will establish essential community frameworks and organization to build capacity for continued, ongoing implementation efforts. Second, it will help attract investment to the North Central community from regional and community development partners that is critical to achieving this Plan. Lastly, it will demonstrate to the residents of the North Central community that they can, in fact, become the agents of the change they seek.

In order to successfully begin implementation of the North Central Vision Action Plan, the following early action items should be completed by community members and our partners:

1. **Establish a new North Central Implementation Steering Committee** to provide a forum for continued community engagement.
2. **Build community capacity** by establishing a community-based development organization (CBDO) and other community-based organizations to guide and facilitate implementation.
3. **Achieve adoption of the Plan by the City of St. Louis** as a Topical Plan.
4. **Establish an ongoing outcome reporting and management system** to track progress.
5. **Establish a community-based wireless mesh broadband network** in the North Central neighborhoods to provide free or very-low-cost internet access and smart community infrastructure.

Successful completion of these early action items will achieve important milestones in the implementation of the North Central Plan. Furthermore, these actions will address key implementation priorities identified by the North Central Steering Committee during the planning process.

These early action items are presented in detail in Chapter 4 *Implementation Plan*. All early action items should be completed no more than 24 months after approval of the Plan by the North Central Steering Committee, and some should be completed within 12 months.

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Implementation Priorities

SHORT-TERM PRIORITIES (1 to 3 years)

1. Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.
2. Establish a certified Community-Based Development Organization (CBDO; also known as a CDC) to lead implementation of the Plan; secure CDBG grant funding; and access other sources of funding, including dues, donations, grants, and assessments.
3. Establish a community-based, volunteer organization to regularly clean up alleys and vacant lots; mow vacant lots; and other community beautification activities.
4. Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots.
5. Create a Community Safety Committee to improve public safety in North Central.
6. Establish a Community Housing Development Organization (CHDO)—that is accountable to the community—and ongoing funding source to purchase land-bank vacant lots and derelict buildings.
7. Building upon the City's Emergency Home Repair grant program, secure and deploy resources to North Central residents for emergency home repairs and small home improvement projects (under $5,000); resources can be deployed as grants for emergency repairs and a low-interest or no-interest loans for qualifying low- to medium-income households.

MEDIUM-TERM PRIORITIES (4 to 10 years)

8. Facilitate rehab of existing buildings by connecting qualified local developers with rehab opportunities
9. Facilitate development of new infill housing by acquiring vacant property and issuing Requests for Proposals (RFPs) for developers.
10. Work with neighboring institutions (like Ranken Tech) and local incubators (like TRex and Launchcode) to build job skills and entrepreneurship capacity among North Central residents.
11. Develop a community history project to discover and preserve the cultural history—especially African-American history—of Delmar Boulevard; North Central neighborhoods and churches; Grand Center; and other assets and utilize this history in neighborhood revitalization efforts.

LONG-TERM PRIORITIES (More than 10 years)

12. Improve the greening and walkability of North Central through the Brickline Greenway and Hodiamont Greenways linear parks, in partnership with Great Rivers Greenway.
13. Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.
14. Support the development of high-quality community retail and services businesses within the local commercial nodes of MLK Plaza and Lindell Marketplace.
15. Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.
16. Support creation of a commercially-viable and vibrant mixed-use corridors along Dr. MLK Jr. Drive.

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Conclusion

Redevelopment interest is growing in North Central and the rest of the North Central Corridor. The North Central community is well positioned to capitalize on city-wide, regional and national plans, policies, and initiatives; area stakeholders and partners; and local development context in order to set the community up for success. The North Central Vision Action Plan responds to these opportunities by building community accountability and community-led growth within the areas of racial equality, stakeholder partnerships, and local market context.

Developed through an intensive, seven (7) month community-based planning process, the North Central Vision Action Plan is of and for the North Central community, The Plan responds to the community's needs, wants, desires, and vision for their future. The North Central Plan is built around the guiding principles of Equity at the Center, Asset-based Revitalization, and Holistic Sustainability. The Plan also works to both further City-wide values for equitable and sustainable economic development and revitalization, and to advance the achievement of these values with the North Central community.

Throughout the following pages, a detailed vision and actionable roadmap is set forth for the future of the North Central community.

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DEACONESS FOUNDATION

United Church of Christ
Church Building & Loan Fund

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STILL
WALLIN'
IT

01

INTRODUCTION

NORTH CENTRAL PLAN

Core Values...

As the members of the North Central Community, we believe that:

- **Everyone has the opportunity to thrive *in* place and *in* a multi-generational community.**
- **Everyone is respected and provided equal consideration.**
- ***We, the community,* make decisions with transparency and provide forums and venues for all residents and stakeholders to participate.**
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In 2019, a consortium of community residents approached the Deaconess Foundation to discuss a partnership to update the plan. This initial outreach, fitting within the Deaconess Center for Child Well-Being's mission and charter, forged a partnership between North Central neighbors, the Deaconess Foundation, and the United Church of Christ (UCC) Church Building & Loan Fund (funding partners). The Deaconess Foundation facilitated formation of a community Steering Committee and, over 12 months of engagement with this Committee, initiated the community-based planning process for this North Central Vision Action Plan.

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Structure of the Plan

The North Central Plan is organized into the following key sections:

NORTH CENTRAL VISION ACTION PLAN DOCUMENT

1. **North Central, Yesterday & Today:** This section provides an overview of the North Central neighborhoods' history and current existing conditions. Utilizing the SOAR analysis methodology (Strengths, Opportunities, Aspirations, and Results), this section synthesizes objective physical and socio-demographic analysis with input collected from North Central community residents and stakeholders. (**Refer to pages 30-65.**)

2. **Community Revitalization Action Plan**: The *Community Revitalization Action Plan* describes detailed recommendations for community services, physical improvements, and policy and partnership initiatives for implementation. The Community Revitalization Action Plan is comprised of 12 *North Central Plan Goals*, organized according to three (3) *Community Revitalization Principles*, which build toward the community's Vision for our future. (**Refer to pages 66-189.**)

3. **Implementation Plan:** The *Implementation Plan* describes key *Early Action Items*—selected and prioritized by the North Central Community—to be completed in the next six (6) to 12 months as an initial "kick off" to the ongoing implementation of the Plan. (**Refer to pages 190-201.**)

APPENDICES

4. **Implementation Appendix I – Community Action Plan:** The *Community Action Plan* provides a detailed "how-to" of over 215 individual Action Items. The Community Action Plan is built around the 12 *North Central Plan Goals*, which address the strengths, opportunities, and aspirations raised through the North Central Plan public engagement process. The Community Action Plan deals holistically with equity-based, sustainable, and comprehensive community development initiatives to affect lasting community change. (**Refer to pages 203-279.**)

5. **Technical Appendix II – Community Outreach & Engagement Report:** Technical Appendix II provides a detailed record of the North Central Plan community engagement process and outcomes, which are summarized in the Plan document. (**Refer to pages 283-341.**)

6. **Technical Appendix III – SOAR Analysis Data Book:** Technical Appendix III provides a detailed record of the SOAR Analysis process, the outcome of which is summarized in the Plan document. (**Refer to pages 343-445.**)

This structure results in a community-based Action Plan document that is visionary, concise, and clearly outlines North Central's goals and aspirations for the future of our community. The Implementation and Technical Appendices support the North Central Vision Action Plan and describe, in detail, the tools and activities that will make our community vision a reality.

Community Engagement Process

The North Central Plan is the product of a robust, equitable, community-led engagement and outreach approach. The planning process builds the residents' capacity and their commitment to the continued revitalization of the area. Public engagement activities were conducted over a seven (7) month period, kicking-off in September 2020.

This process occurred during the COVID-19 pandemic. The virus has disproportionately affected people of color, especially African-Americans who are three times more likely to get COVID-19 and to die from it. Because of the pandemic, the engagement and outreach plan included techniques to keep both residents and the planning team safe. It remained fluid, subject to change based on the pandemic and what was learned at various stages of the planning process.

To create a Plan with Equity at the Center, the planning process was transparent, accessible to all, and tailored to the community. The Planning process utilized five (5) key engagement techniques described on the facing page. These public engagement techniques aim to meet the requirements of the City of St. Louis for Plan adoption.

The community outreach strategy utilized several communications platforms and materials to keep the community updated and to reach as many people as possible. This strategy accounted for barriers such as the digital divide and was tailored to this community's specific outreach needs. Communications & Outreach Tools included:

- **Website**
- **Neighborhood Canvasing**
- **Mailed Postcards**
  Addressed to "current occupant"
- **Yard signs**
- **Sandwich board displays**
- **Posters in highly visible areas**
- **E-newsletters**
- **Social Media**
- **Press Releases**

Over 400 unique North Central area residents and stakeholders participated in this process, through which the North Central Plan was created, and over 2,500 residents were reached through in-person and online activities.

North Central Plan Principles for Equitable Community Engagement

Inclusion
listening to a representative cross-section of the community, diverse in demographics, perspectives, and lived experiences.

Accessibility
ensuring all members of a community can access and fully participate in the engagement space and process, meeting people where they are and overcoming common barriers.

Transparency
sharing information with the community, asking for input and responses, and reporting back to the community how their feedback has been incorporated.

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1 Steering Committee

26 Members

A Steering Committee, composed of community representatives and stakeholders from neighborhood block units, associations, churches and businesses, the 26-member steering committee led the planning process to develop the strategic vision and core values for the plan. They met five (5) times through the planning process. The Committee unanimously approved The North Central Plan on May 12, 2021.

2 Stakeholder Interviews & Focus Groups

28 Participants

Interviews were conducted to gain insight about the conditions of North Central and the vision of community stakeholders for growth and improvement. Six individual interviews were conducted along with nine focus groups each focused on topics including: Neighborhood Safety; Housing; Economic Development (Business Owners); Community Health and Well-Being; Arts, Culture, & Entertainment Institutions and Organizations; Education Institutions; Religious Institutions; Senior Residents; Youth Residents; and Stakeholders from Surrounding Neighborhoods.

3 Community Well-Being Survey

281 Respondents

A detailed community well-being survey, to assess residents needs and desires for community services and quality of life considerations, was conducted using door-to-door and phone canvasing of the neighborhood. Surveying activities began on September 18, 2020 and continued throughout the planning process. Surveying was conducted by a community-based partner, the Action St. Louis Power Project.

4 Neighborhood-Wide Meetings & Events

141 Attendees

Public kick-off of the process began with tree planting at Scruggs Memorial Church, followed by a gathering to learn more about the North Central community. Four (4) Town Hall Meetings were hosted—both in-person and virtually—at each Phase to bring the community together for the opportunity to review the work of the Plan and provide input. A Plan Celebration event will celebrate the completion of the North Central Plan and give residents a chance to view the final plan.

5 Website & Online Engagement

2,595 Unique Visitors

The North Central Plan website is a place for residents to view project information, ask questions, leave interactive feedback (through a map-based comment platform and a virtual idea wall), and learn how to be involved and informed through the plan's development. All of the project's information and documents is catalogued for transparency.

SOAR – Asset-Based Planning

SOAR analysis and community engagement—Strengths, Opportunities, Aspirations, and Results—is the foundation of this equity-first, asset-based Plan. SOAR provides the tools and the framework by which the North Central residents, express and articulate their desires for the future of this community.

Over the course of the seven (7) month planning process, residents provided input on the strengths and opportunities that they see in the community, as well as their aspirations for the future of North Central. This input was provided in a variety of community engagement events using a variety of tools, including facilitated discussions with the Planning Team; one-word card; map and Post-It note idea-gathering; Social Pinpoint interactive mapping; and a detailed community well-being survey administered by the Planning Team. Input was continuously collected, compiled, and re-presented to the community in subsequent engagement activities for feedback, confirmation, and revision. Through this iterative, generative process, themes began to emerge, as presented on these pages.

This themes were the basis of the draft Core Values statements, community Vision, and North Central Goals. The Values, Vision, and Goals were likewise reviewed with the North Central Steering Committee and community-at-large for continued refinement. The final piece of SOAR—Results—are the specific Strategies, Action Items, and urban design plan recommendations that comprise the North Central Vision Action Plan.

STRENGTHS

Community Camaraderie

Neighbors recognize that "we are in this together."

Neighborhood Amenities

Vibrant faith communities, community gardens, parks, and institutions.

Growth

New housing development, new businesses, and new residents.

Connection with Officials

Alderpersons and Neighborhood Improvement Specialists (NISs) are available, engaged, and listening.

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August 18, 2021

OPPORTUNITIES	ASPIRATIONS
Community Camaraderie Engagement with new residents to the community can be improved.	**Community Camaraderie** Strengthen community engagement and elevate all resident voices.
	Neighborhood Amenities Build new parks, community facilities, and improve the public realm.
Growth Numerous vacant buildings and vacant lots for future development.	**Growth** Build new housing, new businesses, and new amenities.
	Connection with Officials Improve the responsiveness of the City to community needs.
Housing Existing housing options don't meet the needs of wants of all households.	**Housing** Build diverse and excellent-quality housing.
Community-Building Lack of places and opportunities for the community to meet and engage.	**Community-Building** Develop community programs and events for neighbors to get together.
Business Development Lack of restaurants and day-to-day shopping in the neighborhoods.	**Business Development** Support new, community-based businesses in North Central.
Youth Lack of opportunities for young people, and they don't want to stay.	**Youth** Enhance recreation, education, and employment opportunities.

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August 18, 2021

Successful plans engender a sense of community pride and ownership, which builds enthusiasm for the their vision and a desire to see that vision translated into reality. Community pride and ownership of the plan is a result of broad-based engagement and an authentic understanding of the community and its character.

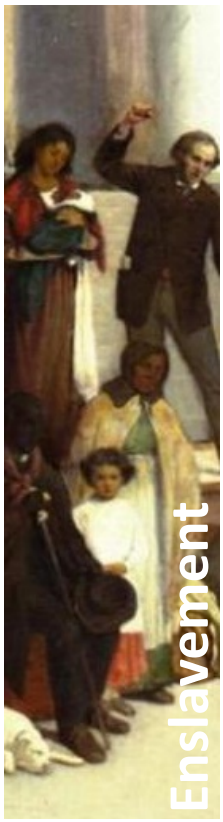
Building authentic community revitalization starts with a detailed understanding of the community's history. The history of North Central is complex, and manifests itself in a variety of way. Development and subsequent redevelopment and urban renewal efforts define North Central's physical configuration and urban morphology. Socio-demographic changes and segregationist policies have effected disinvestment. On the scale of a block, a household, or individual resident, life experiences in North Central weave a rich tapestry that forms the community's collective memory.

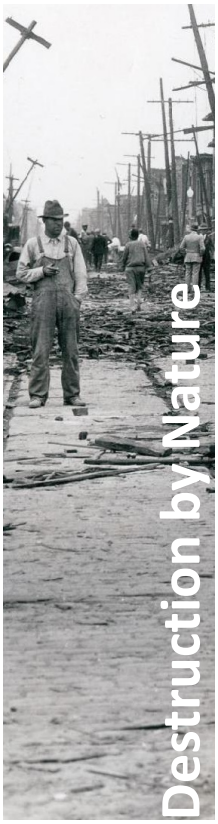
These considerations impact the understanding of North Central today, and they provide insights and opportunities to re-envision the future of North Central for tomorrow. Through a comprehensive and inclusionary SOAR engagement and analysis methodology, the North Central community has articulated their needs, wants, desires, and vision for the future of this place. This forms the foundation of a plan that is uniquely of and for the community of the North Central neighborhoods.

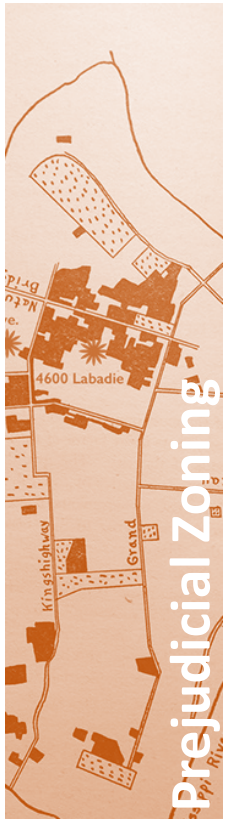
02

NORTH CENTRAL YESTERDAY & TODAY

NORTH CENTRAL PLAN







Yesterday
History, Culture & Identity

The North Central Plan respects, celebrates, and builds upon the diverse history of North Central. The planning process began by examining the history of the area through research as well as listening, and learning from the community. First and foremost understanding the history and culture of the place must begin by acknowledging the implicit and explicit injustices as well as celebrating the successes and perseverance of the neighborhoods. This reflection and acknowledgement provides a framework to heal, thrive, grow and sustain the transformation desired by the community as articulated in the North Central Plan.

St. Louis is among the most racially segregated cities and metros in the United States –a result of historic systemic racism including formal and informal policies and practices which enabled discrimination, segregation, and oppression of the Black population and other minority groups overtime. The North Central Plan planning area has experienced first hand the impacts of these discriminatory policies, practices and systems.

A series of historic maps documenting the injustices are show on the facing page. The North Central Plan planning area is outlined on the maps for visual reference.

The planning area includes two neighborhoods Vandeventer and Covenant Blu Grand Center. In the mid 19th Century Grand Avenue, today, Grand Boulevard, was the boundary of the City. The Grand corridor and the eastern portion of the planning area urbanized early as an extension of the bustling industrial downtown core and Mill Creek Valley. Neighborhoods began taking shape west of Grand Avenue and Downtown throughout the 1800s into the mid 1900s. West of Grand Avenue was known as Grand Prairie & St. Louis Common Fields and this former prairie land would become the location of the future Vandeventer Neighborhood.

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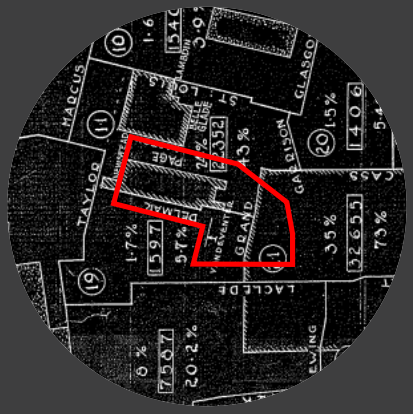
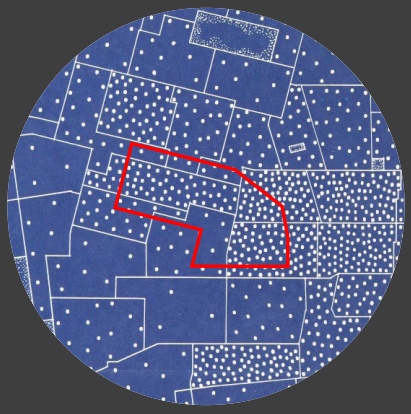
Acknowledge the Injustices



DIVIDING & DISPLACING BY PLANNING

In 1916, St. Louis was the first in the nation to pass an ordinance imposing racial segregation on housing. The 1930 census districting map above titled “City of St. Louis Distribution of Negro Population” illustrates the percentage of Black population in various areas. Many majority African American communities later became deemed obsolete or blighted and cleared for urban renewal projects.



DIVIDING & DISPLACING BY PUBLIC HEALTH

Public Health played a central role in creating the very concept of blight. This map titled “City of St. Louis Tuberculosis Deaths 1930-1932” was used to unfairly accuse African Americans of spreading disease, providing a foundation for federal redlining. The HOLC used both tuberculosis and “Negro encroachment” as signs of neighborhood instability.

DIVIDING & DISPLACING BY COVENANTS

This 1945 map shows the locations of race restrictive housing covenants in St. Louis. The areas highlighted in black had covenants restricting African American’s from living in these areas. Restrictive covenants were ruled unconstitutional in 1948 by the Supreme Court case Shelley vs. Kraemer, a case which originated in St. Louis.

DIVIDING & DISPLACING BY REDLINING

This 1937 HOLC Residential Security Map (i.e., redlining maps) illustrates past New Deal era racist housing mortgage policy. The entirety of the North Central Plan planning area was classified as “Hazardous”—indicated in pink on the map—which was defined as “Marked by infiltration or the presence of a colored settlement or Negro colony.”

DIVIDING & DISPLACING TRANSPORTATION

This 1896 map shows the Street Railway System at the time. Grand Ave served as a major terminus for streetcars. Routes operated in east-west and north-south directions serving all parts of the City. Streetcars vanished, being replaced by buses in the 1920s. The rise of the automobile and subsequent “white flight” to the suburbs, resulted in major population decline in the City.

DIVIDING & DISPLACING COMBINED EFFECT

This map shows the HOLC redlining map with modern vacant parcels overlaid. It is evident by the number of vacant parcels the lasting effects of redlining (pink zones) on the urban fabric as a result of racial & discriminatory policies and practices. The vacant parcels are color coded by access to jobs via public transit. Green represents high access.

St. Louis Graf Engraving Co., c. 1896. Grand Avenue in the forefront with the development of civic buildings.

Covenant Blu Grand Center Neighborhood

The Covenant Blu-Grand Center Neighborhood has Grand Boulevard at its center. Grand Avenue, now Grand Boulevard, was laid out in 1854 and was the boundary of the City at the time. This important north-south corridor followed the high ground and became the location of many civic buildings. Grand Avenue and the area east of the corridor developed early, its development pattern consisted of small blocks similar in scale to the urban core and served as an extension of downtown. The Covenant Blu Grand Center Neighborhood is bordered by the Midtown Neighborhood to the south along Lindell Boulevard and the Jeff Vanderlou Neighborhood to the north and east along Dr. Martin Luther King Drive, formerly Easton Avenue.

Midtown is home to St. Louis University's main campus and Harris-Stowe State University as well as the former Mill Creek Valley Neighborhood. Mill Creek Valley was an African American community that was cleared for development of the interstate

Julius Hutawa, "Map of St. Louis," 1870

Adopted by the City of St. Louis Planning Commission
August 18, 2021

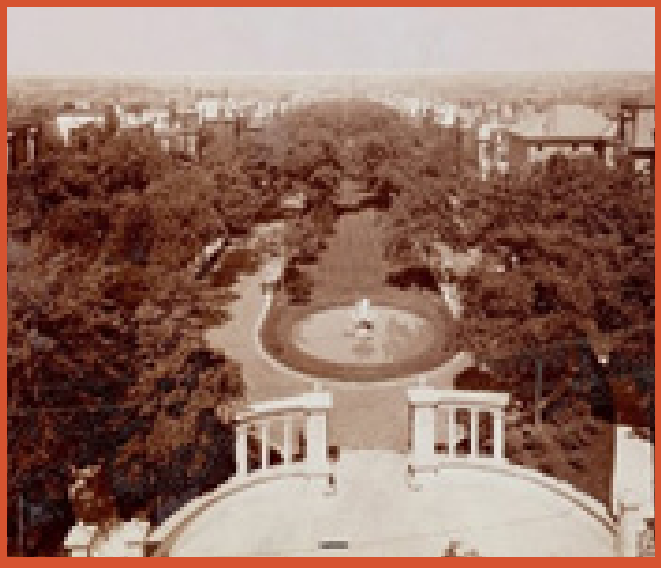
system, today Interstate 64. This 1950s clearance project displaced 20,000 members of the African American Community along with many African American churches and businesses.

The Jeff Vanderlou Neighborhood, historically named Yeatman, once encompassed the current Covenant Blu Grand Center Neighborhood. This Neighborhood once contained the Vandeventer Place subdivision which was later replaced by institutions in the 1940s including the VA Medical Center and the Children's Detention Center. The Jeff Vanderlou Neighborhood following the time of racial segregation was one of few places where African Americans were allowed to own land. This neighborhood was a place of industry and was home to the former Coke Plant.

The Covenant Blu Grand Center neighborhood today includes a portion of the Locust Street Automotive Historic District, an area along Olive Boulevard east of Grand Boulevard which continues into Midtown. The Locust Street Automotive District has historic warehouse style brick buildings from the mid-20th century which housed auto dealerships and auto-parts retailers. This District served as St. Louis's hub for automobile marketing and servicing in the early-mid 1900s.

Streetcars and buses at rush hour. Grand Avenue and Morgan Street. 25 July 1925, 5:10 p.m., 1925.

The southern portion of the Vandeventer Neighborhood was extensively damaged by two tornados, one in 1927 and another in 1959. These tornadoes damaged homes and businesses displacing people from the area. The photo above shows destruction from the tornado at Sarah and Cook from the 1927 tornado.



Vandeventer Place was founded in 1870, the private tree lined street was an enclave for some of the wealthiest St. Louisans. Entrances to the street were marked by large limestone structures and fountains. In 1894 the Veterans Administration built its hospital on the eastern half of Vandeventer Place, soon after the rest of the street was demolished for a juvenile detention center.

All that remains today of Vandeventer Place is The Samuel Cupples House now a part of Saint Louis University's campus, a few homes throughout Grand Center, and the Vandeventer Place entry structure that now rests in Forest Park.

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The Grand Center Theater District, now the Grand Center Arts District formed between 1900 and 1920 as the City's center for arts, entertainment and night life. Development continued into the 1930s and 1940s with the construction of famous playhouses including the Missouri Theater, Fox Theater, and Powell Symphony Hall, formerly St. Louis Theater. Grand Center was a bustling and thriving area which served as a transportation hub for the City's streetcar lines. The streetcar system was heavily utilized in the late 1800s and early 1900s before the introduction of the automobile. Grand Avenue at Olive Boulevard was a transit crossroads which connected multiple lines with routes north-south and east-west throughout the county and city connecting neighborhoods to jobs and entertainment. The City's streetcar service was eventually replaced with buses. The Hodiamont Line was the last streetcar in operation until it took its last ride on May 21, 1966.

The Fabulous Fox Theater was built in 1929 and the image above of the front of the theater dates from 1937.

Grand Avenue looking south from Grandel Square. Walgreens on near corner, New Grand Central and Missouri Theatres on opposite side. February 1935.

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Vandeventer Neighborhood

The Vandeventer Neighborhood developed from The Grand Prairie Commonfield area. This area experienced a gradual urbanization with development continuing westward from Grand Avenue into the first decade of the 20th century. As subdivisions developed in the neighborhood many German and Irish immigrants, as well as some African Americans moved into the neighborhood.

Delmar Boulevard, formerly Morgan Street, is the southern boundary of the Vandeventer Neighborhood and historically has been a racial dividing line in the City with socioeconomic disparities for the majority black residents that live north of Delmar Boulevard. The Central West End Neighborhood is located south of Delmar Boulevard and has historically been a place of affluence.

The Vandeventer Neighborhood is bordered to the north by The Ville Neighborhood and to the west by Lewis Place Neighborhood. These two neighborhoods are significant for their role in the fight for fair housing policy leading to the landmark Supreme Court case Shelley v. Kraemer which struck down restrictive housing covenants. Both The Ville and Lewis Place are designated historic districts. Lewis Place remains the oldest private street owned by black St. Louisans.

The Ville Neighborhood was historically the town of Elleardsville and during the time of racial segregation and restrictive housing covenants was one of the few areas in the City open to African Americans, unlike Lewis Place, and emerged as the heart of black culture in St. Louis. Many prominent African American institutions and people originated from the Ville Neighborhood.

Vandeventer and The Ville are joined by Dr. Martin Luther King Drive (formerly Easton Avenue). This commercial corridor served as a connection to Wellston's Downtown and was home to many Black owned businesses. The Hodiamont Streetcar line served to connect the North Central Neighborhoods to the Wellston Business District, an important spine for the North Central corridor.

900 Block of Vandeventer with stones, 1921-1923.

Schenberg's Market at 1101 North Vandeventer, at the corner of Vandeventer and Finney.

Hodiamont Streetcar Line Right-of-Way.

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Acknowledge the Successes

Despite the history of injustice and the constant removal of significant cultural resources, the North Central community has persevered. Numerous successful people, places, and organizations have come from in and around this community. Although much history has been erased overtime, it has not been forgotten. **Replenishing and growing the heart of the community, by acknowledging the successes, is a foundation for the North Central Plan.** The following successes are celebrated by the North Central community and are ingrained in the culture and identity of the neighborhoods:

» **FAITH & RELIGION**
Several places of worship and faith-based organizations were established in the neighborhood through the years. Notable churches include, St. Alphonsus “Rock” Church; Cook Avenue Methodist Episcopal Church, south (now the Scruggs Memorial Christian Methodist Episcopal (CME) Church); and Washington Tabernacle Baptist Church among many more. The religious community has long been an important component of the social fabric of the community.

» **ARTS, CULTURE & ENTERTAINMENT**
The Grand Avenue Theater District has been a significant place of entertainment, expression, artistry, and success for many artists and musicians over the years in St. Louis. The area was home to several historically African American theaters as well that are no longer standing, including Pendleton/Venus Theater, Douglas Theater, and Comet Theater in the core of the Vandeventer Neighborhood. Numerous other African American Theaters were located nearby in Midtown and The Ville. Gas Light Square was a significant entertainment destination just south of the neighborhood as well that has since been demolished. The community has an arts, culture and entertainment legacy that is unmatched in the region.

» **EDUCATION**
Due to segregation laws at the time, Sumner High School in The Ville was the first and only school for African American students, until 1927 when Vashon High School opened. Citizen groups and community alliances advocated for the second high school to serve the hundreds of African American students that couldn’t easily reach Sumner, such as residents of the Mill Creek Valley area. As a result, Vashon was built. The area has strong ties to higher education being adjacent to both St. Louis University and Harris-Stowe State University since the 1800s and today Ranken Technical College and Cardinal Ritter College Prep High School and Clyde C. Miller Career Academy.

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» **HEALTH & WELLNESS**
Nearby, in The Ville neighborhood, the Homer G. Phillips Hospital served the needs of more than 70,000 African Americans. The hospital was one of the few nationally-recognized, fully-equipped hospitals in the country where black doctors, nurses, and technicians could receive training. This hospital provided a network of stability and pride for the black community. Although this facility has closed, its success is a point of pride. Today the neighborhood is home to the John Cochran Veterans Affairs Medical Center and Deaconess Center For Child Well-Being.

» **ORGANIZATIONS**
The area has a long history of self-led and foundational support for the black community with several clubs, civil rights, fraternal, professional, and community organizations and not-for-profits operating, as well as locating, in and around the area including, The Urban League, The Negro Masonic Hall, Big Brothers Big Sisters of Eastern Missouri, and more.

» **ENTERPRISE**
During the era of segregation, The Green Book was developed for African American travelers to keep them safe, identifying businesses that would welcome Black patrons. The Vandeventer Avenue & Finney Avenue Green Book Business District provided a safe place for African American travelers to stop including restaurants and service stations among other businesses. The North Central Area also encompasses a portion of the historic Locust Automotive District, a hub for automobile manufacturers, dealers, auto clubs, and auto shows. The St. Louis auto industry played a significant role in the innovation of the automobile and its marketing and sales approaches.

» **INDIVIDUALS**
There have been numerous notable people that have engaged with this community or lived in and around the area including artists, authors, musicians, athletes, civic leaders, civil rights activists and advocates, religious leaders, educators, doctors, lawyers, pioneering military members, entrepreneurs and inventors among others. The facing page highlights a few notable individuals.

In conclusion, the Vandeventer and Covenant Blu Grand Center Neighborhoods are part of the rich history of the North Central Corridor, a significant place of Black History and civil rights activism. This initial investigation into the history and past of the two neighborhoods, Vandeventer and Covenant Blu-Grand Center, is just a start and should be continued in order to bring the history, of these two neighborhoods as well as the adjacent communities of influence, to the forefront. There is much more history –stories and lived experiences, successes and injustices – to be documented and recorded in order for the history to live on and be celebrated and never forgotten.

Today
Existing Conditions & SOAR Analysis

The existing conditions analysis and existing plan review and alignment was completed through a SOAR analysis methodology. This asset-based approach identifies the Strengths, Opportunities, and Aspirations for Results through a community-led planning process. This section includes the results of the community SOAR analysis, along with existing conditions mapping, data, and case studies in order to position the SOAR analysis within the context of existing conditions.

Resident interviews were conducted at the start of the planning process to listen and learn from the community. The residents voiced that uneven resources, poor collaboration among neighborhood groups, and division between homeowners and renters are possible reasons that led the Covenant Blu Grand Center and Vandeventer neighborhoods to becoming socially, economically, and environmentally fragmented.

The North Central Plan examines the existing environment and aids in expanding the distinct identities of the neighborhoods. The planning process first focused on both neighborhoods' assets to uncover potential growth opportunities. The North Central Plan builds upon these assets to strengthen the area.

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North Sarah Development.

Christ Temple Cathedral.

Robert W. Plaster Free Enterprise Center at Ranken Tech.

Clyde C. Miller Career Academy.

Strauss Park.

Cardinal Ritter College Prep High School.

Ellen Clark Sculpture Park.

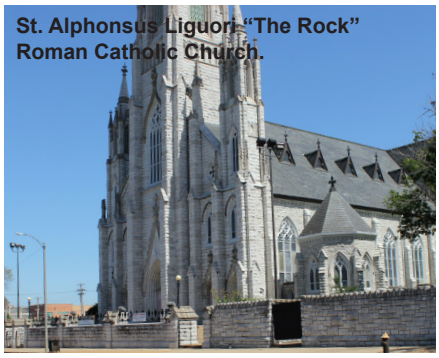
The Fox Theater.

Grand Center Arts District.

Nine Net (KETC) and Public Media Commons.

North Sarah Development.

Turner Park.


St. Alphonsus Liguori "The Rock" Roman Catholic Church.

Renaissance Place Development.

North Sarah Development.

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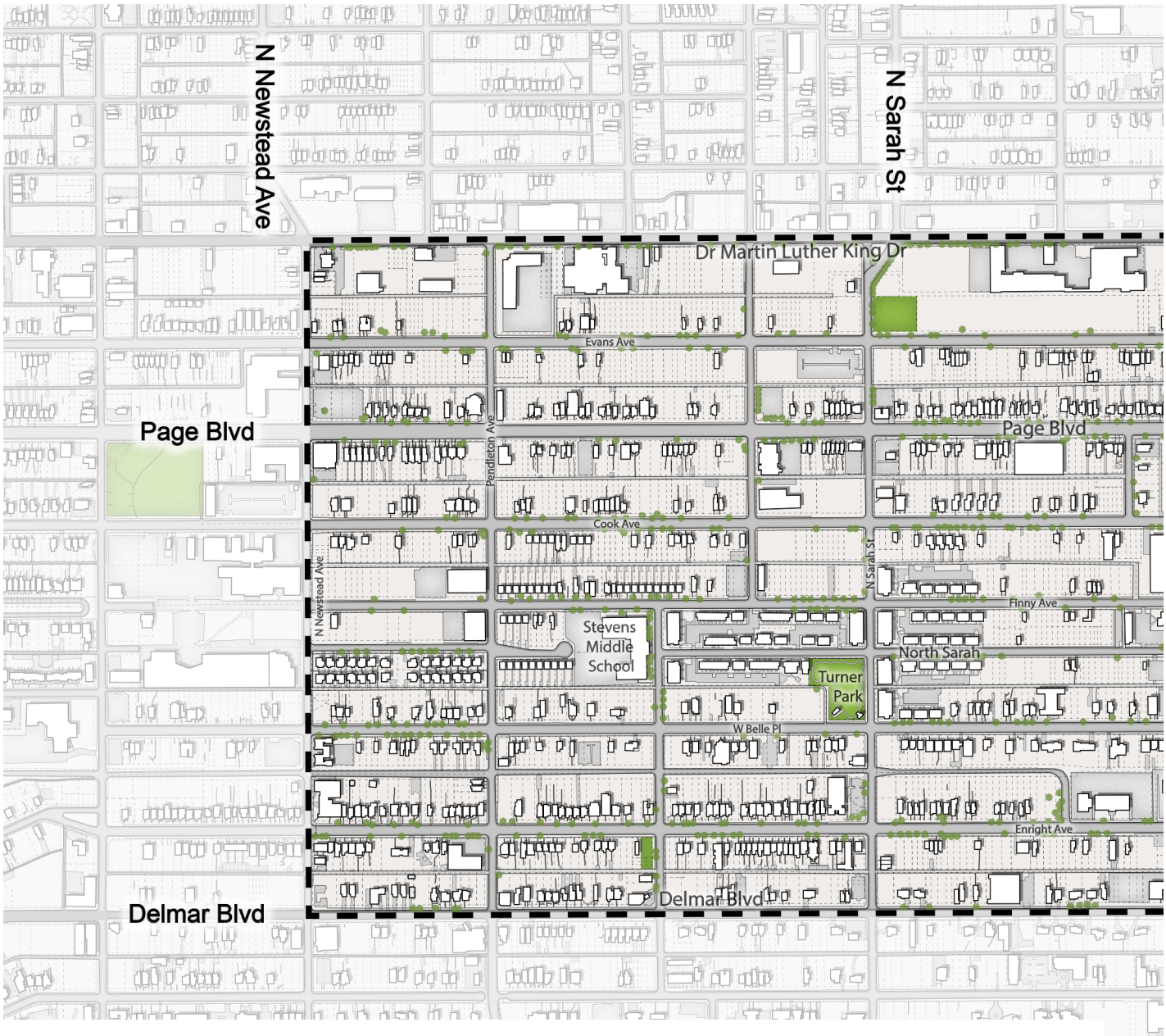
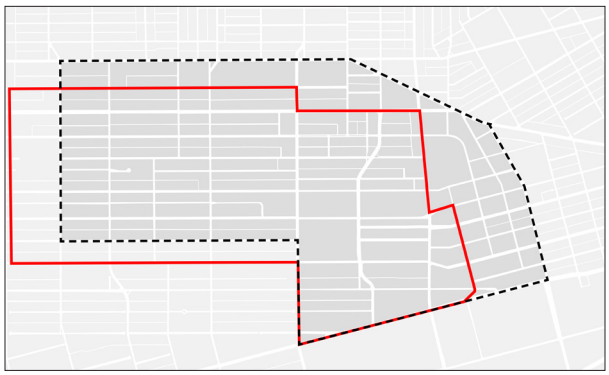
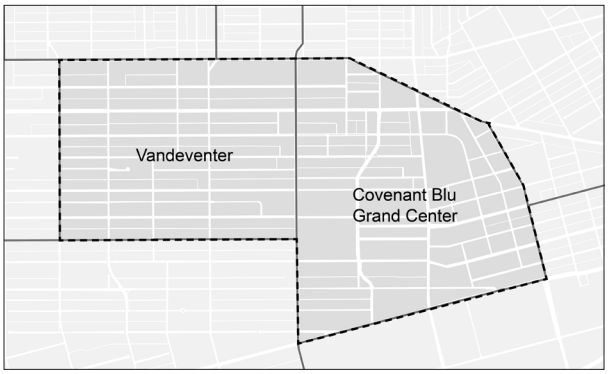




NORTH CENTRAL PLAN 2000

Planning Boundaries were Evans Avenue to Page Boulevard (North); Washington Boulevard to Lindell Boulevard (South); Grand Boulevard to N. Theresa Avenue (East); N. Taylor Avenue (West).



NORTH CENTRAL PLAN 2020

The new planning boundaries align with the Vandeventer and Covenant Blu Grand Center neighborhood boundaries.

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Existing Conditions Base Map

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NORTH CENTRAL COMMUNITY SOCIOECONOMIC PROFILE

According to the U.S. Census Bureau's American Community Survey five-year estimate, the study area has 5,547 residents. In the planning area, 52.58% of residents are females and 47.41% are males. Those 60 years of age and older make up 20% of the planning area's population. And, while Blacks are the most represented in the study area at 68.51%, whites make up 21.65%, Asians (5.37%), and Latinos (2.20%).

VANDEVENTER

POPULATION - 1,682
- BLACK 89%
- WHITE 9.5%
- ASIAN 0.5%
- YOUTH 21% (+7% COLLEGE)
- SENIORS 12%

MEDIAN HOUSEHOLD INCOME
- $37,094

AVG. HOUSEHOLD INCOME
- $57,855

POP. BELOW POVERTY LEVEL
- 27%

COVENANT BLU-GRAND CENTER

POPULATION - 3,562
- BLACK 63%
- WHITE 26%
- ASIAN 7%
- YOUTH 21% (+27% COLLEGE)
- SENIORS 9%

MEDIAN HOUSEHOLD INCOME
- $34,214

AVG. HOUSEHOLD INCOME
- $56,195

POP. BELOW POVERTY LEVEL
- 28.5%

Existing Conditions Analysis

In order to catalogue the existing conditions of North Central today and understand the major physical issues within the planning area, the Planning Team conducted comprehensive on-site street-by-street surveys and field verifications of existing physical conditions throughout the entire North Central Plan Area. These surveys included:

- Urban Morphology
- Neighborhood Structure and Identity
- Streets and Infrastructure
- Building Use and Condition
- Property Use and Ownership
- Cultural resources and Community Amenities
- Socio Demographics
- Transit
- Trails, parks, and Greenways
- Regulatory Environments

All surveys were conducted on foot by survey teams, utilizing GIS base data provided by St. Louis City. Survey data and analysis was compiled into a comprehensive compilation of maps and analysis diagrams. These maps, which document North Centrals existing physical conditions, have been utilized throughout the planning process. Key analysis maps and summaries are presented on the following pages.

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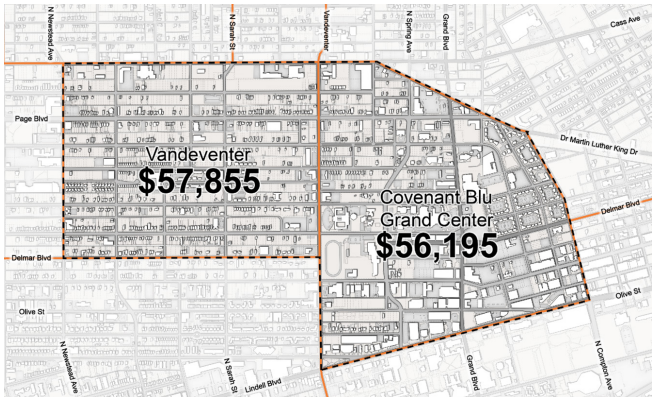
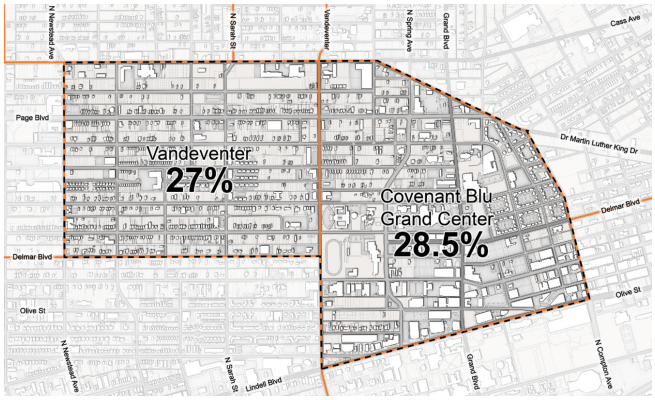


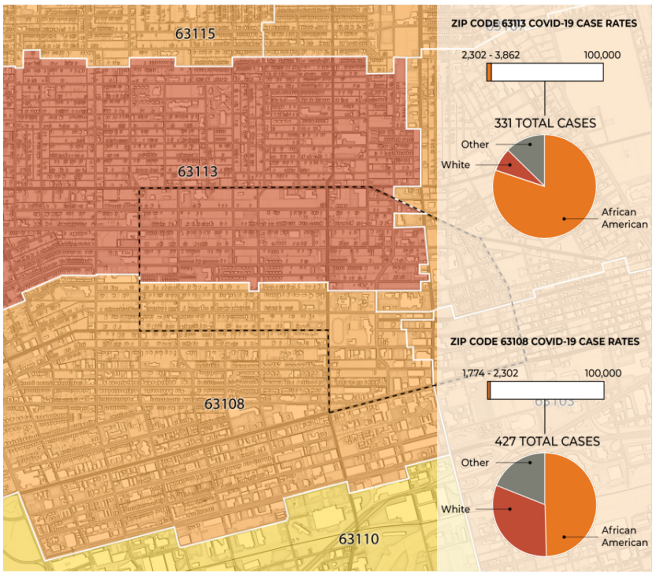
AVERAGE HOUSEHOLD INCOME

In the City of St. Louis White households' median income is nearly twice that of black households (disparity index = 1.96 white to black). The City of St. Louis Average household Income (2018) is $91,811.00. Covenant Blu Grand Center and Vandeventer Neighborhoods Average household incomes (2018) are respectively $56,195 and $57,855.



POVERTY

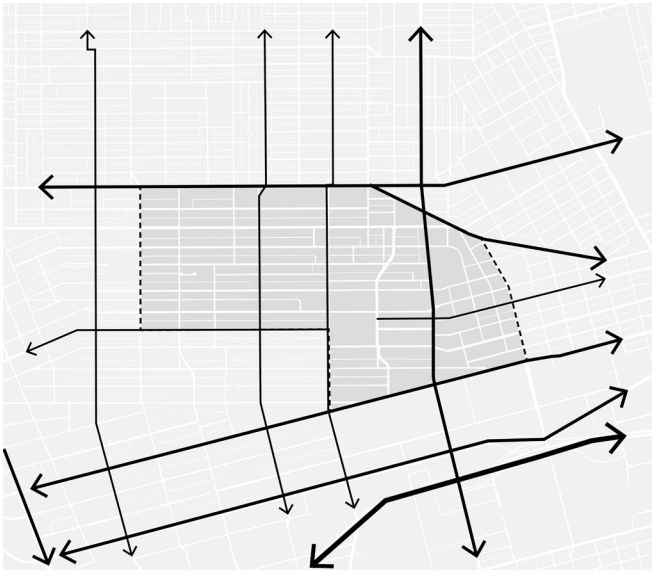
Percentage of People living in the Neighborhood below the defined Poverty Level: Vandeventer: 27 %; Covenant Blu/ Grand Center: 28.5%; and City of St. Louis: 25%. Black adults are more than twice as likely as white adults to live in poverty (disparity index = 2.5 white to black).



PUBLIC HEALTH – COVID-19

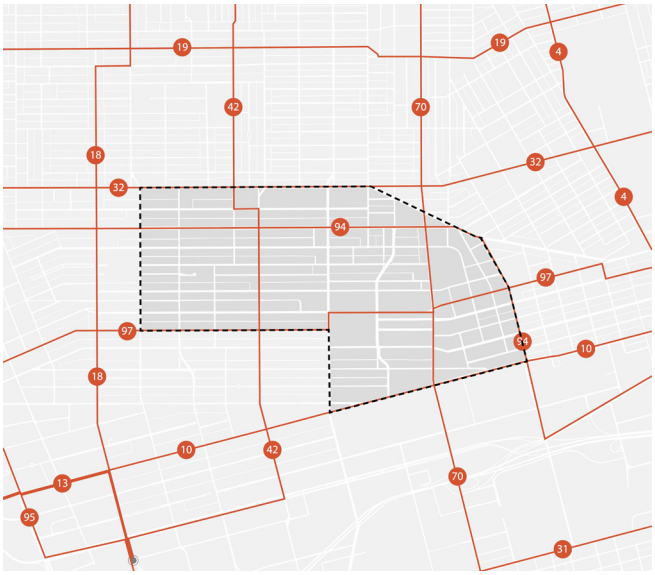
Health disparities are evident in the COVID-19 case rates, with African Americans having the highest case rate.

Context Area Analysis – Surrounding Assets



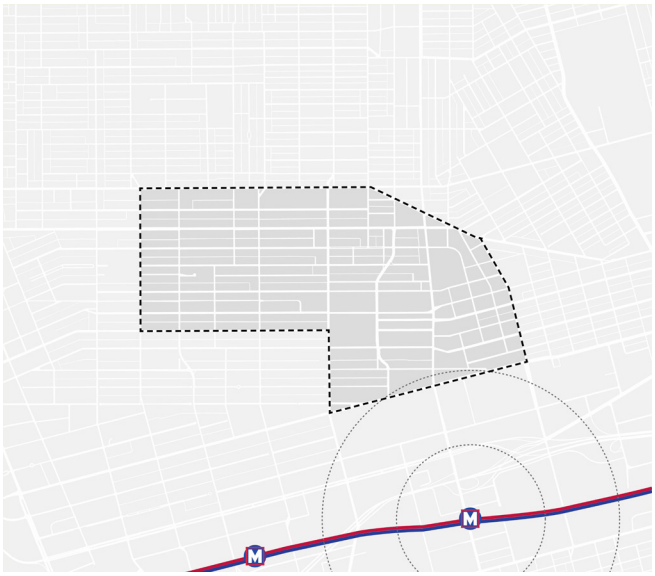
MAIN STREETS

The Neighborhood has several major streets that connect to the City's major thoroughfares. Grand Boulevard is a significant transportation route that connects south to Dr. Martin Luther King Drive and provides access to Interstate 64.



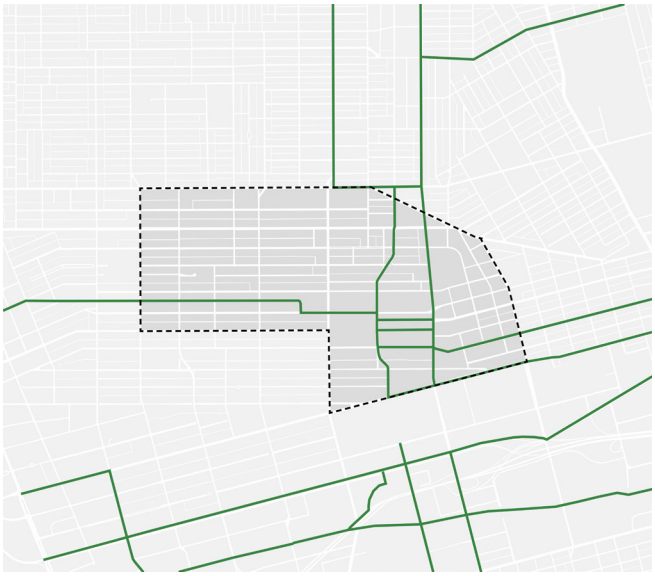
BUS ROUTES

North Central is served by six (6) MetroBus lines (32, 97, 10, 42, 70, and 94) with #70 route along Grand being the most utilized. The length of time it takes to get to destinations such as job centers has room for improvement.



METRO LINE

North Central is served by one (1) MetroLink Station Red line and Blue line at Grand. 5% of all North Central households are within a 10-minute walk (1/2 mile) to a MetroLink station. The closest MetroLink stop is at Grand Avenue (not within a comfortable walking distance for the average person).

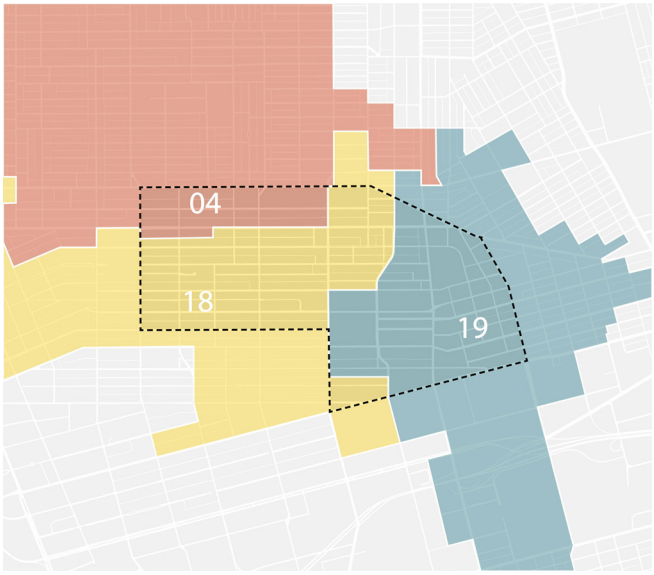


GREENWAYS

The Hodiamont Greenway is planned to be built along the former Hodiamont Streetcar Sight-of-Way. This will connect to the future planned Brickline Greenway that will travel north-south on Spring. There are several planned greenways however the Hodiamont is the only one in design phase.

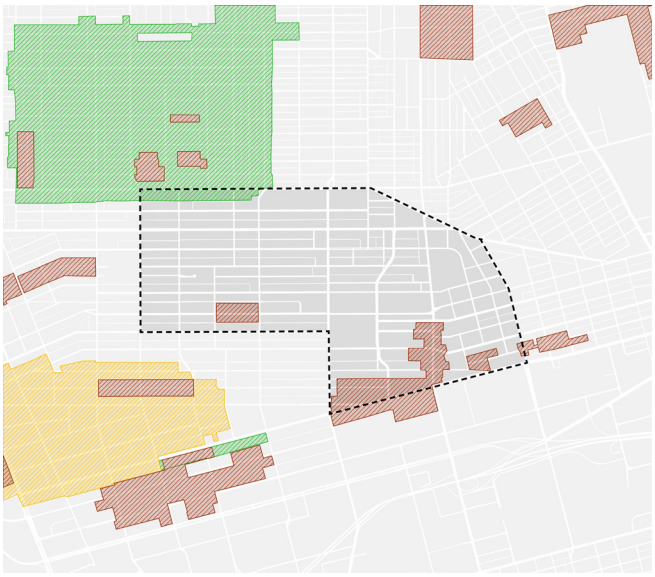
Adopted by the City of St. Louis Planning Commission
August 18, 2021

Context Area Analysis – Surrounding Assets



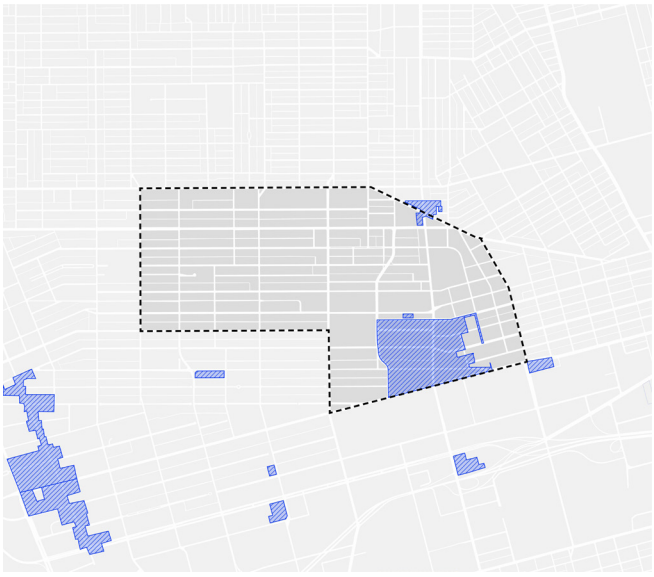
WARDS

North Central is covered by three wards, Ward 04, Ward 18, and Ward 19. Ward 04 covers the north most three blocks of Vandeventer and the remaining portion of Vandeventer is covered by Ward 18. Ward 18 also stretches into the north west and south west corners of Covenant Blu Grand Center. The rest of Covenant Blu Grand Center is covered by Ward 19.



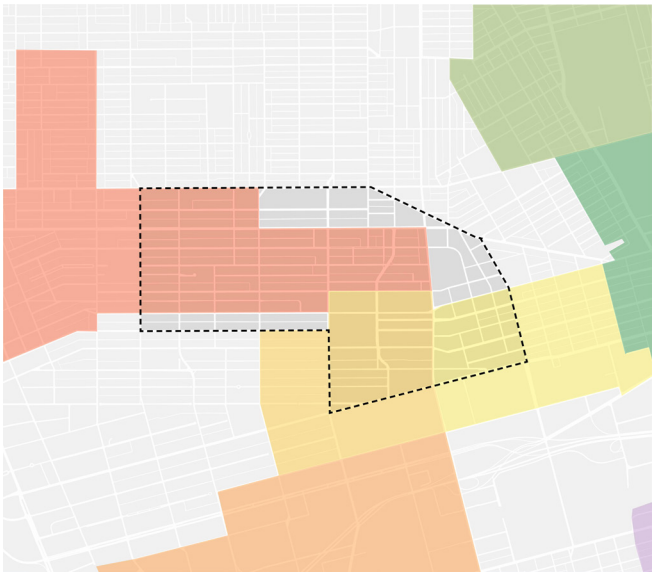
HISTORIC DISTRICTS

National Local Historic Districts include Midtown, West Locust and Olive Street Block Unit #1, and a small portion of Locust Street Automotive District. The Ville Local Historic District also has a small portion of its area within the North Central Plan Boundaries.



COMMUNITY IMPROVEMENT DISTRICTS

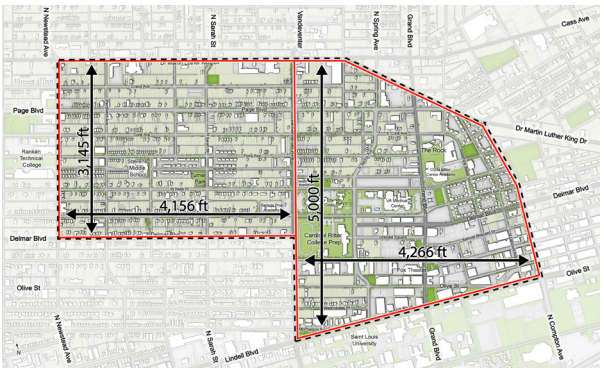
Grand Center Arts District Community Improvement District located in the south along Grand Boulevard Between Spring Avenue, Delmar Boulevard, Josephine Baker Boulevard, and Lindell Boulevard/ Olive Street.



OPPORTUNITY ZONES

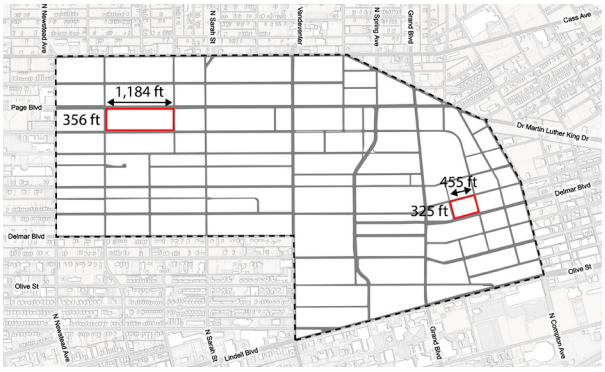
There are numerous Opportunity Zones in and around North Central. These include the Delmar/ MLK Corridor, Grand Center (West), and Grand Center (East) all with a portion of the zone within the North Central Plan Area.

Neighborhood Analysis – Urban Morphology



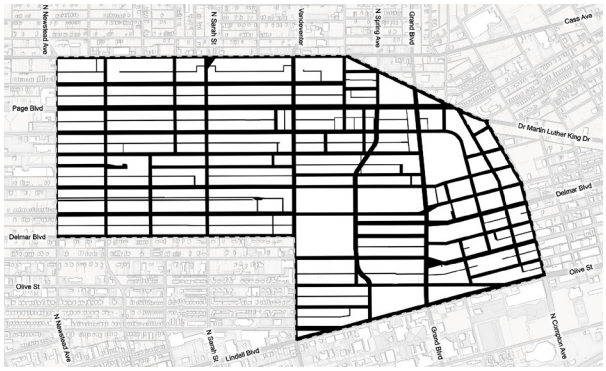
NEIGHBORHOOD SIZE

Vandeventer Neighborhood is 300 acres approx. 1/2 mile by 3/4 mile. Covenant Blu-Grand Center Neighborhood is slightly larger, 360 acres approx. 1 mile by 3/4 mile.



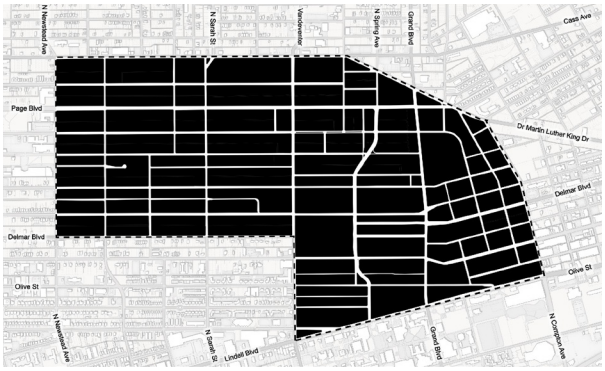
BLOCK SIZE

Vandeventer Neighborhood has long blocks, residential in character. Blocks east of Grand are generally smaller with a more urban grid like that of downtown..



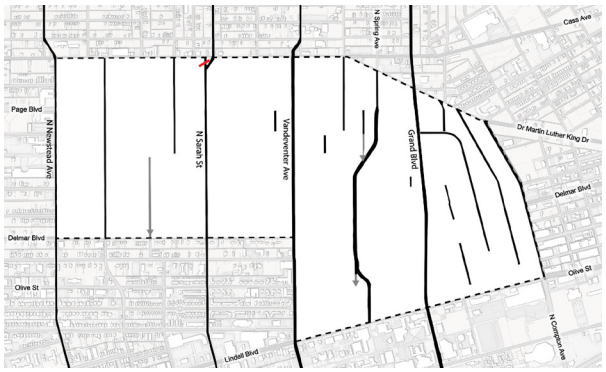
RIGHT-OF-WAY

Approximately 250 acres of North Central are dedicated to public Right-of-Way, 35% of the overall neighborhoods.



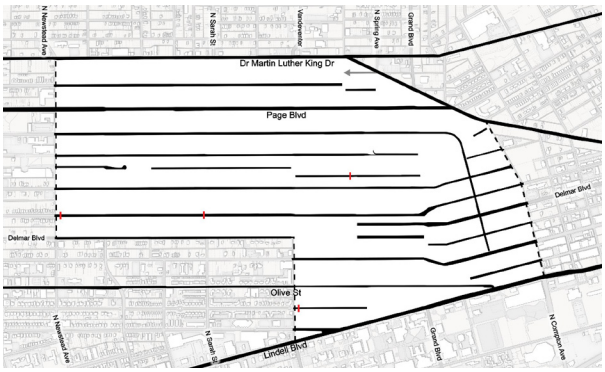
BLOCKS

The block structure varies, although the neighborhoods have an urban gridded pattern there are some irregularities with a range of block sizes and shapes.



STREETS (NORTH-SOUTH)

There are limited continuous north-south streets, Continuous streets being Grand Avenue, Spring Avenue, Vandeventer Avenue, Sarah Street, Pendleton Avenue, and Newstead Avenue.



STREETS (EAST-WEST)

There are limited continuous streets in the east-west direction. Continuous streets being Cass Avenue, Dr. Martin Luther King Drive, Page Boulevard, Olive Boulevard, and Lindell Boulevard.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

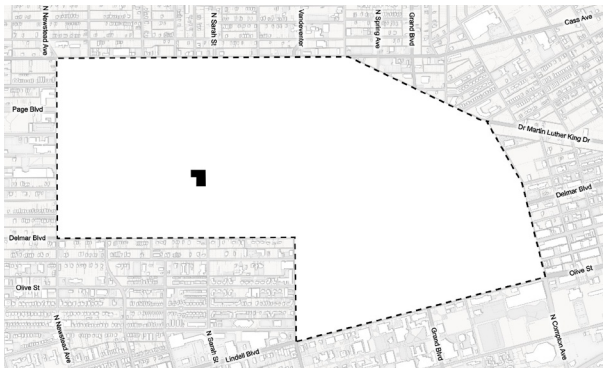
Neighborhood Analysis – Urban Morphology

BUILDINGS

There are 1,188 existing buildings in the study area. Grand Boulevard and Lindell/Olive Boulevard have larger civic, institutional, and mixed use buildings.

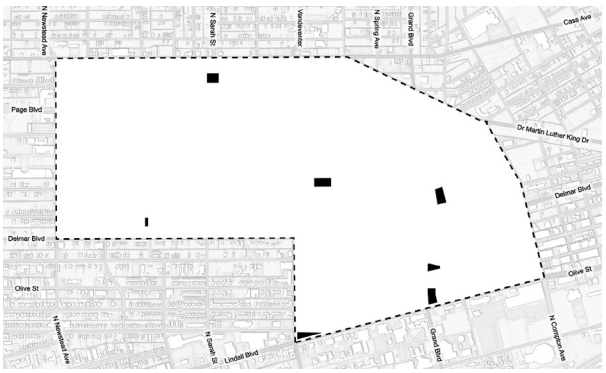
HARDSCAPE

The hardscape consists of sidewalks, parking lots, and street pavement. There are many parking lots in the Grand Center area and associated with neighborhood's institutions.



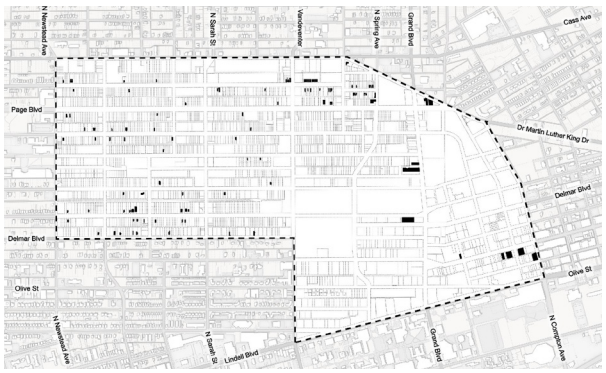
PUBLIC PARKS

Turner Park is the only public park in the study area. 10% of residents are within a 5 minute walking distance to a public neighborhood park.



PRIVATE PARKS

There are a few private parks in the study area including dog parks and community gardens.

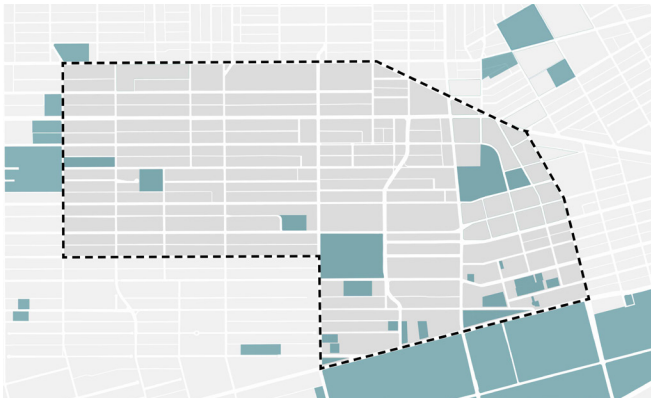


VACANT BUILDINGS

There are 110 vacant buildings, 94 of the vacant buildings are in residential areas.

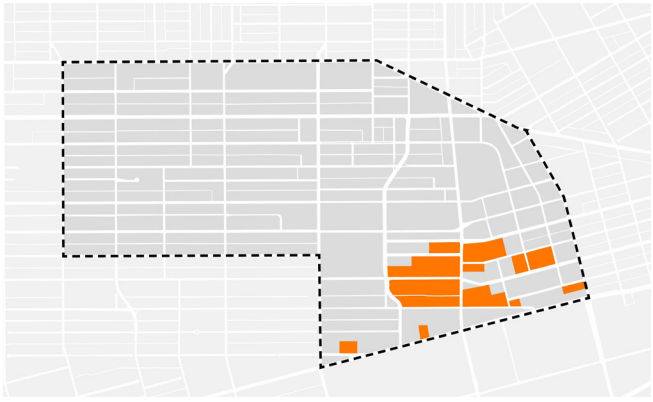
VACANT PARCELS

The neighborhood has 858 vacant parcels (22.5% of all parcels.



SCHOOLS

The neighborhood is adjacent to several higher education campuses including Ranken Technical College to the west and St. Louis University and Harris-Stowe State University south along Lindell and Olive Boulevards. Vashon High School and Cardinal Ritter College Prep High School are in the area among other educational facilities and job training facilities.

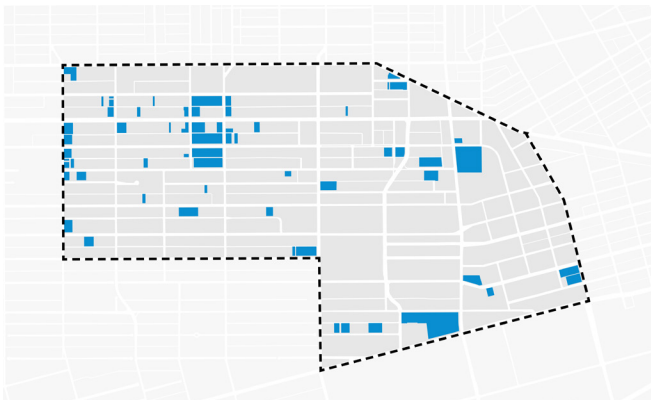


ARTS

Grand Center located along Grand Boulevard between Lindell and Delmar has a concentration of Arts Related facilities including theaters, cinemas, music halls, and arts museums.

PARKS

Within the planning boundary of the North Central plan there are two Neighborhood Public Parks, Renaissance Place Park, and Turner Park. Although outside of the neighborhood boundary Beckett Park and Chambers Park are within walking distance for some North Central residents. Taking into consideration all public parks in the area only 10% of residents are within 5 min walking distance of a Neighborhood Public Park.



CHURCHES

The planning area has several religious institutional stakeholders with places of worship located in the neighborhood. The Faith community is a significant stakeholder. Some religious groups and faith-based organizations have land holdings in the area with intentions to reinvest.

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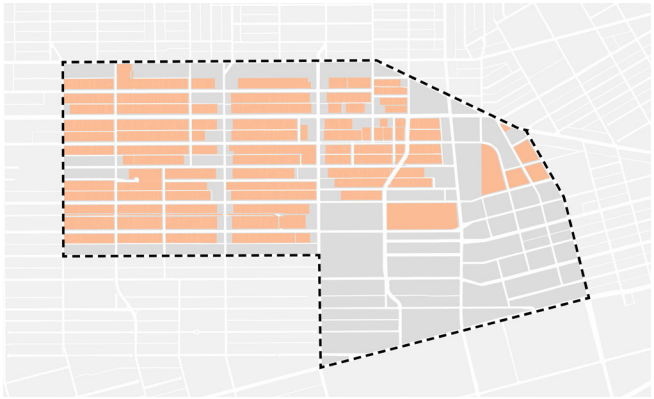
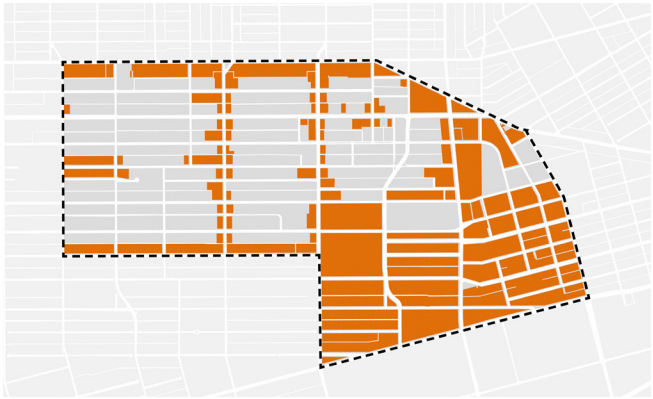


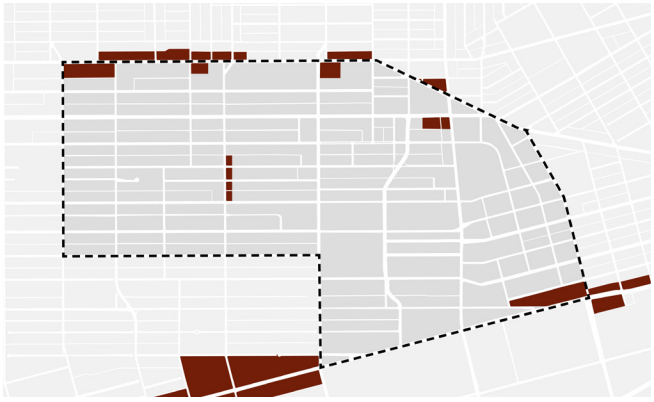
RESIDENTIAL

The majority of residential parcels are located west of Vandeventer Avenue and north of Bell Avenue. There are 94 vacant buildings in the residential areas and 26% of the residential area is vacant land.



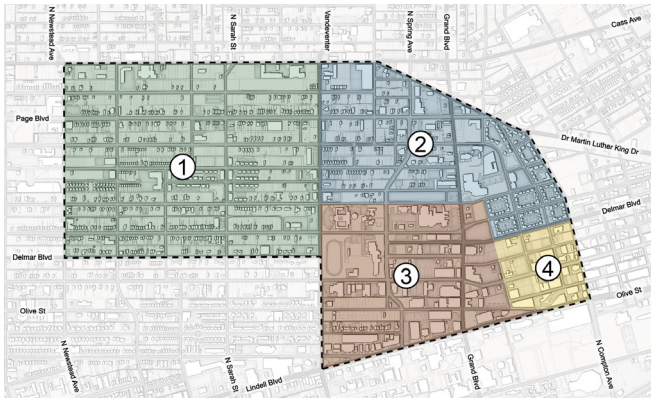
NON RESIDENTIAL

Non-Residential parcels are concentrated to the edges of the neighborhood along the corridors and within the Grand Center Arts District. The institutions in the area are generally located south of Bell Avenue.



COMMERCIAL

There are limited commercial areas in and around the neighborhoods. Commercial activity is concentrated along Dr. Martin Luther King Drive and Cass Avenue to the north and Lindell Boulevard / Olive Street to the south.



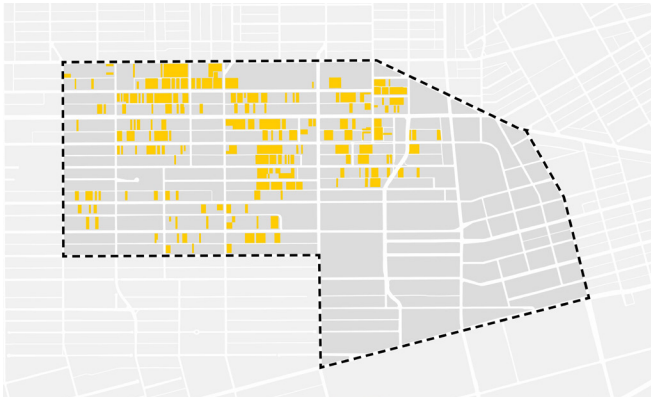
CHARACTER DISTRICT SUMMARY

Although the North Central area is made up of two neighborhoods, there are four distinct community character types based on context, building type, and configuration. 1) Vandeventer; 2) Covenant Blu; 3) Grand Center; and 4) Midtown.

Neighborhood Analysis – Patterns of Disinvestment

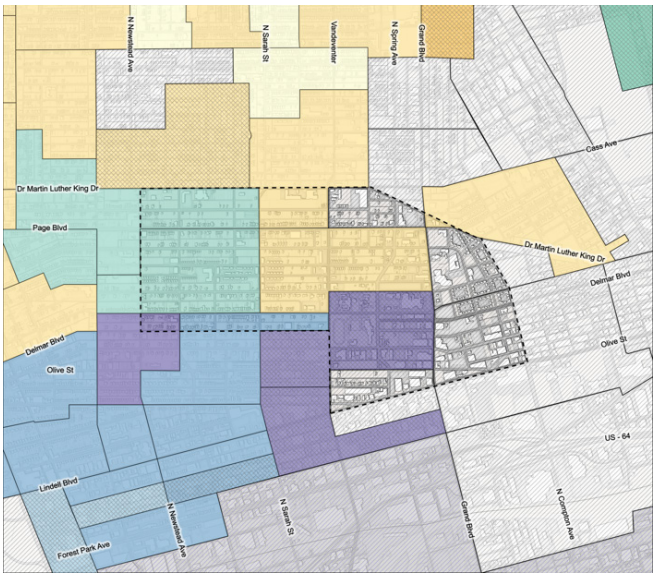
VACANCY

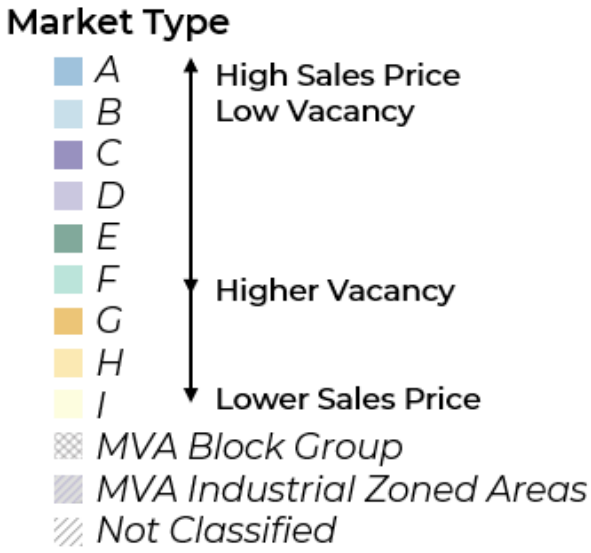
North Central has high degrees of vacant land and vacant buildings, especially in its residential areas. 26% of the residential area of North Central is comprised of vacant lots i.e. 94 acres. North Central has a total of 94 vacant buildings throughout the planning area. This is evidence of continued disinvestment and lack of resources in North Central.



LRA OWNERSHIP

The City of St. Louis Land Reutilization Authority (LRA) owns a significant amount of land in the neighborhoods. Many of these parcels owned by LRA are vacant and some have structures remaining that area in poor condition due to neglect.



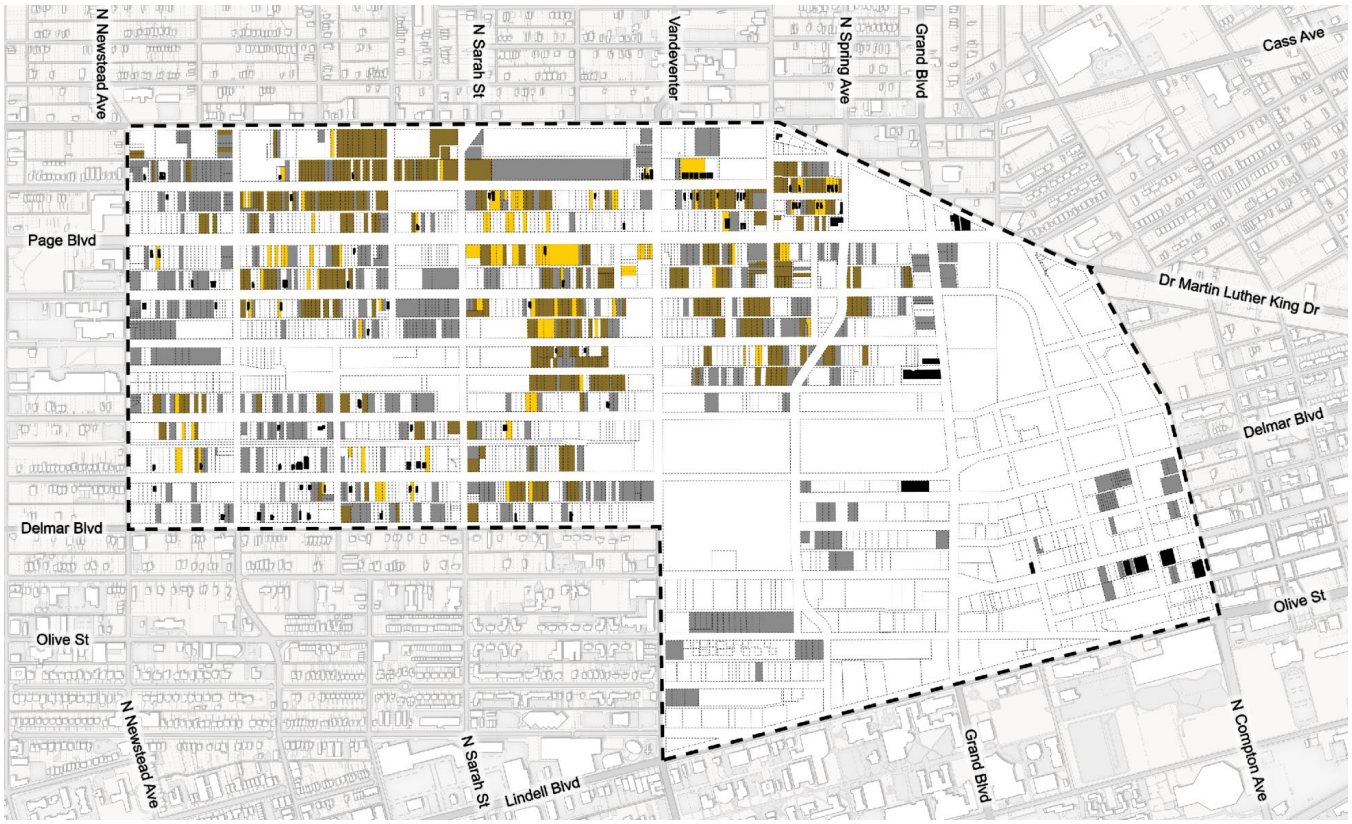


RESIDENTIAL MARKET VALUE ANALYSIS (MVA)

A statistical tool used by the City of St. Louis and others to classify areas into various market types and identify unique needs of each neighborhood to aid in the distribution of resource allocation. “F” markets have housing values below the citywide average, more renters than owners, an above average share of distressed and investor sales, and the third highest share of renters receiving federal subsidy. “H” markets have below average housing values, low levels of permitting activity, more renters than owners, an above average share of distressed sales and investor sales, and the highest levels of vacant residential land and vacant residential buildings.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Neighborhood Analysis – Vacancy Composite



VACANCY

The neighborhood has 858 vacant parcels (22.5% of all parcels) 26% of all residential parcels are vacant. There are 110 vacant buildings in the study area.

LEGEND

- Vacant Parcels
- LRA Owned Parcels
- Vacant LRA Owned Parcels
- Vacant Buildings

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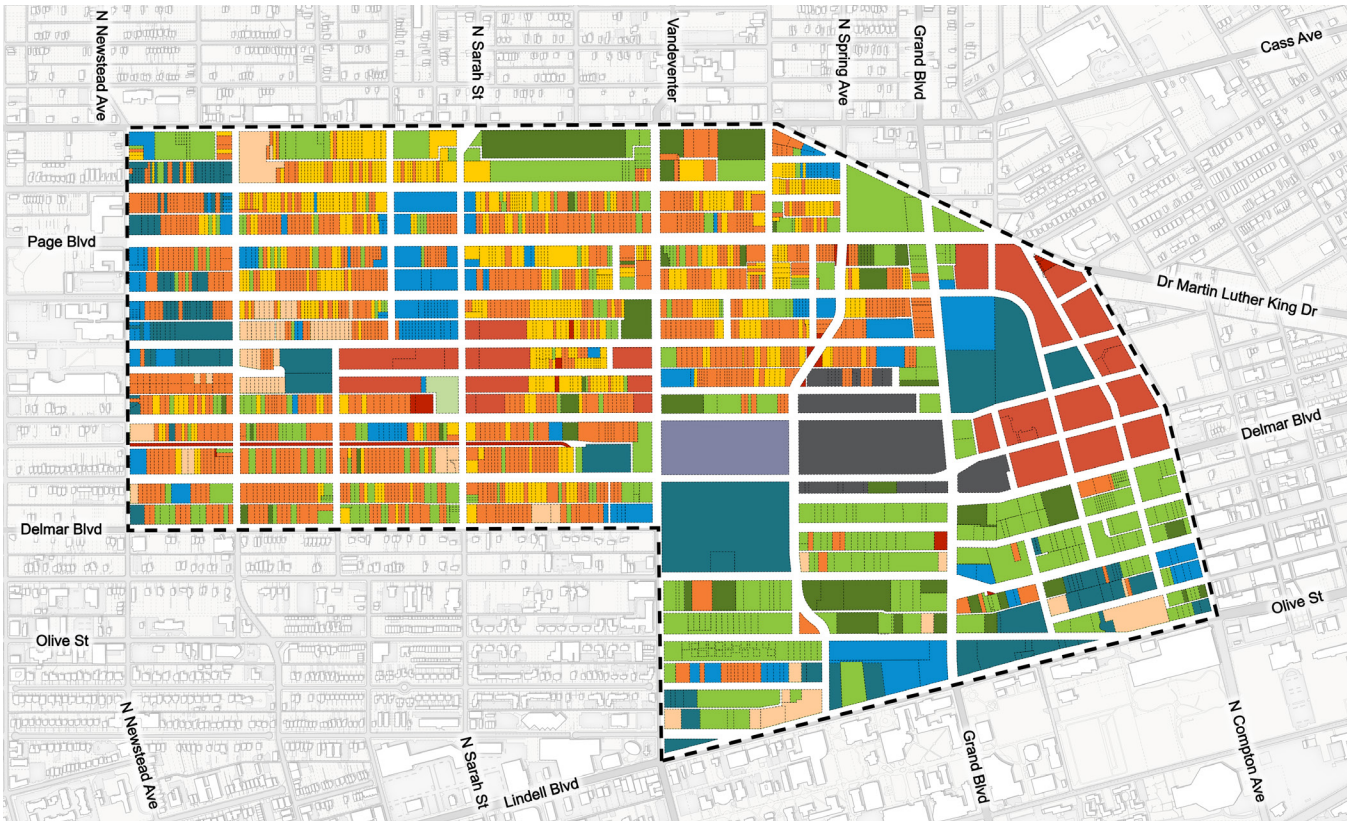
Neighborhood Analysis – Ownership Composite



PARCEL OWNERSHIP

North Central has a diverse range of land owners with a significant amount being owned by various institutions and organizations. Another significant land owner is the City of St. Louis Land Reutilization Authority (LRA).

INSTITUTIONAL:
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations
- Corp. Owners

HOUSING:
- Individuals
- Housing Corporations
- Public Housing

PUBLIC:
- LRA
- St. Louis City

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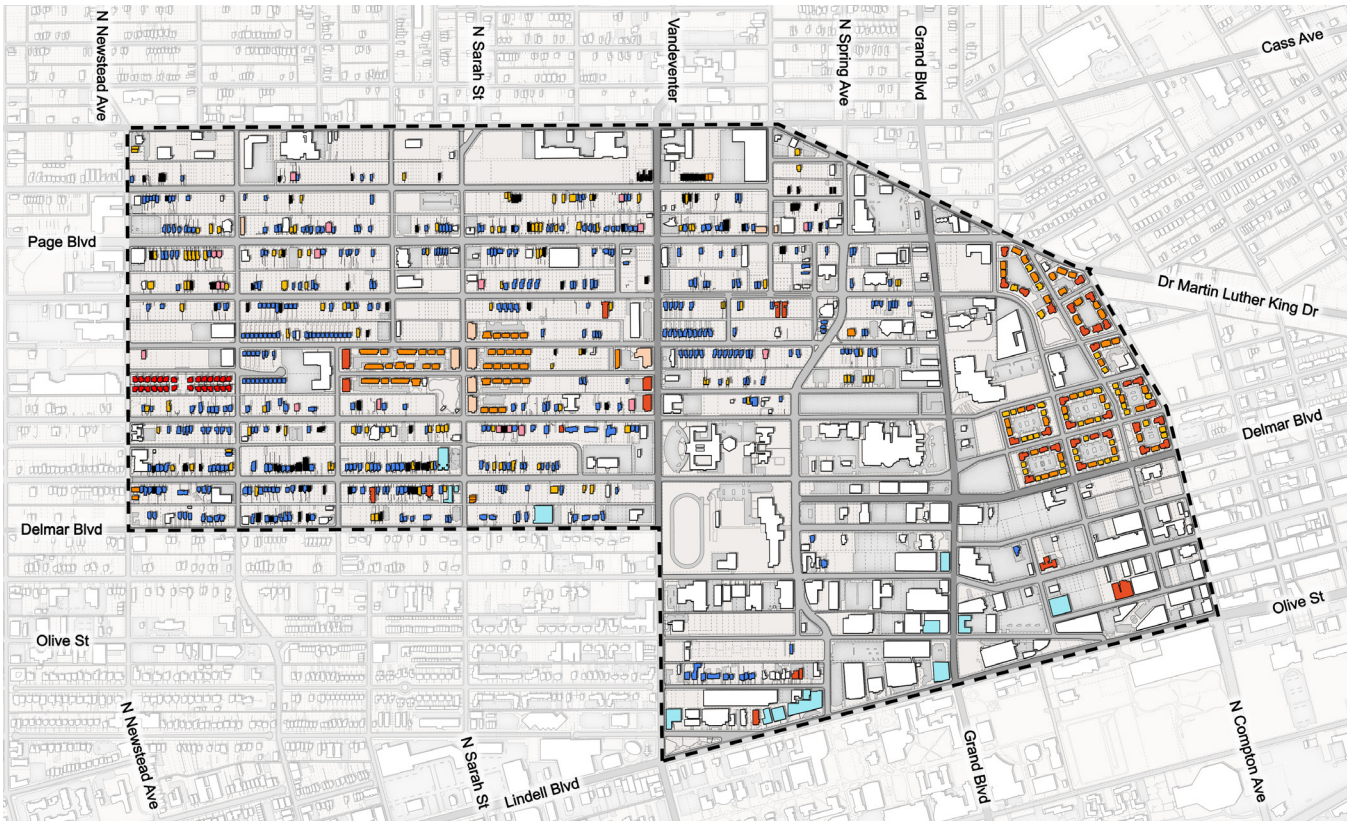
Neighborhood Analysis – Housing Types



HOUSING TYPES

The study area is not homogenous in its housing types. There is a wide range of housing types, with a varying mix of types and scales along each street. The analysis was completed to asses the range of housing types in the neighborhood.

HOUSING TYPES

- Single Family Houses
- Duplex
- Fourplex
- Cottage Court
- Townhouse
- Multiplex
- Live Work
- Mid-Rise
- Vacant Buildings

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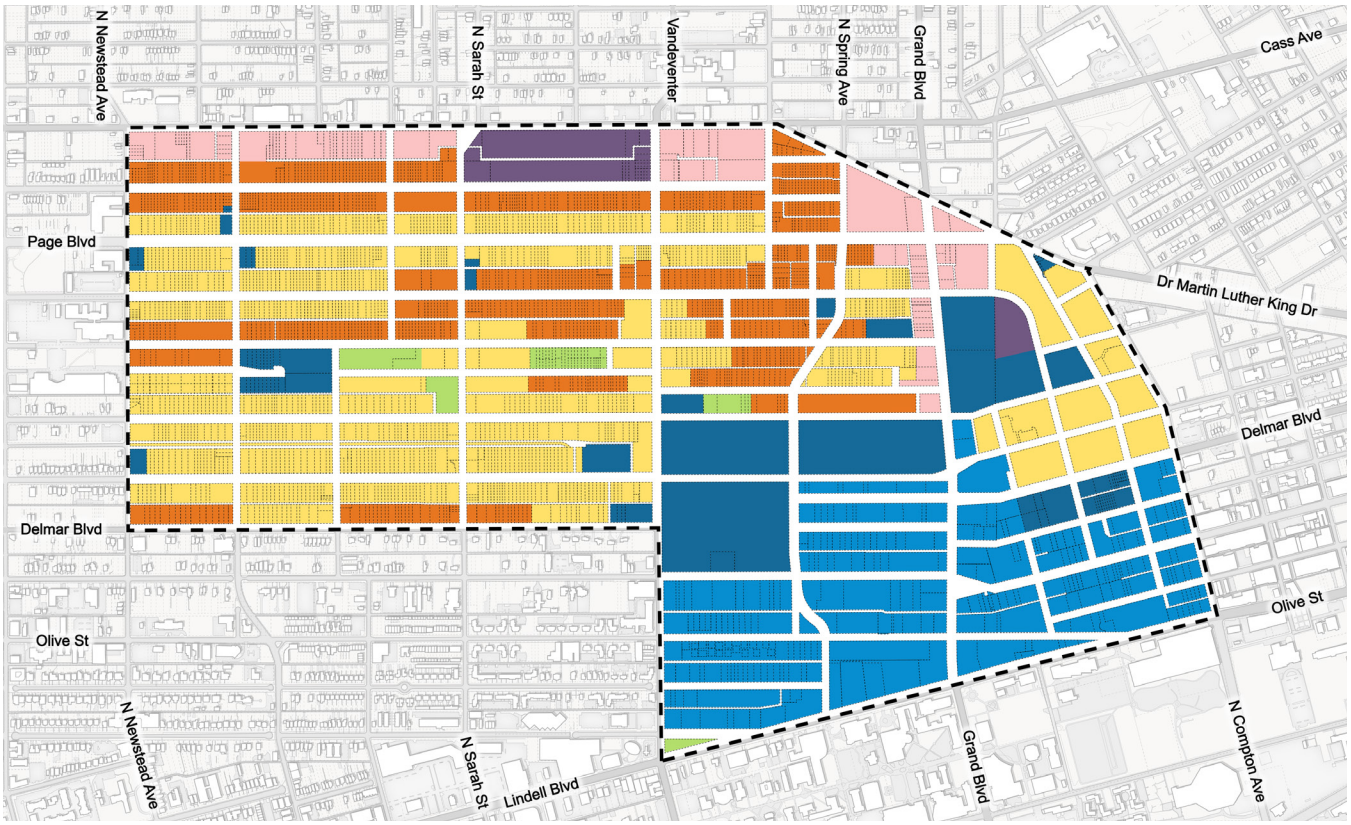
Neighborhood Analysis – Regulatory Environment



STRATEGIC LAND USE PLAN MAP

The North Central Urban Design Plan and development recommendations follow the general recommendations of the Strategic Land Use Plan. In general, Vandeventer is a separation between the Residential land uses and the more mixed-use non-residential land uses.

STRATEGIC LAND USE DISTRICTS

- Neighborhood Preservation Area
- Neighborhood Development Area
- Neighborhood Commercial Area
- Regional Commercial Area
- Recreational / Open Space Preservation and Development Area
- Business/Industrial Preservation Area
- Business/Industrial Development Area
- Institutional Preservation and Development Area
- Specialty Mixed Use Area
- Opportunity Area

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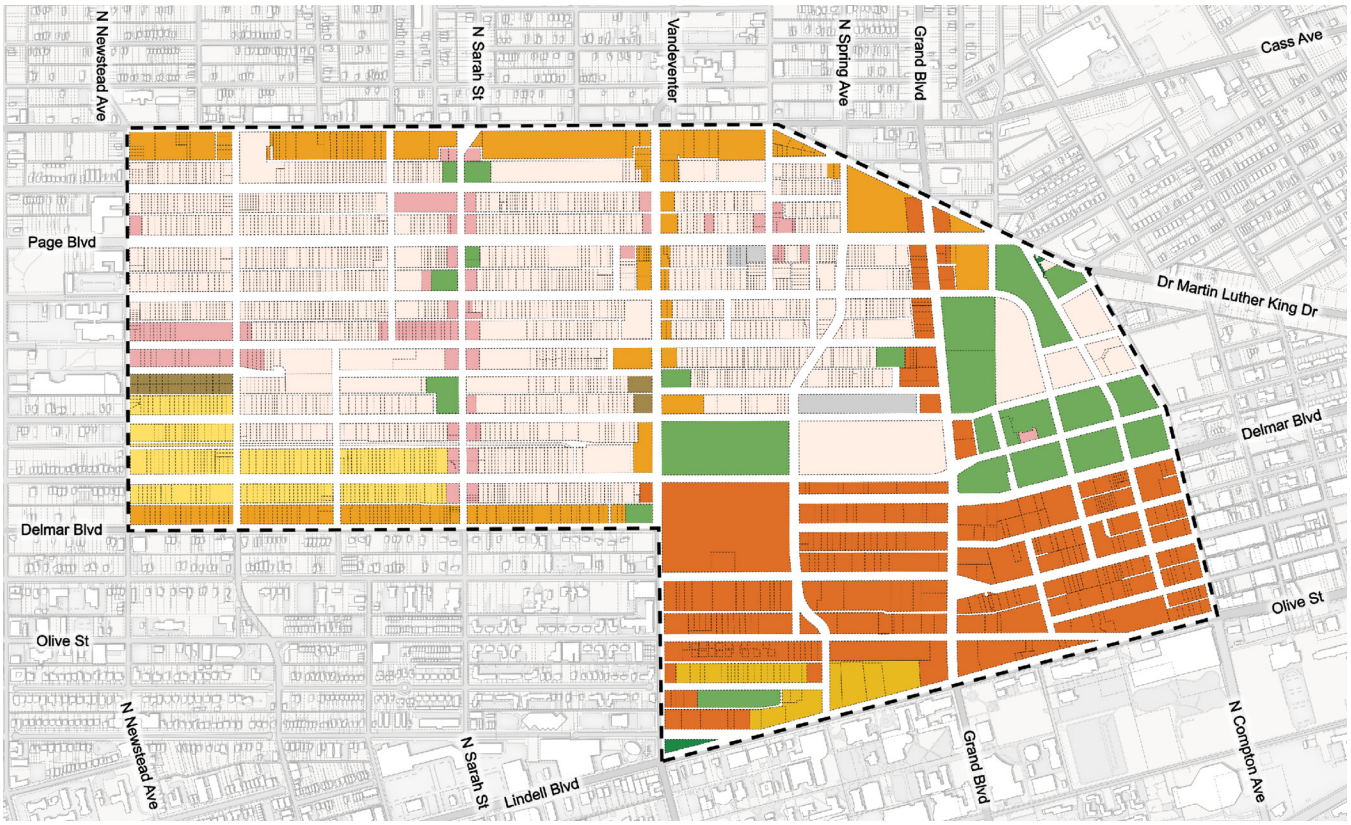
Neighborhood Analysis – Regulatory Environment



ZONING

A majority of parcels in the North Central Plan area are Multi-Family Dwelling District and Area Commercial District. The Dwelling Districts in the area can support a range of Unit types from single family to multi-family. However the zoning allows greater density that is built in the neighborhood today. If vacant parcels are built out to the maximum zoning allows today, the neighborhood could add 4,220 dwelling units. Today the neighborhood has 2, 149 dwelling units.

ZONING DISTRICTS

- Single Family Dwelling District
- Two-Family Dwelling District
- Multi-Family Dwelling District
- Multi-Family Dwelling District
- Multi-Family Dwelling District
- Neighborhood Comm. District
- Local Comm. & Office District
- Area Comm. District
- Central Business District
- Industrial District
- Unrestricted District
- Multi-Zoned Parcels

Adopted by the City of St. Louis Planning Commission
August 18, 2021

SOAR Analysis

A SOAR analysis identifies Strengths, Opportunities, and Aspirations for Results. Through the community-led planning process the community was asked to identify and define their Strengths, Opportunities, and Aspirations. This provided the foundation for the asset based planning approach for the North Central Plan. The SOAR Analysis methodology is described below.

What the Community Said...

» **STRENGTHS**
What characteristics make the North Central planning area unique? What are the community's proudest achievements? And what does the community view as their greatest assets –people, places, amenities, etc.?

What the Community Said...

» **OPPORTUNITIES**
What opportunities can the North Central Planning area capitalize on in pursuit of the community's values and vision? Consideration for resources provided by external forces and organizations; possible partners, organizations and stakeholders; and possible new markets. Challenges can be seen as exciting opportunities.

What the Community Said...

» **ASPIRATIONS**
What is the future vision of North Central? What does the community care deeply about (i.e., core values)? What is the community's preferred future? What strategic Initiatives support the community's aspirations?

» **RESULTS**
The North Central Plan through the implementation actions identifies measures by which to achieve the community's vision and goals as well as metrics by which the community can measure success based on their core values.

In addition to the community's responses, review of existing City plans, policies and initiatives as well as the existing conditions assessment identified further strengths and opportunities the community can build upon in order to achieve the community's core values, vision, and goals articulated through the planning process. The summary results of the SOAR analysis are presented on the following pages.

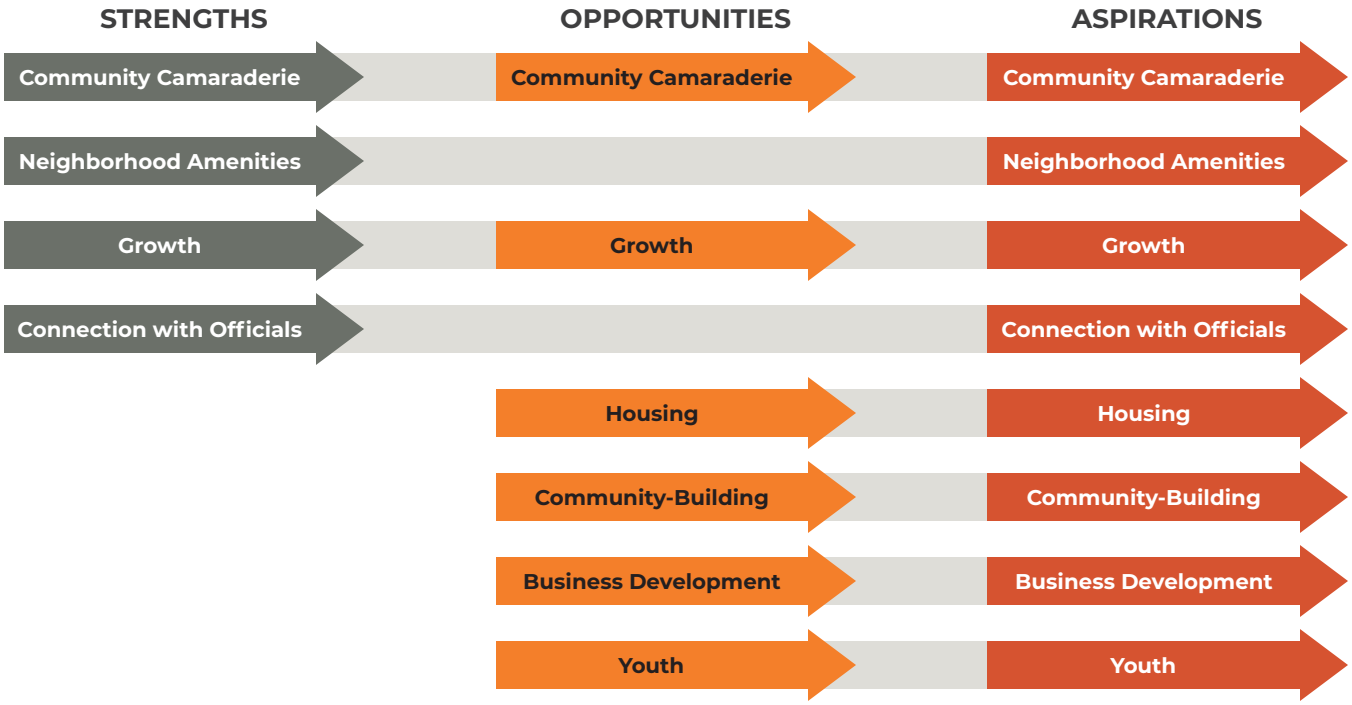
Adopted by the City of St. Louis Planning Commission
August 18, 2021

Resident Input – Community Strengths Mapping and Feedback Exercise

Resident Input – Community Opportunities Mapping and Feedback Exercise

Resident Input – Community Aspirations Mapping and Feedback Exercise

SOAR Analysis
Themes



THEMES emerged through the SOAR analysis with the community that served as a foundation for developing the Plan's Core Values, Vision and Goals. They are illustrated in the chart above.

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August 18, 2021

SOAR Analysis
Strengths

FROM THE COMMUNITY: *The community's identified strengths include the community itself, the camaraderie, collaboration, caring, participation, involvement, talent, diversity, and family as well as the desire to make change. The history and culture of the neighborhood, location of the neighborhood, and amenities including the faith community, institutions, and the Community Healing & Meditation Garden Park are viewed as strengths by the community and assets to build upon and protect in the plan.*

Quality of Life Survey Responses – North Central Strengths

RANKEN MANUFACTURING INCUBATOR

The Robert W. Plaster Free Enterprise Center, located at 4301 Finney Avenue, is a Public/private project between Ranken Technical College in partnership with the City of St. Louis. This facility provides students with work-based training to develop 21st century technical and manufacturing skills, directly supporting pre-apprentice training, apprenticeship training, and entrepreneurial startups, as well as established industries.

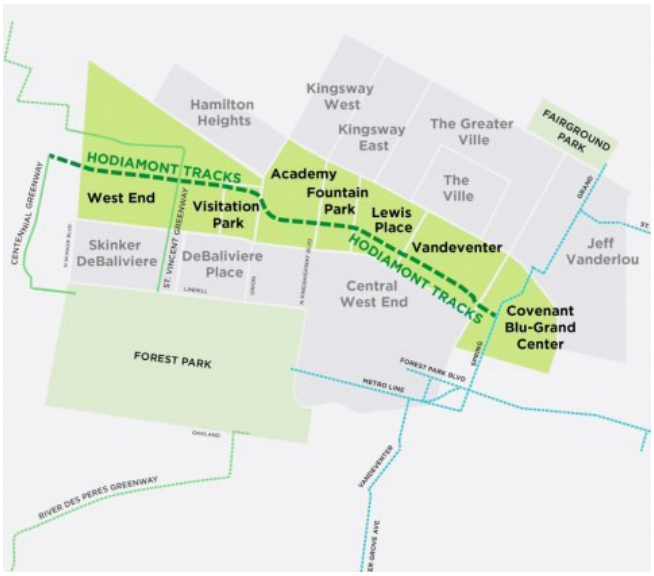
NORTH SARAH DEVELOPMENT

The North Sarah Development Plan completed by McCormack Baron Salazar along with St. Louis Housing Authority and Urban Strategies in the North Central area in St. Louis, MO was developed in 3 phases and includes a mix of market rate (35%), tax credit/ affordable (18%), and public housing-assisted (47%) units with a total of 300 units. The development included some live-work apartments (market rate units) and mixed-use properties.

SOAR Analysis
Opportunities

FROM THE COMMUNITY: *The community sees opportunity for improved public health, to empower entrepreneurs provide programs for young people, and create jobs, for growth and prosperity in place. Continuing the community camaraderie is a stated opportunity which was identified as both a strength and an aspiration. The community views the vacant land, new housing that has been built, and the range of housing types as opportunities to be capitalized upon. Rehabilitation of existing structures, inclusive and equitable development, beautifying the neighborhood, and calming traffic, as well as safety in terms of peace and unity are opportunities expressed by the community.*

Quality of Life Survey Responses – North Central Opportunities



NORTH CENTRAL CORRIDOR

Neighborhoods immediately north of Delmar make up the North Central Corridor. For decades the Central Corridor has received the majority of investment and attention. The Central Corridor's investment and development interest has expanded to neighborhoods to the south. Investment and redevelopment interest north of the Central Corridor has been growing and can be seen in several projects such as the Hodiamont Greenway and more.

NEW NGA CAMPUS

The new National Geospatial-Intelligence Agency (NGA) complex in north St. Louis, will have space for an additional 600 workers. In addition to many more job opportunities in surrounding new development.

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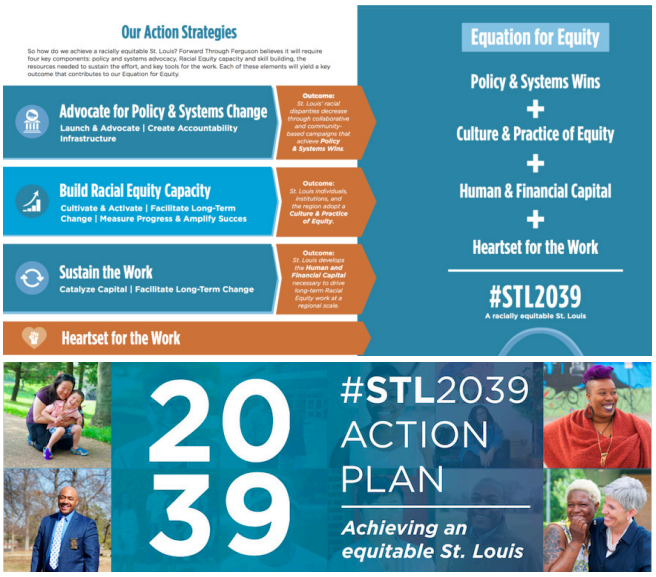
SOAR Analysis
Aspirations

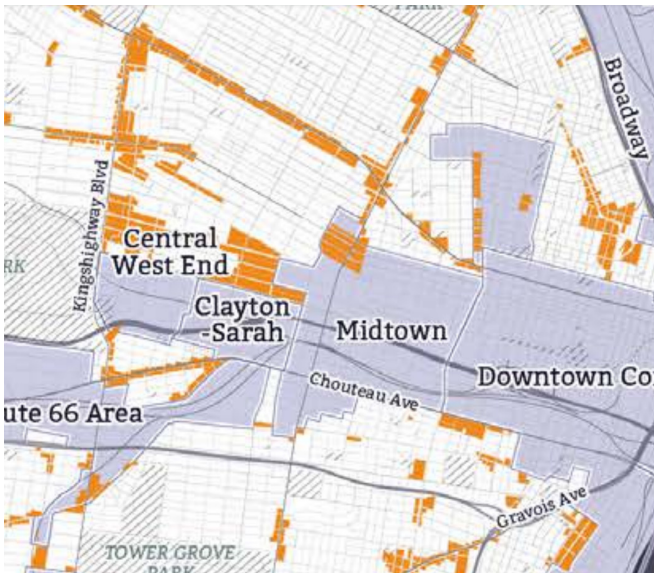
FROM THE COMMUNITY: *The community aspires for progress centered around fostering and continuing the community camaraderie. As the community progresses there is desire for multi-generational growth and wealth building, along with business development and entrepreneurship. The community aspires for an excellent quality of life with beautiful green spaces, a variety of quality housing, a clean and safe neighborhood with access to quality jobs and job training without gentrification or displacement. The community's aspirations include community building and connections with City officials in order to achieve the desired progress.*



FERGUSON COMMISSION & #STL2039

Building upon the Forward Through Ferguson Commission Report, #STL2039 sets a vision and action plan for "a transformed St. Louis region where, regardless of race and zip code, there is justice for all, the opportunity to thrive, and boundless possibility for all of our youth."

Quality of Life Survey Responses – North Central Aspirations



VISION 2020: EQUITABLE ECONOMIC DEVELOPMENT PLAN

The Vision 2020 Framework Plan highlights Commercial Corridors to focus commercial activity and reinvestment. Dr. Martin Luther King Drive and Grand Boulevard are identified as a commercial corridor for economic development, with Grand being listed as an initial focus corridor. The Plan also notes Midtown Employment District key industries are education & training, business services, and health services.

Conclusion

Redevelopment interest is growing in North Central and the rest of the North Central Corridor. The North Central community is well positioned to capitalize on city-wide, regional and national plans, policies, and initiatives; area stakeholders and partners; and local development context in order to set the community up for success. The North Central Vision Action Plan responds to these opportunities by building community accountability and community-led growth within the areas of racial equality, stakeholder partnerships, and local market context.

RACIAL EQUITY INITIATIVES

In the last decade there have been several plans policies and initiatives put in place to work on recognizing, dismantling, and remedying structural racism that has led to racial disparities. At the national level, the US Center for Disease Control (CDC) on April 8, 2021, declared racism a public health threat. This initiative will further study how social determinants impact people's health. The City of St. Louis has completed multiple plans such as the Equitable Economic Development Framework Plan and the Equity Indicators 2018 Baseline Report, as well as the Ferguson Commission Report and #STL2039 initiative and action plan to achieve an equitable St. Louis. The North Central Plan builds upon these efforts.

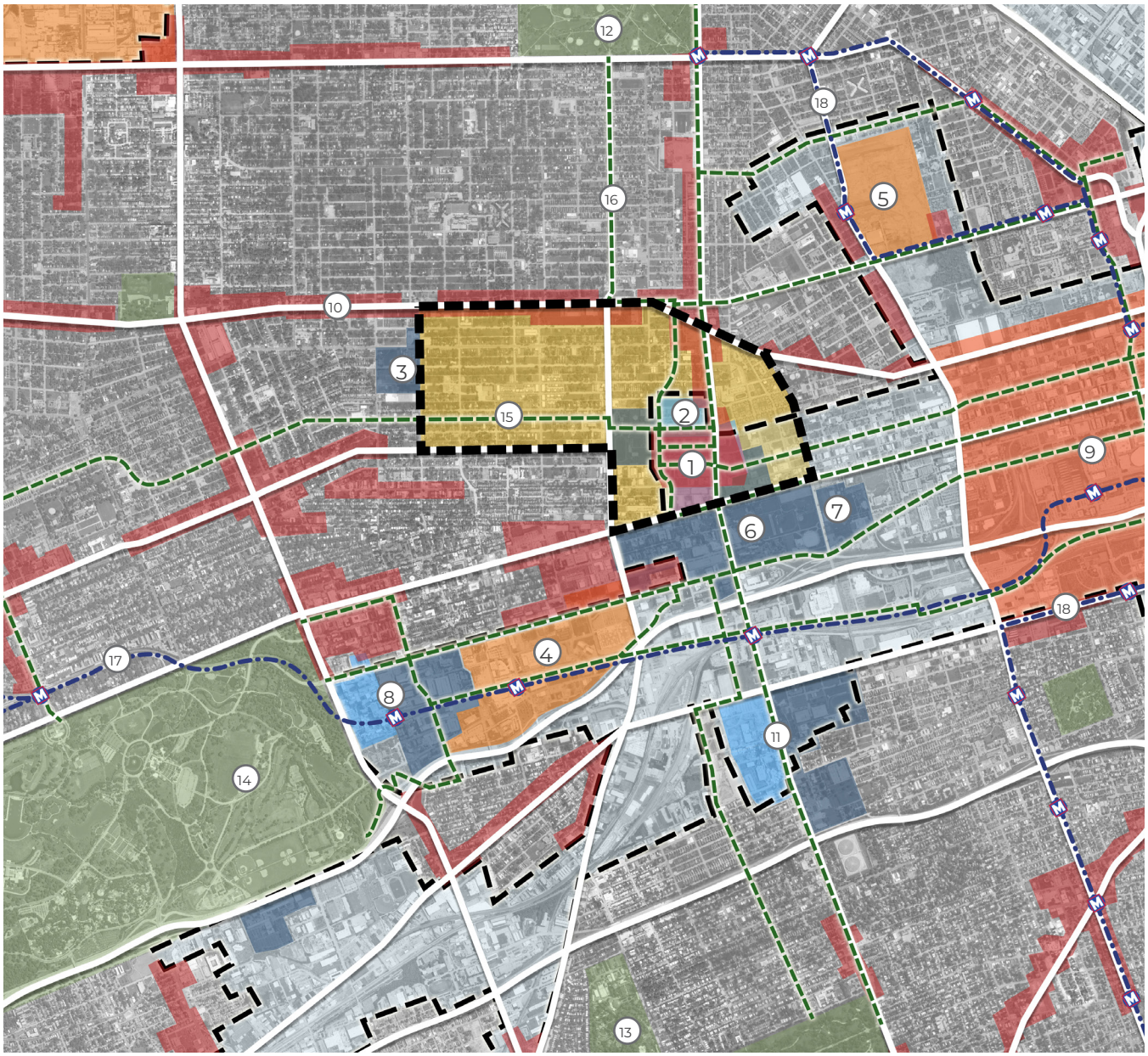
STAKEHOLDERS AND PARTNERS

The North Central Community has several partnership opportunities due to the significant number of organizations and institutions in and around the neighborhoods. Possible partners include educational institutions, arts organizations, health systems, and faith-based groups. This diverse range of stakeholders provide ample opportunities for partnerships for plan implementation including projects and programs. There are case study examples of these partnerships presented throughout the document.

LOCAL MARKET CONSIDERATIONS & DEVELOPMENT CONTEXT

North Central is located just north of the Central Corridor, a major destination for jobs in the region, inclusive of BJC Healthcare, Cortex Innovation District, Midtown, and Downtown. In the past several years there has been renewed commitment to redevelopment north of Delmar in the North Central Corridor aimed at dismantling the "Delmar Divide." St. Louis is a hub and regional leader for technology, manufacturing, healthcare, and bioscience industries. North Central is positioned within what is referred to as the Innovation Triangle which includes, Ranken, Cortex and the future NGA. Other development initiatives that will impact the neighborhood overtime include the regional Brickline & Hodiamont Greenways. The Equitable Economic Development Framework Plan also recognizes the importance of commercial corridors to focus investment, support small businesses and improve neighborhoods, with Grand Avenue and Dr. Martin Luther King Drive identified as commercial corridors. The economic plan also indicates the Midtown Employment District has three growing market segments which include education and training, business services, and health services. The North Central area is positioned well to benefit from planned projects and future investment opportunities.

In conclusion, the SOAR analysis has uncovered several potential growth opportunities in order to strengthen the area as outlined above. North Central has significant assets to build upon, resources to leverage, and opportunities to pursue as the community works to achieve the vision and goals they have set out in this Plan.



Regional Context Map

MAP KEY

1. Grand Center Arts District
2. VA Medical Center
3. Ranken Technical College
4. Cortex Innovation District
5. Planned NGA Campus
6. St. Louis University Main Campus
7. Harris-Stowe State University Campus
8. BJC and Washington University Medical Campus
9. Downtown Core
10. Dr. Martin Luther King Drive Commercial Corridor
11. St. Louis University Medical Campus
12. Fairgrounds Park
13. Tower Grove Park
14. Forest Park
15. Hodiamont Greenway
16. Brickline Greenway
17. MetroLink Existing
18. MetroLink Proposed North-South Expansion

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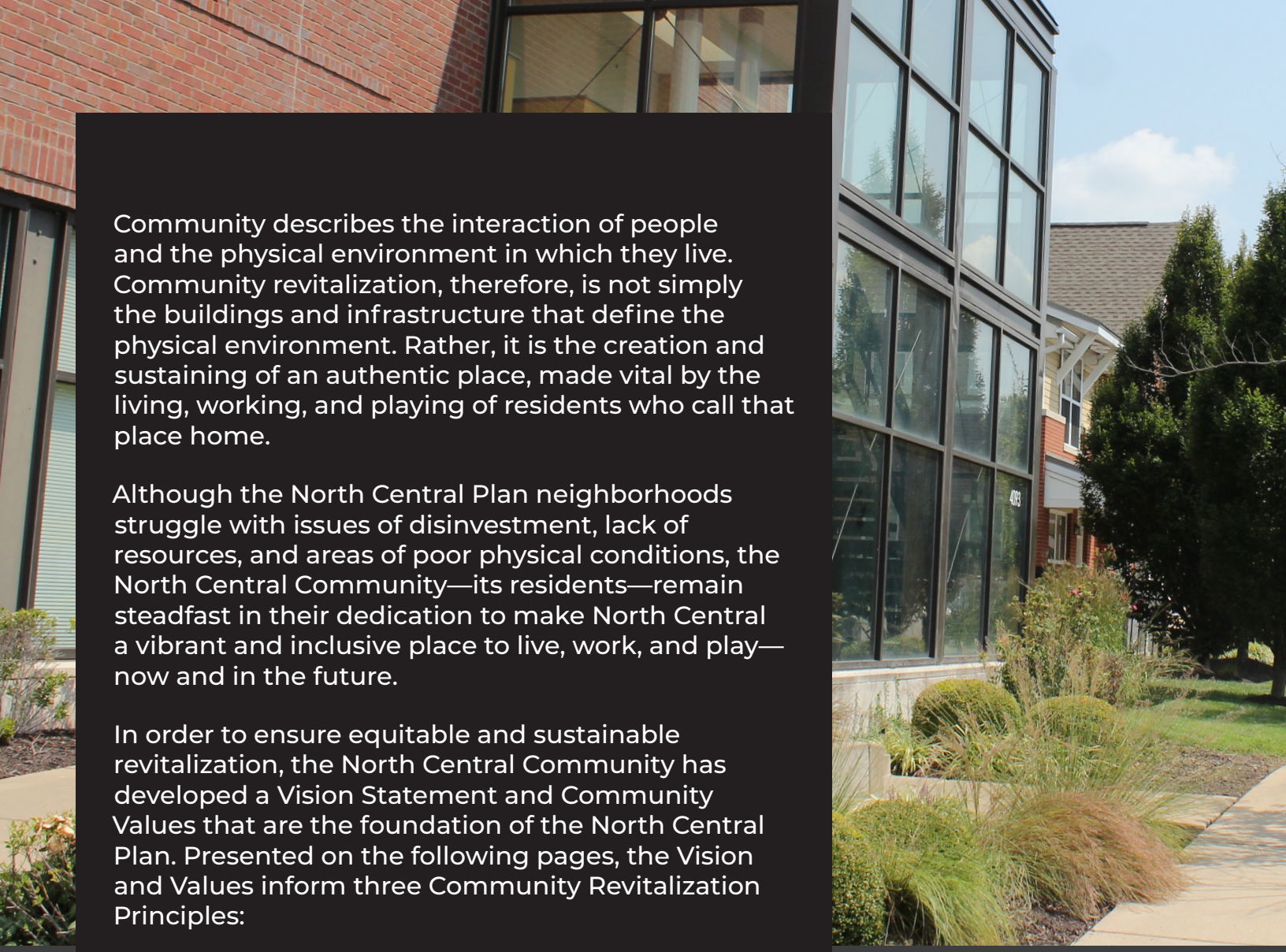

Community describes the interaction of people and the physical environment in which they live. Community revitalization, therefore, is not simply the buildings and infrastructure that define the physical environment. Rather, it is the creation and sustaining of an authentic place, made vital by the living, working, and playing of residents who call that place home.

Although the North Central Plan neighborhoods struggle with issues of disinvestment, lack of resources, and areas of poor physical conditions, the North Central Community—its residents—remain steadfast in their dedication to make North Central a vibrant and inclusive place to live, work, and play—now and in the future.

In order to ensure equitable and sustainable revitalization, the North Central Community has developed a Vision Statement and Community Values that are the foundation of the North Central Plan. Presented on the following pages, the Vision and Values inform three Community Revitalization Principles:

- *Place* – Build a whole, healthy, and vibrant community.
- *People* – Empower residents to achieve an excellent quality of life.
- *Organization* – Organize for successful, equitable, and long-term implementation.

These Revitalization Principles form the three legs of the community's Vision—physical environment, residents, and achievable implementation—and organize the North Central Plan's recommendations into an actionable roadmap for future success.

03

COMMUNITY REVITALIZATION ACTION PLAN

NORTH CENTRAL PLAN

Revitalization Principle 1:

Place – **Build a whole, healthy, and vibrant community.**

Revitalization Principle 2:

People – **Empower residents to achieve an excellent quality of life.**

Revitalization Principle 3:

Organization – **Organize for successful, equitable, and long-term implementation.**

Goal 1: **Respect, celebrate, and build upon the diverse history of North Central.**

Goal 2: **Create whole, healthy, and vibrant neighborhoods.**

Goal 3: **Rehab existing homes and provide a diversity of new infill homes.**

Goal 4: **Promote and support the creation and retention of viable community businesses and creative-arts industries, and promote entrepreneurship.**

Goal 5: **Improve neighborhood safety for all residents and visitors.**

Goal 6: **Support and assist North Central residents to remain in place and build wealth and social capital.**

Goal 7: **Connect and engage residents of all ages to sustainable employment and community services.**

Goal 8: **Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.**

Goal 9: **Improve and enhance public infrastructure and public services.**

Goal 10: **Establish clear communication and accountability with the City of St. Louis.**

Goal 11: **Create a participatory decision-making process for residents to guide the future of the community.**

Goal 12: **Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.**

Rich in history and excellently-located in the St. Louis region, the North Central neighborhoods are well-positioned for sustainable, future success. While North Central has struggled with decades of exclusionary practices, disinvestment, and misguided "renewal" efforts that erased portions of the community, the community possesses innumerable assets. Lovely historic homes, vibrant church congregations, major educational institutions, and one of the region's premier cultural destinations—Grand Center—all call North Central home. Through the efforts of residents—committed to North Central and its future success, neighbors will work to build whole, healthy, and vibrant community—for this generation and generations to come.

NORTH CENTRAL PLAN

Place – **Build a whole, healthy, and vibrant community.**

- **Respect, celebrate, and build upon the diverse history of North Central.**
- **Create whole, healthy, and vibrant neighborhoods.**
- **Rehab existing homes and provide a diversity of new infill homes.**
- **Promote and support the creation and retention of viable community businesses and creative-arts industries, and promote entrepreneurship.**

Goals & Strategies

1. Respect, celebrate, and build upon the diverse history of North Central.

The North Central neighborhoods have a rich and multi-cultural history. Through decades of neglect, disinvestment, and attempts as urban renewal, much of this history has been forgotten by the broader community. Rediscovering and preserving this history as a framework for community revitalization is critical to North Central's future.

Strategy 1.1: **Document the community history and assets of the neighborhood.**

Strategy 1.2: **Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.**

Strategy 1.3: **Develop community and educational programs around the local history and culture of North Central.**

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2. Create whole, healthy, and vibrant neighborhoods.

Whole, healthy, and vibrant neighborhoods meet the daily needs and desires of residents in a safe, walkable, and physically-beautiful environment with multiple options for housing, transportation, mobility, and recreation. Building upon North Central's location in the region, the neighborhoods will provide a variety of assets for residents of all ages, backgrounds, and abilities, in order to support an excellent quality of life.

Strategy 2.1: **Achieve and maintain a sustainable, transit-supporting mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.**

Strategy 2.2: **New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.**

Strategy 2.3: **Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.**

Strategy 2.4: **Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.**

Strategy 2.5: **Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.**

Strategy 2.6: **Create a Beautification Committee, under the umbrella of the Community-Based Development Organization *(Strategy 11.1)*, to monitor and assist in the maintenance and beautification of North Central.**

Strategy 2.7: **Build for sustainable, resilient, and just policies in future developments.**

Strategy 2.8: **Support social infrastructure and civic engagement for residents through physical design and programming.**

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Goals & Strategies

3. Rehab homes and provide a diversity of new infill homes.

A diverse population of residents requires a diversity of available housing options. Successful revitalization of North Central will build upon the neighborhoods' existing historic housing stock; achieve housing affordability through a variety of housing types; and provide high-quality housing opportunities for all households.

Strategy 3.1: **Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.**

Strategy 3.2: **Connect qualified local developers with rehab opportunities.**

Strategy 3.3: **Facilitate construction of new infill housing on vacant land.**

Strategy 3.4: **Deploy resources to residents for home renovations and repairs.**

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August 18, 2021

4. Promote and support the creation and retention of viable community businesses and creative arts industries, and promote entrepreneurship.

Strategy 4.1: **Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.**

Strategy 4.2: **Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.**

Strategy 4.3: **Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.**

Strategy 4.4: **Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.**

Strategy 4.5: **Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.**

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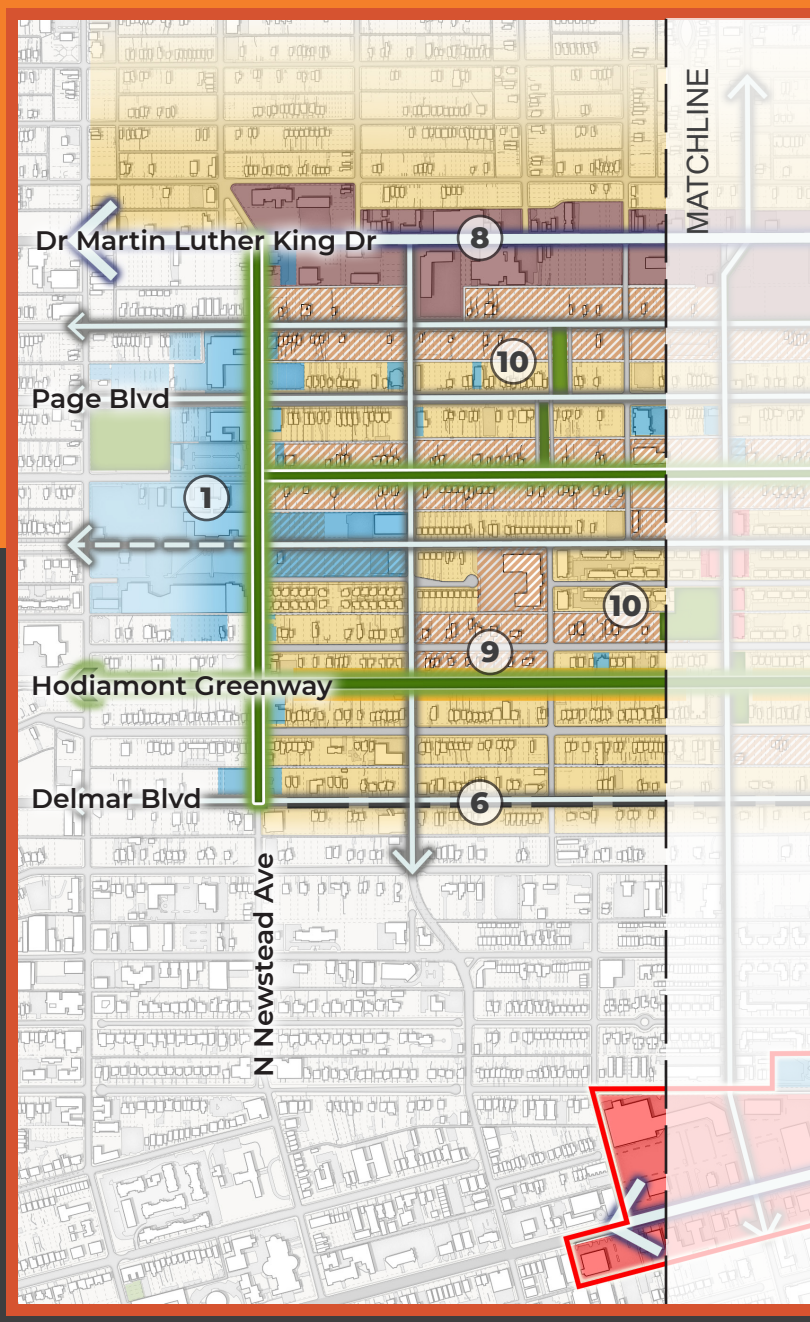
August 18, 2021

North Central Community Urban Design Plan



Focus Areas:

1. Partner with & leverage institutional anchors.
2. Grow the Grand Center Arts District.
3. Create a wellness district around Cochran VA Medical Center.
4. Infill & strengthen community shopping centers.
5. Establish a neighborhood center around enhanced community amenities.
6. Revitalize Delmar as a residential boulevard and linear park.
7. Build small residential parks as a framework for new infill housing.
8. Develop Dr. MLK Drive and connect to north to The Ville.
9. Infill new housing along the Hodiamont Greenway linear park.
10. Rehab and infill neighborhood housing with a variety of house types on safe, beautiful streets.

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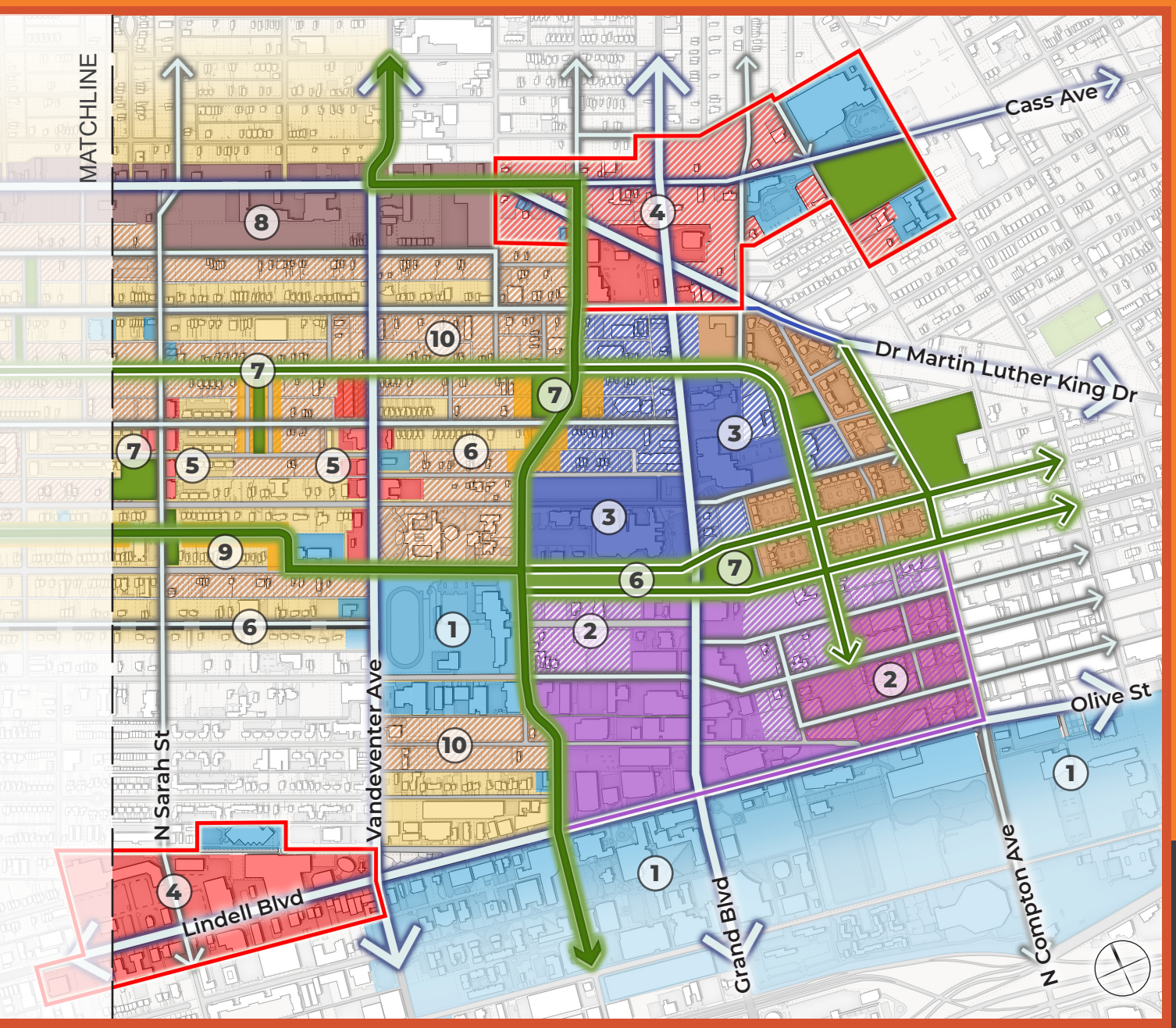

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North Central Community Urban Design Plan

The revitalization of the North Central neighborhoods as a whole, healthy, and vibrant community is guided by the North Central Community Urban Design Plan. The Urban Design Plan synthesizes the five Goals for Place, and their respective strategies, with geographic and place specific strengths, opportunities, and assets within North Central.

The North Central Community Urban Design Plan consists of ten (10) individual focus areas, which address the entirety of the North Central Planning area. The focus areas are orchestrated by the North Central Urban Design Framework Plan, which sets out physical development and revitalization priorities—articulated by the North Central community and supportive of the Community Vision.

The Urban Design Framework Plan was developed in close partnership with the North Central Steering Committee. The Framework Plan is the product of a three (3) month, iterative process in which the Planning Team developed three (3) alternative scenarios for future revitalization. These scenarios were presented and vetted by the Steering Committee, and feedback was incorporated into a hybrid preferred option. This hybrid preferred option was then re-presented to the Steering Committee and to the whole North Central community. The preferred option Framework Plan was re-confirmed and revised based on further feedback.

Subsequent to the finalization of the Framework, the Planning Team then developed the detailed North Central Community Urban Design Plan, structured around the ten focus areas. This plan, and each focus area, is presented in detail on the following pages.

North Central Community Urban Design Plan

1.

Partner with & leverage institutional anchors.

CONTRIBUTING STRATEGIES

1.1: Document the community history and assets of the neighborhood.

1.2: Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.

1.3: Develop community and educational programs around the local history and culture of North Central.

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

4.1: Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.

4.3: Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.

4.4: Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.

4.5: Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.

5.4: Strengthen coordination between neighborhood organizations in North Central.

6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.

11.1: Establish a community-based development organization and funding sources for implementation of the North Central Plan and ongoing community-led development.

A key asset of North Central are the numerous community-based institutions located in and around the North Central neighborhoods. These institutions are vested stakeholders in the North Central community. They serve a regional population and draw visitors from throughout greater St. Louis.

These institutions provide a wide variety of programs and resources that can—and should—contribute to the equitable revitalization of North Central. Developing strong and long-term relationships with institutional partners is foundational for successful implementation of this Plan. Examples of partnership opportunities can include:

- Working with Ranken Technical College to improve enrollment and participation by community residents in job training programs.
- Working with Grand Center Inc. and constituent organizations on public art projects, programming, and neighborhood beautification.
- Partnering with area churches to expand access to community assistance programs.

These examples are not exhaustive, and additional ideas and recommendations are provided in *Appendix: North Central Community Action Items.* In order to maximize the effectiveness of these partnerships, the North Central community must organize to advocate for itself through the creation of a community-based development organization (Strategy 11.1).

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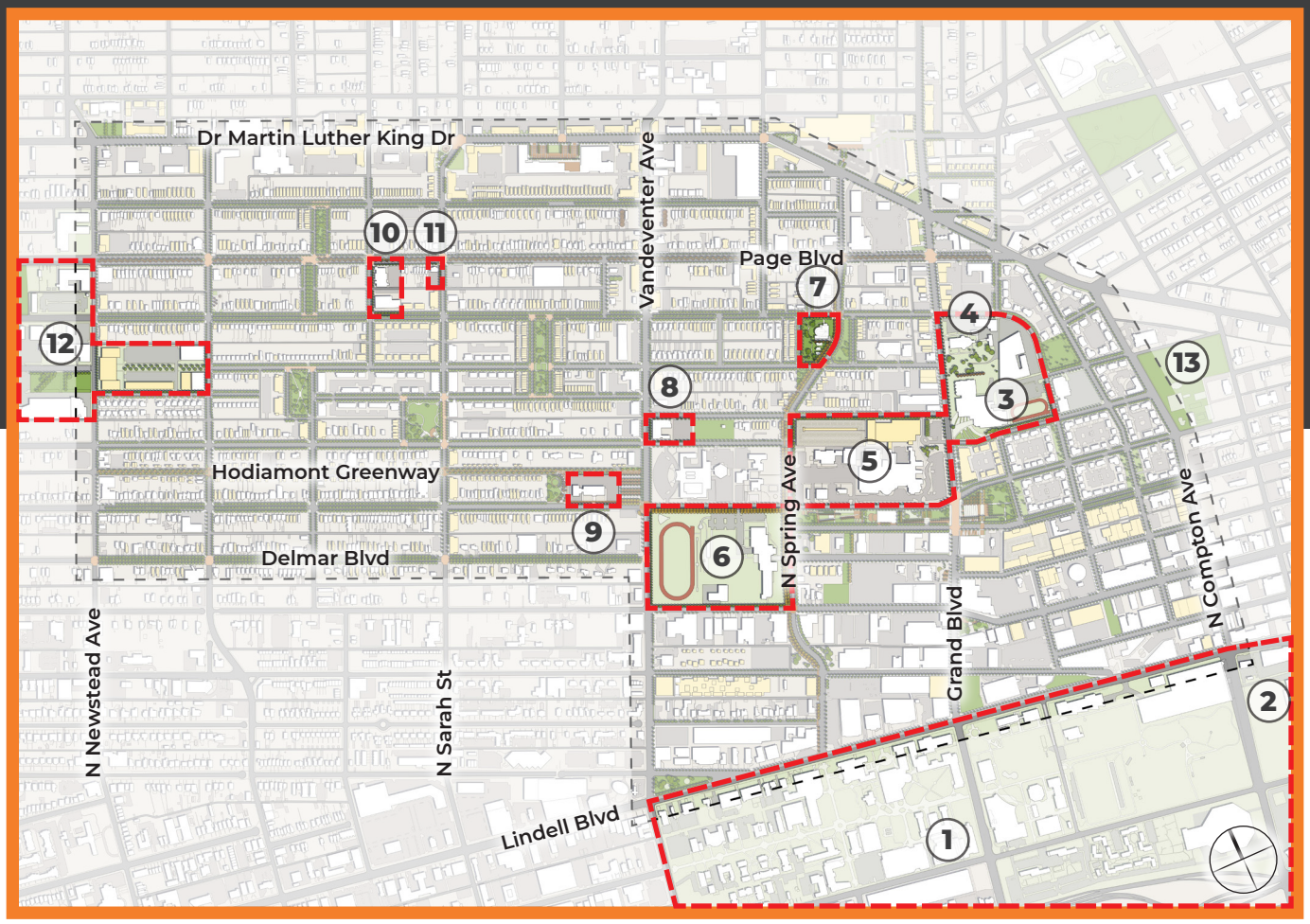
North Central Community Urban Design Plan



KEY INSTITUTIONS

1. Saint Louis University (SLU)
2. Harris-Stowe State University
3. St. Louis Public Schools (SLPS) & Clyde C. Miller Career Academy
4. St. Alphonsus Liguori "The Rock" Roman Catholic Church
5. Cochran VA Medical Center
6. Cardinal Ritter College Preparatory High School
7. Scruggs Memorial CME Church
8. Deaconess Center for Child Well-Being
9. Cole Elementary School
10. Transformation Christian Church (TCC)
11. TCC World Outreach Ministries
12. Ranken Technical College
13. Jordan "Pop" Chambers Park

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North Central Community Urban Design Plan

2.

Grow the Grand Center Arts District.

CONTRIBUTING STRATEGIES

2.1: Achieve and maintain a sustainable mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.

2.2: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.

2.5: Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.

3.1: Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.

3.2: Connect qualified local developers with rehab opportunities.

3.3: Facilitate construction of new infill housing on vacant land.

4.1: Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.

4.4: Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.

5.3: Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.

5.4: Strengthen coordination between neighborhood organizations in North Central.

Grand Center is the most regionally-identifiable aspect of North Central, and draws tens of thousands of regional visitors annually. While Grand Center has historically focused on Grand Boulevard, recent opportunities have seen Grand Center's development expanding east and west into the adjacent neighborhoods.

This expansion has resulted in a number of opportunities to connect both the physical development and programming of Grand Center with the North Central residential neighborhoods. Historically, the arts district has located its service functions—ancillary development, parking garages, etc.—to its east and west periphery. This has resulted in a kind of "no-man's land" between the established residential neighborhoods of the Vandeventer and Covenant Blu Grand Center and the activity centers of the Grand Center Arts District. As a result, Grand Center has been an island, disconnected from the neighborhoods by "dead blocks" of parking lots and streets that prioritize vehicular traffic over walkability.

The North Central Plan recognizes that these development patterns provide a significant opportunity for infill development and increased efficiency of land use. Grand Center has the opportunity to improve the function of district parking by replacing existing surface parking with one or more centralized parking structures. This will free up land occupied by parking lots for new infill development.

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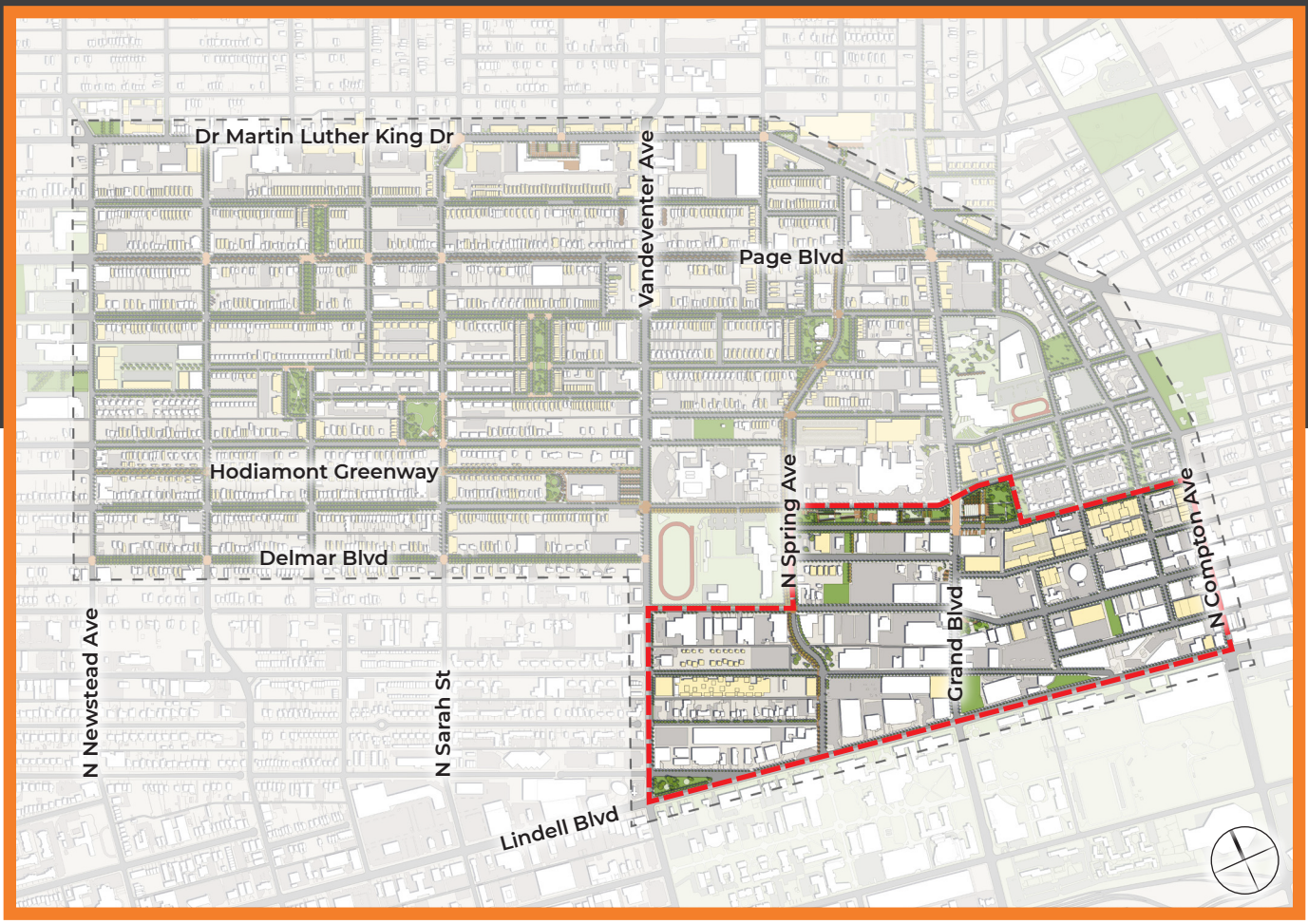
North Central Community Urban Design Plan



In keeping with the character of the district, these areas can be infilled with loft-style mixed-use, multi-family and live-work units and creative office space. This development pattern has a precedent in the increase in development of student housing, housing for young professionals, and creative/arts industries that are being built around the North Central Plan area. Such development will effectively link the Grand Center Arts District east to Midtown and west to the Central West End—two established adjacent neighborhoods—and create vibrant, contextually-relevant neighborhoods in areas that are today characterized by vacancy and underdevelopment.

Grand Center is a stakeholder and partner in the creation of the North Central Plan, and has indicated their commitment to reconnecting to the broader North Central neighborhoods.

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North Central Community Urban Design Plan

3.

Create a wellness district around Cochran VA Medical Center.

CONTRIBUTING STRATEGIES

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

2.4: Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.

2.5: Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.

2.7: Build for sustainable, resilient, and just policies in future developments.

2.8: Support social infrastructure and civic engagement for residents through physical design and programming.

7.4: Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.

8.2: Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.

8.4: Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.

8.5: Implement comprehensive, year-round community programs for youth, seniors, and families.

8.6: Make existing arts and cultural amenities more accessible to North Central residents.

8.7: Provide resources that helps each child in North Central to flourish.

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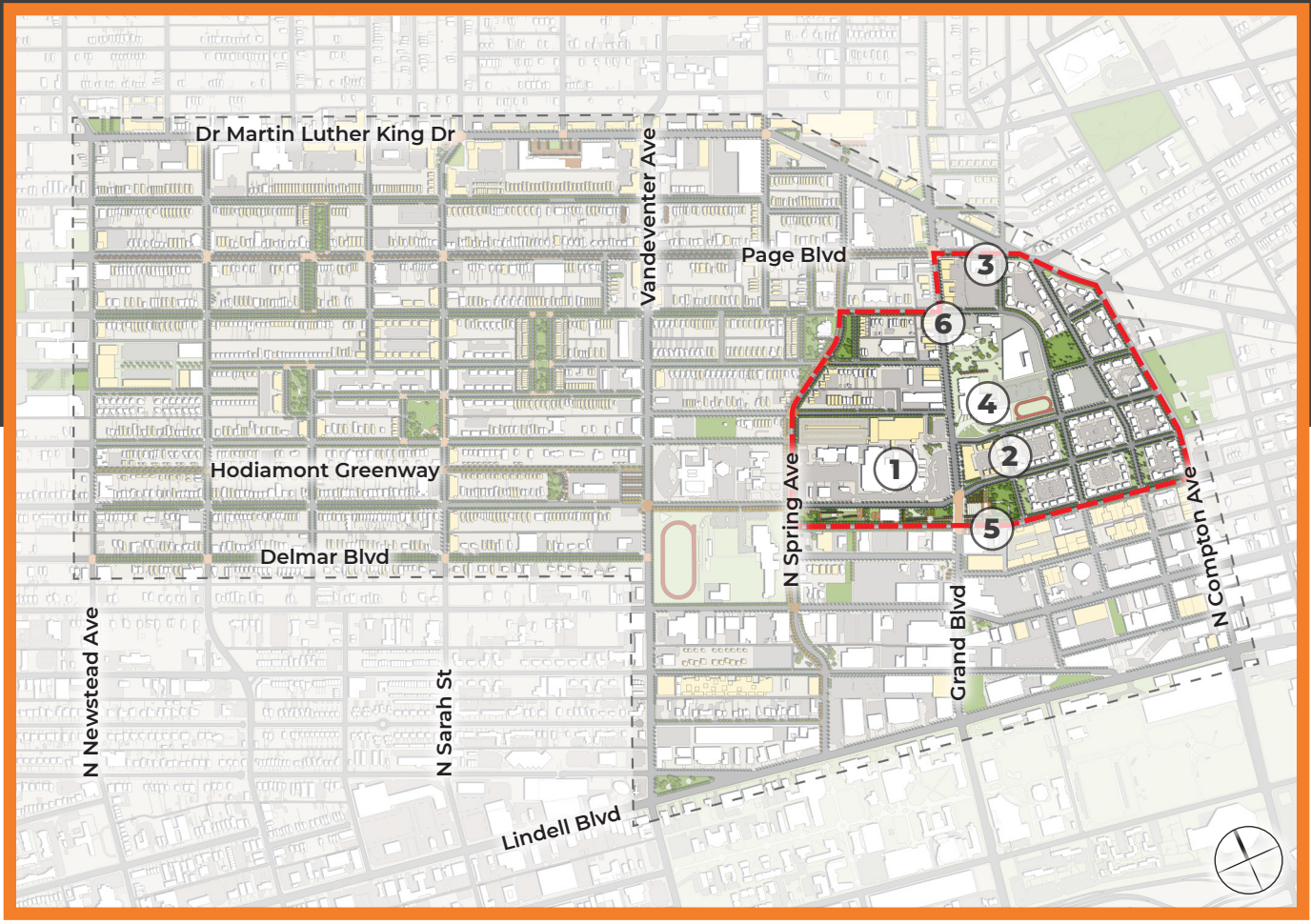
A significant need expressed by the North Central community is access to resources for health. This includes healthcare facilities, of course, but also includes amenities for healthy and active living. Recreational and fitness opportunities; healthy food; walkability and bikeability; healthy housing options; and activities with your neighbors all contribute to improved health, well-being, and quality of life.

Increasingly, this approach of collective impact—identifying the various issues that contribute to well-being and addressing them holistically—is recognized by healthcare and supportive service providers to improve quality of life at all stages of life. Utilizing partnerships with key institutions, the North Central Plan aims to create a health and wellness district to support the needs of the area's most at-risk populations.

OPPORTUNITIES ADDRESSED

- Expanding availability and access to healthcare services.
- Improving health outcomes for residents of all ages and stages of life.
- Providing programming for seniors and youth.
- Supporting at-risk residents, including seniors and veterans.
- Supporting an excellent quality of life for all North Central residents.

North Central Community Urban Design Plan



KEY INITIATIVES

1. Partner with the Cochran VA Medical Center and SLUCare to develop holistic healthy and active living programs and resources.
2. Partner with St. Louis Housing Authority to develop innovative housing solutions, with a focus on at-risk seniors and veterans.
3. Partner with St. Louis Housing Authority to expand Continuum of Care services with a focus on holistic healthy living.
4. Partner with St. Louis Public Schools and the Clyde C. Miller Career Academy to develop programs for youth.
5. Develop a new park, bounded by N. Grand Boulevard, Enright Avenue, Delmar Boulevard, and N. Theresa Avenue to provide excellent-quality recreation and passive experiences in nature.
6. Partner with St. Alphonsus Liguori “Rock” Church to provide community outreach supportive services.

Please refer to the following pages for additional information and details.

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CASE STUDY: VITA PARTNERSHIP
STAMFORD, CONNECTICUT

The Vita Health & Wellness Partnership is a network of local agencies working collectively to assist all who live throughout our community to be as healthy as possible. Our work ranges from expanding access to medical and mental health care to linking education with social services, to improving access to substance abuse prevention and treatment.

Beginning with a partnership of Charter Oak Communities and Stamford Hospital and swelling to over two dozen community providers, Vita has gained national recognition for turning Stamford's West Side into a health-themed neighborhood with a volunteer-powered, urban farm at its heart.

Applying the Social Determinants of Health, Vita Partnership members are encouraged to design and implement collaborative, community-based programs including housing, nutrition, education, healthcare, community, and jobs. The Vita Partnership has aligned around these Core Values:

- Strengthen relationships between, and maximize the impact of, partners' collective efforts to improve health and wellness
- Focus on prevention, addressing the upstream or social determinant causes of health, applying members' expertise to fill gaps in the social safety net
- Engage the broader community, including member and non-member organizations and the general population, leveraging resources and involving multiple interests to achieve goals
- Demonstrate the impact of our work through the collection, use and dissemination of qualitative and quantitative data.

For additional information, please visit:
https://vitastamford.com

What is a Health + Wellness District?

A Health and Wellness District is a place where community development investments are targeted to improve community-wide health outcomes, inspire healthy behaviors, and improve community well-being and quality of life.

Healthy communities are those that thrive when they embrace the principles of walkability; active living; access to healthy food and healthy lifestyle choices; and promote sustainable job readiness through local jobs, facilitating the development of supporting businesses, and education and job skills training.

Utilizing a collective impact model, a health + wellness district is based on the concept that healthcare and health outcomes—a key component of every resident's quality of life—are related to and influenced by a community's access to food, activity, and awareness of healthy choices. Working holistically to enhance the quality of—and access to—these resources can reduce incidences of obesity, diabetes, cancer, miscarriage, pre-mature birth, and susceptibility to other diseases that not only shorten life expectancy and reduce quality of life, but also significant cost to healthcare facilities and the households they service. By proactively addressing the circumstances that contribute to pathologies and mortality, communities make themselves stronger and more sustainable through the health and vitality of their residents.

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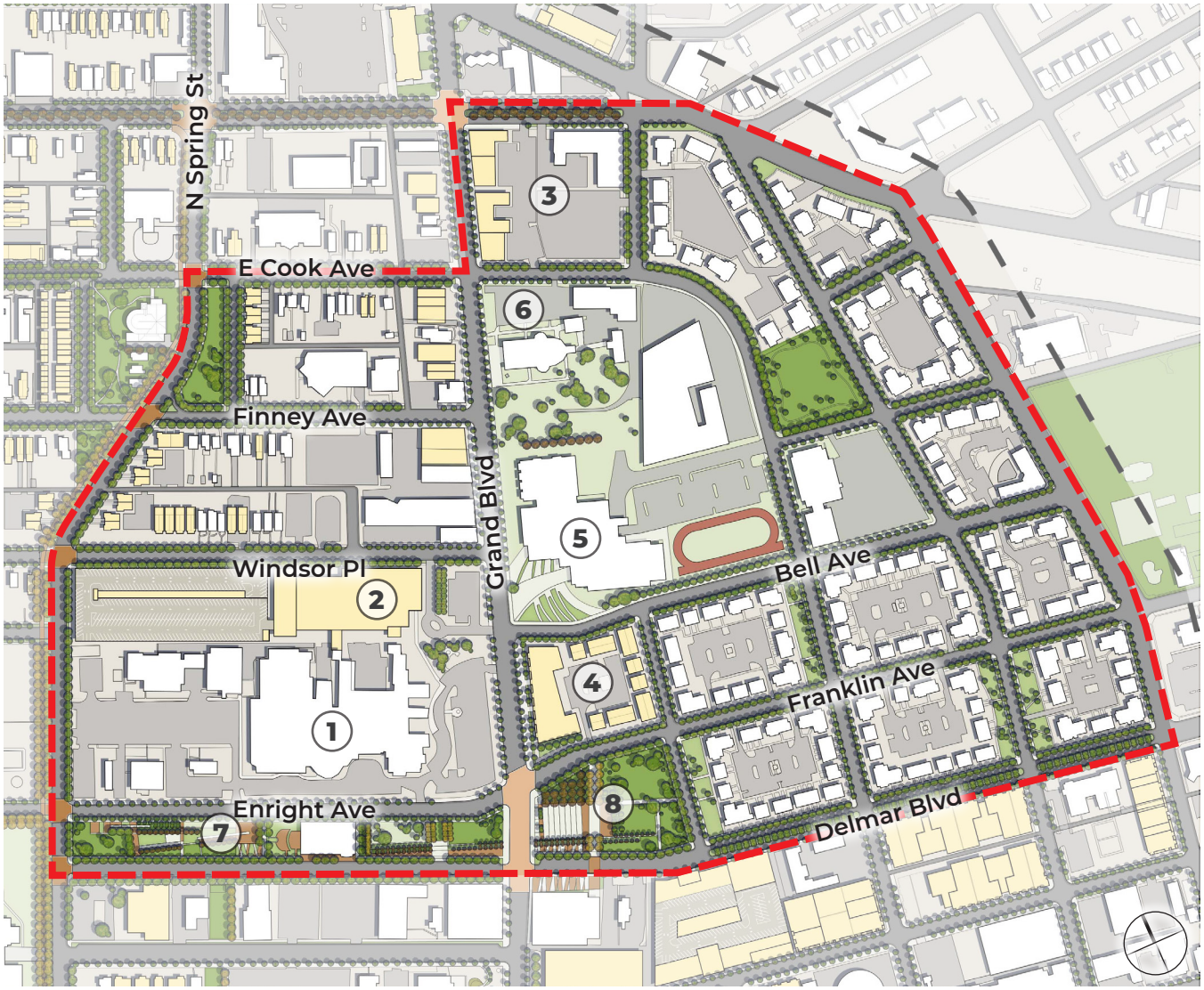


HEALTH + WELLNESS DISTRICT COMPONENTS & PARTNERS

1. Cochran VA Medical Center.
2. Future proposed Cochran VA Medical Center expansion.
3. St. Louis Housing Authority.
4. Future proposed St. Louis Housing Authority development.
5. Clyde C. Miller Career Academy / St. Louis Public Schools.
6. St. Alphonsus Liguori “Rock” Roman Catholic Church
7. Cochran Healing Garden.
8. New Community Park.

North Central Community Urban Design Plan

4.

Infill & strengthen community shopping centers.

CONTRIBUTING STRATEGIES

2.1: Achieve and maintain a sustainable mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.

2.2: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.

2.5: Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.

4.2: Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.

4.3: Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.

4.4: Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.

7.1: Improve accessibility and reduce commuting time between North Central and major employment and retail centers.

7.2: Support the development of commercially-viable mixed-use corridors and neighborhood centers.

7.3: Facilitate development of local retail and commercial amenities.

A key revitalization opportunity mentioned by North Central residents in this process is access to high-quality, day-to-day shopping opportunities. Like most communities in North St. Louis, North Central lacks the variety of shopping and retail amenities that other parts of the City enjoy.

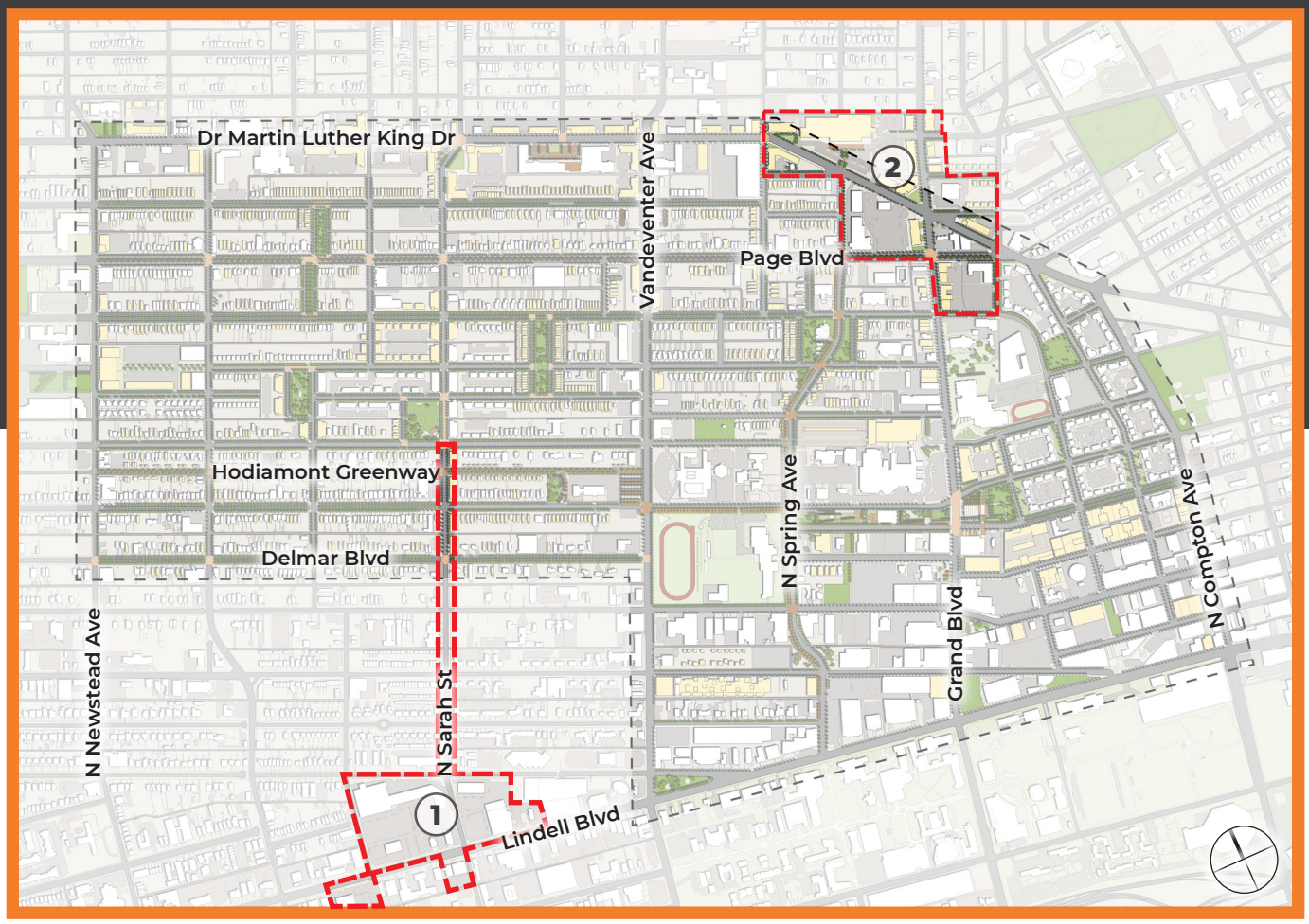
However, there are two key retail centers located in or immediately adjacent to the North Central Plan area that provide a significant opportunity for enhanced, local shopping access for residents: Lindell Marketplace (located at Lindell Boulevard and N. Sarah Street) and MLK Plaza (located at Dr. MLK Drive, Cass Avenue, and N. Grand Boulevard).

OPPORTUNITIES ADDRESSED

- Expanding access to retail and community service amenities, including grocery stores, retailers, healthcare facilities, banks, and pharmacies.
- Creating economically-viable commercial corridors and centers.
- Leveraging North Central locations for new business development
- Addressing existing vacancy.
- Furthering the environmental quality and beautification of North Central.
- Contributing to the renewed identity of North Central and its individual districts.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

North Central Community Urban Design Plan



KEY INITIATIVES

1. Enhance walkable and bikeable access to Lindell Marketplace by improving the streetscape of N. Sarah Street south of W. Belle Place.

2. Reconfigure and expand the existing MLK Plaza to create a new major commercial center at the intersection of Dr. MLK Drive and N. Grand Boulevard.

Please refer to the following pages for additional information and details.

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Lindell Marketplace & Surroundings

Located in the Central West End neighborhood, Lindell Marketplace is only 1/3 mile from edge of the Vandeventer Neighborhood (and 1/2 mile from the Turner Park at the neighborhood's core). Lindell Marketplace includes a Schnuck's supermarket, a pediatric medical care provider, two (2) pharmacies, a bank, six (6) fast-food/fast casual restaurants, and numerous other retailers.

Lindell Marketplace is accessible by MetroBus from North Central, and within a ten (10) minute walk of approximately 30 percent of existing North Central households. However, the pedestrian environment of N. Sarah Street is of poor quality and does not promote easy walkability. Enhancements to N. Sarah's streetscape, including high-quality 6-foot sidewalks, consistent 8-foot tree lawns, regular street trees, intersection bump-outs, and designated crosswalks will improve pedestrian comforts and bikeable, walkable access for North Central residents.

MLK Plaza & Surroundings

Located at the north edge of the North Central Plan Area, MLK Plaza is within a ten (10) minute walk of approximately 50 percent of existing North Central Households and is well-served by transit. MLK Plaza features a Save-A-Lot grocery store, a pharmacy, and bank, along with other retailers. The pedestrian environment around MLK Plaza is of poor quality, and it is surrounded by numerous detrimental land uses (i.e. auto salvage) and vacant lots.

There is a major opportunity for expansion of MLK Plaza. It is recommended that the seven (7) blocks bounded by Cote Brilliante Avenue (north), Dr. MLK Drive (south); N. Grand Boulevard (east), and E. Prairie Avenue (west) be consolidated and redeveloped as a large commercial and retail development. This development is comprised of 125,000 to 150,000 square feet of new retail space in a flexible format that could support **[1]** a large-format retail anchor with **[2]** supporting small- to medium-size (1,400 to 10,000 square feet) stores and restaurants.

Located on the Brickline Greenway and the #70 Grand bus line, such a retail development would serve not only North Central but The Ville, Greater Ville, Midtown, JeffVanderLou, and other surrounding neighborhoods, as well as further the goals of the City's Equitable Economic Development Strategy for the Dr. MLK Drive corridor. This development would address numerous vacant parcels and un-supportive existing land uses. Furthermore, it would significantly improve the visual quality, identity, and function of N. Grand Boulevard, Dr. MLK Drive, and their intersection, creating a recognizable gateway to the Covenant Blu Grand Center neighborhood.

Future development of this initiative should coordinate with the Veteran's Community Project Planned Unit Development (PUD), located immediately north of this site on Aldine Avenue.

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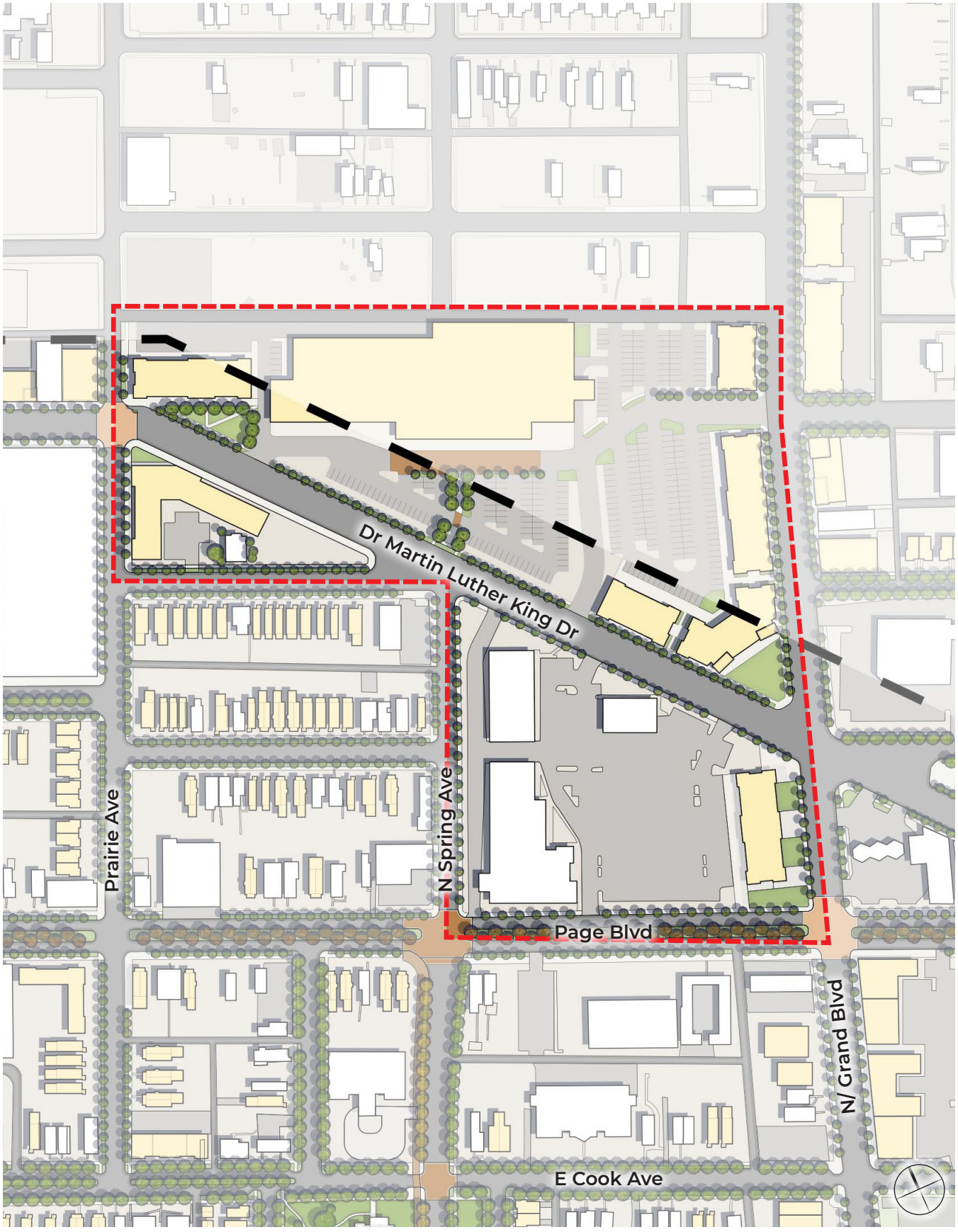
Dr Martin Luther King Dr
Prairie Ave
N Spring Ave
Page Blvd
N/ Grand Blvd
E Cook Ave

North Central Community Urban Design Plan

5.

Establish a neighborhood center around enhanced community amenities.

CONTRIBUTING STRATEGIES

2.2: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

2.4: Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.

2.5: Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.

2.8: Support social infrastructure and civic engagement for residents through physical design and programming.

4.2: Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.

4.3: Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.

5.3: Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.

6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.

8.4: Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.

One of the most recognizable development projects that emerged from the original North Central Plan is North Sarah. This mixed-use development, surrounding Turner Park, is the de facto center of the Vandeventer Neighborhood.

The North Sarah development stretches along Finney Avenue, C.D. Banks Avenue, and W. Belle Place from the Deaconess Center on Vandeventer to the former Stevens Elementary School on Whittier Street. Though successful in its own right, North Sarah has been unable to catalyze broader development and reinvestment in its surroundings. With it's distinctive mixed-use and live-work buildings on N. Sarah Street and N. Vandeventer, however, it is strategically-positioned in relationship to key neighboring amenities. The following improvements are recommended to established an enhanced neighborhood center:

OPPORTUNITIES ADDRESSED

- Leveraging North Central locations for new business development
- Addressing existing vacancy.
- Furthering the environmental quality and beautification of North Central.
- Contributing to the renewed identity of North Central and its individual districts.
- Providing outdoor space for recreation, and pedestrian connections through long blocks.

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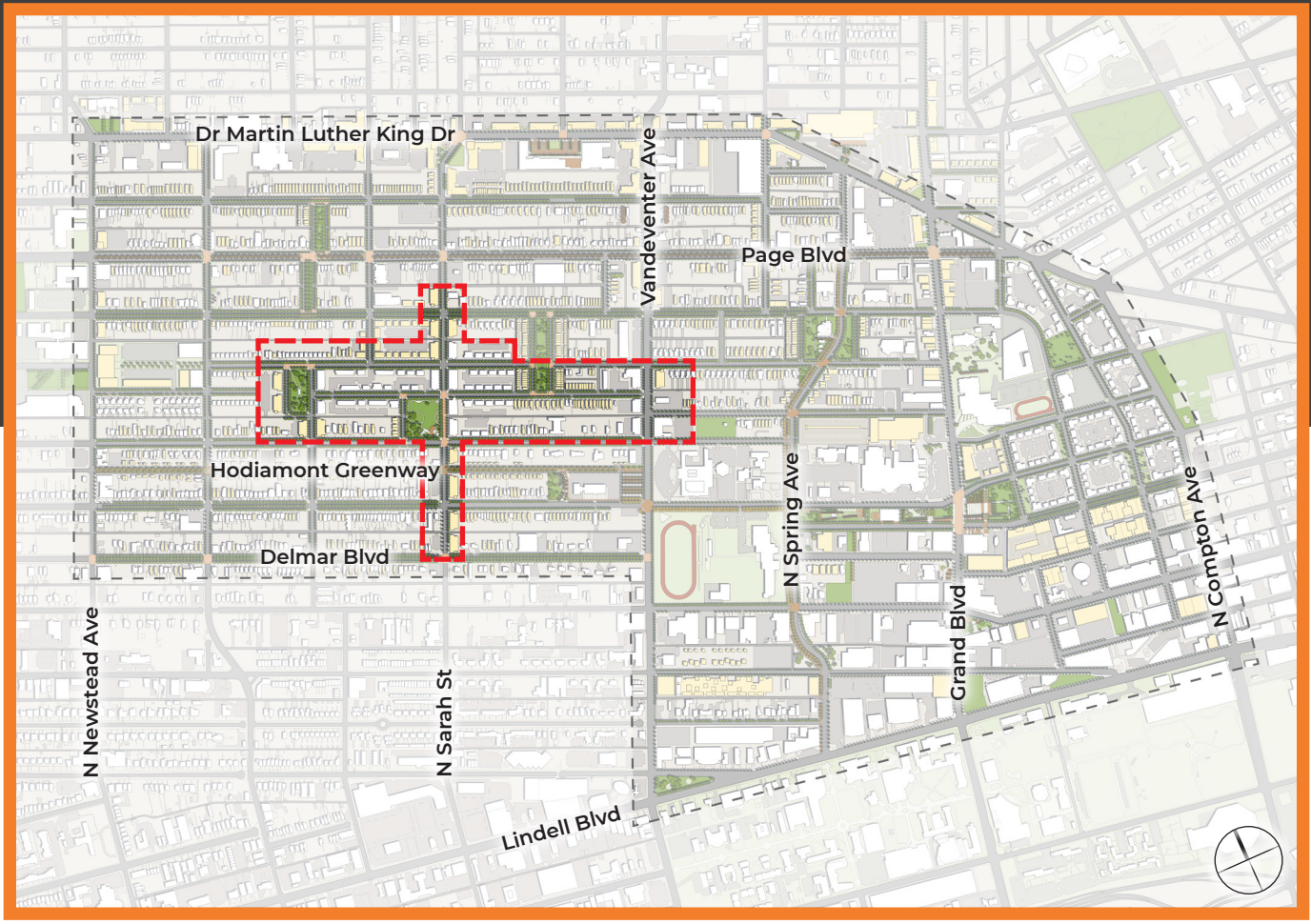
North Central Community Urban Design Plan



KEY INITIATIVES

1. Expand and reconfigure Turner Park with public streets on all faces of the park.
2. Adaptively reuse the vacant Stevens Elementary School site.
3. Construct a new residential park between W. Cook Avenue and C.D. Banks Avenue.
4. Infill vacant lots along N. Sarah Street with a mix of new live-work residential and mixed-use buildings.
5. Infill vacant lots and improve the streetscape of N. Vandeventer Avenue.
6. Infill vacant residential lots along east-west streets in the neighborhood center.

Please refer to the following pages for additional information and details.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Neighborhood Center

Building upon the existing asset of North Sarah, the North Central Plan recommends the establishment of an expanded and strengthened community center around enhanced neighborhood parks and amenities:

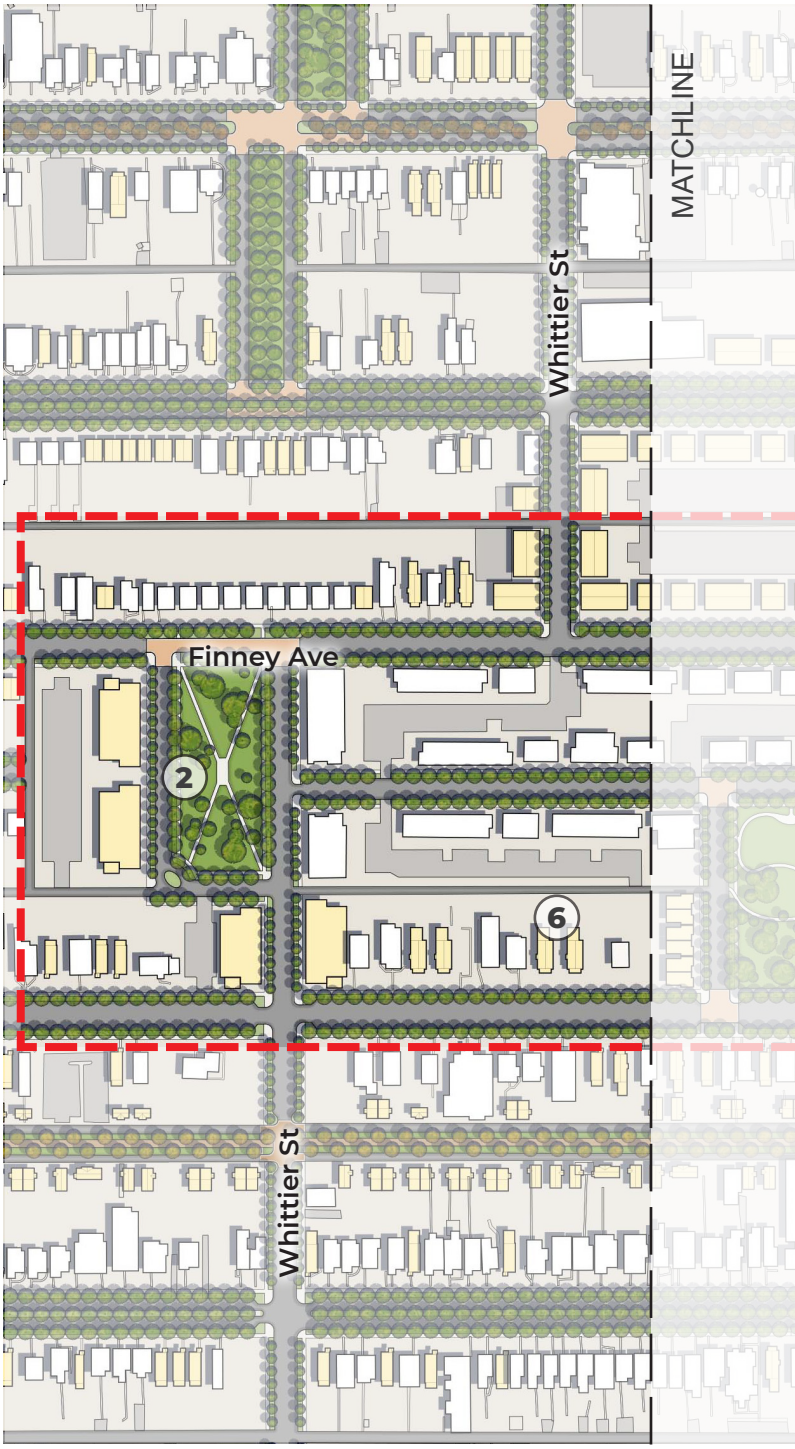
1. **TURNER PARK:** The City of St. Louis should prioritize the expansion and reconfiguration of Turner Park in future planning efforts. The City should work internally and with the community to expand Turner Park to the existing parcel of land on the southwest corner owned by the City of St. Louis, creating a rectangular park shape. Construct a new public street or pedestrian right-of-way on the west side of Turner Park to provide public frontages for all four (4) park edges. Public frontages have been shown to improve users perceptions of park safety and eliminate undesirable or nuisance behavior. Replat vacant lots west of Turner Park and build new, park-facing attached townhomes.

2. **STEVENS ELEMENTARY SCHOOL:** Adaptively reuse the Stevens Elementary School site. Construct a new residential park ("Stevens Park") on the eastern half of the site, from Finney Avenue to the north to the service alley north of W. Belle Place to the south. Construct new public streets on the south and west edges of the new park. Infill the western half of the site with new, multi-family residential development.

   Alternately, consider the redevelopment of the Stevens Elementary School as a community center or community recreation facility.

   The future community-based development organization (CBDO) and/or other community organization shall pursue discussion with the Board of Education about this initiative, what it would entail, and who will manage and take ownership of the site.

3. **W. COOK AVENUE RESIDENTIAL PARK:** Construct a new residential park spanning from C.D. Banks Avenue north to W. Cook Avenue, between N. Vandeventer and N. Sarah Street. Refer to *Focus Area #7* on Page 115 for more detail.



4. **NORTH SARAH STREET:** Infill vacant lots along N. Sarah Street with a mix of live-work residential and mixed-use buildings, extending the mixed-use center of North Sarah north to W. Cook Avenue and south to Delmar Boulevard. Construct enhanced streetscapes with consistent sidewalks, landscape zones, and street trees.

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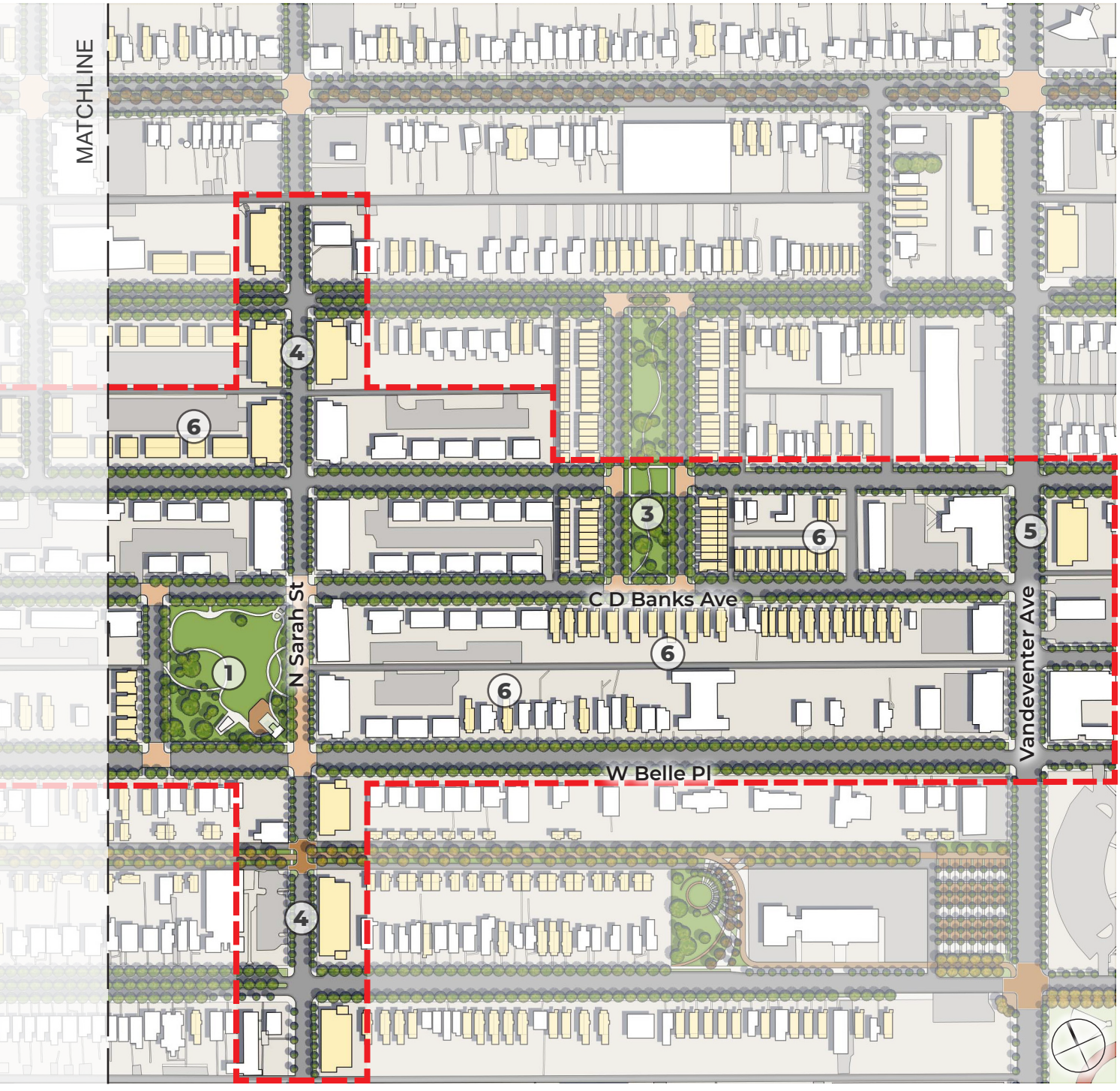

5. **NORTH VANDEVENTER AVENUE:** Infill vacant lots and construct enhanced streetscapes along N. Vandeventer Avenue, from Finney Avenue south to Delmar Boulevard.

6. **RESIDENTIAL STREETS:** Infill vacant lots along W. Cook Avenue, Finney Avenue, C.D. Banks Avenue, and W. Belle Place with a variety housing types. Refer to *Focus Area #10* on Page 134 for more detail.

North Central Community Urban Design Plan

6.

Revitalize Delmar as a residential boulevard and linear park.

CONTRIBUTING STRATEGIES

1.2: Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

2.4: Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.

2.8: Support social infrastructure and civic engagement for residents through physical design and programming.

3.2: Connect qualified local developers with rehab opportunities.

3.3: Facilitate construction of new infill housing on vacant land.

5.3: Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.

6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.

Delmar Boulevard is a key historical and cultural thoroughfare in St. Louis, associated today with the “Delmar Divide”—the demarcating line between the vibrant and prosperous central corridor and the struggling, disinvested neighborhoods of north St. Louis. In the 1950s and 60s in the North Central Plan Area, however, Delmar connected the heart of the Grand theater district to Gaslight Square, a thriving, racially-integrated, bohemian enclave of artists and entertainers.

The North Central Plan re-envisions Delmar Boulevard as the spine connecting the Vandeventer Neighborhood to the West through the Grand Center Arts District to the Covenant Blu Grand Center Neighborhood and Midtown to the east.

OPPORTUNITIES ADDRESSED

- Documenting and celebrating the culture and history of North Central.
- Increasing access to the number of high-quality parks and open spaces.
- Furthering the environmental quality and beautification of North Central.
- Creating defined centers and gateways.
- Contributing to the renewed identity of North Central and its individual districts.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

North Central Community Urban Design Plan

KEY INITIATIVES

1. Reconstruct Delmar Boulevard—west of Vandeventer Avenue and east of N. Theresa Avenue—as a residential boulevard with broad sidewalks and tree lawns, a center median, and street trees.

2. Redevelop the blocks between Delmar Boulevard and Enright Avenue—from N. Spring Street to N. Theresa Avenue—as a linear park connecting through and providing a centerpiece to the Grand Center Arts District.

Please refer to the following pages for additional information and details.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Residential Boulevard

Delmar Boulevard, both west of Vandeventer Avenue and east of N. Theresa Avenue, is a two lane street with an incredibly wide 70-foot right-of-way and minimal streetscaping, sidewalks, and public realm. Using excess right-of-way width, it is recommended that these sections of Delmar be redesigned with a center 12- to 16-foot median, widened 8-foot sidewalks, and consistent 10-foot tree lawns. Three rows of street trees—at the street edge and in the median—provide a distinctive, comfortable, and walkable public realm character to the boulevard.

Delmar Boulevard Park

Between the Cardinal Ritter campus and Grand Center, Delmar consists of a distinctive linear park the both connects through and provides a centerpiece for the Arts District. Travelling up hill from Vandeventer east to Grand, the narrow block between Delmar and Enright is redeveloped as in intimate park. Using the natural grade and topography of the block, this part provides a variety of multipurpose gathering spaces and venues for public art installations and activities. Sweetie Pie's Upper Crust is integrated into the center of the park.

East of Grand, the current surface parking lot is redeveloped as a major outdoor performance venue, physically-connected to Powell Symphony Hall. Like Old Post Office Plaza Downtown, this park will serve as both a passive day-to-day multipurpose park as well as a premier venue for outdoor special events.

The future community-based development organization (CBDO) and/or other community organization shall pursue discussion with the United States Veterans Administration (VA) and the Cochran VA Medical Center to verify what the VA and Medical Center intend to do with the sites around the Medical Center.

PARCELS IDENTIFIED FOR REDEVELOPMENT

3525 Delmar Boulevard
807 N. Grand Boulevard
3617 Delmar Boulevard
3678 Enright Avenue
3710 Enright Avenue
3718 Enright Avenue
3738 Enright Avenue
3741 Delmar Boulevard
3743 Delmar Boulevard

Adopted by the City of St. Louis Planning Commission
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DELMAR BOULEVARD PARK COMPONENTS

1. Community amphitheater and multi-purpose space.
2. Passive recreation area.
3. Seating grove.
4. Powell Hall entrance plaza.
5. Grand Boulevard Plaza and Lawn.
6. Grand Boulevard Sculpture Garden.
7. Sweetie Pie's Upper Crust and Banquet Center.
8. Sweetie Pie's garden.
9. Cochran Healing Garden.
10. Delmar Sculpture Garden.
11. Spring Lawn.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Delmar Boulevard @ N. Leonard Ave – Existing Conditions

Delmar Boulevard @ N. Leonard Ave – Proposed Conditions

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August 18, 2021

Grand Boulevard @ Delmar Boulevard – Existing Conditions

Grand Boulevard @ Delmar Boulevard – Proposed Conditions

North Central Community Urban Design Plan

7.

Build small residential parks as a framework for new infill housing.

CONTRIBUTING STRATEGIES

1.2: Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

2.6: Create a Beautification Committee, under the umbrella of the Community-Based Development Organization (Strategy 11.1), to monitor and assist in the maintenance and beautification of North Central.

2.8: Support social infrastructure and civic engagement for residents through physical design and programming.

3.2: Connect qualified local developers with rehab opportunities.

3.3: Facilitate construction of new infill housing on vacant land.

5.2: Improve neighborhood safety through both physical improvements and enhanced relationships among residents.

6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.

8.5: Implement comprehensive, year-round community programs for youth, seniors, and families.

9.6: Improve the quality and quantity of trees on public land.

12.2: Improve North Central property values.

12.3: Enhance the environmental quality of North Central.

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August 18, 2021

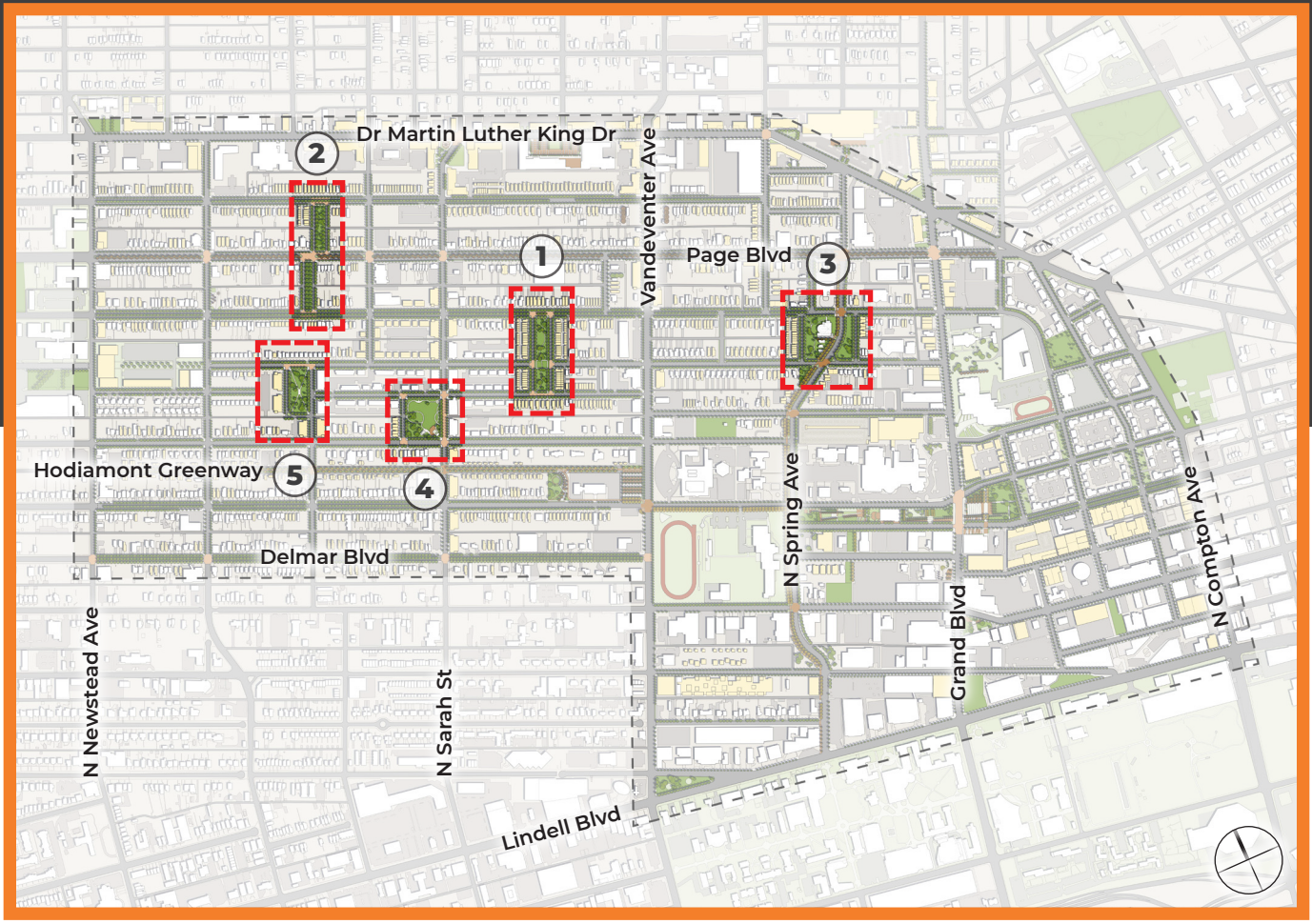
The original North Central Plan included an expansive network or large-scale parks. The intent of this park development was to provide an identifiable center to the community and an open space framework for organizing new development.

Unfortunately, this park network required substantial infrastructure improvements, including the realignment of major City-wide thoroughfares and the acquisition of large swaths of land covering multiple blocks and numerous individual property owners. Without an actionable plan for implementation, these large initiatives were never able to be achieved. Nevertheless, the development of new, residentially-oriented parks in the neighborhood is a priority that emerged from community engagement for the new North Central Plan.

OPPORTUNITIES ADDRESSED

- Providing outdoor space for recreation, and pedestrian connections through long blocks.
- Addressing existing vacancy.
- Furthering the environmental quality and beautification of North Central.
- Establishing a framework for excellent quality rehab and infill development.
- Diversification of housing types in North Central to support a variety of households.
- Contributing to the renewed identity of North Central and its individual districts.

North Central Community Urban Design Plan



KEY INITIATIVES

1. **COOK AVENUE PARK:** Located on the 4000-block of W. Cook Avenue and extending south to C.D. Banks Avenue, this park is located at the site of a 1912 armed resistance by Black homeowners against segregationists. This site of historical significance in the neighborhood is significantly vacant today.
2. **PAGE BOULEVARD PARKS:** Two (2) narrow parks are situated north and south of the 4200-block of Page Boulevard, taking advantage of concentrations of existing vacant parcels.
3. **SCRUGGS MEMORIAL PARK:** Scruggs Park utilizes the Church property as well as surrounding vacant parcels to create a park with the historic sanctuary at its center.
4. **TURNER PARK EXPANSION:** As described in *Focus Area #5*, Turner Park should be expanded and reconfigured.
5. **STEVENS ELEMENTARY SCHOOL PARK:** As described in *Focus Area #5*, Stevens Elementary Schools should be partially-redeveloped as a park.

With the exception of Turner Park, neighborhood parks will likely be developed privately as part of infill development projects and maintained through agreements with developers or community organizations. The City of St. Louis should work with the community to require that new developments incorporate neighborhood parks, and funding should be prioritized for these parks as available. These park locations are not exhaustive, and additional parks can be developed following the precedent of these parks. Please refer to the following pages for additional information.

Adopted by the City of St. Louis Planning Commission
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SITES OF ARMED BLACK RESISTANCE (4004 AND 4008 COOK AVENUE)

Cook Avenue is a street where occupied highly desired homes once stood. Today Cook Avenue is an experience of vacant lots and abandoned structure. The homes that once stood at 4004 and 4008 Cook Avenue were sites of violence against the Black families that moved into the neighborhood during desegregation in the City. The threats and violence against these Black families resulted in multiple events of armed Black resistance and self-defense in order to protect their properties and their families. These sites have been recorded by NAACP in the publication, The Crisis.

Cook Avenue Park

Cook Avenue Park is located on the 4000-block of W. Cook Avenue and extends south to C.D. Banks Avenue through Finney Avenue. Utilizing an aggregation of vacant lots spanning two blocks, this Park is located at the historical site of a 1912 armed resistance by Black homeowners against segregationists. This site of historical significance in the neighborhood, as documented by Joshua Aiken as part of *The Material World of Modern Segregation*, a joint program of Ames American Cultural Studies and Washington University in St. Louis (http://web.artsci.wustl.edu/amcs/MWMS/sites/project/?site=20&Cook%20Avenue).

Elements of this residential park include:

1. Two (2) new streets, running north-south between W. Cook Avenue and C.D. Banks Avenue on each side of the park.
2. New T-service alleys.
3. New attached townhouse development facing Cook Avenue Park.

PARCELS IDENTIFIED FOR REDEVELOPMENT

3952 Cook Avenue
3654 Cook Avenue
3958 Cook Avenue
3962 Cook Avenue
3966 Cook Avenue
3968 Cook Avenue
3970 Cook Avenue
3972 Cook Avenue
4000 Cook Avenue
4004 Cook Avenue
4008 Cook Avenue
4010 Cook Avenue
4014 Cook Avenue
4018 Cook Avenue
3957 Finney Avenue
3959 Finney Avenue
3963 Finney Avenue
3965 Finney Avenue
3969 Finney Avenue
3971 Finney Avenue
3975 Finney Avenue
4003 Finney Avenue
4011 Finney Avenue
4015 Finney Avenue
4017 Finney Avenue
3956 Finney Avenue
3958 Finney Avenue
3960 Finney Avenue
3962 Finney Avenue
3966 Finney Avenue
3968 Finney Avenue
3970 Finney Avenue
4000 Finney Avenue
4002 Finney Avenue
4006 Finney Avenue
4008 Finney Avenue
4010 Finney Avenue
4012 Finney Avenue
4016 Finney Avenue
3959 C D Banks Avenue
3961 C D Banks Avenue
3963 C D Banks Avenue
3969 C D Banks Avenue
4001 C D Banks Avenue
4003 C D Banks Avenue
4005 C D Banks Avenue
4009 C D Banks Avenue
4011 C D Banks Avenue
4013 C D Banks Avenue

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Cook Avenue Park – Existing Conditions

Cook Avenue Park – Proposed Conditions

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Page Boulevard Parks

Page Boulevard Parks consist of two (2) narrow parks, situated north and south of the 4200-block of Page Boulevard. These parks take advantage of concentrations of existing vacant parcels, and are slotted in between existing occupied homes.

The northern park extends from Page Boulevard north to Evans Avenue. At the northwest corner of Evans Avenue, existing vacant parcels are reoriented 90 degrees to permit attached townhouses to face the new park.

The southern park extends from Page Boulevard south to W. Cook Avenue. Due to the limited width of vacant parcels between well-maintained, occupied houses, this park takes the form of a new street connection between Page and Cook, with a broad center meaning. Because of existing vacant properties, the eastern edge of this park is aligned with the western edge of the park to the north.

Elements of these residential parks include:

1. Four (4) new one-way streets; two (2) streets, running north-south between Page Boulevard and Evans Avenue, and two (2) streets running north-south between Page Boulevard and W. Cook Avenue, on each side of the parks.
2. New attached townhouse development facing Page Avenue Park North.

PARCELS IDENTIFIED FOR REDEVELOPMENT

4226 Evans Avenue
4230 Evans Avenue
4234 Evans Avenue
4238 Evans Avenue
4242 Evans Avenue
4244 Evans Avenue
4246 Evans Avenue
4200 W. Evans Avenue
4229 Page Boulevard
4233 Page Boulevard
4237 Page Boulevard
4236 Page Boulevard
4242 Page Boulevard
4246 Page Boulevard
4239 W. Cook Avenue
4243 W. Cook Avenue
4245 W. Cook Avenue

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Adopted by the City of St. Louis Planning Commission
August 18, 2021

SCRUGGS MEMORIAL CME CHURCH

Scruggs Memorial Church was established in 1877. In 1872, a Methodist Sunday school began at 3700 Page Avenue. As the number of students grew, a Methodist society was established and, in 1877, this new congregation began construction of a church on the southeast corner of Cook and Spring Avenues.

The church was renamed after Mr. Scruggs in 1907, becoming the Richard M. Scruggs Memorial Episcopal Church, South. In 1925, the Cook Avenue church was sold to the African Methodist Church. They continue to worship in this building, now calling themselves the Scruggs Memorial Christian Methodist Episcopal (CME) Church.

Scruggs Memorial Park

Scruggs Memorial Park utilizes the Church property as well as surrounding vacant parcels to create a neighborhood park with the historic sanctuary building at its center. Located on the Brickline Greenway, this park will provide a culturally-significant attraction on the greenway route, as well as a celebratory and dignified setting the Scruggs Memorial Church.

Elements of this residential park include:

1. Realignment of Redd Foxx Street west.
2. One (1) new streets, running north-south between E. Cook Avenue and Finney Avenue on the east side of the park.
3. New T-service alleys.
4. New attached townhouse and fourplex development facing Scruggs Memorial Park.
5. Incorporation of the Brickline Greenway into the park's public space.
6. Incorporation of the Scruggs Memorial sanctuary building into the park.

PARCELS IDENTIFIED FOR REDEVELOPMENT

3648 Cook Avenue
3652 Cook Avenue
3654 Cook Avenue
3658 Cook Avenue
3662 Cook Avenue
3700 Cook Avenue
3702 Cook Avenue
3704 Cook Avenue
3708 Cook Avenue
3710 Cook Avenue
3712 Cook Avenue
3716 Cook Avenue
1111 Redd Foxx Lane
3665 Finney Avenue
3671 Finney Avenue
3673 Finney Avenue
3701 Finney Avenue
3703 Finney Avenue
3707 Finney Avenue
3709 Finney Avenue
3723 Finney Avenue

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Turner Park Expansion

As described in *Focus Area #5*, Turner Park should be expanded and reconfigured as part of the enhancement of the neighborhood center.

Elements of the Turner Park Expansion include:

1. In future planning efforts, the City should work internally and with the community to expand Turner Park to an existing parcel of land owned by the City of St. Louis. Expansion and reconfiguration of Turner Park will create a rectangular park shape.

2. Construction of a new public street or pedestrian right-of-way on the west side of Turner Park to provide public frontages for all four (4) park edges. Public frontages have been shown to improve users perceptions of park safety and eliminate undesirable or nuisance behavior.

3. Replatting of vacant lots west of Turner Park to face the park.

4. New attached townhouse and fourplex development facing Turner Park.

The future community-based development organization (CBDO) and/or other community organization shall pursue discussion of Turner Park expansion with the Director of Parks, Recreation, and Forestry, and proposed new streets with the Director of Streets and the Director of Public Utilities.

PARCELS IDENTIFIED FOR REDEVELOPMENT

4126 C D Banks Avenue
4125 W. Belle Place
4137 W. Belle Place
4141 W. Belle Place

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Turner Park – Existing Conditions

Turner Park – Proposed Expansion & New Development

Adopted by the City of St. Louis Planning Commission
August 18, 2021

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Adopted by the City of St. Louis Planning Commission
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Stevens Elementary School Park

As described in *Focus Area #5*, Stevens Elementary Schools should be partially-redeveloped as a park as part of the enhancement of the neighborhood center.

Elements of the Stevens Elementary School Park include:

1. Construct a new residential park ("Stevens Park") on the eastern half of the site, from Finney Avenue to the north to the service alley north of W. Belle Place to the south.
2. Construct new public streets on the south and west edges of the new park.
3. Infill the western half of the site with new, multi-family residential development.

The future community-based development organization (CBDO) and/or other community organization shall pursue discussion with the Board of Education about this initiative, what it would entail, and who will manage and take ownership of the site.

PARCELS IDENTIFIED FOR REDEVELOPMENT

4200 W. Finney Avenue
4200 C D Banks Avenue

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Adopted by the City of St. Louis Planning Commission
August 18, 2021

North Central Community Urban Design Plan

8.

Develop Dr. MLK Drive and connect to north to The Ville.

CONTRIBUTING STRATEGIES

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

2.8: Support social infrastructure and civic engagement for residents through physical design and programming.

4.1: Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.

4.2: Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.

4.3: Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.

4.4: Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.

4.5: Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.

6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.

7.2: Support the development of commercially-viable mixed-use corridors and neighborhood centers.

7.3: Facilitate development of local retail and commercial amenities.

7.4: Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.

8.4: Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.

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August 18, 2021

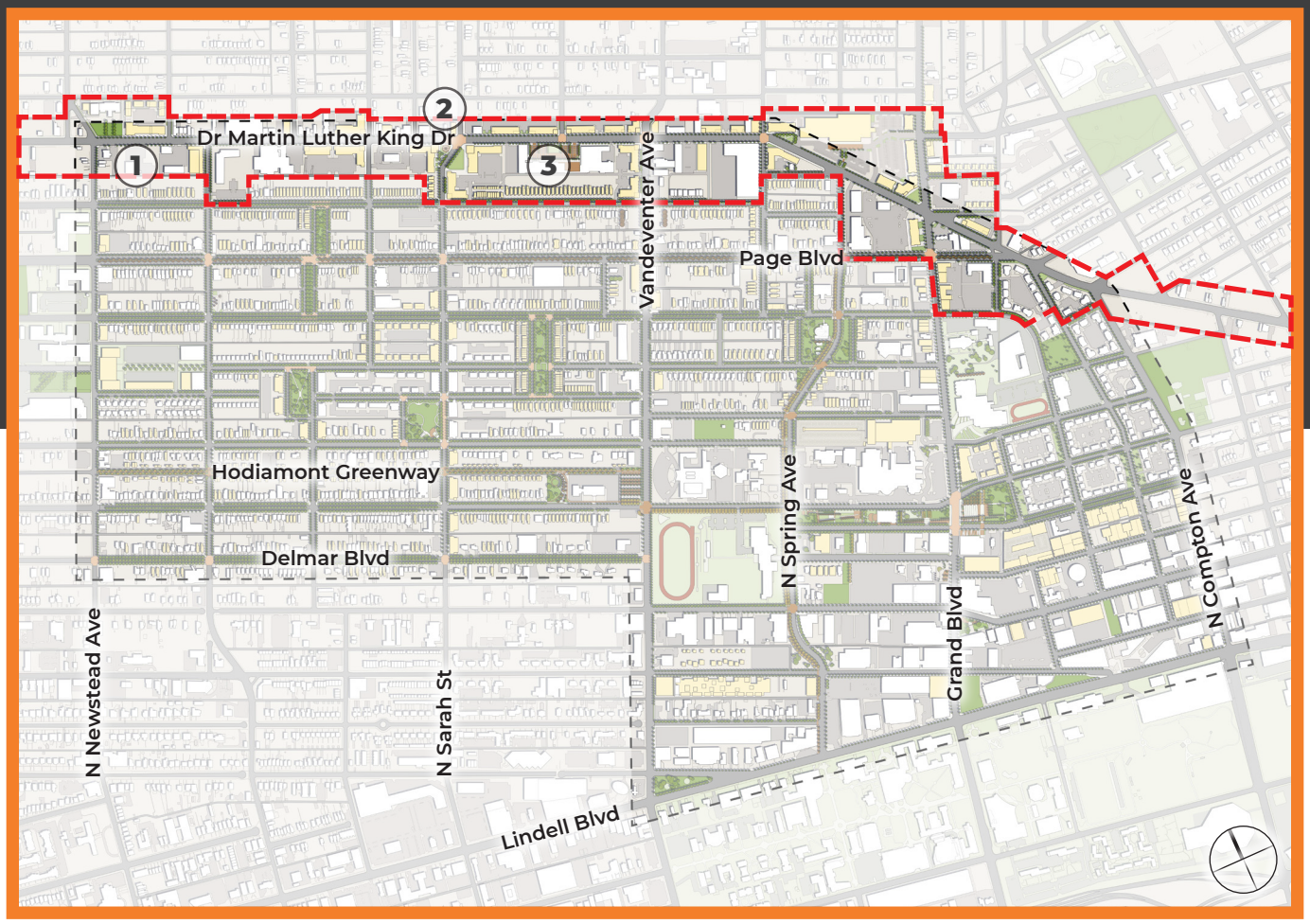
A historic street car line, the Dr. MLK corridor was once the heart of African-American commerce, shopping, and entertainment, and served as the seam between culturally-significant neighborhoods. Today, Dr. MLK Drive is characterized by vacancy and disinvestment.

While Dr. MLK Drive faces numerous challenges, it also possesses a number important assets and opportunities. New developments have addressed vacancy and provide necessary amenities. MLK connects local and regional destinations, including Wohl Community Center; Vashon High School and the NGA. Finally, Dr. MLK Drive is a focus corridors of the Equitable Economic Development Framework for St. Louis (EEDF).

OPPORTUNITIES ADDRESSED

- Expanding access to retail and community service amenities, including grocery stores, retailers, healthcare facilities, banks, and pharmacies.
- Creating economically-viable commercial corridors and centers.
- Leveraging North Central locations for new creative arts and high-tech industrial business development.
- Addressing existing vacancy.
- Contributing to the renewed identity of North Central and its individual districts.

North Central Community Urban Design Plan



KEY INITIATIVES

1. **DR. MLK DRIVE & N. NEWSTEAD AVENUE:** One of several "offset" intersections along MLK, this intersection is the location of the vacant John Marshall Elementary School building. This school is a historic William B. Ittner school and an excellent mixed-use / residential development opportunity at a key gateway to North Central.

2. **DR. MLK DRIVE & N. SARAH STREET:** Another characteristic offset intersection, Dr. MLK Drive and N. Sarah Street is the identifiable gateway to The Ville. There is currently an small plaza on a traffic island with a column commemorating The Ville. This intersection is an excellent opportunity to create an significantly-enhanced gateway to both neighborhoods, with a beautiful public space surrounded by mixed-use development.

3. **KILLARK ELECTRIC SITE:** The largest single redevelopment site within the North Central Plan area, the Killark Electric site is a vacant former manufacturing facility. Located between N. Sarah Street and N. Vandeventer Avenue, this site is 14 acres with an 80,000 square foot industrial building. This site could include a variety of redevelopment and revitalization opportunities, including: adaptive reuse of the existing building; development of a large park and community center serving multiple neighborhoods; development of a large-scale, campus-type development; and other potential uses. The site is also strategically located at the foot of Bishop P.L. Scott / Warne Avenue, which connects north to Fairgrounds Park.

The North Central Plan outlines several potential redevelopment options for this site, which are presented on the following pages.

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August 18, 2021

Image courtesy of Wheeler Kearns Architects © 2020

CASE STUDY: THE MOMENTARY
BENTONVILLE, ARKANSAS

The Momentary, a satellite to Crystal Bridges Museum of American Art, is a contemporary art space in downtown Bentonville for visual, performing, and culinary arts. Occupying a decommissioned 63,000-square-foot cheese factory, the Momentary serves as a gathering place to relax, work, eat and drink, and discover today's art through programs, exhibitions, festivals, and more.

The mission of the Momentary is to champion contemporary art's role in everyday life and explore the unfolding story of contemporary American arts in an international context by actively commissioning and exhibiting outstanding works that explore new ideas and inspire action.

The Momentary invites visual artists from around the world to take up residence in one of our three dedicated studio spaces and work on projects in the middle of the Heartland. The artists-in-residence program also includes performing and culinary artists who may occupy spaces outside of the studios.

The Momentary also conducts a robust, regional community outreach program, including an Arts and Social Impact Accelerator Program, food security in partnership with the Northwest Arkansas Food Bank, housing and technology support in partnership with the Northwest Arkansas Continuum of Care, and support of regional artists in partnership with the Northwest Arkansas Regional Arts Council, among others.

For additional information, please visit:
https://themomentary.org

Killark Electric Site Option 1 Community Arts Center

Option 1 involves adaptive reuse of the existing Killark Electric building a community arts center. This could be accomplished in partnership with an existing Grand Center institution. A precedent project is The Momentary in Bentonville, Arkansas. Components of this Option include:

1. Adaptive reuse of the Killark building.
2. Parking and special event plaza on Dr. MLK Drive.
3. Mixed-use infill development on N. Sarah Street and N. Vandeventer Avenue.
4. Residential infill on Evans Avenue.

Killark Electric Site Option 2 Park & Community Center

Option 2 involves redevelopment of the whole property as a 14-acre central park and community center. Components of this option include:

1. Two (2) regulation-size football fields.
2. Four (4) regulation-size basketball courts and two half-courts.
3. Multi-purpose field and large-event venue.
4. Performance stage, pavilion, and small-event venue with a seating grove.
5. Community playground and passive outdoor recreation space.

Killark Electric Site Option 3 High-Tech Innovation Campus

Option 3 involves redevelopment of the whole property as a high-tech innovation campus. This site will support 375,000 to 750,000 square feet of educational space, start-up incubators, and other programs. This option could be developed in conjunction with a local institutional partner. Components of this Option include:

1. Central plaza aligned with Bishop P.L. Scott / Warne Avenue.
2. Parking and special event plazas on Evans Avenue.
3. Redevelopment of the half-block south of Evans Avenue to the service alley.

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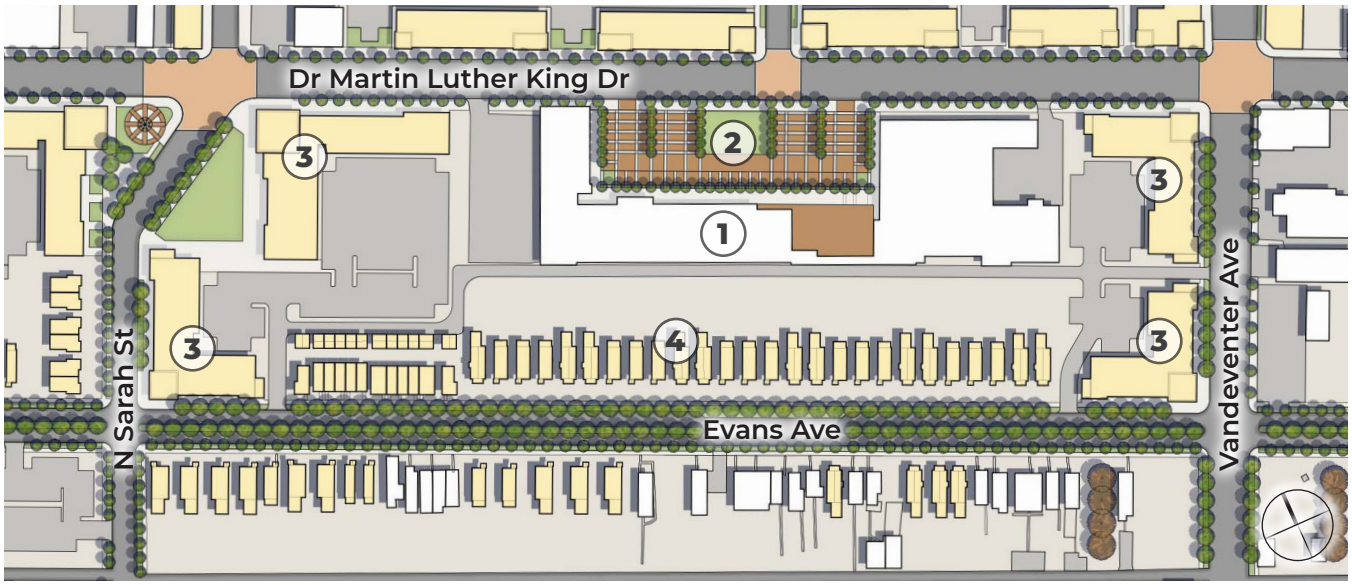
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N Sarah St
Evans Ave
Vandeventer Ave
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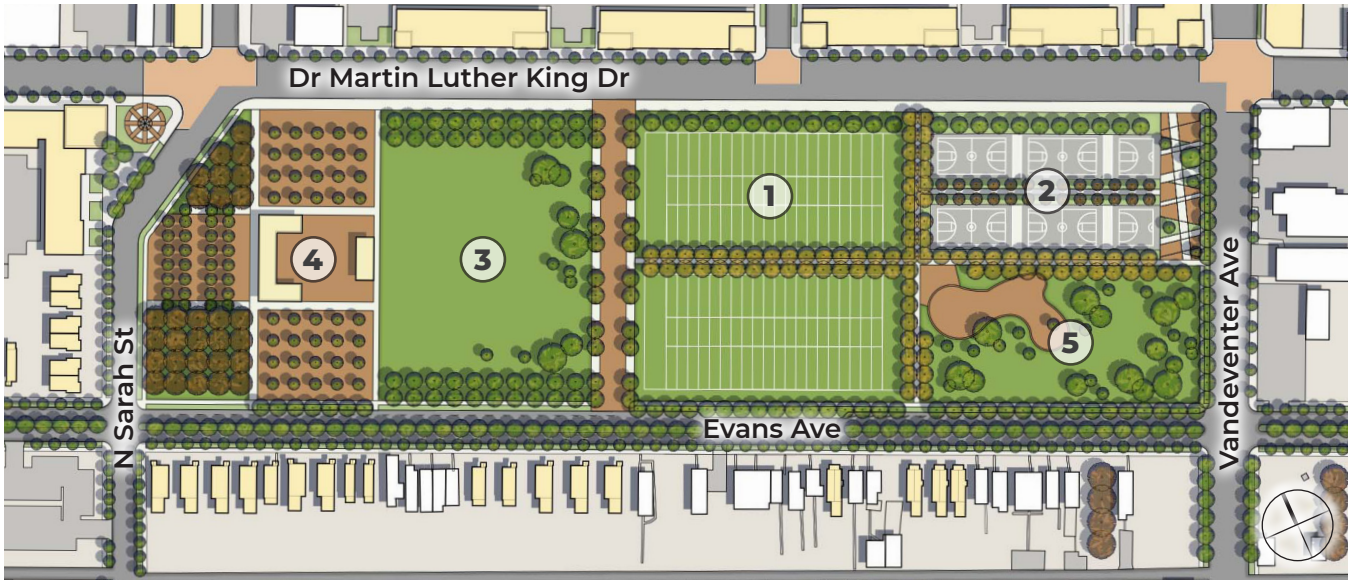
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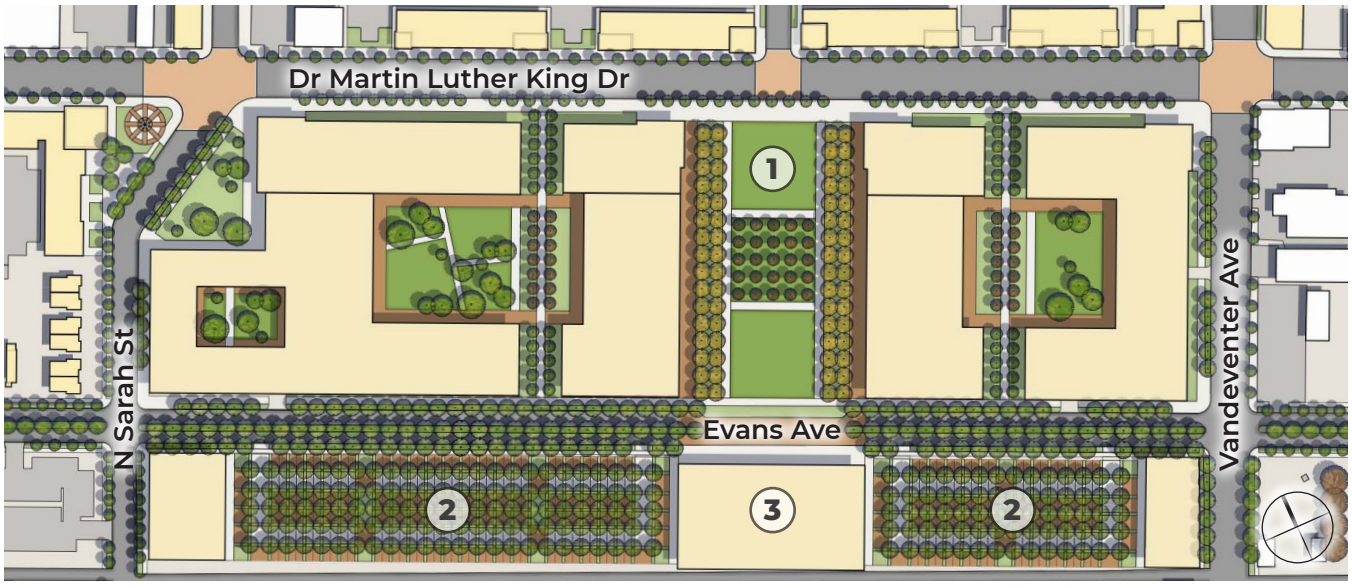
Dr Martin Luther King Dr
N Sarah St
Evans Ave
Vandeventer Ave
1
2
3
2

North Central Community Urban Design Plan

9.

Infill new housing along the Hodiamont Greenway linear park.

CONTRIBUTING STRATEGIES

2.1: Achieve and maintain a sustainable mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.

2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.

2.6: Create a Beautification Committee, under the umbrella of the Community-Based Development Organization (Strategy 11.1), to monitor and assist in the maintenance and beautification of North Central.

2.7: Build for sustainable, resilient, and just policies in future developments.

2.8: Support social infrastructure and civic engagement for residents through physical design and programming.

3.1: Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.

3.3: Facilitate construction of new infill housing on vacant land.

5.2: Improve neighborhood safety through both physical improvements and enhanced relationships among residents.

5.3: Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.

Hodiamont Greenway is major current initiative of Great Rivers Greenway, repurposing the former Hodiamont Streetcar right-of-way. Running mid-block from Vandeventer to the west City Limits, Hodiamont Greenway will be a significant linear park connecting the whole North Central corridor to GRG's expansive regional greenway network. As a mid-block frontage running behind existing homes, Hodiamont Greenway provides a unique opportunity to develop alley houses and other alternative house types, increasing housing diversity and providing a potential source of income for existing homeowners.

OPPORTUNITIES ADDRESSED

- Diversification of housing types in North Central to support a variety of households.
- Enabling long-term residents to age-in-place.
- Maintaining affordable housing options and countering gentrification trends as North Central improves over time.
- Supporting households to build wealth.
- Improving housing values and desirability.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

North Central Community Urban Design Plan

GREENWAYS:

- Hodiamont Greenway
- Brickline Greenway

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Hodiamont Greenway Linear Park

KEY INITIATIVES

1. Require developers rehabbing homes or building infill housing on the south side of W. Belle Place and the north side of Enright Avenue to provide accessory dwelling units (ADUs)—i.e. “alley houses”—fronting Hodiamont Greenway.
2. Encourage homeowners to build ADUs as a source of household income.
3. Work with GRG to develop a community park and trailhead for Hodiamont Greenway, utilizing the vacant lots west of Cole Elementary School and the Urban League parking lot on Vandeventer Avenue.
4. Work with the City of St. Louis to ensure that ADUs are permitted by right.

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August 18, 2021

PARCELS IDENTIFIED FOR REDEVELOPMENT

Hodiamont Greenway Parking Lot

935 N. Vandeventer Avenue

Hodiamont Trailhead & Community Park

3957 Enright Avenue
3965 Enright Avenue
3969 Enright Avenue
3971 Enright Avenue

Hodiamont Streetcar Right-of-Way – Existing Conditions

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Hodiamont Greenway – Proposed Conditions

North Central Community Urban Design Plan

10.

Rehab and infill neighborhood housing with a variety of house types on safe, beautiful streets.

CONTRIBUTING STRATEGIES

2.2: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.

3.1: Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.

3.2: Connect qualified local developers with rehab opportunities.

3.3: Facilitate construction of new infill housing on vacant land.

3.4: Deploy resources to residents for home renovations and repairs.

3.5: Develop and adopt a form-based code for North Central to regulate the type and character of new infill development and significant renovations to existing buildings.

6.2: Incentivize inclusionary zoning in future development.

6.3: Attract resources to provide support for community residents and property owners.

6.4: Promote and incentivize increased homeownership in North Central.

6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.

7.4: Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.

9.3: Ensure that streets, sidewalks, and vacant lots are well-maintained.

12.2: Improve North Central property values.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

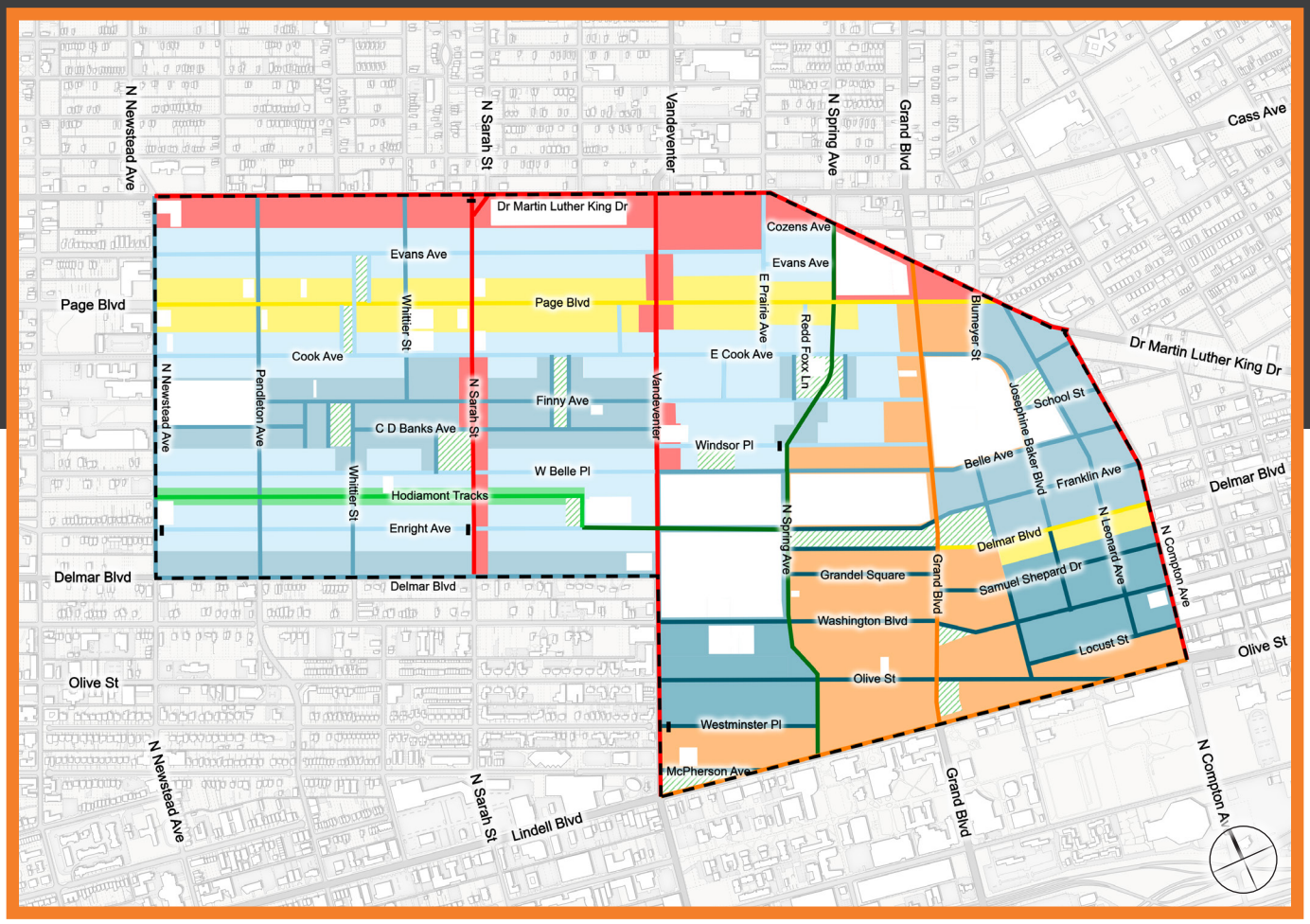
The North Central Plan outlines a strategic approach to incremental development of housing over time. Successful revitalization will build upon the neighborhoods' existing housing stock; maintain housing affordability through a variety of housing types; and provide high-quality housing opportunities for all households.

Through a detailed analysis of existing conditions, the Plan sets forth a system of housing and street types based on the existing character of each street and its buildings. This system provides a menu of housing types and streetscape improvements that are contextual to the neighborhoods and will strengthen the existing character of North Central. The City of St. Louis and MODOT should prioritize implementation of streetscape improvements that meet the community's needs by working with community residents and developers to establish, enforce, and implement streetscape and public realm design standards.

OPPORTUNITIES ADDRESSED

- Diversification of housing types in North Central to support a variety of households.
- Enabling long-term residents to age-in-place.
- Maintaining affordable housing options and countering gentrification trends as North Central improves over time.
- Improving housing values and desirability.

North Central Community Urban Design Plan



KEY INITIATIVES

1. Work with the City to develop and adopt a Form-Based District for North Central.
2. Work with the City of St. Louis to ensure that ADUs are permitted by right.
3. Work with the City's Land Reutilization Authority (LRA) to connect LRA-owned properties with qualified local developers.
4. Purchase and land-bank existing vacant lots and vacant buildings.
5. Advertise vacant lots and vacant buildings and issue Requests for Proposals (RFPs) to qualified local developers.

Initiatives should be driven by the community through the community-based development organization (Strategy 11.1).

HOUSING TYPE:
- Neighborhood General Type 1
- Neighborhood General Type 2
- Neighborhood General Type 3
- Neighborhood Center Type 1
- Neighborhood Center Type 2
- Neighborhood Core
- Accessory Dwelling Unit (ADU)

STREET TYPE:
- Neighborhood Street Type 1
- Neighborhood Street Type 2
- Neighborhood Street Type 3
- Greenway Type 1
- Greenway Type 2
- Boulevard Type 1
- Boulevard Type 2
- Boulevard Type 3

OTHER:
- Park

Adopted by the City of St. Louis Planning Commission
August 18, 2021

What is Missing Middle Housing?

Image courtesy of Opticos Design © 2010

Missing Middle Housing are house-scale buildings with multiple units in walkable neighborhoods. These building types, such as duplexes, fourplexes, cottage courts, and courtyard buildings, provide diverse housing options and support locally-serving retail and public transportation options.

We call them “Missing” because they have typically been illegal to build since the mid-1940s and “Middle” because they sit in the middle of a spectrum between single-family homes and mid-rise apartment buildings, both in terms of form and scale, as well as number of units and often, affordability. In the diagram above, the Missing Middle types are shown in yellow, providing many housing options in between the single-family homes and higher intensity apartment buildings.

And while they are “missing” from our new building stock, these types of buildings are beloved by many who have lived in them. Ask around, and your aunt may have fond memories of living in a fourplex as a child, or you might remember visiting your grandmother as she grew old in a duplex with neighbors nearby to help her out. And today, young couples, teachers, single, professional women and baby boomers are among those looking for ways to live in a walkable neighborhood, but without the cost and maintenance burden of a single-family home. Missing Middle Housing helps solve the mismatch between the available U.S. housing stock and shifting demographics combined with the growing demand for walkability.

THE MARKET FOR MISSING MIDDLE HOUSING

A greater variety of household sizes and demographics require a greater variety of housing choices. Young, highly educated, technology-driven millennials desire mobile, walkable lifestyles. They are willing to exchange space for shorter commutes, mixed-use neighborhoods, and shared open spaces for community interaction.

At the same time, baby boomers are working and living longer. They want to stay mobile and active in their later years. They also want to find ways to stay in their community without having to care for a large home and yard.

Multigenerational homes have increased by 17% since 1940. The growing senior population, more families with working parents, diverse family cultures, and an increased desire to live in intergenerational neighborhoods all contribute to growing demand for multigenerational households.

Finally, housing affordability is a primary concern for many Americans. There is an increasing segment of the population that spends more than 30% of their income on housing, reducing their purchasing power. Smaller homes and apartments cost less to rent or purchase and maintain, while urban neighborhoods provide services and amenities within walking distance as well as a variety of affordable transportation options.

For more information, please visit Missing Middle Housing at http://missingmiddlehousing.com.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Neighborhood General Type 1

- Detached Single-Family Homes
- Duplex Homes

Neighborhood General Type 2

- Duplex Homes
- Stacked Fourplex
- Courtyard Buildings
- Cottage Courts
- Attached Townhouses

Neighborhood General Type 3

- Stacked Fourplex
- Courtyard Buildings
- Attached Townhouses
- Stacked Triplex
- Live / Work Units

Neighborhood Center Type 1

- Stacked Fourplex
- Courtyard Buildings
- Stacked Triplex
- Medium Multiplex (Walk-Up Apartment Homes; 6 to 10 units)

Neighborhood Center Type 2

- Stacked Triplex
- Live / Work Units
- Mixed-Use Buildings (2 to 3 stories)

Neighborhood Core

- Live / Work Units
- Mixed-Use Buildings (3 to 6 stories)
- Mid-rise Apartment Buildings (3 to 6 Stories)

Accessory Dwelling Unit (ADU)

- Alley Houses
- Carriage Houses
- Cottage Courts

Adopted by the City of St. Louis Planning Commission
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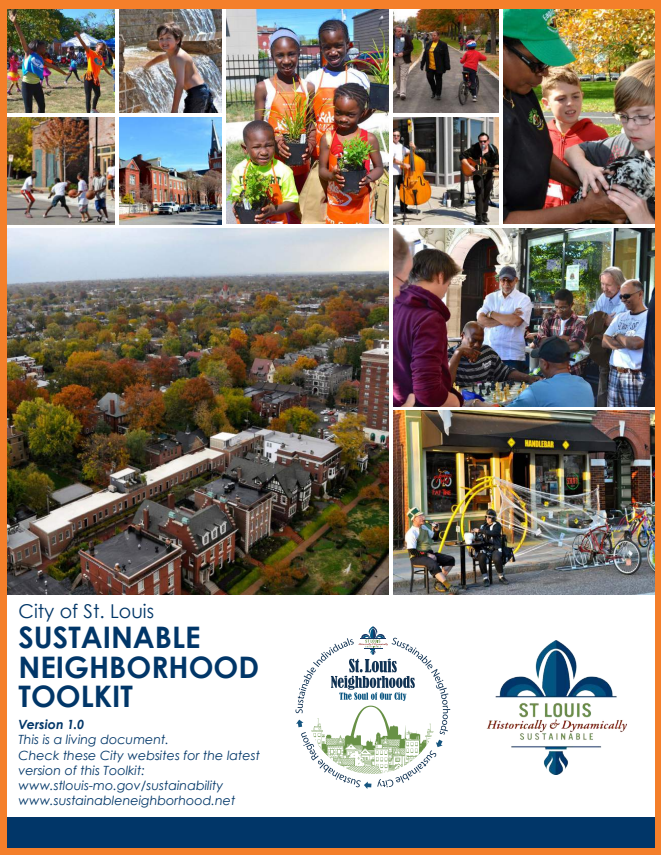
Streetscape & Public Realm Implementation Tools



CITY OF ST. LOUIS SUSTAINABLE NEIGHBORHOOD TOOLKIT

Some of the most effective strategies for realizing a successful neighborhood-scale project are to build on the strength and energy of people in the community, and to partner with others who share common goals and interests. Implementing the tools in the Sustainable Neighborhood Toolkit will be easier and more effective when people work together. Below are some general recommendations for identifying an existing neighborhood organization in the City of St. Louis, as well as tips for starting a new one.

The Sustainable Neighborhood Toolkit provides a variety of actionable activities that communities can use to improve their neighborhoods. Example tools to “Clean the Streets & Beautify the Streetscape”. Refer to www.sustainableneighborhood.net for additional information.

GETTING STARTED...

1. **Contact** Brightside St. Louis, part of the City’s Parks, Recreation, and Forestry Department, and learn about their annual Project Blitz, the most well known street clean-up organization in St. Louis. Brightside will work with your neighborhood as long as you have a block captain that is organizing your community. To find out if you have a block captain, contact your neighborhood association. You can fill out a block captain form here.

2. **Organize** Your Block Captain will have to request tools. Brightside will supply trash bags and tools needed to host a clean-up day, as long as you prepare in advance. Step by step preparation instructions are available here. Contact the Street Department or Missouri Botanical Garden for tips on plants.

3. **Collaborate** Brightside St. Louis also has a Graffiti Removal Program, a Litter-Awareness Program, and the ‘Lend Me A Hand Tool’ Program that assists neighborhoods in clean-up efforts.

4. **Work** You can host your own clean-up day by working closely with your neighborhood association. Helpful step-by-step organizing guides for planning, getting volunteers, advertising, getting tools, and implementing the day can be found here:

   - http://www.grassrootsgrantmakers.org/wp-content/uploads/2011/10/Neighborhood_Cleanup.pdf
   - http://lancaster.unl.edu/community/articles/organizecleanup.shtml
   - http://www.happynews.com/living/cleaningtips/organizing-community-cleanup.htm

5. **Work** When working independently, you may have to ask volunteers to bring tools such as garbage bags, gloves, rakes, lawn mowers, etc. Contact the Streets Department to request a large dumpster for bulk waste or to schedule your clean-up day around the bulk waste removal schedule, which occurs once a month and is included in standard waste service fees.

6. **Beautify** Ask Gateway Greening or Brightside for yardwaste dumpsters to provide yardwaste disposal. To start beautification, create or rejuvenate planter boxes to add green landscape. They help with water, habitat, and clean air, and improve the image of your neighborhood. If your neighborhood does not have a green committee, start one with other interested residents to spearhead current and future green projects.

7. **Rejuvenate** Rejuvenate existing planters before creating new planters. Create a schedule to maintain the planters with volunteers throughout the growing season. Work with artists, volunteers, and youth to paint or decorate the planters or to create an enhanced or more usable public space similar to the planters at St. Vincent Greenway and Ruth Porter Park.

8. **Select** When creating new planters, contact the Streets Department to see if they can supply ‘Schoemehl Pots’ to match existing planters in your community.

9. **Workday** If organized appropriately, planters can be ordered and installed by the City. Your neighborhood association may also be able to fund the project. In Forest Park Southeast, new corner planters are funded and maintained by Washington University Medical Redevelopment Center.

10. **Maintenance** Maintain plantings by consistently watering, weeding, and mulching.

Adopted by the City of St. Louis Planning Commission
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Neighborhood Street Type 1

- 6-foot Sidewalk and 8-foot Tree Lawn
- Intersection Bump-out
- 10-foot Median (when Right-of-Way [ROW] is 70 feet or greater)
- Mid-block Crosswalk

Neighborhood Street Type 2

- 6-foot Sidewalk and 8-foot Tree Lawn
- Intersection Bump-out
- 10-foot Median (when ROW is 70 feet or greater)
- Mid-block Crosswalk
- Mid-block Roundabout

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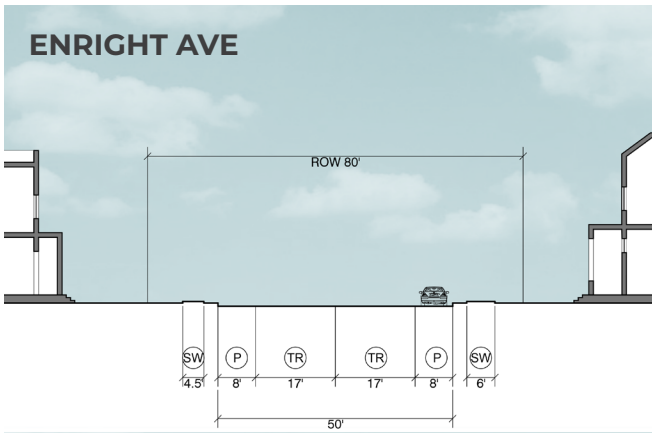
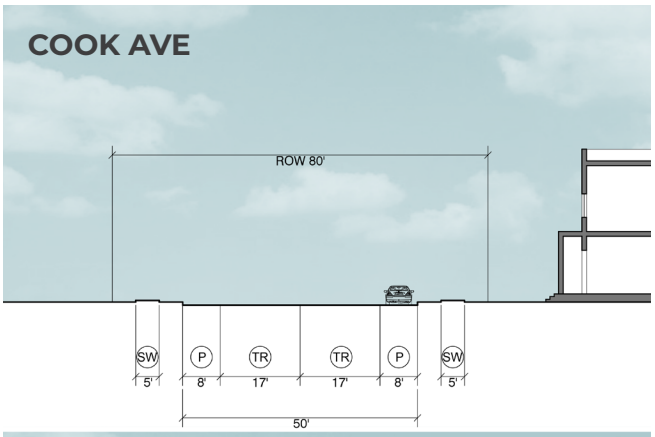
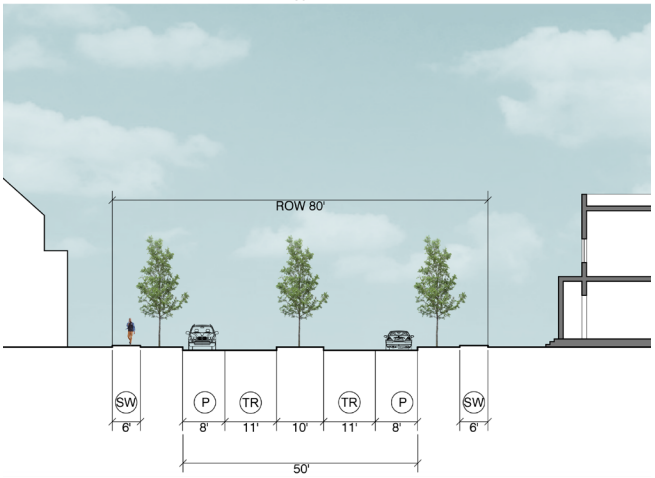
August 18, 2021

ENRIGHT AVE

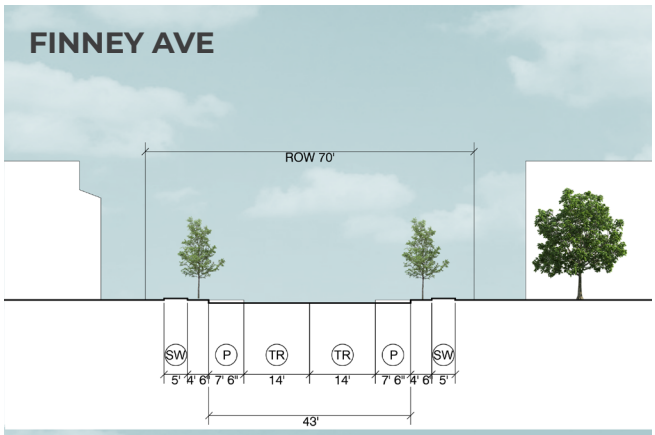


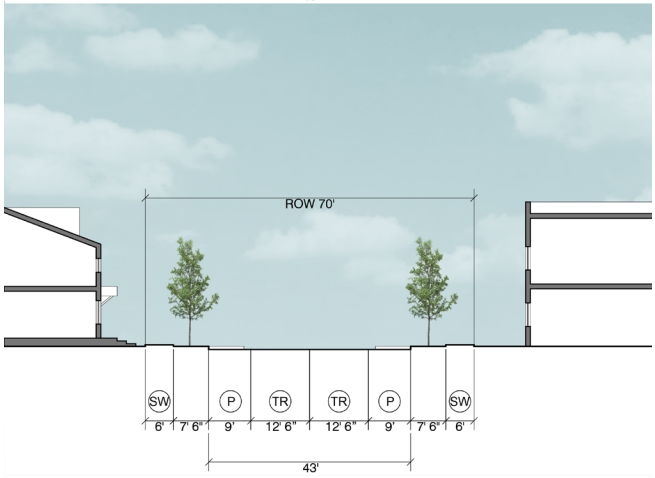
COOK AVE



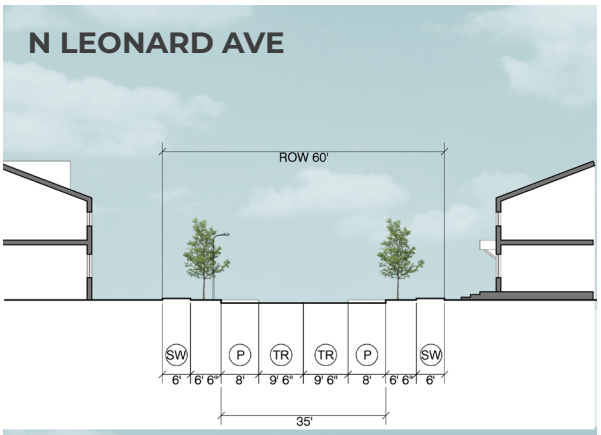


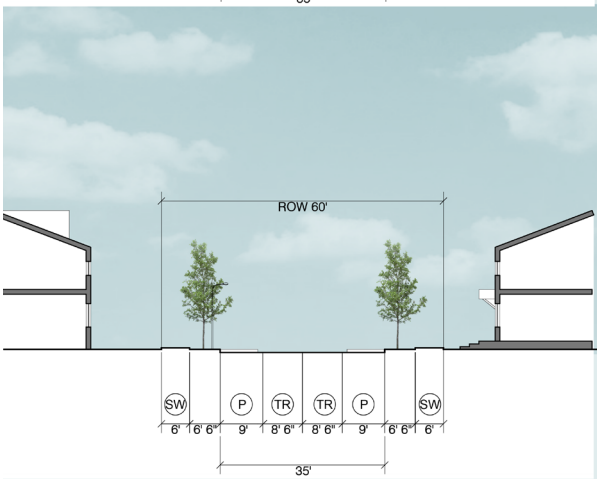
FINNEY AVE





N LEONARD AVE





Neighborhood Street Type 3

- 12- to 14-foot Sidewalk (to curb) with 6-foot Tree Wells
- Intersection Bump-out
- Mid-block Crosswalk

Greenway Type 1

- 32- to 36-foot linear park (in center of ROW)
- 12-foot Greenway Path (in center of linear park)
- 2 rows of trees (1 on each side of Greenway Path)
- Intersection Bump Out (at all street crossings)

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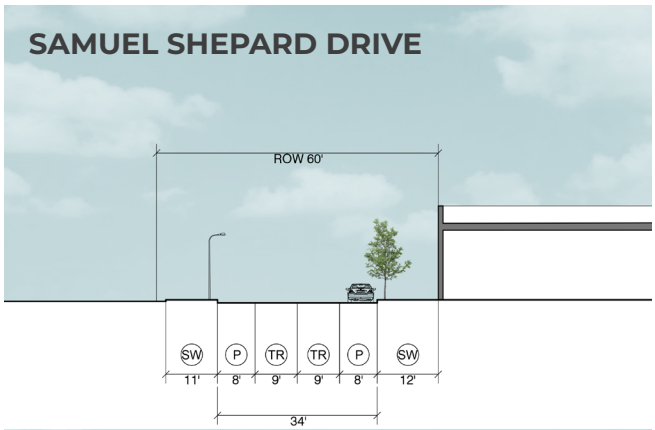
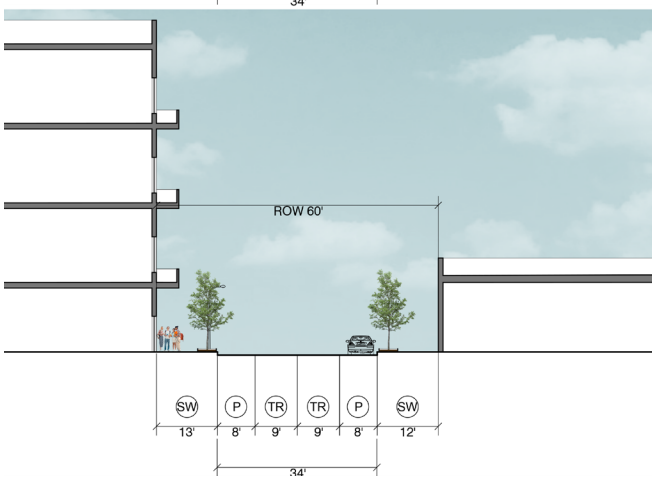
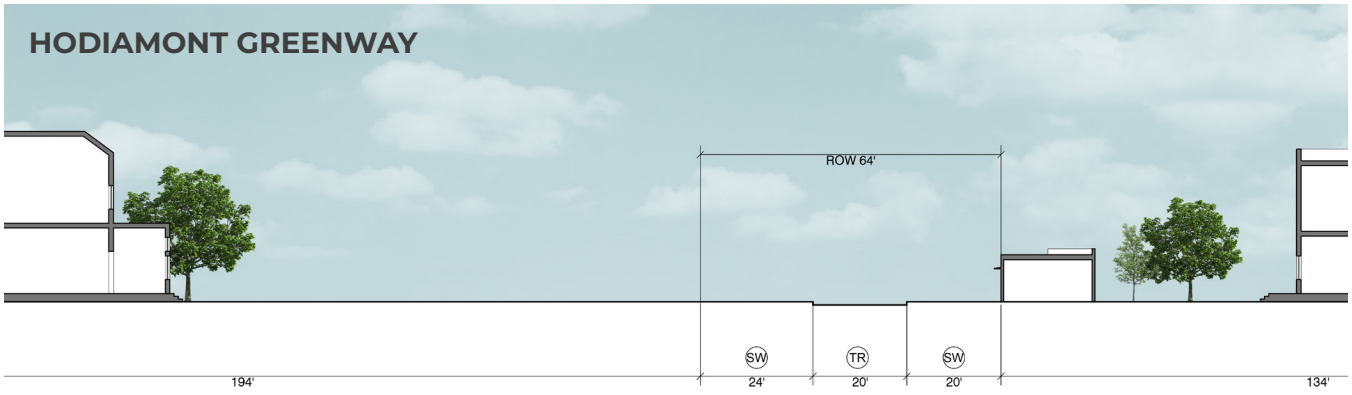
SAMUEL SHEPARD DRIVE





HODIAMONT GREENWAY

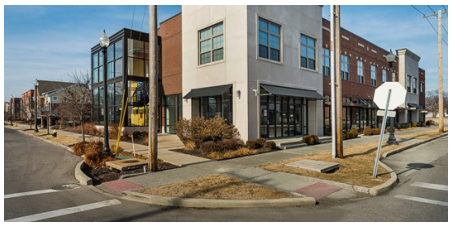


Greenway Type 2

- 12-foot Greenway Path and 8-foot Tree Lawn
- 6-foot Sidewalk and 8-foot Tree Lawn (on opposite side)
- Intersection Bump-out (parallel to Greenway Type 2 street only)

Boulevard Type 1

- 6-foot Sidewalk and 8-foot Tree Lawn
- Intersection Bump-out
- 18- to 20-foot Median with 2 rows of street trees
- Mid-block Crosswalk
- Intersection Roundabout



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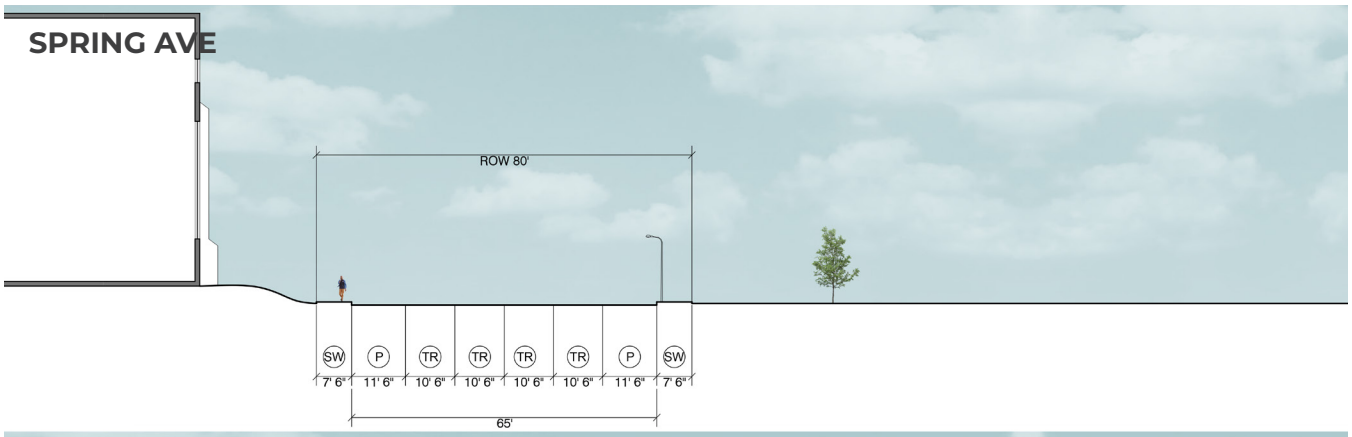
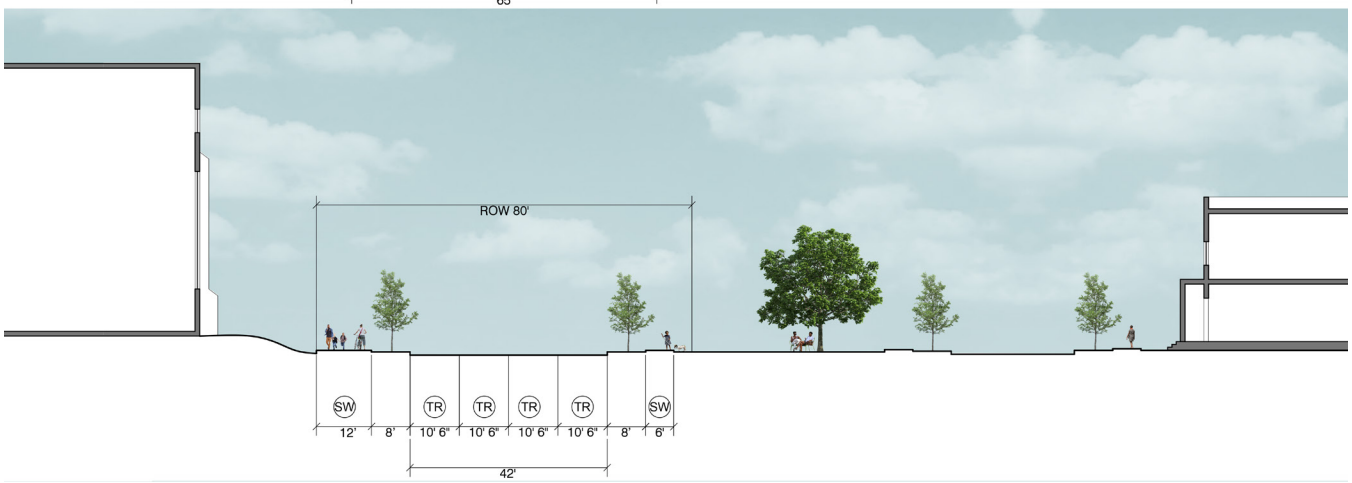
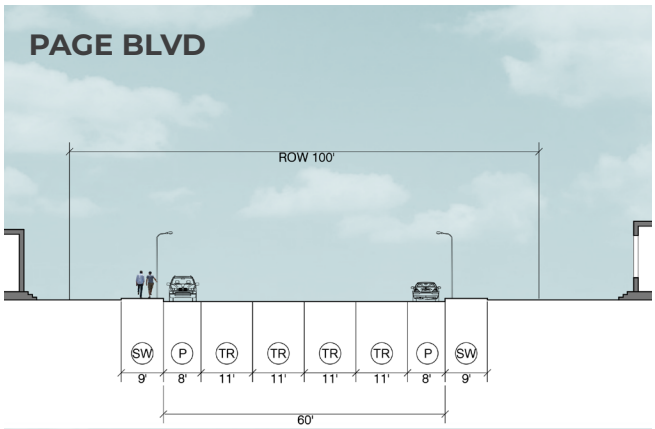
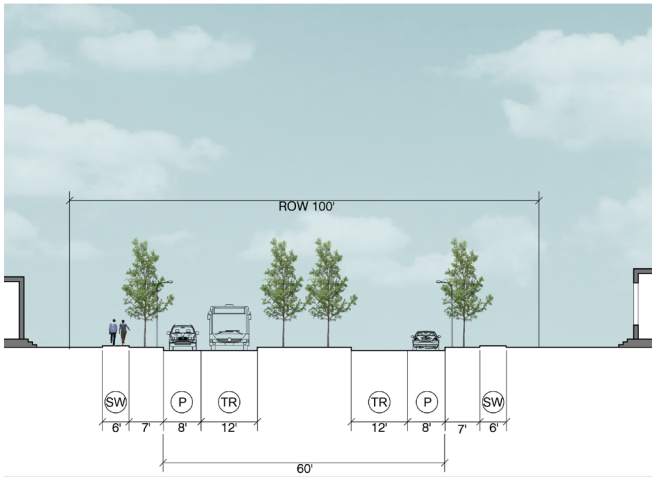
SPRING AVE



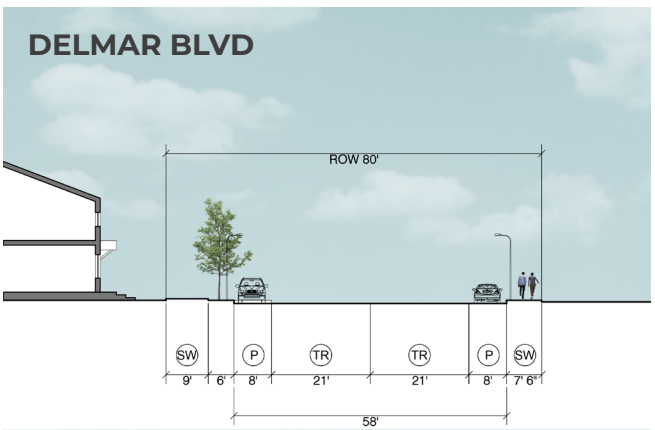


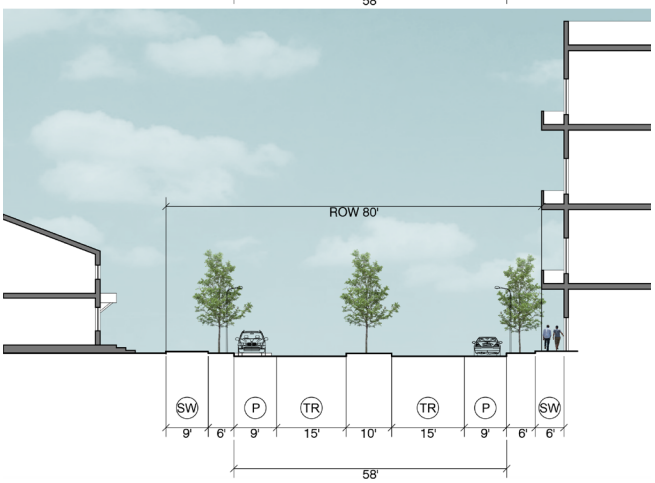
PAGE BLVD





DELMAR BLVD





Boulevard Type 2

- 12- to 20-foot Sidewalk (to curb) with 6-foot Tree Wells
- Intersection Bump-out
- Mid-block Crosswalk

Boulevard Type 3

- 6-foot Sidewalk and variable-width tree lawn (minimum 4-foot width; 5-feet or wider preferred, as feasible)
- Intersection Bump-out (parallel to Boulevard Type 3 street only)
- Mid-block Crosswalk

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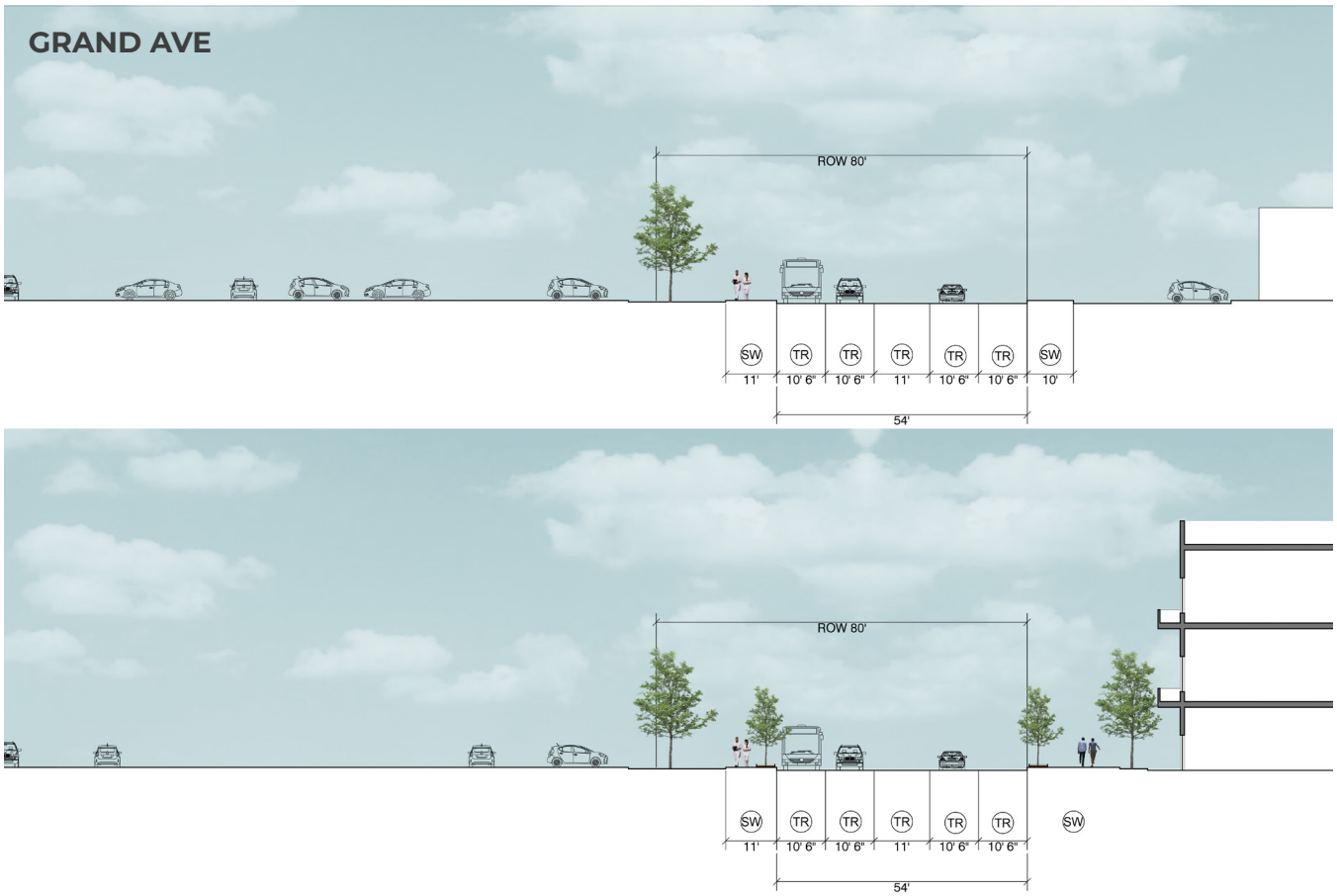
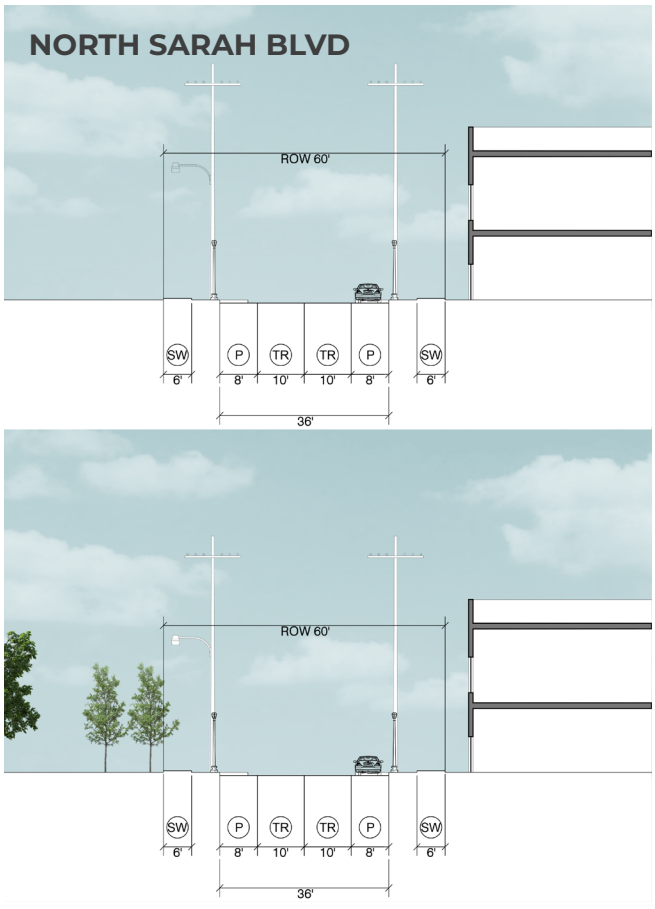
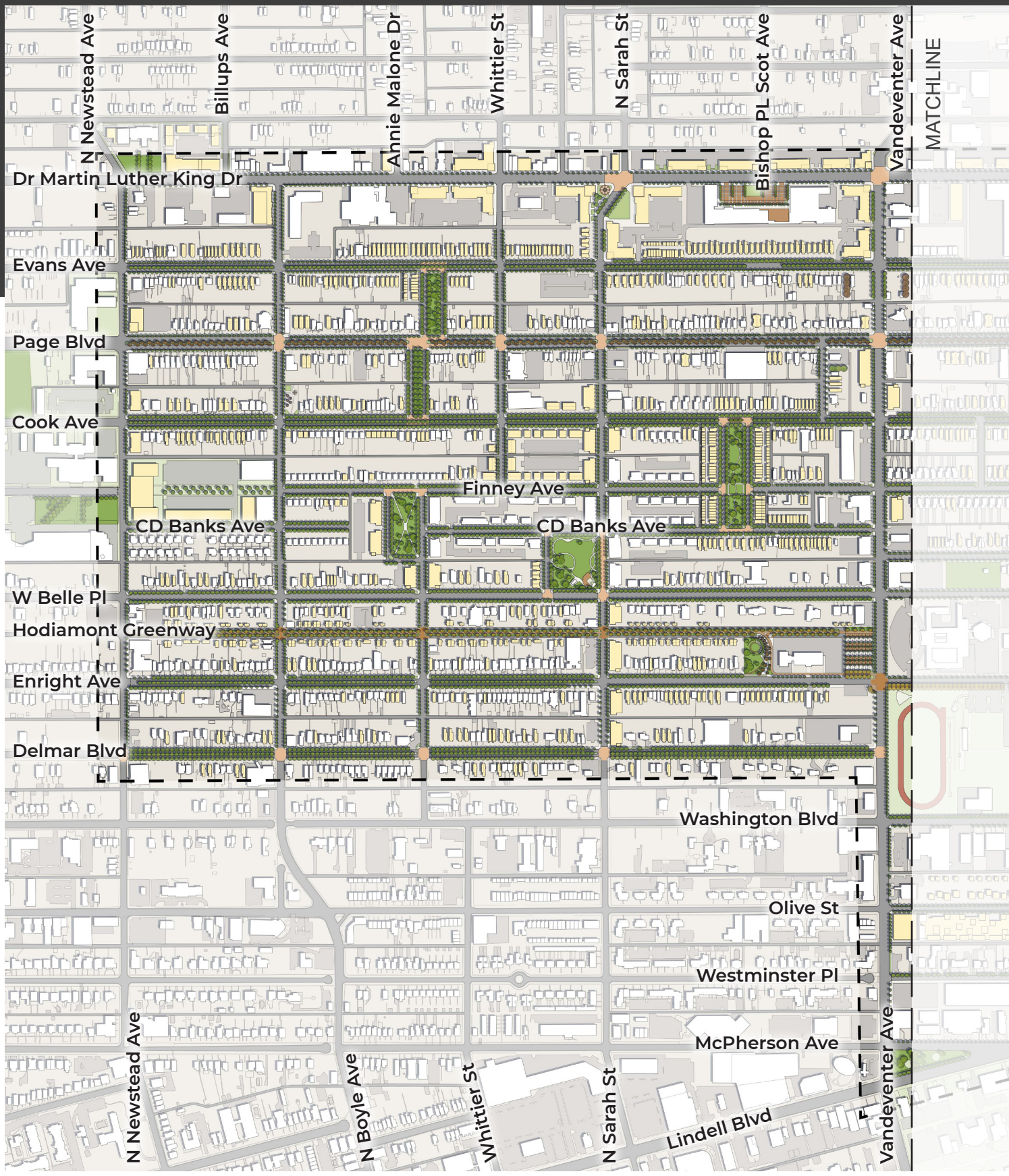
GRAND AVE



NORTH SARAH BLVD



North Central Community Urban Design Plan



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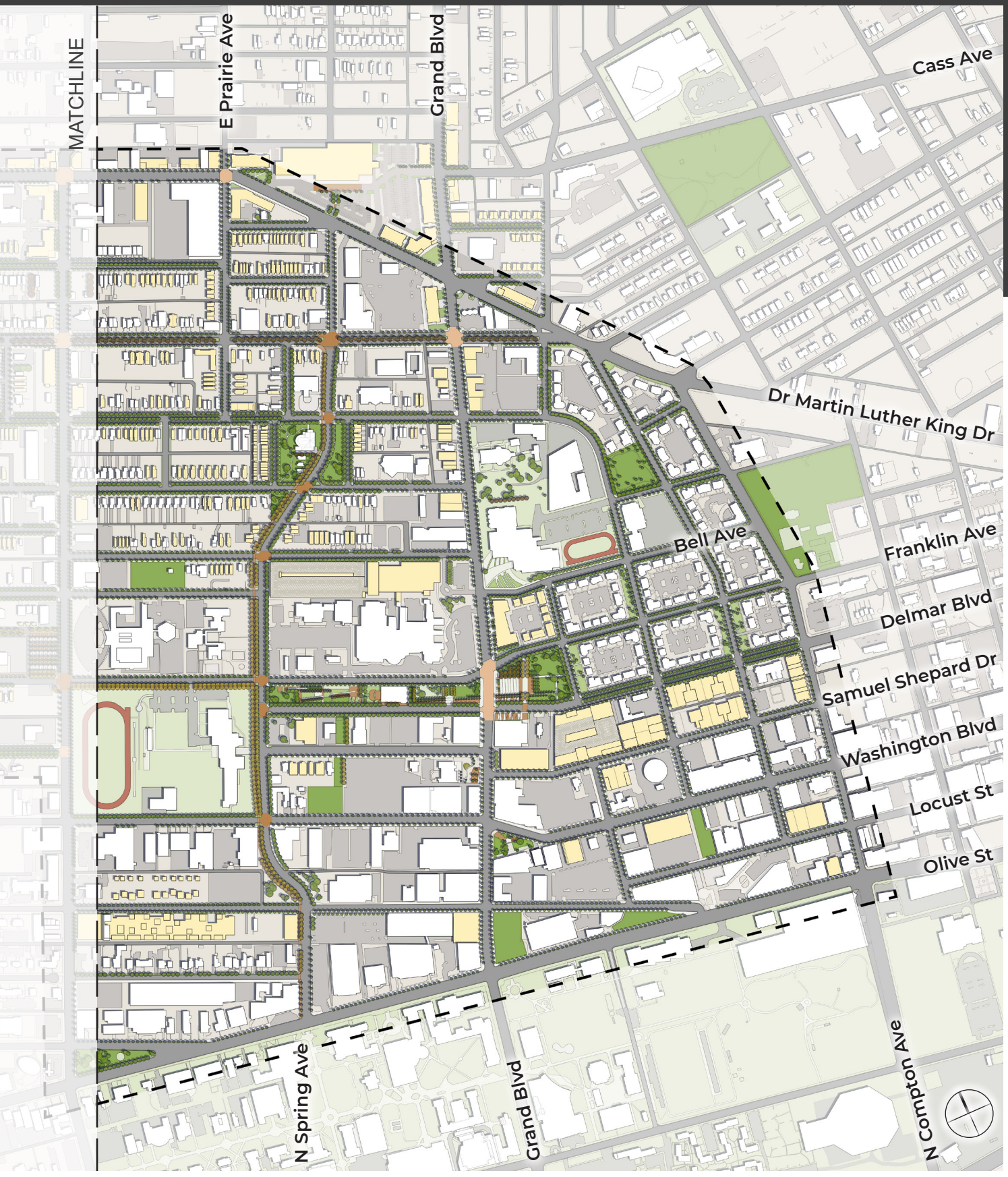

Adopted by the City of St. Louis Planning Commission
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The most important assets of the North Central neighborhoods are the people that call these neighborhoods home. Imbued with a deep sense of the pride, the people of North Central have demonstrated an enthusiasm and unwavering commitment to make sure that every resident is encouraged, empowered, and equipped for an excellent quality of life. The North Central Plan—with equity at the center—provides a toolkit to enhance the social fabric of the North Central community and ensure that all residents—regardless of age, income, or ability—have the resources they need to thrive.

NORTH CENTRAL PLAN

People – **Empower residents to achieve an excellent quality of life.**

- **Improve neighborhood safety for all residents and visitors.**
- **Support and assist North Central residents to remain in place and build wealth and social capital.**
- **Connect and engage residents of all ages to sustainable employment and community services.**
- **Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.**
- **Improve and enhance public infrastructure and public services.**

Goals & Strategies

5. Improve neighborhood safety for all residents and visitors.

Like many communities in St. Louis, North Central suffers from both real crime and safety issues, as well as negative perceptions of safety. In order to position the community for future success and equitable revitalization, both real and perceived safety must be improved.

Strategy 5.1: **Establish a resident-led committee and platform to re-envision public safety in North Central.**

Strategy 5.2: **Improve neighborhood safety through both physical improvements and enhanced relationships among residents.**

Strategy 5.3: **Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.**

Strategy 5.4: **Strengthen coordination between neighborhood organizations in North Central.**

Strategy 5.5: **Decrease overall crime rates in North Central.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Neighborhood Safety

The issue of community safety in North Central is complex and multi-faceted. Like other communities north of Delmar Boulevard, North Central has higher crime rates than the City as a whole. However, physical conditions in North Central—including dilapidated buildings; vacant lots; and illegal dumping—all contribute to negative *perceptions* of safety for residents and visitors alike.

Through the Community Well-Being Survey, 58% of residents identified feeling unsafe in North Central. Further conversation raised concerns about the rates of violence and lack of public safety infrastructure. Specific issues related to public safety in the North Central Neighborhoods that must be addressed are described below.

COMMUNITY INPUT

- Traffic speeding, running stop signs and stop lights, and incidents between pedestrians and cars are one of the biggest safety concerns. This issues are endemic on Vandeventer, Sarah Street, Spring, Page, and Grand, as well as on residential streets.
- Crime concerns typically tend to be property crimes, including car break-ins, car theft, and burglaries.
- Illegal dumping, litter, and generally poor physical conditions of North Central perpetuate a cycle of negative perceptions of safety, lack of care, and continued issues.
- Residents have expressed that relationships between the community and the St. Louis Metropolitan Police Department are generally positive. However, there is concern that policing is reactive rather than proactive, and do not deter instances of crime.
- There is a lack of investment by the City of St. Louis in infrastructure repair and replacement (streets, sidewalks, lighting, etc.).
- Residents expressed frustration that City departments are not responsive to community requests for clean-up and maintenance, including replacing street and alley light bulbs; pickup up trash and debris in alleys and vacant lots; and keeping lots mowed and clear of brush.

RECOMMENDATIONS

Effectively addressing neighborhood safety will require a close and innovative partnership between community representatives and the City of St. Louis. The North Central community should establish a resident-led Community Safety committee to re-envision public safety in North Central. This committee should engage in regular, generative discussions with public safety officials to ensure that the needs of the community are being met effectively, and that City services, property owners, and City infrastructure are accountable to community residents. Specific initiative should emerge from the community through this process.

Furthermore, improvement of physical conditions within North Central will assist in real and perceived neighborhood safety. For example, clearing vacant lots of brush, mowing grass, maintaining street and alley lights, and reconfiguring parks with public frontages on all sides serves to improve visibility throughout the neighborhood and reduces the secluded, poorly visible areas where undesirable activities occurs. The community should also work with City to conduct traffic studies to identify problem hot-spots, and prioritize street improvements to reduce traffic safety issues.

Please refer to *Appendix I: Community Action Plan* for detailed Action Items.

6. Support and assist North Central residents to remain in place and build wealth and social capital.

Community revitalization and reinvestment must benefit all residents. Moving forward, community residents must be supported through equitable housing and wealth-building opportunities, the ability to reap the rewards of their investment, and the ability to remain in place in the community.

Strategy 6.1: **Provide personal banking resources for residents.**

Strategy 6.2: **Incentivize inclusionary zoning in future development.**

Strategy 6.3: **Attract resources to provide support for community residents and property owners.**

Strategy 6.4: **Promote and incentivize increased homeownership in North Central.**

Strategy 6.5: **Partner with community development financial institutions (CDFIs) for Plan implementation.**

Adopted by the City of St. Louis Planning Commission
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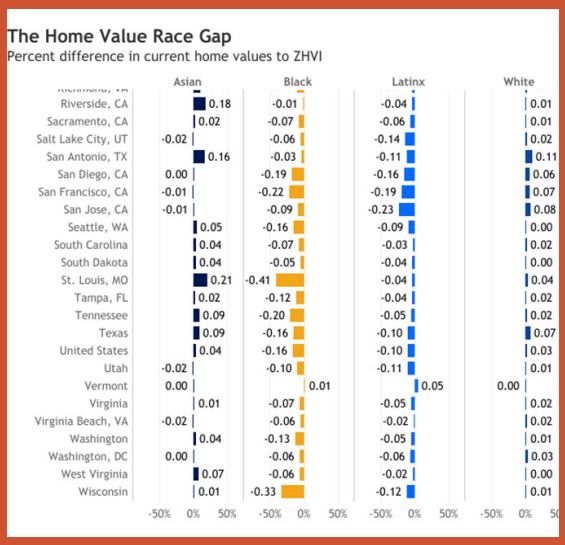
Inclusive and Equitable Community Revitalization

Ensuring an equity first outcome for on-going and future revitalization efforts is a critical component of this plan. North Central residents are supportive of efforts that increase home values, but are concerned that existing not be displaced and have the ability to remain in their homes, if they desire.

COMMUNITY INPUT

- Existing homeowners should benefit from increasing property values, not driven from the neighborhood because of them.
- Many seniors with fixed incomes need assistance with home repairs (both emergency and non-emergency) and property taxes.
- Maintaining housing affordability is important, but large concentrations of low-income housing are seen as detrimental to the neighborhoods.
- North Central has many multi-generational families; increasing home values are an important means of building and passing down wealth to future generations.
- Homeownership in North Central should increase.



ST. LOUIS DISPARITY IN BLACK-OWNED HOME VALUES

A report published by Zillow in December 2020 highlighted home value disparities between races in the U.S. Home value inequity varies greatly by state and metropolitan area. St. Louis metro was among the most unequal for Black-owned home values, 41% less on the dollar than overall home values in St. Louis, placing St. Louis as the fourth-largest gap among the 50 largest U.S. metro areas. In St. Louis the gap in value for black-owned homes has widened since the recession. Relatively, the national home-value gap for Black-owned homes is 16.2%. This disparity is an evident example of persistent inequities in wealth building and access to home equity across races in the U.S. housing market, and is especially glaring in St. Louis.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CASE STUDY: O'FALLON PARK NEIGHBORHOOD

The O'Fallon Park Neighborhood project is an $81 million revitalization project. The project is a partnership between AMJ Investment Group, Kwame Building Group, St. Louis and Alderman John Collins-Muhammad. The project covers 10 blocks in the historic of the neighborhood.

The project consists of two phases. Phase one will cost approximately $34 million and will demolish 66 parcels of property. A majority of the parcels are currently vacant. These parcels will be reallocated for new construction of retail, homes, community green spaces, and a city plaza. Phase two of the project will invest into rehabilitation 26 existing homes and constructing new single and multi-family homes.

RECOMMENDATIONS

Community wealth-building is the combined result of many initiatives, including overall community reinvestment and revitalization. The desirability of North Central—and the resultant housing and development market—will improve as the physical and safety conditions of the neighborhoods improve. Thus, steady and continual implementation of the Urban Design Plan is an important part of achieving this goal.

In parallel with the attracting new investment and improving the development market and property values, proactive steps must be taken to ensure inclusionary housing policies and prevent gentrification. As outlined in Strategy 11.1, a local community development corporation (CDC) can perform a critical role in ensuring that these values are upheld. Specific initiatives include:

1. Establishing a community-based Development Review Committee. This Committee will:
    - Develop inclusionary zoning requirements to ensure that a minimum percentage of newly-developed housing units are affordable, regardless of the funding source requirements of the project.
    - Review development proposals within the North Central Plan Area to ensure that they comply with inclusionary zoning requirements and achieve the community's Vision.
    - Work with City of St. Louis departments, commissions, and elected officials to guide development to achieve this Vision, and prevent development that is contrary to the Vision.

Adopted by the City of St. Louis Planning Commission
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2. Secure funding and partnerships to establish assistance programs for North Central homeowners, particularly those who are elderly, on fixed-incomes, or otherwise disadvantaged or at-risk:

   - Building upon the City's Emergency Home Repair grant program, secure and deploy resources to North Central residents for emergency home repairs and small home improvement projects (under $5,000); resources can be deployed as grants for emergency repairs and a low-interest or no-interest loans for qualifying low- to medium-income households.
   - Establish a homebuyer assistance program to connect disadvantaged homebuyers to educational and financial management resources; provide downpayment assistance for qualifying homebuyers.

3. Establish a Community Housing Development Organization (CHDO)—that is accountable to the community—and ongoing funding source to purchase land-bank vacant lots and derelict buildings.

   - Establish a community land trust to maintain housing affordability.
   - Facilitate rehab of existing buildings by connecting qualified local developers with rehab opportunities
   - Facilitate development of new infill housing by acquiring vacant property and issuing Requests for Proposals (RFPs) for developers.

Please refer to *Appendix I: Community Action Plan* for detailed Action Items.

CASE STUDY: COMMUNITY LAND TRUSTS

Community land trusts were developed as a way for way for African American farmers to work rural land for their own benefit. This fought against the reinforcement of white supremacy by denying property rights to these farmers. These farmers would work for themselves and in return give a portion of their crop to the landowner at the end of the year.

Nowadays, community land trusts are more often focused on housing. Now they are typically community-run, nonprofit landholding organizations that aim to help low-income buyers obtain homes. The land can be purchased or donated, allowing for community ownership of the land with individual ownership of houses. Terms for any future sale of the property are set prior, letting the homeowner build equity through appreciation in value, while ensuring the home remains affordable for future limited-income buyers.

7. Connect and engage residents of all ages to sustainable employment and community services.

The North Central neighborhoods are well-located in the region, with connectivity and access to major employers and retail centers. The Plan seeks to ensure that all residents of North Central are prepared and able to access these opportunities.

Strategy 7.1: **Improve accessibility and reduce commuting time between North Central and major employment and retail centers.**

Strategy 7.2: **Support the development of commercially-viable mixed-use corridors and neighborhood centers.**

Strategy 7.3: **Facilitate development of local retail and commercial amenities.**

Strategy 7.4: **Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.**

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Jobs, Business Opportunities & Community Services

Access to high-quality employment opportunities, commercial and community services, and local business development have been repeatedly raised by the North Central communities as key opportunities to address.

North Central is geographically-located in the midst of numerous panned and existing employment and retail centers. The North Central neighborhoods are also home to many vacant or underdeveloped business and industrial properties, particularly along Dr. MLK Drive, as well as institutions operating in high-tech and emerging technology sections. Forging relationships between these assets and opportunities will be a key part of North Central's success.

COMMUNITY INPUT

- Transit access between North Central and major employment and commercial centers can be improved.
- Provide community-based practical skill training for North Central residents and youth, like a community car-repair garage.
- Develop creative arts industry opportunities within North Central.
- Develop high-tech industry opportunities within North Central.
- Support community-based retail and commercial development for locally-owned businesses.
- Provide incubators and other resources for community business start-ups.
- Work with neighborhood partners like Ranken Tech to expand community access to job training and job readiness programs.

COMMUNITY ASSET: RANKEN TECH ADVANCED MANUFACTURING INCUBATOR

The Robert W. Plaster Free Enterprise Center, located at 4301 Finney Avenue, is a Public/private project between Ranken Technical College in partnership with the City of St. Louis. This facility provides students with work-based training to develop 21st century technical and manufacturing skills, directly supporting pre-apprentice training, apprenticeship training, and entrepreneurial startups, as well as established industries.

CASE STUDY: ARTIST VILLAGE INVOLVES NEIGHBORHOOD RESIDENTS

Downtown Macon is becoming increasingly expensive, making it much less affordable for artists. The Macon Arts Alliance got the idea to create a place within the city's core with affordable housing for artists. Locating this community within Fort Hawkins, one of the oldest neighborhoods in Macon will highlight its history. The community offers multiple programs and facilities.

The Bakers Collective is a shared bakery kitchen space in the community center. The space rents out to permanent bakers and has hourly rental options as well. Other facilities include a Tech Toolshed for anyone who uses technology for their work, soccer fields, green spaces and more. The community also has housing, 11 historic cottages half of which have been restored.

RECOMMENDATIONS

North Central has many local and nearby resources for job readiness and economic development. As outlined in Strategy 11.1, a local community development corporation (CDC) can perform a critical role in coordinating these resources for the benefit of the community. Specific initiatives include:

1. Partnering with Grand Center Inc. and constituent organizations to develop a creative arts incubator and arts-industry training program.
2. Partnering with Ranken Technical College, Harris-Stowe State University, and the SLPS Clyde C. Miller Career Academy to expand access to job readiness and training programs for community residents.
3. Partnering with Ranken Technical College to establish a cooperative practical skills training incubator that also provides low-cost or free labor to community residents.
4. Work with the St. Louis Economic Development Partnership; regional foundations; Cortex; private incubators; and other economic development institutions to establish business incubators in North Central.
5. Establish an Economic Development Committee; work with experts to develop tenanting plans for vacant commercial properties and actively recruit and retain local, community-based retailers and commercial services.
6. Work with governmental agencies and local and national foundations to secure grants and other funding sources.

Please refer to *Appendix I: Community Action Plan* for detailed Action Items.

Adopted by the City of St. Louis Planning Commission
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COMMUNITY ASSET: $5M WELLS FARGO GRANT

Wells Fargo is donating $400 million it received in Paycheck Protection Program (PPP) processing fees through a program called the Open for Business Fund to aid small businesses hardest hit by the pandemic. It is especially important for this grant to go to those businesses that are Black-owned or operated by entrepreneurs of color.

Justine Petersen, which provides capital, loans and other financial services to minority-owned small businesses and entrepreneurs in St. Louis, is receiving a $5 million grant from Wells Fargo & Co. Justine Petersen is a nonprofit that connects families and individuals to loans. In the case of this loan the average size will be $50,000 to $100,000. There is no target number of loans, the goal is to help as many businesses as possible.

COMMUNITY ASSET: NEIGHBORHOOD SOLIDARITY FUND

Invest STL, has teamed together with community partners and neighborhood leaders, to develop a fund to support neighborhoods that have been hardest hit by the pandemic. The Neighborhood Solidarity Fund goal is to help with the recovery process with the three following opportunities.

The Neighborhood Innovations in Connectivity grant: This grant can be used to implement a solution to connect to their neighbors while upholding physical distancing guidelines.

The CDC Stability grant: This grant is neighborhood-focused community development organizations to maintain core operations, staff and healthy work environments

The Neighborhood Small Business Lift grant: This grant helps small businesses maintain staff, facilities and other essential costs.

8. Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.

Strategy 8.1: **Civic institutions such as schools and churches should have dignified settings and be integrated into their surroundings.**

Strategy 8.2: **Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.**

Strategy 8.3: **Enhance support and private and public financial resources for schools within and around North Central.**

Strategy 8.4: **Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.**

Strategy 8.5: **Implement comprehensive, year-round community programs for youth, seniors, and families.**

Strategy 8.6: **Make existing arts and cultural amenities more accessible to North Central residents.**

Strategy 8.7: **Provide resources that helps each child in North Central to flourish.**

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Serving the Daily Needs of North Central Residents

North Central is blessed with a multitude of institutions and service providers providing a variety of programs to support residents and the community. Forging partnerships to expand awareness and access to these programs will enhance equitable opportunities and quality of life for North Central residents.

Throughout the community engagement process, residents expressed frustration about the lack of services and amenities within or immediately surrounding North Central. In many cases, desired services and amenities exist, but residents are either unaware of them, don't know how to access them, or don't find them relevant. More importantly, over 65% of residents report feeling pessimistic about the future of North Central in the Community Well-Being Survey.

COMMUNITY INPUT

- There is a lack of easily-accessible programs and activities for kids, particularly in summer.
- Day-to-day healthcare services are not available within the neighborhood.
- There is little connection between the Grand Center Arts District and North Central residents, and residents don't feel that Grand Center is a place "for them".
- There is a lack of programs, activities, and events for North Central seniors.
- There is a lack of "wholesome" community activities and events for families.

COMMUNITY ASSET: BOYS & GIRLS CLUB OF GREATER ST. LOUIS

Mathews-Dickey Boys' & Girls' Club and Boys & Girls Club of Greater St. Louis will join together into one organization. This organization will then become one of the region's largest youth development agencies. The two organizations will be coming together under the name Boys & Girls Clubs of Greater St. Louis (BGCSTL).

Mathews-Dickey Boys' & Girls' Club is a organization providing educational, recreational and sports programs and support services to children and young men and women. The organization also has workforce development and cultural enrichment. Boys & Girls Club of Greater St. Louis has a mentoring program for elementary students, as well as Internship programs. Together the organization will serve over 10,800 children and teens.

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CASE STUDY: HEALTH AND WELLNESS DISTRICT

A Health and wellness District is a place where community development investments are targeted to improve community-wide health outcomes, inspire healthy behaviors, and improve community well-being and quality of life.

Utilizing a collective impact model, a health + wellness district is based on the concept that healthcare and health outcomes—a key component of every resident's quality of life—are related to and influenced by a community's access to food, activity, and awareness of healthy choices. Working holistically to enhance the quality of—and access to—these resources can reduce incidences of obesity, diabetes, cancer, miscarriage, pre-mature birth, and susceptibility to other diseases that not only shorten life expectancy and reduce quality of life, but also significant cost to healthcare facilities and the households they service. By proactively addressing the circumstances that contribute to pathologies and mortality, communities make themselves stronger and more sustainable through the health and vitality of their residents.

COMMUNITY INPUT (CONTINUED)

- There is no identified place in North Central that serves as a community gathering space and neighborhood center.
- Relationships between residents can be improved through more community events and interaction.

RECOMMENDATIONS

Establishing a community-based organization to develop partnerships and build awareness between residents and community program and amenity providers is an important gap that needs to be filled. As outlined in Strategy 11.1, a local community development corporation (CDC) can perform a critical role in building these relationships. Examples include:

1. Establishment of a health and wellness district in partnership with Cochran VA Medical Center and the St. Louis Housing Authority, as described in *Urban Design Plan Focus Area #3.*
2. Partnering with Grand Center Inc. and constituent institutions (including Kranzberg Arts Foundation, the Contemporary Art Museum; Pulitzer Foundation for the Arts; Big Muddy Dance Company; Big Brother Big Sisters; St. Louis Symphony Orchestra; and others) to expand local, community-based programming in the North Central neighborhoods.

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3. Partnering with local schools, including Vashon High School, Cardinal Ritter College Prep, Cole Elementary School, and St. Louis University to develop community-based sports and recreation activities and access to sports and recreation facilities.
4. Developing relationships with local healthcare systems to expand access to day-to-day healthcare services, through a satellite facility or mobile clinics.
5. Partnering with local faith-based ministries to ensure that at-risk residents and households can access supportive services.
6. Developing and producing a variety of year-round community events and activities for youth, seniors, and families.

Please refer to *Appendix I: Community Action Plan* for detailed Action Items.

COMMUNITY ASSET: DOORWAYS

Doorways, an interfaith nonprofit that provides housing services for people living with HIV/AIDS. The organization currently owns and operates seven apartment buildings with 103 units around the city. The organization has acquired land at Martin Luther King Boulevard and Jefferson Avenue for a living campus for people with HIV/AIDS to further expand their network

The project is a 50 apartment campus costing $7 million. In addition to housing this new campus will provide a new headquarters for Doorways. The campus is designed to expand, Doorways President says that they hope to build 30 more units within the next five years.

More than half of people living with HIV/AIDS will become homeless this campus will provide them the opportunity to live independently, as well as rent and utility assistance to people struggling to make ends meet.

9. Improve and enhance public infrastructure and public services.

Disinvestment in North Central has been manifest not only in vacancy and a lack of development activity, but also in the continued deterioration of streets, sidewalks, and landscape. Improving and enhancing the quality and condition of the public realm demonstrates that this community is cared for by residents, stakeholders, and the City as a whole.

Strategy 9.1: **Improve access to and quality of service to public transit services.**

Strategy 9.2: **Improve the quality, coverage, and accessibility to broadband and internet services.**

Strategy 9.3: **Ensure that streets, sidewalks, and vacant lots are well-maintained.**

Strategy 9.4: **Eliminate illegal dumping.**

Strategy 9.5: **Improve the maintenance and cleanup of alleys and vacant land.**

Strategy 9.6: **Improve the quality and quantity of trees on public land.**

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August 18, 2021

Partnership with the City and Regional Agencies

One major issue facing North Central are the poor and deteriorating conditions of publicly-owned land and infrastructure. This issue comes in three (3) primary forms; crumbling streets and sidewalks; alleys and vacant lots that are overgrown and cluttered with illegally-dumped trash; and reduced-quality public services (namely transit and broadband internet access) compared to communities to the south in the Central Corridor.

One of prevailing perceptions among residents is that North Central (and other historically-disadvantaged neighborhoods in St. Louis) are not afforded the attention and responsiveness that more affluent neighborhoods in St. Louis receive. Moving forward, the North Central community must forge a partnership with the City and other regional agencies to demand accountability for public services as well as to assist with enhancements.

COMMUNITY INPUT

- Sidewalks and crosswalks are inconsistent, with many missing or crumbling sections.
- There is a lack of street trees.
- Alleys and vacant lots, including City-owned lots, are often overgrown and littered with trash.
- North Central is not served by cutting edge broadband internet service.
- Bus stops lack amenities like rain shelters and trash cans.
- There is a perception that the City of St. Louis is not very responsive when it comes to mowing vacant lots, picking up trash, replacing street and alley lots, and other maintenance activities.

RECOMMENDATIONS

Effectively addressing public infrastructure and public services will require a close partnership between community representatives, the City, and other agencies providing services. As outlined in Strategy 11.1, a local community development corporation (CDC) can perform the dual role of organizing and conducting community-executed initiatives, as well as serving a representative liaison between North Central, the City, and other agencies and advocation for North Central on the community's behalf. Examples include:

1. Formation of a Community Beautification Committee, to:
   - Secure funding and administer community-led clean-up and beautification activities, such as hiring local lawn and garden contractors to mow and de-brush vacant lots in between the Forestry Department's scheduled mowings.
   - Organize volunteer-based clean-up and beautification activities with residents and organizations including Forest ReLeaf of Missouri, Gateway Greening, Operation Brightside, and the Missouri Botanical Garden.
   - Monitor and report problems to the Citizens' Service Bureau and other City agencies, and monitor resolution of these problems.
2. Engage with Alderpersons and Neighborhood Improvement Specialists (NIS).
3. Engage with Metro / Bi-State Development Agency, utility providers, and other community services to advocate for North Central needs.

Please refer to *Appendix I: Community Action Plan* for detailed Action Items.

Authentic and successful revitalization must be led by the residents. The North Central Plan articulates the vision that residents hold for their future and the future of this place. It is their voice, therefore, that must steer the conversation to make North Central the place that they want it to be. Although this community has been historically fragmented, residents understand the value and need to come together as single community, united under a common purpose and working toward a common goal of generational and lasting change.

NORTH CENTRAL PLAN

Organization – **Organize for successful, equitable, and long-term implementation.**

- **Establish clear communication and accountability with the City of St. Louis.**
- **Create a participatory decision-making process for residents to guide the future of the community.**
- **Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.**

10. Establish clear communication and accountability with the City of St. Louis.

Successful community revitalization is a partnership between the residents, stakeholders, and City government. It is critical that engagement between the North Central community and the City be facilitated, and that all partners are accountable to one another and to the residents.

Strategy 10.1: **Improve the proactivity, responsiveness of, and resources for City services in North Central.**

Strategy 10.2: **Provide educational resources on residents' rights and responsibilities.**

Strategy 10.3: **Enhance high levels of engagement between residents and City officials.**

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August 18, 2021

11. Create a participatory decision-making process for residents to guide the future of the community.

While partnership with the City of St. Louis is important, successful implementation of this Plan must be led by the North Central residents themselves through organizing the community for action and inclusive, accountable engagement.

Strategy 11.1: **Establish a community-based development organization and funding sources for implementation of the North Central Plan and ongoing community-led development.**

Strategy 11.2: **Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.**

Strategy 11.3: **Create a neighborhood that enables people of all ages and incomes to come together, to look after one another, and to share a strong sense of community pride.**

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12. Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.

Through implementation of this Plan, all residents of North Central must be represented, empowered, and uplifted. This Plan belongs to the residents of North Central, and it is of and for the North Central community.

Strategy 12.1: **Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots to create a smart community.**

Strategy 12.2: **Improve North Central property values.**

Strategy 12.3: **Enhance the environmental quality of North Central.**

Strategy 12.4: **Provide equitable mobility opportunities for all North Central residents, regardless of age, income, or ability.**

Strategy 12.5: **Expand neighborhood participation and representation in the civic process.**

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Establish a community-based organization for Plan implementation.

WHAT KINDS OF ACTIVITIES CAN THIS ORGANIZATION DO?

- **Provide community programs and services to neighbors.**
- **Partner with the City of St. Louis and others to provide financial resources (i.e. home repair funds).**
- **Purchase and land-bank derelict and vacant properties.**
- **Consolidate properties for development opportunities.**
- **Issue Requests for Proposals (RFPs) to developers.**
- **Review development proposals (with support of area Alderpersons).**
- **Work with neighboring institutions, banks, grantors, and other funding sources to secure funding for projects and programs.**

The North Central Vision Action Plan is an ambitious and truly transformational vision for the North Central community. Successful implementation of this plan is dependant on a community-based and locally-accountable entity whose sole goal and focus—the thing that they wake up every morning and think about—is achieving the North Central Plan's recommendations and initiatives. This role is best filled through a North Central-specific community-based development organization (CBDO) and supporting organizations.

Sometimes referred to as a community development corporation, a CBDO is non-profit corporation with staff, operating under a representative governing body or board. CBDOs are empowered to receive funding from a variety of sources, including: membership and developer fees, sponsoring organizations, and grants.

CBDO's can engage in a variety of community development, revitalization, programming, community services, and community events activities. Furthermore, CBDO's can collect revenue from events that they produce (for example, a small admission fee to a concert, or the sale of donated food or beverages).

Detailed case studies of community based implementation organizations are presented on the following pages as examples of possible programming, development, and funding initiatives.

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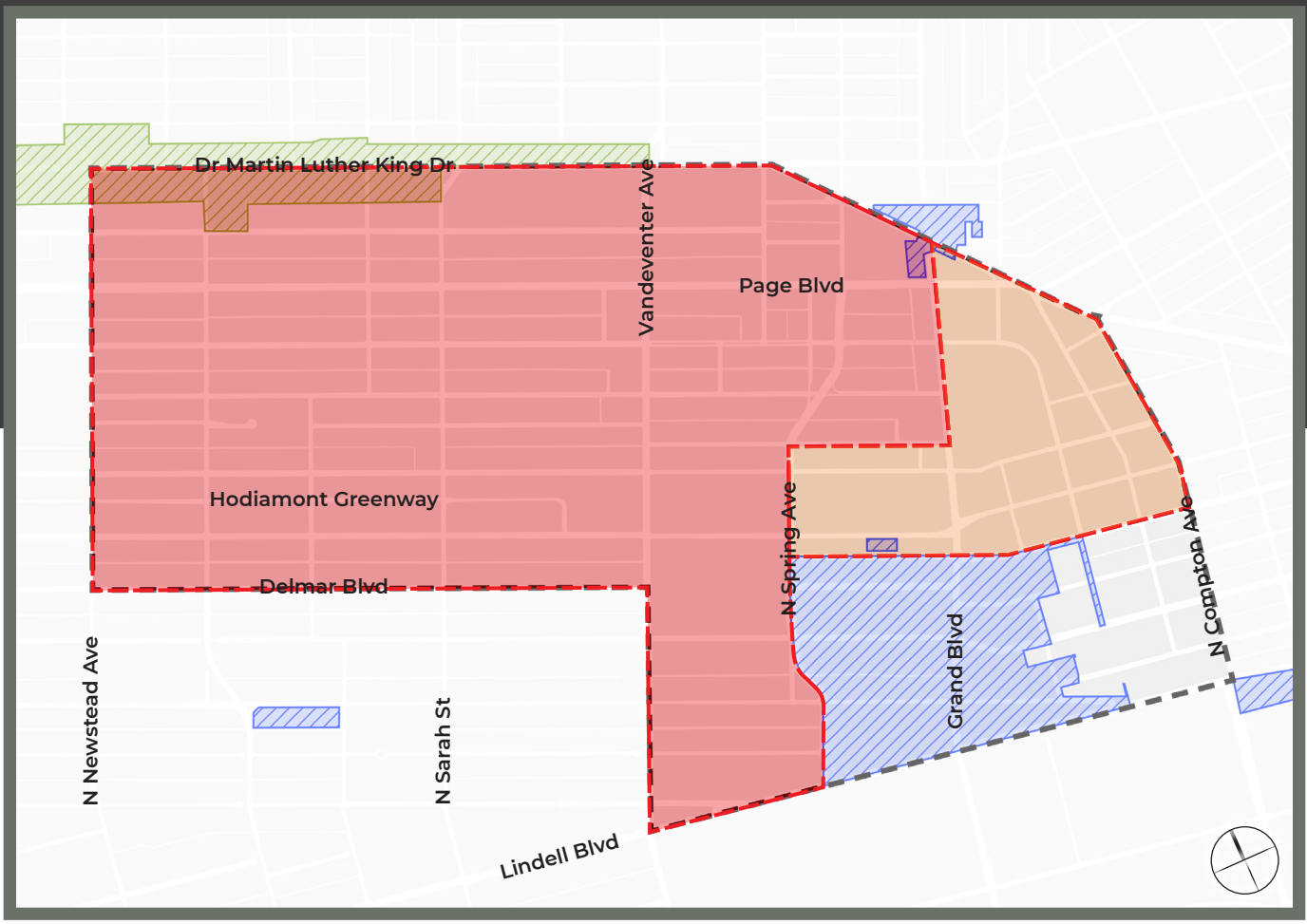

SPECIAL DISTRICTS:

- North Central CBDO – Minimum Boundary
- North Central CBDO – Optional Expanded Boundary
- Grand Center Arts District CID
- Greater Ville Special Business District

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CDC Case Study:
Skinker DeBaliviere Community Council

Skinker DeBaliviere

VISION & MISSION STATEMENT

Founded in 1966, the mission of the Skinker DeBaliviere Community Council is to serve and promote the community and advocate on behalf of the residents to enhance their quality of life.

The Skinker DeBaliviere Community Council aims to be the connector, coordinator and facilitator of all aspects necessary to maintain and enhance the diverse, desirable and thriving community of Skinker DeBaliviere.

SDCC PROGRAMS & ACTIVITIES

BLOCK UNIT PROGRAM

As a block captain, you get to know your neighbors and build partnerships with the police and city government. By organizing a neighborhood watch, business watch, or apartment watch, you serve as a leader for your block and encourage neighborhood involvement.

HOMESHARE ST. LOUIS

This program matches graduate students seeking off-campus housing with homeowners who are older adults (65 years of age or older). Wash U graduate students pay monthly rate to live with older adult homeowner.

LANDLORDS & RESIDENTIAL INVESTORS

Quality rental property is important to maintaining a diverse and lively neighborhood, like providing all types of housing to people of all incomes.

NEW NEIGHBORS

Skinker DeBaliviere offers multiple resources for new neighbors to familiarize them with the neighborhood.

- New Neighbor Packet
- Volunteer Opportunities
- Social Media
- Email List

COMMUNITY GARDENS

Skinker DeBaliviere is home to two thriving community gardens.

- Block Unit 1035 Community Garden
- McPherson Community Garden

HOMEOWNER ASSISTANCE

For those struggling to maintain ownership of your house to rising property values, high maintenance costs or an unmanageable mortgage Skinker DeBaliviere provides resources to help.

AGING IN PLACE PROGRAM

Skinker DeBaliviere has free monthly workshops for independent seniors.

- **March:** Choosing a Home Contractor: Tips for Seniors
- **April:** Be Smart with Your Money: Financial Literacy Workshop for Seniors
- **July:** Ice Cream Social for Seniors
- **July:** Disaster Preparedness Information and the Functional Needs Registry

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Formation & Organization Recommendations

In order to minimize start-up time, cost, and build upon existing organizational experience and capacity, the community should consider instituting the North Central CBDO in partnership with the Deaconess Center for Child Well-Being, or another non-profit located and working in the North Central neighborhoods. Instituting the North Central CBDO should, at a minimum, include:

1. The position of an Executive Director, salaried through one or more funding commitment(s) from community partners, to share office space, administrative, and logistical resources with the Deaconess Center or another non-profit.
    - The Executive Director shall work exclusively within the boundary of the North Central Plan area on implementation of the North Central Vision Action Plan;
    - The Executive Director will have access to the existing staff and organizational capacity of the partnering non-profit for support;
    - The Executive Director will operate from the non-profit's office, in the North Central Plan area;
    - At such time that dedicated office space is available in the North Central Plan area, CBDO shall relocate to that space.
2. The position of one (1) part-time community development specialist to work on the North Central Vision Action Plan; to be funded by grant funding from City of St. Louis, for a term of three (3) years.

During this initial term, the North Central CBDO should be developed into a funded, permanent organization. Additional capacity and staff should be brought on board as dictated by responsibilities and funding availability.

Establishing a dedicated, North Central CBDO, as described herein, is the top implementation priority of this plan.

SDCHC
SKINKER DEBALIVIERE COMMUNITY HOUSING CORPORATION

CASE STUDY: SKINKER DEBALIVIERE COMMUNITY HOUSING CORPORATION

Founded in 1988, the Skinker DeBaliviere Community Housing Corporation is a non-profit that works closely with the Skinker DeBaliviere Community Council. The Housing Development Corporation is organized to be the "buyer of necessity" for "combating community deterioration and improving the quality of life by promoting and undertaking neighborhood improvement and housing development activities within service areas defined by the Board of Directors."

PARTNERSHIPS & INITIATIVES

CITY OF ST. LOUIS
- Loan to purchase failed development project: Rosedale Square Apartments

OPERATION IMPACT
- Revolving loan fund – insurance for R. S. Apartments & property acquisition

COMMUNITY DEVELOPMENT ADMINISTRATION
- Guidance and planning
- Loans and grants for private developers

OWNER-OCCUPANTS & PRIVATE DEVELOPERS
- Sought out owner-occupants and developers to purchase and rehab CDCHC-owned properties
- Issued forgivable purchase and rehab loans and/or grants to owner occupant purchasers and redevelopers

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Certified Community-Based Development Organizations

Upon meeting certain requirements, CBDOs are also eligible to receive CDBG funds as a sub-grantee to the entitlement jurisdiction (St. Louis City). These requirements, as outlined in the Central Federal Register, include:

1. Is an association or corporation organized under State or local law to engage in community development activities (which may include housing and economic development activities) primarily within an identified geographic area of operation within the jurisdiction of the recipient, or in the case of an urban county, the jurisdiction of the county; and

2. Has as its primary purpose the improvement of the physical, economic or social environment of its geographic area of operation by addressing one or more critical problems of the area, with particular attention to the needs of persons of low and moderate income; and

3. May be either non-profit or for-profit, provided any monetary profits to its shareholders or members must be only incidental to its operations; and

4. Maintains at least 51 percent of its governing body's membership for low- and moderate-income residents of its geographic area of operation, owners or senior officers of private establishments and other institutions located in and serving its geographic area of operation, or representatives of low- and moderate-income neighborhood organizations located in its geographic area of operation; and

5. Is not an agency or instrumentality of the recipient and does not permit more than one-third of the membership of its governing body to be appointed by, or to consist of, elected or other public officials or employees or officials of an ineligible entity (even though such persons may be otherwise qualified under paragraph (c)(1)(iv) of this section); and

6. Except as otherwise authorized in paragraph (c)(1)(v) of this section, requires the members of its governing body to be nominated and approved by the general membership of the organization, or by its permanent governing body; and

7. Is not subject to requirements under which its assets revert to the recipient upon dissolution; and

8. Is free to contract for goods and services from vendors of its own choosing.

CBDOs can use CDBG funding for initiatives subject to the CDBG program requirements, namely a demonstrated benefit to low- to moderate income (60% to 80% AMI) households; and/or low-mod area benefits (geographies where 51% or more households are low-mod). Typical activities (eligible for CDBG funding), include:

1. Neighborhood revitalization projects, including activities of sufficient size and scope to have an impact on the decline of a geographic location within the jurisdiction of a unit of general local government (but not the entire jurisdiction) designated in comprehensive plans, ordinances, or other local documents as a neighborhood, village, or similar geographical designation; or the entire jurisdiction of a unit of general local government which is under 25,000 population;

2. Community economic development projects, including activities that increase economic opportunity, principally for persons of low- and moderate-income, or that stimulate or retain businesses or permanent jobs, including projects that include one or more such activities that are clearly needed to address a lack of affordable housing accessible to existing or planned jobs and those activities specified at 24 CFR 91.1(a)(1)(iii); activities under this paragraph may include costs associated with project-specific assessment or remediation of known or suspected environmental contamination;

3. Energy conservation projects, including activities that address energy conservation, principally for the benefit of the residents of the recipient's jurisdiction; and

4. To carry out a project means that the CBDO undertakes the funded activities directly or through contract with an entity other than the grantee, or through the provision of financial assistance for activities in which it retains a direct and controlling involvement and responsibilities.

CASE STUDY: GUADALUPE NEIGHBORHOOD AUSTIN, TEXAS

In 1979, Austin, Texas leaders made plans to expand the French Legation Historic Site in the Guadalupe Neighborhood, which would have displaced at least 11 families. Residents rallied to block the expansion and redirect federal block grant funds to support a new community development plan for Guadalupe. To implement the plan, neighborhood leaders formed the Guadalupe Neighborhood Development Corporation (GNDC), which has become a pioneer in its diverse deployment of community-driven strategies over the past 35-plus years to mitigate the displacement of vulnerable residents.

STRATEGIES & TOOLS

- **Community development corporation.** The Guadalupe Neighborhood Development Corporation, created and governed by leaders from the neighborhood, has been integral to the success of the neighborhood's displacement mitigation programs.
- **Early and strategic land acquisition.** In GNDC's early years, the organization purchased vacant properties in strategic locations on as many blocks as possible–for long-term control and to bar assembly for commercial redevelopment. GNDC became a large property owner in the area providing additional clout in zoning battles. Buying lots early was also smart from an affordability perspective: In the 1980s, the average lot price was $5,000; today full lots sell for $500,000 to $650,000.
- **Preference policy.** Low-income residents and former residents with historical ties to the two zip codes served by GNDC receive priority placement on GNDC's long waiting list for affordable rental and homeownership opportunities.
- **Community land trust.** GNDC created the first community land trust in Texas to provide for homeownership that is permanently affordable. GNDC maintains ownership of the land, while the family obtains a mortgage to purchase the home. A fixed rate of appreciation ensures that CLT homes can be resold at affordable prices, while allowing owners to recoup their investment and build additional equity.
- **Property tax breaks for permanently affordable properties.** GNDC has led efforts at the Texas Legislature and the local appraisal district to reduce property taxes on community land trust and other income-restricted homes–ensuring that these homes remain affordable for the low-income families renting or purchasing them.
- **Creative utilization of infill properties.** Since purchasing lots is no longer feasible in Guadalupe, GNDC has become an innovator in Austin in developing affordable accessory dwelling units on lots that can support a second unit.

KEY OUTCOMES (AS OF 2018)

- 91 long-term affordable units under community control in Guadalupe through two community development corporations, including 26 units underway (out of 170 total homes in the neighborhood in 1980, when GNDC's displacement-mitigation work began)
- Average rent of GNDC units: $583; average income of GNDC renters: $28,700
- 8 affordable homeownership units, including the first CLT home in Texas

CASE STUDY: SOUTH BALTIMORE COMMUNITY LAND TRUST

"Land trusts have this potential to really engage the community in a way that's not just perfunctory, not just holding a meeting one time to get people's input, but to have ongoing community control over their own development," Matt Hill—commission of Baltimore's Affordable Housing Trust Fund—says.

Sometime later this year, or early next, the South Baltimore Community Land Trust will cut the ribbon on its first project: eight new, energy-efficient housing units behind Benjamin Franklin High School, sold to people in the Curtis Bay neighborhood who earn less than 50 percent of the area median Income, and kept affordable in perpetuity through community control of land. Like other land trusts, the SBCLT will maintain ownership of the land underlying the new homes and sell the improvements to low-income buyers. When those buyers decide to move out, they'll split any equity they may have built with the land trust, which will then sell the house to another low-income buyer.

Meleny Thomas, executive director of the South Baltimore Community Land Trust, says the group is hoping to find buyers "that have roots in Baltimore city and understand the true beauty that we have here."

"We hear so much negativity about Baltimore, but there's some amazing things going on," Thomas says. "And we want to make sure that our residents and the community can partake in what is happening."

One of the "amazing things" happening in Baltimore is the evolution of the South Baltimore Community Land Trust itself, and other groups like it. Some of the land trust's members got their start in activism as early as high school, organizing to prevent a new trash incinerator from being built in Curtis Bay. Over time, working with groups like United Workers, those organizers translated their efforts into a broader vision for "development without displacement" in communities like Curtis Bay. They were instrumental in campaigning to create the city's new Affordable Housing Trust Fund, and later pressuring the city to put money into it. Those efforts are starting to show returns. Last month, the Baltimore Department of Housing and Community Development announced that it was awarding $2.25 million to three community land trusts, SBCLT among them, to support the development of 26 new units of housing. It's the Trust Fund's first award to community land trusts in Baltimore. And though the awards are modest, Thomas says, they directly support the improvement of the communities that helped create them.

"The reason grants like these are vital to community land trusts is because the subsidy is never wasted, but stays with the home to preserve and create long-term affordability," Thomas says.

In addition to community land trusts, the Affordable Housing Trust Fund has so far helped to support construction and preservation of rental housing and inclusionary housing in multifamily projects. All of its awards are aimed at serving families that earn less than half of AMI, which, for Baltimore, equates to a cap of $52,000 a year for a family of four.

Implementation Committee & Residents' Forums

The North Central Steering Committee, convened to provide directed input and guidance in the development of the North Central Vision Action Plan, is comprised key North Central residents who have the ear of the broader community, as well as key community partners and stakeholders who can be instrumental in implementation of the North Central Plan. As this Plan moves into implementation, a new North Central Implementation Committee should be established.

The Implementation Committee should utilize existing capacity and expertise of some of the Steering Committee members, and bring on new capacity and partnerships with potential implementors. Recommended North Central Implementation Committee tasks include:

- Hold quarterly Implementation Steering Committee meetings over the course of five (5) years to identify implementation actions, funding sources, partnerships, outreach, and other initiatives to advance implementation of the North Central Vision Action Plan.
- Hold quarterly Community Forums to elevate the voices of all North Central residents.
- Lead organizational initiatives including the development of community-based committees, task forces, and application to community stakeholders and other funding partners for program funding.
- Coordinate with the new North Central CBDO, existing community housing development organizations, and other Implementation Partners.

Resident Committees & Task Forces

During the course of the North Central planning process, ideas for the formation of standing resident committees emerged. Three (3) committees are recommended to be convened:

1. Residents' Council forum;
2. Community Safety Committee; and
3. Beautification Committee.

These committees will work with the North Central CBDO, Implementation Steering Committee, City of St. Louis, and other implementation partners. These committees will also serve as the primary liaison between North Central residents and City of St. Louis staff and representatives. The goal of these committees and task forces is to develop community-based initiatives, conduct community outreach, and build local capacity for grassroots community improvement.

City-wide & Regional Plan Alignment

The North Central Vision Action Plan is built around the guiding principles of Equity at the Center, Asset-based Revitalization, and Holistic Sustainability. These principles are aligned with the City of St. Louis' current approach to neighborhood planning, and they result in close coordination with numerous adopted City-wide plans and other regional plans and studies that underpin the City's neighborhood planning approach.

Furthermore, City of St. Louis Neighborhood and Topical Plans must achieve minimum requirements of alignment with these other plans. Required plans for alignment include:

ADOPTED CITY OF ST. LOUIS PLANS

- City of St. Louis Sustainability Plan
- Vision 2030 Equitable Economic Development Strategy
- Strategic Land Use Plan

OTHER CITY-WIDE & REGIONAL PLANS AND REPORTS

- Forward Through Ferguson Report
- Great Rivers Greenway Citizen-Driven Regional Plan
- East-West Gateway Connected 2045
- OneSTL Plan for Regional Sustainability
- Metro – Moving Transit Forward
- Community Health Improvement Plan
- Citywide Market Value Analysis (MVA)
- GeoFutures Strategic Report
- Equity Indicators Baseline Report

On the following pages, a detailed assessment is provided of the alignment of the North Central Vision Action Plan with the required plans for alignment. Each of the North Central Plan's *12 Goals* is evaluated according to each of the 12 listed plans, and alignment with those plans is indicated on the following tables.

Additionally, each of the North Central Plan's *58 Strategies* is further assessed for alignment with the nine (9) Equity Indicators articulated in the 2018 Equity Indicators Baseline Report. This assessment ensure that the North Central Vision Action Plan does position Equity at the Center..

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City-wide & Regional Plan Alignment

	Adopted City-wide Plans			Non-Adopted City-wide & Regional Plans & Reports								Equity Indicators Baseline Report - Equity Indicators								
	City of St. Louis Sustainability Plan	Equitable Economic Development Strategy	Strategic Land Use Plan of the St. Louis Forward	Forward Through Ferguson Report	Great Rivers Greenway Citizen-Driven Regional Plan	East-West Gateway Connected 2045	OneSTL	Metro - Moving Transit Forward	Community Health Improvement Plan	Citywide Market Value Analysis	GeoFutures Strategic Report	Equity Indicators Baseline Report	Child Well-being	Education Quality	Educational Attainment	Financial Empowerment	Neighborhoods	Health and Safety	Policing	Court Reform	Civic Engagement
Goal 1: **Respect, celebrate, and build upon the diverse history of North Central.**	✓	✓	-	✓	✓	-	✓	-	-	✓	-	✓									
1.1: Document the community history and assets of the neighborhood.																	○				
1.2: Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.																○	○				
1.3: Develop community and educational programs around the local history and culture of North Central.															○	○					○

CITY WIDE PLANS:

✓ Direct Alignment

EQUITY INDICATORS

● Direct Alignment

○ Secondary Alignment

City-wide & Regional Plan Alignment

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Goal 2: **Create whole, healthy, and vibrant neighborhoods.**	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	-	✓									
2.1: Achieve and maintain a sustainable, transit-supporting mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.																●	●	○			○
2.2: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.																○	○	○			○
2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.																	●	●			○
2.4: Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.																○	●	●		○	○
2.5: Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.																	○	○			○
2.6: Create a Beautification Committee, under the umbrella of the Community-Based Development Organization (Strategy 11.1), to monitor and assist in the maintenance and beautification of North Central.																	●	○			○
2.7: Build for sustainable, resilient, and just policies in future developments.																○	○	○		○	●
2.8: Support social infrastructure and civic engagement for residents through physical design and programming.															○	○	○	○			○

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City-wide & Regional Plan Alignment

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Goal 3: **Rehab homes and provide a diversity of new infill homes.**	✓	✓	✓	✓	✓	-	✓	-	-	✓	-	✓									
3.1: Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.													○		○	●	●	○			○
3.2: Connect qualified local developers with rehab opportunities.																●	○			○	
3.3: Facilitate construction of new infill housing on vacant land.																●	●	●			○
3.4: Deploy resources to residents for home renovations and repairs.																○	●			○	

CITY WIDE PLANS:

✓ Direct Alignment

EQUITY INDICATORS

● Direct Alignment

○ Secondary Alignment

City-wide & Regional Plan Alignment

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Goal 4: **Promote and support the creation and retention of viable community businesses and creative arts industries, and promote entrepreneurship.**	✓	✓	✓	✓	-	-	✓	-	-	✓	-	✓									
4.1: Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.																●	●	○			
4.2: Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.																●	●				○
4.3: Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.																●	●				
4.4: Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.																●	○	○			○
4.5: Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.																●	○	○			○

CITY WIDE PLANS:

✓ Direct Alignment

EQUITY INDICATORS

● Direct Alignment

○ Secondary Alignment

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Goal 5: **Improve neighborhood safety for all residents and visitors.**	✓	-	-	✓	✓	✓	✓	-	-	✓	-	✓									
5.1: Establish a resident-led committee and platform to re-envision public safety in North Central.													○				○	●	●	○	○
5.2: Improve neighborhood safety through both physical improvements and enhanced relationships among residents.													○			○	○	●	○	○	○
5.3: Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.																		●	○	○	○
5.4: Strengthen coordination between neighborhood organizations in North Central.																			○	○	●
5.5: Decrease overall crime rates in North Central.													○					●	○	○	○

CITY WIDE PLANS:

✓ Direct Alignment

EQUITY INDICATORS

● Direct Alignment

○ Secondary Alignment

City-wide & Regional Plan Alignment

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Goal 6: **Support and assist North Central residents to remain in place and build wealth and social capital.**	✓	✓	✓	✓	-	-	✓	-	-	✓	-	✓									
6.1: Provide personal banking resources for residents.													○			●	○				
6.2: Incentivize inclusionary zoning in future development.																●	●				
6.3: Attract resources to provide support for community residents and property owners.																●	●	○			
6.4: Promote and incentivize increased homeownership in North Central.																●	○	○			
6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.													○			○	○				

CITY WIDE PLANS:

✓ Direct Alignment

EQUITY INDICATORS

● Direct Alignment

○ Secondary Alignment

Adopted by the City of St. Louis Planning Commission
August 18, 2021

City-wide & Regional Plan Alignment

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Goal 7: **Connect and engage residents of all ages to sustainable employment and community services.**	✓	✓	✓	✓	-	✓	✓	✓	-	✓	-	✓									
7.1: Improve accessibility and reduce commuting time between North Central and major employment and retail centers.														○		○	●				○
7.2: Support the development of commercially-viable mixed-use corridors and neighborhood centers.																○	●				○
7.3: Facilitate development of local retail and commercial amenities.																●	○				○
7.4: Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.													●	●	●	●	●	●	●	●	●

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Goal 8: **Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.**	✓	-	✓	✓	-	-	✓	-	✓	✓	-	✓										
8.1: Civic institutions such as schools and churches should have dignified settings and be integrated into their surroundings.																	○					
8.2: Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.													○			○	○	●				
8.3: Enhance support and private and public financial resources for schools within and around North Central.													○	○	○							
8.4: Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.															●		○					
8.5: Implement comprehensive, year-round community programs for youth, seniors, and families.															●					○		
8.6: Make existing arts and cultural amenities more accessible to North Central residents.																						
8.7: Provide resources that helps each child in North Central to flourish.													●	●	●					○		

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Goal 9: **Improve and enhance public infrastructure and public services.**	✓	✓	-	✓	✓	-	✓	✓	-	✓	-	✓									
9.1: Improve access to and quality of service to public transit services.														○			●				
9.2: Improve the quality, coverage, and accessibility to broadband and internet services.														○	○		○	○			●
9.3: Ensure that streets, sidewalks, and vacant lots are well-maintained.																	●				
9.4: Eliminate illegal dumping																	●				
9.5: Improve the maintenance and cleanup of alleys and vacant land.																	●				
9.6: Improve the quality and quantity of trees on public land.																	●				

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EQUITY INDICATORS

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Goal 10: **Establish clear communication and accountability with the City of St. Louis.**	✓	✓	-	✓	-	-	✓	-	-	-	-	✓									
10.1: Improve the proactivity, responsiveness of, and resources for City services in North Central.																	●		○	○	●
10.2: Provide educational resources on residents' rights and responsibilities.																			○	●	●
10.3: Enhance high levels of engagement between residents and City officials.																					●

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Goal 11: **Create a participatory decision-making process for residents to guide the future of the community.**	-	✓	-	✓	-	-	✓	-	-	✓	-	✓										
11.1: Establish a community-based development organization and funding sources for implementation of the North Central Plan and ongoing community-led development.													○		○	○	○	○		○	●	
11.2: Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.																					●	
11.3: Create a neighborhood that enables people of all ages and incomes to come together, to look after one another, and to share a strong sense of community pride.													○		○	○	○	○		○	●	

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Goal 12: **Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.**	✓	✓	-	✓	-	✓	✓	✓	-	✓	✓	✓									
12.1: Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots to create a smart community.														○	○	○					●
12.2: Improve North Central property values.																●	●				
12.3: Enhance the environmental quality of North Central.																	○	●			
12.4: Provide equitable mobility opportunities for all North Central residents, regardless of age, income, or ability.																	○				
12.5: Expand neighborhood participation and representation in the civic process.																			○	○	●

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EQUITY INDICATORS

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Adopted by the City of St. Louis Planning Commission
August 18, 2021

Conclusion

The North Central Vision Action Plan is built around the guiding principles of Equity at the Center, Asset-based Revitalization, and Holistic Sustainability. The North Central Vision Action Plan is of and for the North Central community, developed in response to the community's needs, wants, desires, and vision for their future. The Plan also works to both further City-wide values for equitable and sustainable economic development and revitalization, and to advance the achievement of these values with the North Central community.

EQUITY AT THE CENTER

The North Central Plan is rooted in the value that all people deserve dignity, respect, and an equal opportunity to have an excellent quality of life. As with many communities of color, North Central has been harmed by policies and attitudes that have removed this opportunity residents. The North Central Plan aims to restore these lost opportunities and empower the community to chart our own future and to thrive.

ASSET-BASED REVITALIZATION

Successful implementation must build upon existing strengths. Despite its historical and current struggles, North Central is a community with numerous assets—not least of which are the people who proudly call the North Central neighborhoods home. By leveraging these existing assets and resources, the community is positioned to build from strength and achieve a vibrant and vital future that is of and for the community.

HOLISTICALLY SUSTAINABLE

Triple-bottom-line sustainability, focusing on the health and achievement of residents, the quality of the physical environment, and the economic empowerment of all people to build wealth and social capital—people, place, and prosperity—is the benchmark by which the North Central Plan is conceived. Woven throughout the Plan, every initiative presented is designed to achieve holistic, authentic, and long-term sustainability.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

The North Central Vision Action Plan is an ambitious, community-led vision encompassing over 600 acres and tens of millions of dollars in public /private partnerships; public capital projects; and private redevelopment investments—all facilitated through new programming, operations, events, policies, and governance initiatives. The North Central Implementation Plan summarizes the key priorities of the plan—as described by community residents—and the actions to be taken by community partners, North Central residents, the City of St. Louis, and other regional stakeholders.

These actions have been identified to orchestrate development, capital expenditures, policy decisions, and programs in a coordinated way that overcomes existing barriers and maximizes the value of each investment. It is only through careful coordination and sustained hard work that the North Central Vision Action Plan will result in the equitable and sustainable realization of the community's vision for North Central's future.

04

IMPLEMENTATION PLAN

NORTH CENTRAL PLAN

Implementation Challenges & Opportunities

The North Central neighborhoods face several long-standing challenges to implementation of this plan. These include:

- Extremely high rates of vacancy—primarily vacant lots—that depress any natural market for new development, especially for small developers or owners wishing to develop only a single home or several homes.
- Generally poor physical quality and appearance of the neighborhoods, including overgrown lots; derelict buildings; illegal dumping of trash; and crumbling streets, alleys, and sidewalks, all of which contribute to negative perceptions for both visitors and residents.
- Limited resources from the City of St. Louis for public works improvements and ongoing repair and maintenance.
- A historic lack of single organization of residents and stakeholders, covering the entirety of North Central and working together on the common goal of community revitalization.

These challenges are not unique to North Central. Many communities in the City face the long-term effects of disinvestment and the inequality of past policies and practices—including red-lining. There is also a significant regional stigma that these communities have to overcome to be broadly seen as places in which is it safe to invest.

These challenges are amplified by an increasingly acute lack of City resources. The City's population and tax base has continued to shrink as the City's infrastructure has gotten older and in more need of repair. It is imperative that the North Central community must organize to present "unified front" that is inclusive of all residents' voices, and must advocate for itself to get North Central's fair share of resources and demand accountability from City of St. Louis.

It is equally-important that the community work with and leverage the investment of significant regional institutions and assets in and around North Central. Institutions like Grand Center, Inc., Saint Louis University, Ranken Tech, Harris-Stowe, and other can provide or facilitate local, community-driven, private sector investments in implementation that are mutually-beneficial to both the community and the investing institutions. These kinds of partnerships—between the community, the City, and private institutions—are the hallmark of many of the City of St. Louis' most vibrant and successful neighborhoods.

The implementation plan, highlighted herein, is structured to work within these acknowledged challenges and build capacity for community-based, community-driven implementation.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Early Action Items

Identification and successful completion of several early action items will be key to setting the stage for implementation. The reason for this is three-fold: first, it will establish essential community frameworks and organization to build capacity for continued, ongoing implementation efforts. Second, it will help attract investment to the North Central community from regional and community development partners that is critical to achieving this Plan. Lastly, it will demonstrate to the residents of the North Central community that they can, in fact, become the agents of the change they seek.

In order to successfully begin implementation of the North Central Vision Action Plan, the following early action items should be completed by community members and our partners:

1. **Establish a new North Central Implementation Steering Committee** to provide a forum for continued community engagement.
2. **Build community capacity** by establishing a community-based development organization (CBDO) and other community-based organizations to guide and facilitate implementation.
3. **Achieve adoption of the Plan by the City of St. Louis** as a Topical Plan.
4. **Establish an ongoing outcome reporting and management system** to track progress.
5. **Establish a community-based wireless mesh broadband network** in the North Central neighborhoods to provide free or very-low-cost internet access and smart community infrastructure.

Successful completion of these early action items will achieve important milestones in the implementation of the North Central Plan. Furthermore, these actions will address key implementation priorities identified by the North Central Steering Committee during the planning process.

These early action items are presented in detail on the following pages. All early action items should be completed no more than 24 months after approval of the Plan by the North Central Steering Committee, and some should be completed within 12 months.

Building Capacity

In order to overcome the challenges outlined above, the Implementation Plan proposes three (3) key capacity-building and organization initiatives. These initiatives should be completed within 12 months of approval of the North Central Vision Action Plan by the Steering Committee to form the foundation of implementation.

IMPLEMENTATION COMMITTEE

The North Central Steering Committee, convened to provide directed input and guidance in the development of the North Central Vision Action Plan, is comprised key North Central residents who have the ear of the broader community, as well as key community partners and stakeholders who can be instrumental in implementation of the North Central Plan. This Steering Committee will disband after the completion of the Plan.

As this Plan moves into implementation, a new North Central Implementation Committee should be established. The Implementation Committee should utilize existing capacity and expertise of some of the Steering Committee members, and bring on new capacity and partnerships with potential implementors. The North Central Implementation Committee should be established according to the following framework:

1. Formation of a new North Central Implementation Committee:
    - The Implementation Committee should stand for a minimum term of five (5) years;
    - Participation of existing Steering Committee members, should they wish to continue, should be confirmed through a new covenant for a finite term (1 year minimum is recommended), and replacement members should be identified;
    - Additional Implementation Committee members should be identified and invited to attend, as necessary; and
    - Committee membership should evolve as necessary over the course of five (5) years.
2. Hold quarterly Implementation Steering Committee meetings over the course of five (5) years to identify implementation actions, funding sources, partnerships, outreach, and other initiatives to advance implementation of the North Central Vision Action Plan.
3. Hold quarterly Community Forums to elevate the voices of all North Central residents.
4. Lead organizational initiatives including the development of community-based committees, task forces, and application to community stakeholders and other funding partners for program funding.
5. Coordinate with the new North Central CBDO, existing community housing development organizations, and other Implementation Partners.

The formation of the North Central Implementation Committee should begin after the approval of the North Central Vision Action Plan, at the final Steering Committee Meeting. The first Implementation Committee Meeting should be held within three (3) months of the Committee's formation.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

COMMUNITY-BASED DEVELOPMENT ORGANIZATION

Successful implementation of the North Central Vision Action Plan is dependant on a community-based and locally-accountable entity whose sole goal and focus—the thing that they wake up every morning and think about—is achieving the North Central Plan's recommendations and initiatives. This role is best filled through a North Central-specific community-based development organization (CBDO).

Sometimes referred to as a community development corporation, a CBDO is non-profit corporation with staff, operating under a representative governing body or board. CBDOs are empowered to receive funding from a variety of sources, including: membership and developer fees, sponsoring organizations, and grants. CBDO requirements and options are described in detail in Chapter 3, the *North Central Community Revitalization Action Plan.*

In order to minimize start-up time, cost, and build upon existing organizational experience and capacity, the community should consider instituting the North Central CBDO in partnership with the Deaconess Center for Child Well-Being, or another non-profit located and working in the North Central neighborhoods. Instituting the North Central CBDO should, at a minimum, include:

1. The position of an Executive Director, salaried through one or more funding commitment(s) from community partners, to share office space, administrative, and logistical resources with the Deaconess Center or another non-profit.
    - The Executive Director shall work exclusively within the boundary of the North Central Plan area on implementation of the North Central Vision Action Plan;
    - The Executive Director will have access to the existing staff and organizational capacity of the partnering non-profit for support;
    - The Executive Director will operate from the non-profit's office, in the North Central Plan area;
    - At such time that dedicated office space is available in the North Central Plan area, CBDO shall relocate to that space.
2. The position of one (1) part-time community development specialist to work on the North Central Vision Action Plan; to be funded by grant funding from City of St. Louis, for a term of three (3) years.

During this initial term, the North Central CBDO should be developed into a funded, permanent organization. Additional capacity and staff should be brought on board as dictated by responsibilities and funding availability. Establishment of the North Central CBDO should occur within 12 months of approval of the Plan by the North Central Steering Committee.

RESIDENT COMMITTEES & TASK FORCES

During the course of the North Central planning process, ideas for the formation of standing resident committees emerged. Three (3) committees are recommended to be convened:

1. Residents' Council forum;
2. Community Safety Committee; and
3. Beautification Committee.

These committees will work with the North Central CBDO, Implementation Steering Committee, City of St. Louis, and other implementation partners. The goal of these task forces is to develop community-based initiatives, conduct community outreach, and build local capacity for grassroots community improvement.

The North Central Implementation Steering Committee should work with North Central residents to convene the these Resident Committees within 12 months of approval of the Plan.

Plan Adoption by the City of St. Louis

One of the core objectives of the North Central Vision Action Plan is to have the plan adopted by the City of St. Louis Topical Plan. Adoption of the Plan by the City has several key benefits for implementation success:

- The Plan becomes an official document of the Planning & Urban Design Agency of the City of St. Louis.
- The Plan becomes a reference for the Planning & Urban Design Agency and the Planning Commission, used in the review of development proposals and other planning reviews.
- The City of St. Louis has identified funding and a process to complete updated neighborhood plans for every neighborhood in the City. Together, all of these neighborhood plans will serve as a new City-wide Comprehensive Plan for the City of St. Louis. With the agreement of the North Central neighborhoods and using this Plan as a starting point, the North Central Plan will serve as the basis for a new neighborhood plan, to be completed in partnership with the Planning & Urban Design Agency through the City's new neighborhood planning initiative.

The North Central Steering Committee and the Planning Team have been engaged with the City of St. Louis Planning and Urban Design Agency throughout the planning process. The North Central Vision Action Plan was unanimously adopted by resolution of the City of St. Louis Planning Commission on August 18, 2021.

Outcome Management Reporting

In order to maintain accountability, track progress, and publicize the successes of North Central Vision Action Plan, the community—in partnership with the Deaconess Center for Child Well-Being, should develop an outcome reporting and management system and North Central community Dashboard to track implementation of the Plan. This outcome reporting system and community Dashboard should be established and regularly-updated for a minimum of five (5) years.

In addition, outcome management and reporting should be automatically extended to match the activity period of any potential future grants or implementation projects.

Establishing the five (5) year Outcome Management Reporting process should be completed within 12 months of approval of the Plan.

Wireless Broadband Mesh Network

A characteristic of many disadvantaged communities, the digital divide—the lack of access to internet service, technology, and computer literacy—is a major factor in persistent, multigenerational poverty. Without access to computers, broadband internet service, and the skills to effectively utilize these tools and services, households are at a continuous disadvantage in accessing basic elementary and secondary education resources; healthcare services; job-readiness and training opportunities; and other basic social services.

This disadvantage often results in a pervasive spiral of poor educational outcomes, poor community health, economic marginalization, and community disinvestment. These challenges have been amplified over the past 14 months during the COVID-19 pandemic. With many schools, organizations, and institutions closed or facing severely-restricted in-person gathering, many day-to-day social functions that we take for granted have moved to online, virtual participation. Without the ability to effectively access technology and the internet, households have been effectively cut-off from society.

Free or very-low-cost broadband internet service can be provided independently—on a community-driven basis—through the development of a wireless mesh broadband network. An example of this system is the former WasabiNet system, a community-based mesh network that formerly served portions of the Gravois Park, Benton Park West, and Marine Villa neighborhoods in South St. Louis. Though no longer in operation, WasabiNet provides informational resources for establishing a community wireless mesh network at http://gowasabi.net.

Establishment of a wireless broadband mesh network for North Central should occur within 24 months of approval of the Plan.

Implementation Matrix

As detailed in the *Community Action Plan*, implementation of the North Central Vision Action Plan will be driven by 58 measurable, community development *Strategies* supported by over 215 specific *Action Items*. These Strategies and Actions fulfill the 12 North Central Goals and contribute to achieving the three (3) Community Revitalization Principles, described in detail in the North Central *Community Revitalization Action Plan.*

The Implementation Matrix, presented on the following pages, indicates the recommended timeframe in which each Strategy is completed. Alignment of the Goals and Strategies with other City- and region-wide plans and initiatives is presented in Chapter 3, the North Central *Community Revitalization Action Plan.*

Implementation Priorities

SHORT-TERM PRIORITIES (1 to 3 years)

1. Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.
2. Establish a certified Community-Based Development Organization (CBDO; also known as a CDC) to lead implementation of the Plan; secure CDBG grant funding; and access other sources of funding, including dues, donations, grants, and assessments.
3. Establish a community-based, volunteer organization to regularly clean up alleys and vacant lots; mow vacant lots; and other community beautification activities.
4. Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots.
5. Create a Community Safety Committee to improve public safety in North Central.
6. Establish a Community Housing Development Organization (CHDO)—that is accountable to the community—and ongoing funding source to purchase land-bank vacant lots and derelict buildings.
7. Building upon the City's Emergency Home Repair grant program, secure and deploy resources to North Central residents for emergency home repairs and small home improvement projects (under $5,000); resources can be deployed as grants for emergency repairs and a low-interest or no-interest loans for qualifying low- to medium-income households.

MEDIUM-TERM PRIORITIES (4 to 10 years)

8. Facilitate rehab of existing buildings by connecting qualified local developers with rehab opportunities
9. Facilitate development of new infill housing by acquiring vacant property and issuing Requests for Proposals (RFPs) for developers.
10. Work with neighboring institutions (like Ranken Tech) and local incubators (like TRex and Launchcode) to build job skills and entrepreneurship capacity among North Central residents.
11. Develop a community history project to discover and preserve the cultural history—especially African-American history—of Delmar Boulevard; North Central neighborhoods and churches; Grand Center; and other assets and utilize this history in neighborhood revitalization efforts.

LONG-TERM PRIORITIES (More than 10 years)

12. Improve the greening and walkability of North Central through the Brickline Greenway and Hodiamont Greenways linear parks, in partnership with Great Rivers Greenway.
13. Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.
14. Support the development of high-quality community retail and services businesses within the local commercial nodes of MLK Plaza and Lindell Marketplace.
15. Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.
16. Support creation of a commercially-viable and vibrant mixed-use corridors along Dr. MLK Jr. Drive.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Implementation Matrix

	Implementation Timeframe
Goal 1: **Respect, celebrate, and build upon the diverse history of North Central.**	
1.1: Document the community history and assets of the neighborhood.	●
1.2: Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.	●
1.3: Develop community and educational programs around the local history and culture of North Central.	●
Goal 2: **Create whole, healthy, and vibrant neighborhoods.**	
2.1: Achieve and maintain a sustainable, transit-supporting mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.	●
2.2: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.	●
2.3: Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.	●
2.4: Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.	●
2.5: Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.	●
2.6: Create a Beautification Committee, under the umbrella of the Community-Based Development Organization (Strategy 11.1), to monitor and assist in the maintenance and beautification of North Central.	●
2.7: Build for sustainable, resilient, and just policies in future developments.	●
2.8: Support social infrastructure and civic engagement for residents through physical design and programming.	●

	Implementation Timeframe
Goal 3: **Rehab homes and provide a diversity of new infill homes.**	
3.1: Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.	●
3.2: Connect qualified local developers with rehab opportunities.	●
3.3: Facilitate construction of new infill housing on vacant land.	●
3.4: Deploy resources to residents for home renovations and repairs.	●
Goal 4: **Promote and support the creation and retention of viable community businesses and creative arts industries, and promote entrepreneurship.**	
4.1: Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.	●
4.2: Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.	●
4.3: Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.	●
4.4: Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.	●
4.5: Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.	●

TIMEFRAMES

● Short Term
● Mid Term
● Long Term

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Implementation Matrix

	Implementation Timeframe
Goal 5: **Improve neighborhood safety for all residents and visitors.**	
5.1: Establish a resident-led committee and platform to re-envision public safety in North Central..	●
5.2: Improve neighborhood safety through both physical improvements and enhanced relationships among residents.	●
5.3: Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.	●
5.4: Strengthen coordination between neighborhood organizations in North Central.	●
5.5: Decrease overall crime rates in North Central.	●
Goal 6: **Support and assist North Central residents to remain in place and build wealth and social capital, and promote entrepreneurship.**	
6.1: Provide personal banking resources for residents.	●
6.2: Incentivize inclusionary zoning in future development.	●
6.3: Attract resources to provide support for community residents and property owners.	●
6.4: Promote and incentivize increased homeownership in North Central.	●
6.5: Partner with community development financial institutions (CDFIs) for Plan implementation.	●

	Implementation Timeframe
Goal 7: **Connect and engage residents of all ages to sustainable employment and community services.**	
7.1: Improve accessibility and reduce commuting time between North Central and major employment and retail centers.	●
7.2: Support the development of commercially-viable mixed-use corridors and neighborhood centers.	●
7.3: Facilitate development of local retail and commercial amenities.	●
7.4: Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.	●
Goal 8: **Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.**	
8.1: Civic institutions such as schools and churches should have dignified settings and be integrated into their surroundings.	●
8.2: Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.	●
8.3: Enhance support and private and public financial resources for schools within and around North Central.	●
8.4: Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.	●
8.5: Implement comprehensive, year-round community programs for youth, seniors, and families.	●
8.6: Make existing arts and cultural amenities more accessible to North Central residents.	●
8.7: Provide resources that helps each child in North Central to flourish.	●

TIMEFRAMES

● Short Term
● Mid Term
● Long Term

Adopted by the City of St. Louis Planning Commission
August 18, 2021

	Implementation Timeframe
Goal 9: **Improve and enhance public infrastructure and public services.**	
9.1: Improve access to and quality of service to public transit services.	🔴
9.2: Improve the quality, coverage, and accessibility to broadband and internet services.	🟡
9.3: Ensure that streets, sidewalks, and vacant lots are well-maintained.	🟢
9.4: Eliminate illegal dumping	🟡
9.5: Improve the maintenance and cleanup of alleys and vacant land.	🟢
9.6: Improve the quality and quantity of trees on public land.	🟡
Goal 10: **Establish clear communication and accountability with the City of St. Louis.**	
10.1: Improve the proactivity, responsiveness of, and resources for City services in North Central for City services in North Central.	🟡
10.2: Provide educational resources on residents' rights and responsibilities.	🟢
10.3: Enhance high levels of engagement between residents and City officials.	🟢

	Implementation Timeframe
Goal 11: **Create a participatory decision-making process for residents to guide the future of the community.**	
11.1: Establish a community-based development organization and funding sources for implementation of the North Central Plan and ongoing community-led development for City services in North Central.	🟢
11.2: Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.	🟢
11.3: Create a neighborhood that enables people of all ages and incomes to come together, to look after one another, and to share a strong sense of community pride.	🟡
Goal 12: **Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.**	
12.1: Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots to create a smart community.	🟢
12.2: Improve North Central property values.	🔴
12.3: Enhance the environmental quality of North Central.	🔴
12.4: Provide equitable mobility opportunities for all North Central residents, regardless of age, income, or ability.	🔴
12.5: Expand neighborhood participation and representation in the civic process.	🟢

TIMEFRAMES

- 🟢 Short Term
- 🟡 Mid Term
- 🔴 Long Term

IMPLEMENTATION APPENDIX: COMMUNITY ACTION PLAN

NORTH CENTRAL PLAN

How to Use the Community Action Plan

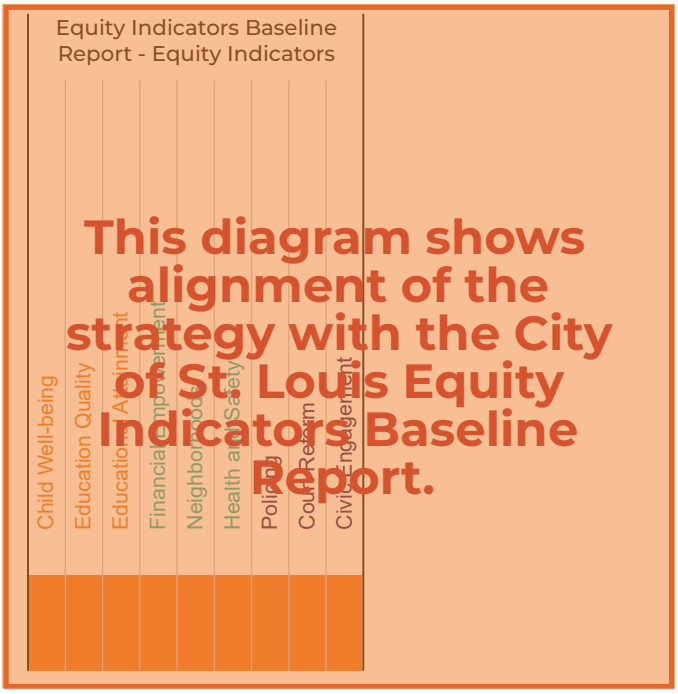
The Community Action Plan is designed to be used by a broad audience, including local service providers, institutions, foundations, grant writers, and—most importantly—members of the North Central community. This Action Plan outlines a series of clear activities and potential resources, enabling the community to make this plan their own. The Community Action Plan is a toolkit that democratizes development, facilitating a multitude of partners to begin incrementally working to achieve the Vision and Goals of the North Central community.

The outline and structure of the Community Action Plan, with descriptions for each element, are presented on the facing page. They consist of:

- A series of 12 **Goals**. These Goals outline thematic achievements that are necessary to fulfill the North Central Vision and Core Values and address the key community opportunities and aspiration raised during the planning process.
- Specific, measurable **Strategies** describing programming, policy, and capital project initiatives, that will assist in achieving each Goal.
- Detailed **Action Items** that describe partners, existing resources, and step-by-step activities to undertake.

Utilizing this structure, the Community Action Plan provides actionable steps to advance implementation of the Plan and achieve the Vision for the North Central community on day one. Community residents and communities partners are strongly encouraged to take on a strategy on their own. Talk with your neighbors, meet with community partners, meet with your Alderperson and Neighborhood Improvement Specialist (NIS) and identify the steps that you would like to take to bring this plan to fruition!

Adopted by the City of St. Louis Planning Commission
August 18, 2021



CRITERIA	
Strategy Type:	Each strategy is classified as one of more of the following: Program, Policy, Partnership, Operation, Capital, and Funding.
Timeline:	Length of time for appropriate action. Short-Term: 0-5 Years; Mid-Term: 6-10 Years; and Long-Term: 10+ Years
Lead Partner:	Identifies the major participants in implementation activities.
Funding Source:	Identifies the primary funding source type; specific sources of funding will be identified during implementation.
Indicator:	Identifies what should be measured to assess the impact of actions.
Benchmark:	The existing conditions of the identified indicator; recorded to determine the baseline for measuring progress.
Target:	The goal that the indicator should reach within the specified timeline. This should be assessed throughout implementation.

This table outlines the specific criteria of each Strategy.

Strategy X.1: **The *Strategy* is a measurable, implementable, and goal-oriented initiative that address one or more aspects of the over-arching *Objective*.**

1. **Action Item X.1.1:** Each ***Strategy*** is supported by one or more ***Action Items***, which describes the specific steps and activities that will achieve the Strategy. Action Items utilize and build upon existing resources and capacity in the North Central community and surrounding region to maximize the chances for success, including:
   - Identifying ***North Central Plan partner organizations*** to participate in implementation activities;
   - Identifying ***other local and regional organizations and institutions*** with relevant expertise and/or capacity to participate in implementation activities;
   - Identifying ***existing programs and/or funding sources*** that are directly applicable to fund implementation activities; and
   - Identifying ***model programs and/or funding sources*** that can fill gaps in existing local resources.

The Strategies and Action Items describe in detail the activities to achieve each Objective.

1. Respect, celebrate, and build upon the diverse history of North Central.

The North Central neighborhoods have a rich and multi-cultural history. Through decades of neglect, disinvestment, and attempts as urban renewal, much of this history has been forgotten by the broader community. Rediscovering and preserving this history as a framework for community revitalization is critical to North Central's future.

Strategy 1.1: **Document the community history and assets of the neighborhood.**

Strategy 1.2: **Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.**

Strategy 1.3: **Develop community and educational programs around the local history and culture of North Central.**

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August 18, 2021

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	Implementation Committee
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 1.1: **Document the community history and assets of the neighborhood.**

1. **Action Item 1.1.1.** Work with surrounding historic neighborhoods to build upon history and combine assets.
2. **Action Item 1.1.2.** Develop a community history project to discover and preserve the cultural history—especially African-American history—of Delmar Boulevard; North Central neighborhoods and churches; Grand Center; and other assets and utilize this history in neighborhood revitalization efforts.
3. **Action Item 1.1.3.** Work with area churches to document and preserve neighborhood history.

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 1.2: **Identify and preserve the existing significant historical architectural and cultural resources of the neighborhood in future developments.**

1. **Action Item 1.2.1.** Consider potential for historic civic buildings, such as closed schools, to be used as community incubators.
2. **Action Item 1.2.2.** Conduct a survey and documentation of historic buildings and cultural resources within North Central, including notable homes, sites, churches, the Fox Theater, Powell Symphony Hall, and other Grand Center arts organizations.
3. **Action Item 1.2.3.** Consider establishing one or more National Register Historic District(s) or Certified Local Historic District(s).
4. **Action Item 1.2.4.** Seek developers known to use existing housing stock whenever possible.

CRITERIA	
Strategy Type:	Program; Capital
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Number of programs; participation
Benchmark:	TBD
Target:	TBD

Strategy 1.3: **Develop community and educational programs around the local history and culture of North Central.**

1. **Action Item 1.3.1.** Work with existing stakeholders of churches and schools.
2. **Action Item 1.3.2.** Develop a system for identifying community landmarks like the Tuskeegee Airman House on Cook Ave.
3. **Action Item 1.3.3.** Seek support of churches and schools in the area to build programs celebrating based on local history, including SLU, Harris-Stowe State University, UMSL Grand Center, Cardinal Ritter College Prep, and Grand Center Arts Academy.
4. **Action Item 1.3.4.** Establish a community history project where residents provide oral history, photographs, and architectural documentation; distribute via social media and a community archive.
5. **Action Item 1.3.5.** Link to broader St. Louis tourism initiatives, plans, and events.
6. **Action Item 1.3.6.** Work with local nonprofit group or groups of volunteers to develop and lead community walking tours
7. **Action Item 1.3.7.** Create and implement wayfinding and interpretive signage for historically-, culturally-, and architecturally-significant places in the community.

2. Create whole, healthy, and vibrant neighborhoods.

Whole, healthy, and vibrant neighborhoods meet the daily needs and desires of residents in a safe, walkable, and physically-beautiful environment with multiple options for housing, transportation, mobility, and recreation. Building upon North Central's location in the region, the neighborhoods will provide a variety of assets for residents of all ages, backgrounds, and abilities, in order to support an excellent quality of life.

Strategy 2.1: **Achieve and maintain a sustainable, transit-supporting mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.**

Strategy 2.2: **New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.**

Strategy 2.3: **Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.**

Strategy 2.4: **Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.**

Strategy 2.5: **Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.**

Strategy 2.6: **Create a Beautification Committee, under the umbrella of the Community-Based Development Organization *(Strategy 11.1)*, to monitor and assist in the maintenance and beautification of North Central.**

Strategy 2.7: **Build for sustainable, resilient, and just policies in future developments.**

Strategy 2.8: **Support social infrastructure and civic engagement for residents through physical design and programming.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 2.1: **Achieve and maintain a sustainable, transit-supporting mix of land-uses that balances housing types with the opportunity to support close proximity to transit, employment, and community and commercial facilities.**

1. **Action Item 2.1.1.** Facilitate housing development to achieve a residential density that can support convenient and reliable transit service.
2. **Action Item 2.1.2.** Commercial spaces should be designed to serve both neighborhood residents and but visitors to assure a strong economic base.
3. **Action Item 2.1.3.** Seek developers and facilitate developments that are contextually-sensitive and provide a diversity of housing types.
4. **Action Item 2.1.4.** Coordinate with existing community institutions developing infill housing, including Ranken Tech, to achieve the Vision of the North Central Plan.
5. **Action Item 2.1.5.** Target housing densities that achieve transit-supportive development, as presented in the Metro – Moving Transit Forward and East-West Gateway Connected 2045 plans.

CRITERIA

Strategy Type:	Capital; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 2.2: **New development, both residential and commercial, should reinforce the strengths of existing neighborhoods, combining new construction with rehabilitation to create a series of distinct places.**

1. **Action Item 2.2.1.** Prioritize the rehab and restoration of existing buildings.
2. **Action Item 2.2.2.** Seek developers with a strong history of using existing buildings.
3. **Action Item 2.2.3.** Work with the City of St. Louis to mitigate nuisance properties and other crime and safety hot spots.
4. **Action Item 2.2.4.** Work with the City of St. Louis, local institutions, property owners, and other stakeholders to eliminate predatory and undesirable land uses in North Central.

CRITERIA	
Strategy Type:	Capital; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Number of new parks
Benchmark:	TBD
Target:	TBD

Strategy 2.3: **Increase access to and the number of high-quality public parks, community gardens, school yards, and outdoor recreation amenities and connect and integrate with the existing parks and the Hodiamont Greenway and Brickline Greenway.**

1. **Action Item 2.3.1.** Connect North Central to Forest Park and Fairgrounds Park.
2. **Action Item 2.3.2.** Connect to adjacent local parks including Beckett Park and Banks Park.
3. **Action Item 2.3.3.** New parks, both large and small, should be the focus of new development and should accommodate the needs of people of all ages and a variety of amenities.
4. **Action Item 2.3.4.** Develop numerous small pocket parks, playgrounds, and gardens throughout North Central in collaboration with community stakeholders.
5. **Action Item 2.3.5.** Consider tree-lined or planted medians on key neighborhood streets.
6. **Action Item 2.3.6.** Seek access to schools at off peak times for community activity.

CRITERIA	
Strategy Type:	Capital; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 2.4: **Create an integrated network of safe, comfortable, and walkable streets connecting parks, greenways, schools, and community gathering places, neighborhood centers and amenities.**

1. **Action Item 2.4.1.** Design and improve streets to respond to the context and adjacent land uses (context-sensitive streets).
2. **Action Item 2.4.2.** Streets will be designed with pedestrian safety and walkability first; all modes of mobility, including walking and biking, should be equally-considered.
3. **Action Item 2.4.3.** Utilize street trees for shade, pedestrian comfort, and beautification.
4. **Action Item 2.4.4.** Develop rain gardens and bioswales in street tree lawns for beautification and stormwater infrastructure.
5. **Action Item 2.4.5.** Work with the City of St. Louis Streets Department to repair and improve sidewalks and crosswalks.

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Adoption of Form-Based District
Benchmark:	TBD
Target:	TBD

Strategy 2.5: **Develop connected, distinctive walkable districts with identifiable centers, edges, and gateways.**

1. **Action Item 2.5.1.** Develop and adopt neighborhood design guidelines and one or more Form-Based Districts (under the City of St. Louis' Form-Based District framework and enabling legislation).
2. **Action Item 2.5.2.** Work with Great Rivers Greenway on the Brickline Greenway and Hodiamont Greenway to leverage these projects to improve the immediate neighborhood.
3. **Action Item 2.5.3.** Collaborate with existing community resources—including the MSD Rainscape Program, Operation Brightside Small Grant Program, and others—for grants for beautification projects.

CRITERIA	
Strategy Type:	Capital; Program
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Formation of Beautification Committee
Benchmark:	TBD
Target:	TBD

Strategy 2.6: **Create a Beautification Committee, under the umbrella of the Community-Based Development Organization *(Strategy 11.1)*, to monitor and assist in the maintenance and beautification of North Central.**

1. **Action Item 2.6.1.** Work with community residents to define the parameters of a health and beautiful neighborhood.
2. **Action Item 2.6.2.** Establish a community-based, volunteer organization to regularly clean up alleys and vacant lots; mow vacant lots; and other community beautification activities.
3. **Action Item 2.6.3.** Develop a program with local landscape businesses to clean up and cut vacant lots.
4. **Action Item 2.6.4.** Conduct a survey of trees in the public right of way; work with the City of St. Louis Forestry Division to improve the health of existing trees and add more where possible.
5. **Action Item 2.6.5.** Establish a partnership between resident groups and the City of St. Louis Parks Department to help in the clean-up and maintenance of neighborhood parks.
6. **Action Item 2.6.6.** Work with community businesses, stakeholders, and residents to establish a special taxing district to provide funding.
7. **Action Item 2.6.7.** Work with the City of St. Louis and/or other partners to place trash containers at all bus stops.
8. **Action Item 2.6.8.** Establish an “Adopt a Vacant Lot” on your block program to maintain vacant lots.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 2.7: **Build for sustainable, resilient, and just policies in future developments.**

1. **Action Item 2.7.1.** Require the use of renewable energy in new developments.
2. **Action Item 2.7.2.** Require the use of green building materials in the construction of new buildings.
3. **Action Item 2.7.3.** Utilize green infrastructure to mitigate and manage stormwater and reduce costs
4. **Action Item 2.7.4.** Increase neighborhood tree canopy—particularly in new developments—to help reduce building cooling requirements and urban heat island effect.
5. **Action Item 2.7.5.** Establish a community committee, under the umbrella of the Community-Based Development Organization (Strategy 11.1) for accountability and to monitor these standards.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 2.8: **Support social infrastructure and civic engagement for residents through physical design and programming.**

1. **Action Item 2.8.1.** Expand and provide new community gardens in North Central.
2. **Action Item 2.8.2.** Provide community programs, including yoga, meditation, and gardening education in North Central Parks.
3. **Action Item 2.8.3.** Engage resources as SLU law school and SLU and UMSL School of Social Work to work with residents in reviewing neighborhood development proposals; residents need to be included in all projects that will impact the neighborhood in which they live.
4. **Action Item 2.8.4.** Establish formal outreach and contact with existing block units, neighborhood associations, churches, rental property owners, and other stakeholders.

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3. Rehab homes and provide a diversity of new infill homes.

A diverse population of residents requires a diversity of available housing options. Successful revitalization of North Central will build upon the neighborhoods' existing historic housing stock; achieve housing affordability through a variety of housing types; and provide high-quality housing opportunities for all households.

Strategy 3.1: **Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.**

Strategy 3.2: **Connect qualified local developers with rehab opportunities.**

Strategy 3.3: **Facilitate construction of new infill housing on vacant land.**

Strategy 3.4: **Deploy resources to residents for home renovations and repairs.**

Strategy 3.5: **Develop and adopt a form-based code for North Central to regulate the type and character of new infill development and significant renovations to existing buildings.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Number of housing units by type
Benchmark:	TBD
Target:	TBD

Strategy 3.1: **Provide a diversity of housing types in North Central, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain houses for seniors aging in place.**

1. **Action Item 3.1.1.** Develop list housing types that are missing from neighborhood.
2. **Action Item 3.1.2.** Work with the City of St. Louis to update zoning regulations to permit accessory dwelling units (ADUs), such as alley houses.
3. **Action Item 3.1.3.** Develop a list of housing typologies, sizes, and features that are desired by various household types.
4. **Action Item 3.1.4.** Facilitate development of housing options for seniors.
5. **Action Item 3.1.5.** Continue to partner with the Deaconess Foundation and UCC Church Building and Loan Fund to select developers to work with current residents to build and rehab affordable homes.
6. **Action Item 3.1.6.** Perform a housing needs assessment; based on this assessment, identify housing profiles for targeted groups (such as, Who are they? What are the needs of each group?).
7. **Action Item 3.1.7.** Examine the footprint of the neighborhood, and prioritize development areas (incorporating local density/architectural character with the criteria required to serve targeted groups: i.e., multi-generational development near amenities like parks, retail, schools; senior services, and transportation).

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Formation of Development Oversight Committee
Benchmark:	TBD
Target:	TBD

Strategy 3.2: **Connect qualified local developers with rehab opportunities.**

1. **Action Item 3.2.1.** Compile a list of vacant or derelict buildings suitable for rehab.
2. **Action Item 3.2.2.** Compile a list of local developers to whom rehab opportunities are solicited.
3. **Action Item 3.2.3.** Provide local developer education on acquiring LRA properties for redevelopment.
4. **Action Item 3.2.4.** Provide local developer education on City, State, and federal incentives and resources.
5. **Action Item 3.2.5.** Work with developers to consolidate properties as necessary to facilitate development projects.
6. **Action Item 3.2.6.** Establish a community-led Development Oversight Committee under the umbrella of the Community-Based Development Organization (Strategy 11.1).

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Number of RFPs issued; number of homes constructed
Benchmark:	TBD
Target:	TBD

Strategy 3.3: **Facilitate construction of new infill housing on vacant land.**

1. **Action Item 3.3.1.** Compile a list of vacant parcels for potential redevelopment.
2. **Action Item 3.3.2.** Establish a hierarchy of what you want to achieve first and why; utilize the Development Oversight Committee (Strategy 3.3) to facilitate the housing development proposed in the North Central Plan.
3. **Action Item 3.3.3.** Acquire vacant property and issue Requests for Proposals (RFPs) to developers through the new Community Housing Development Organization (Strategy 11.1).

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Resource dollars; number of programs and participation
Benchmark:	TBD
Target:	TBD

Strategy 3.4: **Deploy resources to residents for home renovations and repairs.**

1. **Action Item 3.4.1.** Building upon the City's Emergency Home Repair grant program, secure and deploy resources to North Central residents for emergency home repairs and small home improvement projects (under $5,000); resources can be deployed as grants for emergency repairs and a low-interest or no-interest loans for qualifying low- to medium-income households.
2. **Action Item 3.4.2.** Secure and allocate targeted rehab funding from CDFI partners for first-time homebuyers and existing homeowners.
3. **Action Item 3.4.3.** Develop training programs for homeowner renovation (how to select contractors and review proposals).
4. **Action Item 3.4.4.** Create a community-based equipment and tool loan program (shared tools, etc.) for DIY home repair.
5. **Action Item 3.4.5.** Work with partners to conduct DIY trainings for simple household repairs and/or maintenance.

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4. Promote and support the creation and retention of viable community businesses and creative arts industries, and promote entrepreneurship.

Strategy 4.1: **Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.**

Strategy 4.2: **Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.**

Strategy 4.3: **Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.**

Strategy 4.4: **Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.**

Strategy 4.5: **Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Short-Term
Lead Partner:	Grand Center, Inc.
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 4.1: **Develop creative-arts industries and local employment opportunities in partnership with the Grand Center Arts District.**

1. **Action Item 4.1.1.** Partner with Grand Center, Inc. to serve as a conduit to employment opportunities in the district.
2. **Action Item 4.1.2.** Utilize the North Central Plan Steering Committee to engage with the businesses in the Grand Center Arts District to have an open house with assistance with the Deaconess Center.
3. **Action Item 4.1.3.** Create a One Stop for Businesses, a business association, and/or Business Improvement District (BID).

CRITERIA	
Strategy Type:	Capital; Program
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 4.2: **Revitalize existing commercial corridors and nodes with high-quality, community-supporting development.**

1. **Action Item 4.2.1.** Support the development of high-quality community retail and services businesses at MLK Plaza and Lindell Marketplace.
2. **Action Item 4.2.2.** Partner with stakeholders, including The Ville Collaborative, Grand Center, Inc., and Ranken Tech to create a commercially-viable and vibrant Dr. MLK Jr. Drive.
3. **Action Item 4.2.3.** Create a Commercial Development Committee under the umbrella of the Community-Based Development Organization (Strategy 11.1) to identify, recruit, and retain businesses on N. Vandeventer Avenue, N. Sarah Street, N. Grand Boulevard, Dr. MLK Jr. Drive, and other existing commercial areas.
4. **Action Item 4.2.4.** Coordinate with the City of St. Louis to promote implementation of the City's Equitable Economic Development Strategy.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 4.3: **Leverage North Central locations for local business start-ups, including business incubators and live-work spaces.**

1. **Action Item 4.3.1.** Seek meetings with local incubators like TRex, Cortex, and LaunchCode to explore partnership options; establish local incubators in North Central for residents.
2. **Action Item 4.3.2.** Utilize space in the community centers, Deaconess Center for Child Well-Being, and Ranken Tech Outreach Center
3. **Action Item 4.3.3.** Perform a space inventory of local institutions (nonprofits, churches, community spaces, etc.) for potential spaces for business startups and incubators
4. **Action Item 4.3.4.** Provide grants and resources to help churches/nonprofits/ etc. Retrofit spaces for local business startups, etc. (i.e., technology infrastructure improvements to make more attractive)
5. **Action Item 4.3.5.** Provide small grants to new start/ups and businesses to move into and remodel these existing spaces.

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Short-Term
Lead Partner:	TBD
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 4.4: **Work with local institutions and funders on programs that support North Central businesses and entrepreneurs.**

1. **Action Item 4.4.1.** Partner with public agencies and private non-profit entities to provide financial incentives for community-based businesses and business owners.
2. **Action Item 4.4.2.** Work with North Central Alderpersons to identify and allocate available City of St. Louis funding and programs.
3. **Action Item 4.4.3.** Establish a community-based arts troupe within North Central, in coordination with Grand Center, Inc. and local arts organizations, for training in music, music lessons, art appreciation, and performance.

CRITERIA	
Strategy Type:	Program
Timeline:	Mid-Term
Lead Partner:	TBD
Funding Source:	TBD
Indicator:	Participation in programs
Benchmark:	TBD
Target:	TBD

Strategy 4.5: **Establish community-based training and entrepreneurship programs, focusing a comprehensive range of skills.**

1. **Action Item 4.5.1.** Partner with Ranken Tech to develop community-supportive job skills and job readiness programs for residents (such as a community car repair garage).
2. **Action Item 4.5.2.** Partner with the St. Louis City Public Library to operate after school programs in North Central.

5. Improve neighborhood safety for all residents and visitors.

Like many communities north of the Delmar Divide, North Central suffers from both real crime and safety issues, as well as negative perceptions of safety. In order to position the community for future success and equitable revitalization, both real and perceived safety must be improved.

Strategy 5.1: **Establish a resident-led committee and platform to re-envision public safety in North Central.**

Strategy 5.2: **Improve neighborhood safety through both physical improvements and enhanced relationships among residents.**

Strategy 5.3: **Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.**

Strategy 5.4: **Strengthen coordination between neighborhood organizations in North Central.**

Strategy 5.5: **Decrease overall crime rates in North Central.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	Implementation Committee
Funding Source:	TBD
Indicator:	Formation of Community Safety Committee
Benchmark:	TBD
Target:	TBD

Strategy 5.1: **Establish a resident-led committee and platform to re-envision public safety in North Central.**

1. **Action Item 5.1.1.** Create a Community Safety Committee, under the umbrella of the Community-Based Development Organization (Strategy 11.1) to improve public safety in North Central.
2. **Action Item 5.1.2.** Improve the visibility and proactive engagement of law enforcement.
3. **Action Item 5.1.3.** Develop and implement neighborhood programs in de-escalation and conflict resolution.
4. **Action Item 5.1.4.** Establish a multi-generational volunteer task force of neighborhood residents to meet regularly with the St. Louis Metropolitan Police Department and City of St. Louis Public Safety office.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	Community Safety Committee
Funding Source:	TBD
Indicator:	Overall crime rates; nuisance properties
Benchmark:	TBD
Target:	TBD

Strategy 5.2: **Improve neighborhood safety through both physical improvements and enhanced relationships among residents.**

1. **Action Item 5.2.1.** Short term development efforts should create places of identity and provide a sense of order and safety.
2. **Action Item 5.2.2.** Improve safety in neighborhood parks.
3. **Action Item 5.2.3.** Work to remediate nuisance properties and other crime hotspots.
4. **Action Item 5.2.4.** Work closely with the Neighborhood Information Specialist for the wards and the Police Safety programs via neighborhood liaison.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	Community Safety Committee
Funding Source:	TBD
Indicator:	Traffic safety incidents
Benchmark:	TBD
Target:	TBD

Strategy 5.3: **Streets are the focus of community life and should be designed to be safe for pedestrians, bicyclists, and drivers alike, and encourage civic engagement.**

1. **Action Item 5.3.1.** Reduce speeding, running of red lights, and other traffic safety issues.
2. **Action Item 5.3.2.** Provide planted medians, corner bump-outs, and other streetscape elements for traffic calming and beautification.
3. **Action Item 5.3.3.** Provide adequate lightening for the streets.
4. **Action Item 5.3.4.** Use attractive blockades, medians, and corner bump-outs to manage speeding.

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 5.4: **Strengthen coordination between neighborhood organizations in North Central.**

1. **Action Item 5.4.1.** Facilitate conversations between North Central neighborhood associations and other organizations throughout the City to develop an infrastructure of idea sharing.
2. **Action Item 5.4.2.** Establish a “meet-and-greet your neighbor” between the stakeholders, businesses, churches, and homeowners.
3. **Action Item 5.4.3.** Establish regular opportunities for multi-generational stakeholders to engage in discussions about safety and develop/implement strategies.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	Community Safety Committee
Funding Source:	TBD
Indicator:	Overall crime rate
Benchmark:	TBD
Target:	TBD

Strategy 5.5: **Decrease overall crime rates in North Central.**

1. **Action Item 5.5.1.** Provide crime prevention programs.
2. **Action Item 5.5.2.** Expand Weed and Seed Program to include other neighborhood clusters.
3. **Action Item 5.5.3.** Expand Nuisance Prevention Program.
4. **Action Item 5.5.4.** Improve neighborhood communication with the St. Louis Metropolitan Police Department.

6. Support and assist North Central residents to remain in place and build wealth and social capital.

Community revitalization and reinvestment must benefit all residents. Moving forward, community residents must be supported through equitable housing and wealth-building opportunities, the ability to reap the rewards of their investment, and the ability to remain in place in the community.

Strategy 6.1: **Provide personal banking resources for residents.**

Strategy 6.2: **Incentivize inclusionary zoning in future development.**

Strategy 6.3: **Attract resources to provide support for community residents and property owners.**

Strategy 6.4: **Promote and incentivize increased homeownership in North Central.**

Strategy 6.5: **Partner with community development financial institutions (CDFIs) for Plan implementation.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 6.1: **Provide personal banking resources for residents.**

1. **Action Item 6.1.1.** Work with local financial institution to develop branches within North Central as an alternative to payday loan and check-cashing businesses.
2. **Action Item 6.1.2.** Partner with local financial institution for workshops on money management and resources available for grants and low interest loans
3. **Action Item 6.1.3.** Facilitate access to credit and wealth building resources like Justine-Peterson.

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 6.2: **Incentivize inclusionary zoning in future development.**

1. **Action Item 6.2.1.** Work with Alderpersons to develop a plan around using existing resources.
2. **Action Item 6.2.2.** Develop strategies and discussions with city zoning department on businesses that does not offer value to the neighborhoods thus causing negative effects on homeowner's property values.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Financial assistance dollars
Benchmark:	TBD
Target:	TBD

Strategy 6.3: **Attract resources to provide support for community residents and property owners.**

1. **Action Item 6.3.1:** Provide housing financial assistance for residents.
2. **Action Item 6.3.2.** Provide support programs and accountability for landlords.
3. **Action Item 6.3.3.** Connect entrepreneurs willing to start a small business in available storefronts along N. Sarah Avenue and N. Vandeventer Avenue.
4. **Action Item 6.3.4.** Support, patronize, and work to retain existing neighborhood small businesses.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 6.4: **Promote and incentivize increased homeownership in North Central.**

1. **Action Item 6.4.1.** Seek grant funds from government sources.
2. **Action Item 6.4.2.** When selecting a developer, chose one that has experience in working in city depressed areas, willing to have ongoing discussions on concerns and needs of the neighborhood.
3. **Action Item 6.4.3.** Partner with organizations (i.e., Habitat, local banks/CDFIs, real estate brokers, etc.) to offer home buyer trainings with down payment assistance programs
4. **Action Item 6.4.4.** Provide access to foreclosure prevention programs.
5. **Action Item 6.4.5.** Fund small rehab/ beautification grants for community homeowners.
6. **Action Item 6.4.6.** Develop and implement homeownership preparation sessions (ex. process overview, credit repair, etc.).

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	Implementation Committee
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 6.5: **Partner with community development financial institutions (CDFIs) for Plan implementation.**

1. **Action Item 6.5.1.** Identify potential CDFI partners and create a database of partners for developers, investors, business owners, and residents.
2. **Action Item 6.5.2.** Connect potential developers to CDFI partners for project funding.

7. Connect and engage residents of all ages to sustainable employment and community services.

The North Central neighborhoods are well-located in the region, with connectivity and access to major employers and retail centers. The Plan seeks to ensure that all residents of North Central are prepared and able to access these opportunities.

Strategy 7.1: **Improve accessibility and reduce commuting time between North Central and major employment and retail centers.**

Strategy 7.2: **Support the development of commercially-viable mixed-use corridors and neighborhood centers.**

Strategy 7.3: **Facilitate development of local retail and commercial amenities.**

Strategy 7.4: **Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	Metro / Bi-State Development; GRG
Funding Source:	TBD
Indicator:	Average commuting time
Benchmark:	TBD
Target:	TBD

Strategy 7.1: **Improve accessibility and reduce commuting time between North Central and major employment and retail centers.**

1. **Action Item 7.1.1.** Work with Metro / Bi-State Development Agency to connect Cortex and the National Geospatial Intelligence Agency (NGA) via the North Central Plan area.
2. **Action Item 7.1.2.** Work with Great Rivers Greenway District (GRG) to complete the Brickline Greenway and Hodiamont Greenway in the North Central Plan area.
3. **Action Item 7.1.3.** Identify specific problems with accessibility.
4. **Action Item 7.1.4.** Work with GRG and the City of St. Louis to develop new bike lanes.
5. **Action Item 7.1.5.** Work with Metro to expand bus service access, include sub-regional connectors to employment centers and access to MetroLink.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 7.2: **Support the development of commercially-viable mixed-use corridors and neighborhood centers.**

1. **Action Item 7.2.1.** Redevelop the car wash at N. Vandeventer Avenue and Finney Avenue.
2. **Action Item 7.2.2.** Redevelop the Liberty Auto Salvage properties at Dr. Martin Luther King Drive and Grand Boulevard.
3. **Action Item 7.2.3.** Development patterns should knit neighborhoods together and connect them to shopping, educational, and cultural amenities in the area.
4. **Action Item 7.2.4.** Fund storefront rehab programs to improve neighborhood commercial spaces.
5. **Action Item 7.2.5.** Contact major national retailers that could populate vacant land on Page Blvd, MLK Jr. Drive, and Grand Boulevard
6. **Action Item 7.2.6.** Create tax incentives for locating in the community.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 7.3: **Facilitate development of local retail and commercial amenities.**

1. **Action Item 7.3.1.** Develop kitchen / food service Incubators.
2. **Action Item 7.3.2.** Create a YMCA / community Center at Taylor Avenue and Delmar Boulevard.
3. **Action Item 7.3.3.** Develop a youth hostel at Taylor Avenue and Olive Boulevard.
4. **Action Item 7.3.4.** Develop a food Incubator and N. Sarah Street and McPherson Avenue.
5. **Action Item 7.3.5.** Seek advice from organizations currently working in this area.
6. **Action Item 7.3.6.** Contact commercial amenities such as Whole Foods, Trade Joe's, and Aldi for potential partnership opportunities.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	Deaconess Foundation
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 7.4: **Engage with regional partners to reduce racial and geographic disparities according to the St. Louis Equity Indicators Baseline Report.**

1. **Action Item 7.4.1.** Increase the employment rate.
2. **Action Item 7.4.2.** Increase job retention rate.
3. **Action Item 7.4.3.** Improve health outcomes for North Central residents.
4. **Action Item 7.4.4.** Improve student performance, with a focus on STEAM (Science, Technology, Engineering, Arts, and Math) education.
5. **Action Item 7.4.5.** Identify empowerment centers throughout the St. Louis region to concentrate financial services that provide community development banking and multigenerational financial education
6. **Action Item 7.4.6.** Publicize employment opportunities via mini scholarships, activists willing to visit and promote at civic events, and religious and church meetings.

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8. Attract and provide access to high-quality recreational, educational, health, and cultural amenities and programs.

Strategy 8.1: **Civic institutions such as schools and churches should have dignified settings and be integrated into their surroundings.**

Strategy 8.2: **Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.**

Strategy 8.3: **Enhance support and private and public financial resources for schools within and around North Central.**

Strategy 8.4: **Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.**

Strategy 8.5: **Implement comprehensive, year-round community programs for youth, seniors, and families.**

Strategy 8.6: **Make existing arts and cultural amenities more accessible to North Central residents.**

Strategy 8.7: **Provide resources that helps each child in North Central to flourish.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 8.1: **Civic institutions such as schools and churches should have dignified settings and be integrated into their surroundings.**

1. **Action Item 8.1.1.** Encourage institutions to beautify and landscape their own spaces, and provide community-based resources to do so.
2. **Action Item 8.1.2.** Solicit their input from local churches on what amenities would attract their willingness to relocate and be able to walk to their perspective churches.
3. **Action Item 8.1.3.** Focus infrastructure and public space improvements around existing schools and churches.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO; Cochran VA Med. Center
Funding Source:	TBD
Indicator:	Development Agreement
Benchmark:	TBD
Target:	TBD

Strategy 8.2: **Create a health and wellness district around Cochran VA Medical Center and other existing healthcare facilities.**

1. **Action Item 8.2.1.** Seek meetings with major healthcare providers—including the Veteran's Administration and SLUCare—to determine support and funding capacity for a satellite clinic or expanded facilities.
2. **Action Item 8.2.2.** Coordinate with the St. Louis Housing Authority (SLHA) to expand housing opportunities dedicated to at-risk seniors and low-income veterans.
3. **Action Item 8.2.3.** Develop a comprehensive healthy and active living program that integrates housing, greenways, parks, active recreation facilities, and ongoing, year-round activities.

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Long-Term
Lead Partner:	TBD
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 8.3: **Enhance support and private and public financial resources for schools within and around North Central.**

1. **Action Item 8.3.1.** Establish regular contact the community resource person of the various financial institutions located within North Central.
2. **Action Item 8.3.2.** Interview schools, businesses, and other local institutions about human capital needs.
3. **Action Item 8.3.3.** Formalize local internship/ training opportunities for students that are educational and help local businesses and service agencies further goals.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 8.4: **Consider the feasibility of developing a community center in North Central or partnering with existing centers to provide affordable access.**

1. **Action Item 8.4.1.** Explore partnerships with neighborhood churches, schools, or other institutions to share resources, locations, and funding.

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Number of programs; participation
Benchmark:	TBD
Target:	TBD

Strategy 8.5: **Implement comprehensive, year-round community programs for youth, seniors, and families.**

1. **Action Item 8.5.1.** Conduct a community survey to identify the specific activities that the community desires.
2. **Action Item 8.5.2.** Partner with North Central area schools to share facilities for youth and senior outreach programs.

CRITERIA	
Strategy Type:	Capital; Program
Timeline:	Short-Term
Lead Partner:	Grand Center, Inc.
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 8.6: **Make existing arts and cultural amenities more accessible to North Central residents.**

1. **Action Item 8.6.1.** Establish a relationship between Grand Center Inc., arts district organizations, and the community to formulate better means of engagement between these entities.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Program
Timeline:	Mid-Term
Lead Partner:	TBD
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 8.7: **Provide resources that helps each child in North Central to flourish.**

1. **Action Item 8.7.1.** Provide parenting classes and counseling opportunities for parents.
2. **Action Item 8.7.2.** Identify existing support groups that target parents (Parents Anonymous, CHIPS, etc.).
3. **Action Item 8.7.3.** Provide training programs for school staff that focuses on prevention of child abuse and neglect.

9. Improve and enhance public infrastructure and public services.

Disinvestment in North Central has been manifest not only in vacancy and a lack of development activity, but also in the continued deterioration of streets, sidewalks, and landscape. Improving and enhancing the quality and condition of the public realm demonstrates that this community is cared for by residents, stakeholders, and the City as a whole.

Strategy 9.1: **Improve access to and quality of service to public transit services.**

Strategy 9.2: **Improve the quality, coverage, and accessibility to broadband and internet services.**

Strategy 9.3: **Ensure that streets, sidewalks, and vacant lots are well-maintained.**

Strategy 9.4: **Eliminate illegal dumping.**

Strategy 9.5: **Improve the maintenance and cleanup of alleys and vacant land.**

Strategy 9.6: **Improve the quality and quantity of trees on public land.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Long-Term
Lead Partner:	Metro / Bi-State Development
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 9.1: **Improve access to and quality of service to public transit services.**

1. **Action Item 9.1.1.** Conduct a community survey to evaluate if the bus schedule is adequate for the residents north of Delmar.
2. **Action Item 9.1.2.** Work with Metro to expand access to transit service.

CRITERIA

Strategy Type:	Capital; Program
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	Households served
Benchmark:	TBD
Target:	TBD

Strategy 9.2: **Improve the quality, coverage, and accessibility to broadband and internet services.**

1. **Action Item 9.2.1.** Work with local providers to facilitate 5G wireless service.
2. **Action Item 9.2.2.** Coordinate with internet services serving North Central; Spectrum (cable), AT&T (IPBB), and ViaSat and Hughes Net (satellite).

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	CBDO; Alderpersons
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 9.3: **Ensure that streets, sidewalks, and vacant lots are well-maintained.**

1. **Action Item 9.3.1.** Work with neighborhood associations to lead the development of improved relationships with City services.
2. **Action Item 9.3.2.** Create local group or assign to another group a focused-on building public/private funding opportunities for local businesses/residents to adopt or participate in the beautification of the local neighborhoods.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	Refuse Department
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 9.4: **Eliminate illegal dumping.**

1. **Action Item 9.4.1.** In collaboration with City services, create a program to reduce illegal dumping.
2. **Action Item 9.4.2.** Identify the owners of troubled properties and report them to the City for remediation and enforcement.
3. **Action Item 9.4.3.** Work with the City to and local partners to provide adequate lighting and cameras.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	Refuse and Forestry Departments
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 9.5: **Improve the maintenance and cleanup of alleys and vacant land.**

1. **Action Item 9.5.1.** In collaboration with City services, create a program to maintain vacant land.
2. **Action Item 9.5.2.** In collaboration with City services, create a neighborhood clean-up program.
3. **Action Item 9.5.3.** Work with the City to and local partners to provide adequate lighting and cameras.
4. **Action Item 9.5.4.** Provide opportunities and programs for the vacant lots to be designated as local habitats (bees, birds etc.) depending on local community and habitat needs.
5. **Action Item 9.5.5.** Create a neighborhood volunteer corps who provides education and resources about interim uses for vacant land (green markets, pocket parks, pollinator habitats, etc.).

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	Forestry Department
Funding Source:	TBD
Indicator:	Number of trees planted
Benchmark:	TBD
Target:	TBD

Strategy 9.6: **Improve the quality and quantity of trees on public land.**

1. **Action Item 9.6.1.** Coordinate with Forestry Division, and identify funding a resource support from local organizations (Forest ReLeaf), local businesses, and community institutions.

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10. Establish clear communication and accountability with the City of St. Louis.

Successful community revitalization is a partnership between the residents, stakeholders, and City government. It is critical that engagement between the North Central community and the City be facilitated, and that all partners are accountable to one another and to the residents.

Strategy 10.1: **Improve the proactivity, responsiveness of, and resources for City services in North Central.**

Strategy 10.2: **Provide educational resources on residents' rights and responsibilities.**

Strategy 10.3: **Enhance high levels of engagement between residents and City officials.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Mid-Term
Lead Partner:	Residents' Council; CBDO
Funding Source:	TBD
Indicator:	Formation of Community Oversight Committee
Benchmark:	TBD
Target:	TBD

Strategy 10.1: **Improve the proactivity, responsiveness of, and resources for City services in North Central.**

1. **Action Item 10.1.1.** Identify specific needed improvements and engage with Alderpersons to advocate for the North Central community with the City.
2. **Action Item 10.1.2.** Establish, via elected officials and Neighborhood Improvement Specialists (NISs), a proactive contact with city services.
3. **Action Item 10.1.3.** Establish a Community Oversight Committee to address concerns with Alderpersons and Neighborhood Improvement Specialists (NISs).

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 10.2: **Provide educational resources on residents' rights and responsibilities.**

1. **Action Item 10.2.1.** Partner with other not-for-profits and community organizations on capacity building and resident education programs.
2. **Action Item 10.2.2.** Provide a City booklet with information and resources to each resident
3. **Action Item 10.2.3.** Actively develop a contact list of all neighborhood residents; focus on outreach to new residents.

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	Residents' Council
Funding Source:	TBD
Indicator:	Monthly meetings
Benchmark:	TBD
Target:	TBD

Strategy 10.3: **Enhance high levels of engagement between residents and City officials.**

1. **Action Item 10.3.1.** Establish monthly meetings between the Community Oversight Committee and existing neighborhood associations.
2. **Action Item 10.3.2.** Establish monthly meetings between the Community Oversight Committee and City and other local officials (police, refuse, school officials, etc.).

11. Create a participatory decision-making process for residents to guide the future of the community.

While partnership with the City of St. Louis is important, successful implementation of this Plan must be led by the North Central residents themselves through organizing the community for action and inclusive, accountable engagement.

Strategy 11.1: **Establish a community-based development organization and funding sources for implementation of the North Central Plan and ongoing community-led development.**

Strategy 11.2: **Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.**

Strategy 11.3: **Create a neighborhood that enables people of all ages and incomes to come together, to look after one another, and to share a strong sense of community pride.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	Deaconess Center
Funding Source:	TBD
Indicator:	Formation of CBDO
Benchmark:	TBD
Target:	TBD

Strategy 11.1: **Establish a community-based development organization and funding sources for implementation of the North Central Plan and ongoing community-led development.**

1. **Action Item 11.1.1.** Establish a certified Community-Based Development Organization (CBDO; also known as a CDC) to lead implementation of the Plan; secure CDBG grant funding; and access other sources of funding, including dues, donations, grants, and assessments.
2. **Action Item 11.1.2.** Establish a Community Housing Development Organization (CHDO)—that is accountable to the community—and ongoing funding source to purchase land-bank vacant lots and derelict buildings.
3. **Action Item 11.1.3.** Facilitate business funding and support for this organization.
4. **Action Item 11.1.4.** Work with existing partners to improve access to high-quality schools for neighborhood children.
5. **Action Item 11.1.5.** Empower the neighborhood associations in this area.
6. **Action Item 11.1.6.** Form a partnership with the local financial institutions for community development funding resources.

CRITERIA	
Strategy Type:	Program
Timeline:	Short-Term
Lead Partner:	Implementation Committee
Funding Source:	TBD
Indicator:	Formation of Residents' Council
Benchmark:	TBD
Target:	TBD

Strategy 11.2: **Establish a Residents' Council to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.**

1. **Action Item 11.2.1.** Establish a Residents' Council for all residents, businesses, churches, and other stakeholders; expand the block unit system and provide small-scale, geographical representation to the Residents' Council.
2. **Action Item 11.2.2.** Establish a Community Member Bill of rights.
3. **Action Item 11.2.3.** Increase participation of local stakeholders in issues pertaining to their community
4. **Action Item 11.2.4.** Provide opportunities for expanded leadership training and positions in the community associations
5. **Action Item 11.2.5.** Actively recruit new members, including youth and those who are new to the North Central community.
6. **Action Item 11.2.6.** Residents' Council should meet at least bi-annually and conduct quarterly canvassing and outreach to the entire North Central Plan area.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Mid-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 11.3: **Create a neighborhood that enables people of all ages and incomes to come together, to look after one another, and to share a strong sense of community pride.**

1. **Action Item 11.3.1.** Utilize technology to expand and enhance the engagement with residents.
2. **Action Item 11.3.2.** Develop a community information list of family members and contact information.
3. **Action Item 11.3.3.** Create term-limited leadership positions on local committees / advisory groups
4. **Action Item 11.3.4.** Create more opportunities for civic engagement by creating advisory groups who have specific roles in pushing forward the agenda of the Neighborhood Association(s).
5. **Action Item 11.3.5.** Host regularly consistent events with city officials and appointed officials by a variety of different stakeholders.

12. Ensure a just, equitable, inclusive, resilient, and sustainable future for the North Central community.

Through implementation of this Plan, all residents of North Central must be represented, empowered, and uplifted. This Plan belongs to the residents of North Central, and it is of and for the North Central community.

Strategy 12.1: **Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots to create a smart community.**

Strategy 12.2: **Improve North Central property values.**

Strategy 12.3: **Enhance the environmental quality of North Central.**

Strategy 12.4: **Provide equitable mobility opportunities for all North Central residents, regardless of age, income, or ability.**

Strategy 12.5: **Expand neighborhood participation and representation in the civic process.**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Short-Term
Lead Partner:	City of St. Louis
Funding Source:	TBD
Indicator:	Provision of access; households served
Benchmark:	TBD
Target:	TBD

Strategy 12.1: **Provide free or very low-cost community-wide internet access in North Central through neighborhood Wi-Fi hotspots to create a smart community.**

1. **Action Item 12.1.1**. Conduct informational session with internet providers to improve internet infrastructure.
2. **Action Item 12.2.2.** Provide community-based neighborhood-wide internet access via a locally-established wireless mesh network.

CRITERIA	
Strategy Type:	Program; Policy
Timeline:	Long-Term
Lead Partner:	CBDO
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 12.2: **Improve North Central property values.**

1. **Action Item 12.2.1.** Proactively identify community infrastructure issues (streets, sidewalks, lighting, vacant lots, etc.) and work with the City, partner institutions, and other stakeholders to improve community infrastructure.
2. **Action Item 12.2.2.** Proactively identify residents in need of home repair or improvement services and help connect these residents to resources.

CRITERIA	
Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	Beautification Committee
Funding Source:	TBD
Indicator:	TBD
Benchmark:	TBD
Target:	TBD

Strategy 12.3: **Enhance the environmental quality of North Central.**

1. **Action Item 12.3.1.** Communicate with community businesses the need to improve the appearance of their surroundings, and provide assistance and resources if needed.
2. **Action Item 12.3.2.** Use zoning to eliminate inappropriate uses in residential districts.

CRITERIA

Strategy Type:	Capital; Program; Policy
Timeline:	Long-Term
Lead Partner:	TBD
Funding Source:	TBD
Indicator:	{Enter Value}
Benchmark:	TBD
Target:	TBD

Strategy 12.4: **Provide equitable mobility opportunities for all North Central residents, regardless of age, income, or ability.**

1. **Action Item 12.4.1.** Conduct a detailed accessibility audit of the community to define necessary improvements to accessibility.
2. **Action Item 12.4.2.** Improve access to quality childcare and education options for children and youth in North Central.

CRITERIA	
Strategy Type:	Capital; Program
Timeline:	Short-Term
Lead Partner:	Implementation Committee
Funding Source:	TBD
Indicator:	Community Group formation
Benchmark:	TBD
Target:	TBD

Strategy 12.5: **Expand neighborhood participation and representation in the civic process.**

1. **Action Item 12.5.1.** Establish a community group to attend all City public meetings and report back to the community.
2. **Action Item 12.5.2.** Provide venues available quarterly or bi-annual and/or informational bulletins or newsletters
3. **Action Item 12.5.3.** Expanding local parent organizations to include other key community stakeholders (i.e., business leaders, nonprofits, government etc.) to forge strong ties between businesses, nonprofits, community groups, residents, and schools.

DEACONESS FOUNDATION

United Church of Christ
Church Building & Loan Fund

NORTH CENTRAL PLANO

Celebrating the Past &
Organizing for a Vibrant Future!

Technical Appendices

FINAL DRAFT

May 12, 2021

TECHNICAL APPENDIX: COMMUNITY ENGAGEMENT REPORT

NORTH CENTRAL PLAN

Engagement and Outreach Report
May 12, 2021

Submitted by

VECTOR COMMUNICATIONS

on behalf of

H3

Adopted by the City of St. Louis Planning Commission
August 18, 2021

NORTH CENTRAL PLAN

Study Overview

The North Central Plan was a community-led visioning and strategic planning process that updated the 2000 Neighborhood Plan. It focused on the Covenant Blu Grand Center and Vandeventer neighborhoods in the fourth (4th), eighteenth (18th) and nineteenth (19th) wards in the City of St. Louis. Funded by the Deaconess Foundation and supported by the United Church of Christ Church Building and Loan Fund, the planning process and final Plan, was based on the neighborhood's current strengths and opportunities.

Part of the planning process was engagement and outreach. Engagement centered on a group of residents, community members, elected officials and institutional leaders who met regularly to provide input on the Plan's mission, vision statement, core values, goals and strategies. At each planning milestone, the group's input was presented to the public for review and feedback. The consultant planning team then incorporated the public's input into their next revision. This continuous feedback loop helped ensure that multiple voices were heard. The planning process resulted in the North Central Vision Action Plan 2020-2040. This document summarizes the engagement and outreach that was conducted during the Plans' creation.

Steering Committee

A formal Steering Committee with two Co-Chairs, a resident from each neighborhood, was formed to provide input and guidance to the Deaconess Foundation and the consultant planning team. Twenty-seven (27) members were selected from local neighborhood organizations, businesses, institutions and churches. The alderpersons from the fourth (4th), eighteenth (18th) and nineteenth (19th) wards in the City of St. Louis served as Ex Officio members.

The Steering Committee met five (5) times with each meeting building upon previous discussions and feedback from the community-wide town halls. The meetings were held virtually because of the COVID-19 pandemic. During the Steering Committee meetings, which were facilitated by Vector Communications and included presentations by H3 Studio, Inc., several methods were used to engage members. This included small breakout sessions, planning exercises and real-time polling. At each planning milestone, the planning team took the Committee's input, incorporated it into draft documents and presented them at the community-wide town halls for feedback.

In addition to the Steering Committee, a Client Group, composed of representatives from the Deaconess Foundation and the United Church of Christ Church Building and Loan Fund was formed to oversee the project schedule, coordinate communications with community stakeholders and guide the distribution of information.

Stakeholder Interviews and Focus Groups

At the beginning of the planning process, area stakeholders were identified to be interviewed. They were asked to participate and share their experiences within the neighborhood and any challenges to improving the area. The project team spoke with residents, businesses, art institutes, government agencies, and elected officials. Each confidential meeting was based on neighborhood strengths, improvement opportunities, suggestions for how to improve the area, and the impacts of COVID-19 to the community. Vector Communications scheduled the meetings and H3 Studio, Inc. conducted them.

NORTH CENTRAL PLAN

Survey

A Community Well-Being Survey was conducted during the early stage of the planning process to understand the needs and desires of the North Central community. Action St. Louis, a grassroots racial justice organization, walked through the neighborhood, stopping door-to-door with paper surveys asking people to respond to the questionnaire. Additionally, the survey was placed on the project website under the Feedback page to be accessible for people who preferred a digital format. The findings addressed housing, surrounding amenities, and the condition of the planning area. There were more than 100 surveys collected. *The Neighborhood Well-Being Survey can be found in Appendix A.*

Website and Online Public Engagement

The North Central Plan had its own webpage at www.northcentralstlplan.com that was home to all study information and materials such as the study map, newsletters, and meeting recordings. It also provided a place where the public could submit questions and their contact information to sign up for the project's mailing list. Lastly, people were able to leave feedback on an interactive map. All documents and videos on the site can be downloaded and shared.

Since the website went public August 2020, there were 2,595 unique visitors, with 1,128 visiting the About page. The most downloaded document is the 2000 North Central Plan with 242 downloads.

Communication Materials and Branding

To brand the North Central Plan and planning process, a logo was created and included on all communications materials. These materials were distributed throughout the planning area to keep the community informed of project information. For instance, a fact sheet was created to introduce the Steering Committee Co-Chairs, represented organizations, the Client Group, and the Planning and Design team to the neighborhood. Two (2) newsletters were published to recap events and provide planning updates. The first was sent to neighbors in Fall 2020. It included descriptions of community events, a study map, ways to get involved with the project, and a list of the Draft Community Vision, Core Value Statement and Goals. The second newsletter was released in Spring 2021 and announced the Final Plan Celebration and the community partner endorsements.

Here is a list of community partners who endorsed the North Central Plan.

- AIM
- Alderwoman Dwinderlin Evans, 19th Ward
- Alderwoman Marlene Davis, 4th Ward
- Alderman Jesse Todd, 18th Ward
- The Big Muddy Dance Company
- Contemporary Art Museum St. Louis
- Covenant Blue Grand Center Neighborhood Association
- Grand Center Inc.
- Great Union Missionary Baptist Church
- La'Place Enrichment Center
- Scruggs Memorial CME Church
- St. Louis Housing Authority
- St. Alphonsus "Rock" Liguori Church
- Third Baptist Church

NORTH CENTRAL PLAN

- United Church of Christ Church and Building Loan Fund
- West Belle Place Association of Neighbors
- Windsor Transitional Housing Inc.

The list of endorsements can be found in Appendix B.

A list of Priority Strategies was included to inform what the community considered were the most important actions to take. A timeline listed the steps to implementation and adoption. Each of the newsletters were emailed, mailed to the database of addresses, and uploaded to the project website under the Get Involved page.

For National Night Out in October 2020, Action St. Louis, placed Save the Date door hangers on residences and businesses. Additionally, there were four postcards sent by snail mail inviting people to each of the community-wide events and shared on social media. To reach more people, more than 20 yard signs were placed throughout the Covenant Blu Grand Center and Vandeventer neighborhoods. Each sign included a QR code that linked to the website's Feedback page and a project phone number where people could leave a comment and/or question and a member of the project team would return their call. The yard signs were available for anyone wanting to have a sign in their yard. *The marketing materials can be found in Appendices C-H.*

Media Relations

A press advisory, written by AHC Consulting LLC , was sent to local media to announce the Plan Celebration hosted by the project Steering Committee. It outlined the purpose of the celebration and invited the community to the event. *The press release can be found in Appendix I.*

Town Hall Meetings

On September 19, 2020, the North Central neighbors held a Community Kick-Off and Tree Planting Event at the Deaconess Center for Child Well-Being. At the Center, there was also a meet and greet with the project team, Steering Committee Co-Chairs, and Deaconess Foundation leadership. Before lunch was served, attendees walked to Scruggs Memorial CME Church to plant trees. It was an opportunity for the community to come together to enhance the area.

During the planning process, there were four (4) Community-Wide Town Halls. The first one occurred on October 6, 2020. It was in conjunction with National Night Out at the Deaconess Center for Child Well-Being. Attendees learned about the planning process and heard from their elected officials. The next town hall was November 2, which was a hybrid meeting that happened in person and virtually. Community members could attend the meeting of their choice as the same content was presented at both. The virtual meeting was live streamed on YouTube then added to the project website. In-person attendees watched a pre-recorded video of the planning team explaining the project's purpose and the draft goals, vision statement and core values. A comment form was available at both events to provide feedback.

On February 2, 2021, the third town hall meeting was exclusively virtual, and it was where the community heard the draft principles and strategies that support the goals, vision, and values. At the end of the presentation, attendees were polled for their feedback on the Preferred Neighborhood Option that was presented earlier in the evening. The last town hall was a hybrid meeting on March 23, 2021. At both

meetings, the Draft North Central Plan was unveiled. Also, attendees were walked through the City of St. Louis implementation and adoption process.

Social Media

A social media toolkit was created with a collection of text, graphic images, and instructions for how to post to organizations' social media accounts. It was sent to area community institutions, like the St. Louis Housing Authority, Grand Center Inc. and neighborhood block units asking for their support online. This social media tool kit was designed to guide users' engagement using Facebook, Twitter, and Instagram. The North Central Plan used Facebook to share information @NorthCentralPlanSTL.

Plan Celebration

The Celebrating while Implementing event occurred the afternoon of Saturday, May 15, 2021 at the Deaconess Center for Child Well-Being. Prior to the event's start, team members drove through the North Central neighborhoods and made stops in the three City wards to hand out information about the Final Plan. At the Center, the Planning team officially presented the North Central Vision Action Plan 2020-2040 to City of St. Louis officials. Free art activities, food and music were provided for attendees.

Contact Database

A database was developed and maintained throughout the project. Contacts were added from the events' sign-in sheets and website submissions.

Conclusion

The completion of the North Central Vision Action Plan 2020-2040 is a culmination of the dedicated work by the Steering Committee and community members. Their feedback and input were critical in creating documents that will be submitted to the City for implementation and adoption. The next step in the process is to send the Plan for review by the City of St. Louis Planning and Urban Design Agency (PDA) in Summer 2021.

NORTH CENTRAL PLAN

Appendix A – *Neighborhood Well-Being Survey*

1. What is your race? (Check all that apply.)
   - ☐ a. Black or African-American
   - ☐ b. American Indian or Alaska Native
   - ☐ c. Asian
   - ☐ d. Native Hawaiian or Other Pacific Islander
   - ☐ e. Hispanic or Latino
   - ☐ f. White
   - ☐ g. Other

2. What is your sex?
   - ☐ a. Male
   - ☐ b. Female
   - ☐ c. Other (Please specify)_____

3. What is your age?
   - ☐ a. 18-24 years old
   - ☐ b. 25-29 years old
   - ☐ c. 30-34 years old
   - ☐ d. 35-39 years old
   - ☐ e. 40-44 years old
   - ☐ f. 45-49 years old
   - ☐ g. 50-54 years old
   - ☐ h. 55-59 years old
   - ☐ i. 60-64 years old
   - ☐ j. Above 65 years old

4. Where do you live in the North Central Plan area?
   - ☐ a. Vandeventer Neighborhood
     - ☐ i. North Sarah Place
     - ☐ ii. Grand Center (west side of Grand Boulevard)
     - ☐ iii. Other, west of Vandeventer Ave
   - ☐ b. Covenant Blu Grand Center
     - ☐ i. Renaissance Place
     - ☐ ii. Grand Center (east side of Grand Boulevard)
     - ☐ iii. Other, east of Vandeventer Ave
   - ☐ c. I don't live in the North Central Plan Area

5. How many school-age children are in your household
   - ☐ a. None
   - ☐ b. One (1)
   - ☐ c. Two (2)
   - ☐ d. Three (3)
   - ☐ e. Four (4)
   - ☐ f. Five (5) or more

6. What kind of school do they attend? (Check all that apply.)
   - ☐ a. Pre-school / daycare
   - ☐ b. St. Louis Public School
   - ☐ c. Charter school
   - ☐ d. Private school, non-religious
   - ☐ e. Private school, religious
   - ☐ f. Homeschool

7. Overall, how do you rate the schools in your neighborhood?
   - ☐ a. Excellent
   - ☐ b. Above average
   - ☐ c. Average
   - ☐ d. Below average
   - ☐ e. Very poor

8. If you live in the North Central Plan area, what is your current residency status?

- ☐ a. Homeowner
- ☐ b. Renter
- ☐ c. Living with family
- ☐ d. Other
- ☐ e. I don't live in the area

9. If you live in the North Central Plan area, in what kind of home do you currently live?

- ☐ a. Single-family home
- ☐ b. Townhouse / rowhouse
- ☐ c. Duplex / fourplex
- ☐ d. Apartment / condo building

10. If you live in the North Central Plan area, how do you access internet in your home? (Check all that apply.)

- ☐ a. Desktop or laptop computer
- ☐ b. Tablet or iPad
- ☐ c. Smart phone
- ☐ d. I don't have internet access

11. What places in and around your neighborhood do you currently use? (Check all that apply.)

- ☐ a. Medical facilities/centers
- ☐ b. Health and social services
- ☐ c. Religious institutions/churches
- ☐ d. Education institutions
- ☐ e. Parks and recreation facilities
- ☐ f. Art and cultural institutions
- ☐ g. Grocery stores
- ☐ h. Banks/credit unions
- ☐ i. Gas stations/corner stores
- ☐ l. Restaurants/Cafes
- ☐ m. Other (Please specify): _____

12. What kinds of places is your neighborhood missing? (Check all that apply.)

- ☐ a. Medical facilities/centers
- ☐ b. Health and social services
- ☐ c. Religious institutions/churches
- ☐ d. Education institutions
- ☐ e. Parks and recreation facilities
- ☐ f. Art and cultural institutions
- ☐ g. Grocery stores
- ☐ h. Banks/credit unions
- ☐ i. Gas stations/corner stores
- ☐ l. Restaurants/Cafes
- ☐ m. Other (Please specify): _____

13. How do you normally travel around your neighborhood or to your job? (Check all that apply.)

- ☐ a. My own vehicle (or my family's vehicle)
- ☐ b. MetroBus
- ☐ c. Metro Call-A-Ride
- ☐ d. Taxi / Ride share (Uber or Lyft)
- ☐ e. Senior citizen transportation service
- ☐ f. Bicycle
- ☐ g. Walk

14. How safe do you feel in your neighborhood?

- ☐ a. Very safe
- ☐ b. Somewhat safe
- ☐ c. Neutral
- ☐ d. Somewhat unsafe
- ☐ e. Very unsafe

15. How optimistic are you about the future of your neighborhood?

- ☐ a. Very optimistic
- ☐ b. Somewhat optimistic
- ☐ c. Neutral
- ☐ d. Somewhat pessimistic
- ☐ e. Very pessimistic

NORTH CENTRAL PLAN

16. If you are employed, how long does it usually take you to travel to your job?

- ☐ a. Less than 15 minutes
- ☐ b. 15 minutes to 30 minutes
- ☐ c. 30 minutes to 1 hour
- ☐ d. Longer than 1 hour

17. Overall, how do you rate the health care facilities (hospital, clinic, urgent care, etc.) in your neighborhood?

- ☐ a. Excellent
- ☐ b. Above average
- ☐ c. Average
- ☐ d. Below average
- ☐ e. Very poor
- ☐ f. Unsure

18. What impacts has your household experienced as a result of the COVID-19 pandemic

- ☐ a. I have tested positive for COVID-19
- ☐ b. Someone in my household has tested positive for COVID-19
- ☐ c. I or someone in my household has been hospitalized because of COVID-19
- ☐ d. Someone in my household has died from COVID-19
- ☐ e. I or someone in my household has been laid off or furloughed
- ☐ f. I or someone in my household is working from home
- ☐ g. My child(ren) are remote learning
- ☐ h. No impact

19. Overall, how do you rate the conditions of the streets and sidewalks in your neighborhood streets and sidewalks in your neighborhood:

- ☐ a. Excellent
- ☐ b. Above average
- ☐ c. Average
- ☐ d. Below average
- ☐ e. Very poor

20. Overall, how do you rate the conditions parks and recreational amenities in your neighborhood:

- ☐ a. Excellent
- ☐ b. Above average
- ☐ c. Average
- ☐ d. Below average
- ☐ e. Very poor

21. Overall, how do you rate response and condition of city services in your neighborhood? :

- ☐ a. Excellent
- ☐ b. Above average
- ☐ c. Average
- ☐ d. Below average
- ☐ e. Very poor

22. Overall, how do you rate the sense of community within your neighborhood?

- ☐ a. Excellent
- ☐ b. Above average
- ☐ c. Average
- ☐ d. Below average
- ☐ e. Very poor

Open-Ended Response Questions

23. Please tell me **three (3) to five (5) things that you think are strengths** of your neighborhood.

24. Please tell me **three (3) to five (5) things that you think are opportunities for improvement** to your neighborhood as it is today.

25. If you could wave a magic wand a change three (3) things about your neighborhood, to make it an even better place to live, what would those be? **What is your "Top 3" wish list?**

NORTH CENTRAL PLAN

Appendix B – Endorsements

Dwinderlin (Dwin) Evans
Alderwoman, 4th Ward

BOARD OF ALDERMEN
CITY OF SAINT LOUIS
MISSOURI

COMMITTEES
, Engrossment, Rules, Resolutions and Credentials

March 22, 2021

David Nehrt-Flores
Vector Communication
401 South 18th Street – Suite 325
St. Louis, MO 63103

Dear Mr. Nehrt-Flores,

I am in full support of the North Central Plan 2020 because it allows the Covenant Blu Grand Center and Vandeventer neighborhoods an opportunity to express their desires for new development and social services in their community. As the Alderwoman of the 4th Ward, I am more than willing to assist by providing additional resources to help this vision come to fruition. This plan will allow the community to focus on its' strengths and opportunities that will lead to growth in the community.

It's crucial that our communities are equipped with the resources needed to thrive in an ever-changing world. This plan addresses the need for inclusive housing and economic development policies. The North Central Plan is guided by a partnership between Deaconess Foundation and the United Church of Christ Church Building and Loan Fund and includes financial support by Deaconess Foundation. I'm committed to working with our residents, businesses, community organizations, faith-based organizations and governments to see this project accomplished.

Let's continue to restore our communities by working together for change. If you have any questions or concerns, please contact me at 314-622-3287.

Sincerely,

Dwinderlin Evans

Dwinderlin Evans, Alderwoman
4th Ward, City of St. Louis

Room 230, City Hall • 1200 Market St., St. Louis, MO 63103 • Office: (314) 622-3287 • FAX: (314) 622-4273
Email: evansd@stlouis-mo.gov

NORTH CENTRAL PLAN

"I LOOK FORWARD TO THE NEXT STEPS FOR THE IMPLEMENTATION OF THE NORTH CENTRAL PLAN AND THE POSITIVE IMPACT THAT IT WILL HAVE ON THE 19TH WARD AND THE CITY OF SAINT LOUIS."

-ALDERMAN MARLENE DAVIS, 19TH WARD

NORTHCENTRALSTLPLAN.COM NORTHCENTRALPLANSTL

Marlene E. Davis
ALDERWOMAN
19th Ward

BOARD OF ALDERMEN
CITY OF SAINT LOUIS
MISSOURI

April 30, 2021

Ms. Audrey Ellermann
Ms. Barbara Murphy
Co-Chairs
North Central Plan Steering Committee
c/o 1000 North Vandeventer Avenue
Saint Louis, Missouri 63113

Re: Endorsement of the North Central Plan

Dear Ms. Ellerman, Ms. Murphy and the entire North Central Plan Steering Committee,

I am writing to offer my full endorsement and support for the adoption of the North Central Plan by the City of Saint Louis Planning Commission. The North Central Plan is the result of a community-led visioning and strategic planning process and presents a clear path forward for community-led development in the Covenant Blu Grand Center and Vandeventer neighborhoods.

The North Central Plan has created an asset-based approach centering the members of the community as our most important resources and as the Alderwoman of the 19th Ward, I am proud to represent the resident voices and institutional stakeholders who have engaged in the planning process, of which I have been a part. The Plan addresses the need for inclusive housing, social services and new business development within the plan footprint and has injected new energy for civic accountability in development.

I am committed to continue to support the implementation of the North Central Plan in partnership with the North Central Steering Committee and request that the City of St. Louis Planning Commission formally adopt the Plan so we can see the shared vision for the future made into a reality. I look forward to the next steps for the implementation of the North Central Plan and the positive impact that it will have on the 19th Ward and the City of Saint Louis.

Sincerely,

Marlene E. Davis

Marlene E. Davis
Alderwoman, 19th Ward

Room 230, City Hall • 1200 Market Street • St. Louis, MO 63103 • Office 314- 622-3287/Fax: 314-622-4273
davisma@stlouis-mo.gov

NORTH CENTRAL PLAN

NORTH CENTRAL PLAN

"AS ALDERMAN OF THE 18TH WARD, I FULLY SUPPORT THE NORTH CENTRAL PLAN 2020 BECAUSE IT ALLOWS THE COVENANT BLU GRAND CENTER AND VANDEVENTER NEIGHBORHOODS AN OPPORTUNITY TO EXPRESS THEIR DESIRES FOR NEW DEVELOPMENT AND SOCIAL SERVICES IN THEIR COMMUNITY."

-ALDERMAN JESSE TODD,18TH WARD

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NORTH CENTRAL PLAN

Jesse Todd
Alderman

BOARD OF ALDERMEN
CITY OF SAINT LOUIS
MISSOURI

18th Ward

February 16, 2021

To Whom It May Concern,

As Alderman of the 18th Ward, I fully support the North Central Plan 2020 because it allows the Covenant Blu Grand Center and Vandeventer neighborhoods an opportunity to express their desires for new development and social services in their community.

I look forward to working towards the success of the plan and I am excited to see the outcome of the North Central Plan 2020 and how residents will benefit from the 20-year Plan.

Thank you for your consideration. If you have any questions, please feel free to contact my office directly at (314)622-3287.

Sincerely,

Jesse Todd

Alderman Jesse Todd
18th Ward, Saint Louis

cc: Chandra Taylor, Vector Communications

Room 230, City Hall • 1200 Market Street, St Louis, MO 63103 • Office (314) 622-3287

NORTH CENTRAL PLAN

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"THE BIG MUDDY DANCE COMPANY PROUDLY SUPPORTS THE NORTH CENTRAL PLAN, AND WE ARE EXCITED TO ENHANCE OUR EXISTING CONNECTIONS WITH THE SURROUNDING COMMUNITIES THROUGH THE LONG-TERM BENEFITS OF THE INITIATIVE!"

THE BIG MUDDY DANCE COMPANY

NORTHCENTRALSTLPLAN.COM NORTHCENTRALPLANSTL

NORTH CENTRAL PLAN

"WE ARE THRILLED TO SUPPORT THE NORTH CENTRAL PLAN 2020. THE VISION TO BE A WHOLE, HEALTHY, AND VIBRANT COMMUNITY IS POSSIBLE WITH THE GREAT WEALTH OF ENGAGEMENT AND CREATIVITY THAT WE HAVE IN OUR NEIGHBORHOODS."

CAM Contemporary Art Museum St. Louis

NORTHCENTRALSTLPLAN.COM NORTHCENTRALPLANSTL

NORTH CENTRAL PLAN

NORTH CENTRAL PLAN

"COVENANT BLU GRAND CENTER NEIGHBORHOOD RESIDENTS ARE PLEASED TO SUPPORT THE NORTH CENTRAL PLAN 2020. THE WORK OF THE RESIDENTS WILL HELP TO ESTABLISH A NEW VISION IN THE NORTH CENTRAL AREA THAT WILL BUILD UPON THE GREATNESS THAT'S ALREADY PRESENT."

NORTHCENTRALSTLPLAN.COM NORTHCENTRALPLANSTL

NORTH CENTRAL PLAN

"IT IS OUR PLEASURE TO SUPPORT THE NORTH CENTRAL PLAN 2020. THE WORK OF THE RESIDENTS WILL ESTABLISH A NEW VISION IN THE NORTH CENTRAL AREA THAT WILL BUILD UPON THE GREATNESS THAT'S ALREADY THERE."

GRAND CENTER INC.

NORTHCENTRALSTLPLAN.COM NORTHCENTRALPLANSTL

NORTH CENTRAL PLAN

NORTH CENTRAL PLAN

"IT IS OUR PLEASURE TO SUPPORT THE NORTH CENTRAL PLAN 2020. THE WORK OF THE RESIDENTS WILL ESTABLISH A NEW VISION IN THE NORTH CENTRAL AREA THAT WILL BUILD UPON THE GREATNESS THAT'S ALREADY THERE. "

-GREATER UNION MISSIONARY BAPTIST

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"THE CHURCH SUPPORTS THE NORTH CENTRAL PLAN AND THE MEMBERS OF THIS DYNAMIC COMMUNITY."

- SCRUGGS MEMORIAL CME CHURCH

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"I AM ECSTATIC ABOUT THE NORTH CENTRAL PLAN! WE HAVE THE ABILITY TO SHAPE, FORM AND CREATE A PLAN FOR OUR COMMUNITY THAT WILL FOCUS ON THE NEEDS AND SERVICES FOR THE RESIDENTS."

La'Place Enrichment Center
"Where Learning Is Fun!"

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NORTH
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PLAN
ST. LOUIS
HOUSING
AUTHORITY
NORTHCENTRALSTLPLAN.COM
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NORTH
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PLAN
"THE CHURCH SUPPORTS THE NORTH CENTRAL PLAN AND THE MEMBERS OF THIS DYNAMIC COMMUNITY."
- SCRUGGS MEMORIAL CME CHURCH
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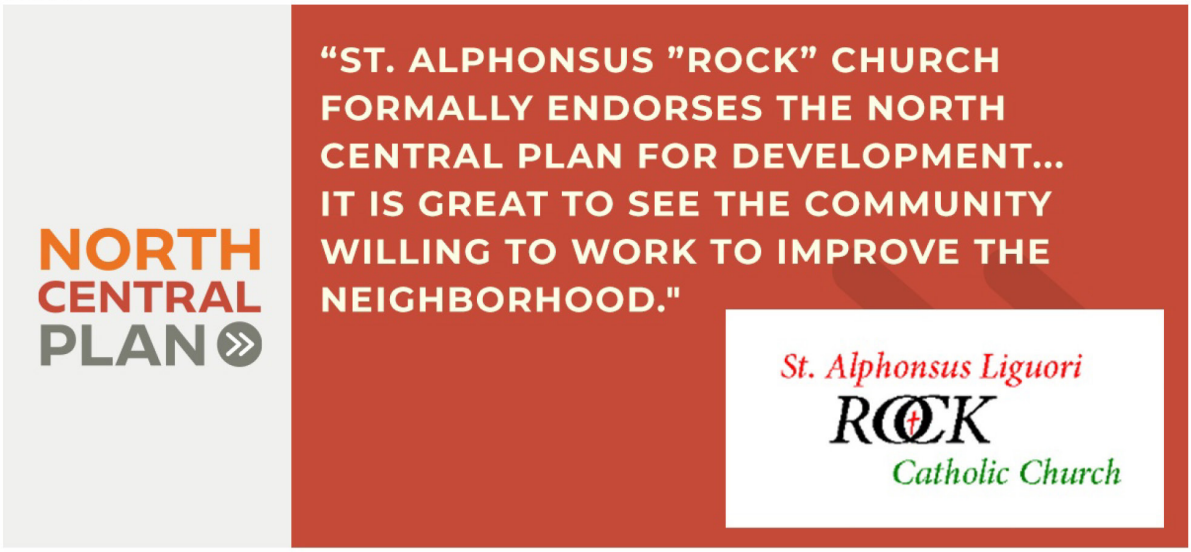

NORTH
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PLAN
"WE TRANSFORM COMMUNITIES BY HELPING THE CHURCH LIVE INTO GOD'S ECONOMY. WE HELP CONGREGATIONS PLAN, RAISE, FINANCE, AND BUILD THESE TRANSFORMATIVE PROJECTS."
United Church of Christ
Church Building & Loan Fund
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CENTRAL
PLAN
"I SUPPORT THE NORTH CENTRAL PLAN 2020 BECAUSE IT ALLOWS THE COVENANT BLU GRAND CENTER AND VANDEVENTER NEIGHBORHOODS AN OPPORTUNITY TO EXPRESS THEIR DESIRES FOR NEW DEVELOPMENT AND SOCIAL SERVICES IN THEIR COMMUNITY."
"I AM EXCITED TO SEE THE OUTCOME OF THE NORTH CENTRAL PLAN 2020 AND HOW RESIDENTS WILL BENEFIT FROM THE 20-YEAR PLAN."
- WEST BELLE PLACE ASSOCIATION OF NEIGHBORS
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Appendix C – Fact Sheet

NORTH CENTRAL PLAN

PROJECT TEAM

The North Central Plan Project Team consists of the community-based North Central Steering Committee, the Deaconess Foundation, the United Church of Christ Church Building and Loan Fund, and the professional Planning Team.

NORTH CENTRAL STEERING COMMITTEE

The North Central Steering Committee was established with the intent to guide the Deaconess Foundation in its efforts to revise the North Central Plan (2000) and drive family economic mobility through community-led democratic development. The Steering Committee consist of residents and stakeholders from within the Vandeventer and Covenant Blu Grand Center Neighborhood.

THE STEERING COMMITTEE IS CO-CHAIRED by two long-standing residents of the neighborhood:

MS. BARBARA MURPHY
Vandeventer Neighborhood

MS. AUDREY ELLERMANN
Covenant Blu Grand Center Neighborhood

MEMBERSHIP INCLUDES APPOINTED REPRESENTATIVES FROM THE FOLLOWING INSTITUTIONS, ORGANIZATIONS, AND AREAS:

- Deaconess Center for Child Well-Being Board of Trustees
- United Church of Christ Church Building and Loan Fund
- AIM Development Group
- St. Louis Housing Authority
- Grand Center Inc.
- Covenant Blu Neighborhood Association
- LaPlace Enrichment Center
- West Belle Block Unit
- Lewis Place
- Windsor Transitional Homes
- Vandeventer Neighborhood
- Greater Union Missionary Baptist Church
- Scruggs Memorial C.M.E. Church
- Fourth (4th) Ward Alderwoman (ex officio)
- Eighteenth (18th) Ward Alderman (ex officio)
- Nineteenth (19th) Wards Alderwoman (ex officio)

The North Central Steering Committee will provide the Deaconess Foundation staff and their contracted planning consultant team with input and guidance regarding Professional Community Planning Services. Persons selected for membership are expected to use their skills, knowledge, and experience as members of the Vandeventer and Covenant Blu Grand Center Neighborhood to assist the Foundation to better understand our neighborhood and best approaches to reaching and engaging varied constituencies. Members will participate in planning activities and aid in the creation of an action plan that advances child well-being.

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NORTH CENTRAL PLAN

NORTH CENTRAL PLAN CLIENT GROUP

DEACONESS FOUNDATION

Deaconess Foundation invests in the well-being of children, engages our region around the plight of youth, and advocates for change. A ministry of the United Church of Christ, Deaconess has invested more than $80 million to improve the health of the St. Louis community since 1998 and believes healthy, hope-filled futures for children benefit the entire region. The Foundation's grantmaking footprint includes St. Louis City, St. Louis, Jefferson, St. Charles, and Franklin Counties in Missouri; and Madison, St. Clair, and Monroe Counties in Illinois.

Additional information about the Foundation can be found on our website: **deaconess.org**

DEACONESS CENTER FOR CHILD WELL-BEING

Established by Deaconess Foundation, Deaconess Center for Child Well-Being is a community action tank. Its mission is to build power to advance child well-being in the St. Louis region by strengthening alliances for child-friendly public policy, increasing citizen contact with policy makers, positioning youth and organizers to move systems and engaging faith communities in child advocacy.

Additional information about the Center can be found on our website: **deaconesscenter.org**

UCC CHURCH BUILDING AND LOAN FUND (CB&LF)

The Church Building and Loan Fund (CB&LF) is a 165-year old resource of the United Church of Christ dedicated to assisting new and renewing congregations with loan, programs, and consulting services. The vision of the United Church of Christ Church Building and Loan Fund (CB&LF) is to re-invent the concept of "church" by equipping church leaders to advance the Gospel mission through innovative uses of buildings and space created through unique partnerships, inventive church operating models, revenue-generating, faith-driven enterprises and the application of impact-driven metrics. We seek to create a just world for all as we dramatically increase economic, social, environmental, and spiritual vitality, especially in neighborhoods across the United States where poverty obstructs abundant life for all people.

Redeem!, a program of the UCC Church Building and Loan Fund, is a sequence of neighborhood redevelopment initiatives designed to incite comprehensive transformation in selected host cities, counties, and/or regions in the United States. In each Redeem! host location, national and local lead partners work together with churches and other faith organizations, local community development corporations, philanthropists, investors, government officials, planners, developers, and neighborhood leaders to identify and redevelop a concentration of properties (including at least one church-owned parcel) in a high-poverty neighborhood.

Additional information about CB&LF can be found on our website: **cblfund.org**

NORTH CENTRAL PLANNING TEAM

H3 STUDIO

H3 Studio is a national award-winning St. Louis-based interdisciplinary design and planning firm offering a highly-specialized and individualized approach to projects within the public, private and non-profit sectors focused primarily on a community-based and inclusive planning process for equitable place-based redevelopment. Professional services include social, economic, and environmental sustainability, urban and community redevelopment, regulatory coding, and landscape and architectural professional services. H3 Studio has a diverse practice providing services to private companies, institutions, governments, public agencies, not-for-profit organizations, corporations, and private citizens' groups in efforts to create people-driven places and healthy, humane, and holistic (H3) communities, neighborhoods, and environments.

H3 Studio brings a distinctive grass-roots collaborative design and aspirational planning methodology that combines design excellence with research and extensive practical experience. We begin by immersing ourselves in each community's historic evolution, existing conditions, culture, and current public policy agendas in order to create authentic, vibrant, equitable, and inclusive communities and places. The working style is a community-based design and planning process to ensure the multiplicity of communities are included, heard, and valued, and the final plan is reflective of all people and one that empowers the community.

VECTOR COMMUNICATIONS

Reach. Engage. Communicate. For more than two decades, Vector Communications has been providing outreach, engagement and communications services for government agencies, nonprofits, and corporations. The firm has conducted more than 300 engagement projects. Additionally, many of the firm's projects have been high-profile ones including the Ferguson Commission, the National Geospatial-Intelligence Agency (NGA) relocation, the new I-64 Project, and PrepareSTL (the City of St. Louis' response to the COVID-19 pandemic). Vector uses a variety of techniques to achieve its clients' goals. Proof of Vector's effectiveness as a consulting firm can be found in the numerous local, national, and international recognitions it has received. The International Association of Public Participation, the City of St. Louis, Winning Women and the Association of Marketing and Communications Professionals are just some of the organizations that have honored the firm.

Appendix D – Newsletters

NORTH CENTRAL PLAN 2020-2040 >> FALL NEWS

North Central Plan 2020 Planning Process Underway

Community Kick-Off and Implementing While Planning Event on September 19, 2020. Attendees planted trees in front of Scruggs Memorial CME Church, 3680 Cook Avenue; then, over lunch they provided input about their community.

The North Central Plan 2020 is a community-led planning process that is building on the strengths and opportunities of the Covenant Blu Grand Center and Vandeventer neighborhoods. This 20-year action plan will be an update of the original 2000 North Central Plan, using the priorities of the North Central community to create an actionable plan the serves the needs of residents and helps residents to achieve their vision for the future of the neighborhoods. When complete, the North Central Plan 2020 will guide new development; community services and amenities; and coordinating investments from a variety of community stakeholders. This plan is funded by the Deaconess Foundation, the Deaconess Center for Child Well-Being, and the United Church of Christ Church Building and Loan Fund. A multi-disciplinary project team consisting of Vector Communications, Action St. Louis, and H3 Studio is working with the Deaconess Center and with the community to develop the North Central Plan 2020. The final North Central Plan 2020 will comprehensively address the needs, priorities, and opportunities identified by the community. These will be articulated in a Statement of Core Values, a Community Vision Statement, and Plan Goals (drafts of these items are below for you to review and give us your input). The plan will cover a wide-range of topics addressing community development, including land

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use and zoning; housing; sustainability; connectivity; equity; economic development; safety; and public health. The Plan will also have a focused and actionable implementation plan—a roadmap to make the North Central Plan 2020 a reality. The North Central Plan 2020 is scheduled to be completed in Spring 2021 and will be submitted to the City of St. Louis for adoption.

North Central Plan Study Area

Get Involved!

Please help us by getting involved and providing your input! There are several ways that you can get involved and participate in the North Central Plan 2020:

1. Visit the Project website northcentralstlplan.com and Facebook page **@NorthCentralPlanSTL** for information about upcoming events and to sign up to receive email updates about the North Central Plan 2020.
2. Take the Community Well-Being Survey on the website northcentralstlplan.com/index.php/feedback/ to let us know the types of things you would like to see in your neighborhood!
3. Review the Draft Core Values Statement, Community Vision, and Project Goals in this newsletter and northcentralstlplan.com/index.php/town-hall-2/ to provide your input. What have we gotten right? What needs more work and what needs to change? Let us know what you think!
4. Talk to your neighbors about the Plan! Put your heads together and send us your ideas about how the North Central community can be an even better place to live, work, and play!

Identifying the Community's Strengths, Opportunities & Priorities

The North Central Plan 2020 is being developed through an expansive, robust, and transparent community engagement process. This engagement began with a series of interviews and focus group meetings with identified community stakeholders. These stakeholders include community leaders; representatives from neighborhood schools and institutions; local churches; the Grand Center arts district; elected officials; business owners; and neighborhood residents. At the same time, Action St. Louis led a door-to-door canvassing blitz to administer community well-being surveys to neighborhood residents. To date, over 180 community residents have been surveyed. Finally, the project team conducted a Community Kick-Off and Implementing While Planning Event on September 19, 2020. Input gathered across all of these events was used to create a preliminary list of strengths and opportunities for the North Central neighborhoods.

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Steering Committee Guides Planning Process

Twenty-seven (27) residents and stakeholders from the Covenant Blu Grand Center and Vandeventer neighborhoods make up the North Central Plan 2020 Steering Committee. The purpose of the Steering Committee is to provide input and guidance to the Deaconess Center and its project team.

The Steering Committee first met on September 30, 2020; at this meeting, members shared their thoughts on their community's strengths and opportunities and helped to develop the comprehensive list of strengths, opportunities, and ideas that was presented to the neighborhood as a whole. At their second meeting, on October 28, 2020, the Steering Committee participated in the creation of the draft goals, vision statement and core values. These items were based on the list of strengths and opportunities, and developed by the Steering Committee for review and feedback by the whole community.

Community-Wide Town Halls Expand Engagement

Two community-wide town hall meetings have already been held as part of the North Central 2020 planning process. The first one on October 6, 2020 was conducted as part of National Night Out at the Deaconess Center for Child Well-Being and attracted more than 50 attendees. During dinner and music, participants provided responses to questions about what could be improved in their community. They also heard remarks from the three alderpeople representing the North Central planning area: Marlene Davis (19th Ward), Dwinderlin Evans (4th Ward) and Jesse Todd (18th Ward). During the second community-wide public meeting on November 2, 2020, residents had the option to attend a virtual meeting or an in-person meeting. At both sessions, a video played recapping the project's purpose, then the draft goals, vision statement and core values were presented. Both, virtual and in-person activities provided participants a vehicle for giving their feedback. To watch the video from the hybrid input session, visit www.northcentralstlplan.com and click the feedback tab. A comment form is available if you would like to leave your thoughts about the North Central Plan's draft vision, values, & goals.

Next Steps

The North Central Plan 2020 planning process is now moving into Phase 3. During this stage of the project, we will be working with the Steering Committee and the community to draft the principles and strategies that support the project Goals, as well as creating the first draft of the plan for land use, development, community amenities, and housing within North Central. The Steering Committee will next meet on December 9, 2020 to review the principles and strategies and provide their feedback.

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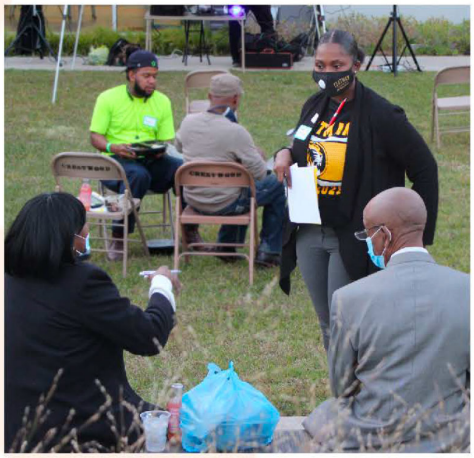

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Draft Community Vision

By 2030, the North Central community will be...

A healthy, whole, and vibrant community made up of a variety of housing and distinctive neighborhoods, and an arts district that are well-maintained, safe, and inclusive for all residents.

Centrally-located and well-connected to all areas of the city and region, all residents will be able to easily access jobs, educational and health care facilities, community businesses, and other key amenities to ensure an excellent quality of life.

Led by the people who call North Central home, the community will provide equal support and assist residents and stakeholders to thrive and chart their own future—this generation and the next.

Draft Core Values Statement

As the members of the North Central community, we believe that:

- Everyone has a right to an excellent quality of life.
- Everyone has the opportunity to thrive in place, no matter our age or ability.
- Everyone is respected and provided equal consideration.
- We, the community, make decisions with transparency and provide opportunities for all residents and stakeholders to participate.
- We all share responsibility for improving the North Central neighborhoods and implementing the Plan.
- We are stewards of our community and environment for future generations.

Draft Goals

- Respect, celebrate, and build upon the diverse history of North Central.
- Create a healthy, whole, beautiful, and well-maintained neighborhood.
- Rehab existing homes and provide a diversity of new infill homes.
- Support and assist North Central residents to remain in place and build wealth and social capital.
- Promote and incentivize the creation of viable and existing community businesses and entrepreneurship.
- Connect and engage the neighborhoods to jobs, everyday, youth, and senior services, and cultural and recreational activities.
- Improve neighborhood safety for all residents and visitors.
- Attract and provide access to high-quality recreational, educational, health, and civic amenities and programs.
- Improve and enhance public and social infrastructure and public services in North Central.
- Establish clear communication and accountability with the City of St. Louis.
- Establish a participatory decision-making process for residents to guide the future of the community.
- Ensure equity, inclusivity, resilience, sustainability, and justice for all residents.

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North Central Plan C/O
Vector Communications
401 S. 18th Street, Ste. 325
St. Louis, MO 63103

Creating a Community-Led Plan for the North Central Area

www.NorthCentralSTLPlan.com

NORTH CENTRAL PLAN

Adopted by the City of St. Louis Planning Commission
August 18, 2021

NORTH CENTRAL PLAN 2020-2040

SPRING NEWS

Community-Wide Open Houses Present Principles, Strategies, & Preferred Option

In recent months, the North Central Plan 2020 planning team held two community town hall meetings. As part of the team's continuous feedback loop, both meetings were held after the Plan's Steering Committee had provided their input. On February 2, 2021, the North Central Plan 2020 Community-Wide Town Hall was held via Zoom. Residents and stakeholders attended the virtual meeting to hear the draft principles and strategies and how they support the goals, vision, and core values that were presented to the community last Fall. A presentation of the preferred neighborhood option was also shown during the meeting and at the end attendees were polled to get their initial feedback.

The fourth and final town hall occurred on March 23, 2021 as a hybrid meeting. Some community members attended the virtual presentation and others came to an in-person event which was held at the Deaconess Center for Child Well-Being. At both events, the draft North Central Plan 2020 for the Covenant Blu Grand Center and Vandeventer neighborhoods was unveiled, along with the implementation plan and process for getting the plan adopted by the City of St. Louis.

North Central Community Partners Endorse Planning Process

At the beginning of 2021, the planning team began working with community partners in the Covenant Blu Grand Center and Vandeventer neighborhoods. Partners were asked to show their support for the North Central Plan and planning process. A growing list of organizations and stakeholders have endorsed the plan so far. You can find their names on the project website and on our Facebook page. If your organization is able to endorse the plan, contact us at 314.833.9905 to learn more. Cultivating these relationships and endorsements creates a cohesive neighborhood plan that includes the voice of residents and organizations of the North Central community.

Have you seen our yard signs?
To promote the project and further spread the word, we have placed yard signs throughout the Covenant Blu Grand Center and Vandeventer neighborhoods encouraging community to learn more about the plan. To learn more about the yard signs or to request one of your own contact 314.833.9905

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Steering Committee Progresses to Final Plan Implementation

The Steering Committee has held three meetings since December. Below is a summary of each.

Steering Committee Meeting #3 – December 9, 2020

During the this meeting, the Steering Committee approved the updated Goals, Vision Statement, and Core Values and discussed the Framework Plan Options.
Committee members submitted draft principles and strategies to be used as actions to achieve the Plan's Planning Goals.

Steering Committee Meeting #4 – January 27, 2021

At the first meeting of 2021, the Draft Principles and Strategies were approved. The Steering Committee reviewed the draft Preferred Framework Option for the Plan. The Community Asset Building & Development Approach was chosen as part of the Plan approach to build upon assets that were placed in three categories: Institutional & Community Anchors; Residential Core; and Residents.

Steering Committee Meeting #5 – February 24, 2021

During this meeting, the Draft Plan documents were presented to the Steering Committee for review. The Committee also identified and outlined timelines for Priority Strategies for the Plan implementation. See next page for list of priorities in no particular order.

Steering Committee Meeting #6 – June 23, 2021

The last Steering Committee Meeting is scheduled to provide opportunity for the Committee to review completion standards from the City of St. Louis and to map out steps for final City adoption.

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Priority Strategies

- **Establish a certified Community-Based Development Organization** (CBDO); also known as a Community Development Corporation) to lead implementation of the Plan; secure Community Development Block Grants (CDBG) funding; and access other sources of funding, including dues, donations, grants, and assessments.
- **Establish a Residents' Council** to engage with and serve as a forum for community residents; and to serve as a liaison between residents and the City of St. Louis.
- **Develop a community history project to discover and preserve the cultural history**— especially African American history — of Delmar Boulevard; North Central neighborhoods and churches; Grand Center; and other assets; and utilize this history in neighborhood revitalization efforts.
- **Establish a community-based, volunteer organization to regularly clean up** alleys and vacant lots; mow vacant lots; and other community beautification activities.
- **Establish a Community Housing Development Organization** (CHDO)— that is accountable to the community—and an ongoing funding source to purchase land-bank vacant lots and derelict buildings.
- **Facilitate rehab of existing buildings** by connecting qualified local developers with rehab opportunities.
- **Facilitate development of new infill housing** by acquiring vacant property and issuing Requests for Proposals (RFPs) for developers.
- **Provide a diversity of housing types in North Central**, including apartments for young adults and couples; homes for families; and accessible, easy-to-maintain housings for seniors aging in place.
- **Building upon the City's Emergency Home Repair grant program,** secure and deploy resources to North Central residents for emergency home repairs and small home improvement projects (under $5,000); resources can be deployed as grants for emergency repairs and low- or no- interest loans for qualifying low- to medium-income households.
- **Work with neighboring institutions and local incubators** to build job skills and entrepreneurship capacity among North Central residents.
- **Support the development of high-quality community retail and services businesses** within the local commercial nodes of MLK Plaza and Lindell Marketplace.
- **Support creation of a commercially–viable and vibrant mixed-use corridors** along Dr. Martin Luther King Jr. Drive.
- **Create a Health and Wellness district** around the John Cochran VA Medical Center and other existing healthcare facilities.
- **Improve the greening and walkability** of North Central through the Brickline and Hodiamont Greenways linear parks, in partnership with Great Rivers Greenway.
- **Create a Community Safety Committee** to improve public safety in North Central.
- **Provide free or very low-cost community-wide internet access** in North Central through neighborhood Wi-Fi hotspots.

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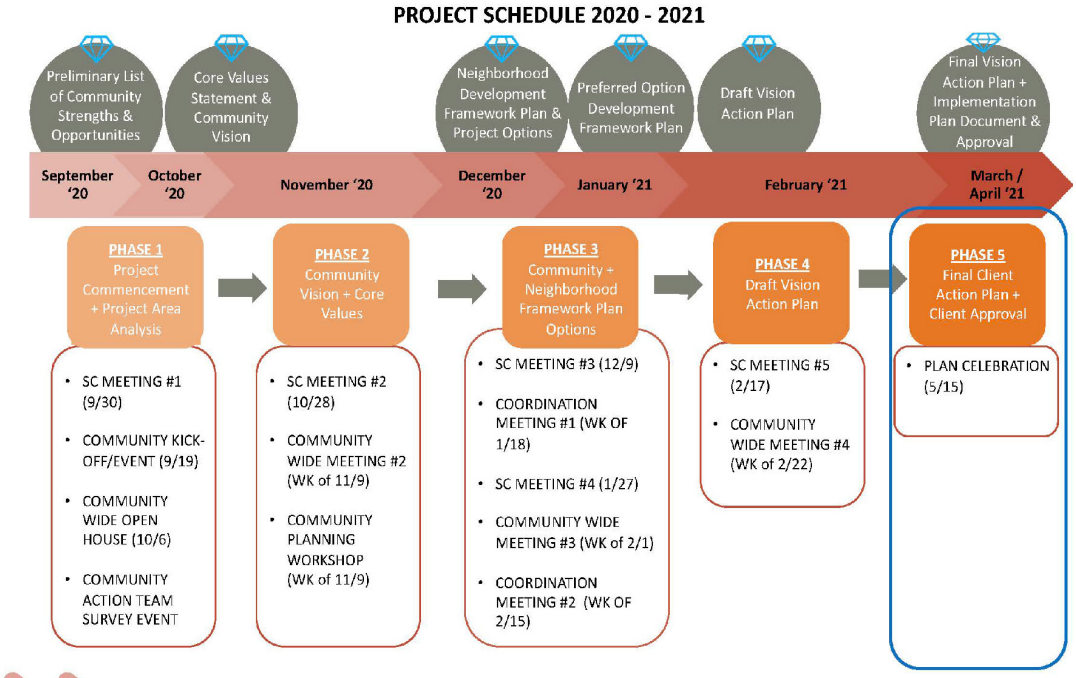
Steps to Plan Implementation and Adoption

In late summer of this year, City of St. Louis officials will review and approve the final North Central Plan. A public hearing will be held before the City of St. Louis Planning Commission. The public is welcome and encouraged to attend the hearing. You will receive more information about the public hearing closer to the hearing date. If you would like to be contacted about the public hearing, go to the Get Involved tab on the website and leave your name, number, and email. City approval is an important step to ensure the North Central Plan is formalized and implementation steps for a new North Central can develop.



Below are the next steps toward the North Central Plan adoption by the City of St. Louis:

1. The City of St. Louis Planning and Urban Design Agency (PDA) reviews the completed North Central Plan submitted by the North Central Plan Steering Committee.
2. PDA responds with questions and necessary revisions.
3. A Request for a Public Hearing is filed with the City of St. Louis Planning Commission.
4. Subject to its approval, the Planning Commission will schedule a public hearing.
5. Subject to the Public Hearing, the Planning Commission will vote to adopt the Plan.

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Vector Communications
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Creating a Community-Led Plan for the North Central Area

www.NorthCentralSTLPlan.com

NORTH CENTRAL PLAN

Adopted by the City of St. Louis Planning Commission
August 18, 2021

COME TO THE
PUBLIC OPEN HOUSE &
CELEBRATE
NATIONAL NIGHT OUT
FOOD, DRINKS & MUSIC PROVIDED
Bring your chair and join the North Central 2020 Planning Team to envision the future and well-being of the Covenant Blu Grand Center and Vandeventer Neighborhoods.
Tuesday, October 6, 2020
5:30 PM - 8:00 PM
Deaconess Center for Child Well-Being
Open-Air Convening Space
1000 N. Vandeventer Ave.| St. Louis, MO
This is a social distancing event.
Face masks required and will be provided.
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Check us out on Facebook!
@NORTHCENTRALPLANSTL

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WELL-BEING SURVEY

How is the quality of life in your neighborhood?

We Want To Hear From You

Share your opinions and experiences on health and well-being in your community.

COMPLETE THE ONLINE SURVEY AT:

HTTPS://BIT.LY/NCPSURVEY

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Check us out on Facebook!
@NORTHCENTRALPLANSTL

NORTH CENTRAL PLAN

CELEBRATE

THE NEW NORTH CENTRAL VISION ACTION PLAN

FOOD, MUSIC & ACTIVITIES

Saturday, May 15, 2021

1:00 PM - 4:00 PM
(program @ 2:00)

Deaconess Center for Child Well-Being

1000 N. Vandeventer Ave.

St. Louis, MO 63113

This is a social distancing event.

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Check us out on Facebook!
@NORTHCENTRALPLANSTL

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A community-led planning process for revitalizing the Covenant Blu Grand Center and Vandeventer neighborhoods is complete!

The North Central Vision Action Plan provides a road map for building a **whole, healthy and vibrant community.**

Come hear about the Plan and next steps for implementing it.

Join Us!

November 2, 2020
5:00 PM to 6:30 PM

Please join us to help develop the Vision, Goals, and Core Values for the North Central Community!

2 Ways to Engage!

In Person:
Deaconess Center for Child Well-Being

1000 N. Vandeventer (@ Bell Ave)
St. Louis, MO 63113

Online:
via Zoom Webinar

http://bit.ly/NCPSTL2020

NORTH CENTRAL PLAN

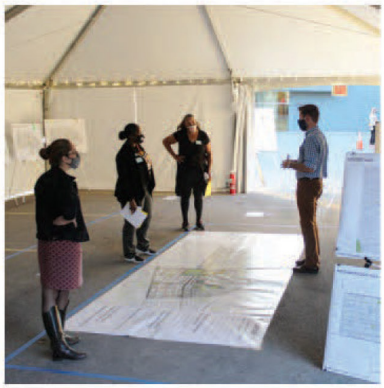
Come help shape the future of your community!

Join Us!
November 2, 2020
5:00 PM to 6:30 PM

Please join us to help develop the Vision, Goals, and Core Values for the North Central Community!

North Central Plan C/O Vector Communications
401 S. 18th Street, Ste. 325, St. Louis, MO 63103

Current Resident
Address, Address 2
City, State ZIP



NORTH CENTRAL PLAN

Come help shape the future of your community!

NORTH CENTRAL PLAN

I SUPPORT THE

NORTH CENTRAL PLAN

THE COMMUNITY-LEAD NORTH CENTRAL PLAN IS A 20 YEAR ACTION PLAN THAT BUILDS ON THE STRENGTHS AND OPPORTUNITIES OF THE COVENANT BLU GRAND CENTER AND VANDEVENTER NEIGHBORHOODS.

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Current Resident
Address #1
Address #2
City, State Zip Code

NORTH CENTRAL PLAN

PLEASE JOIN US FOR THE NORTH CENTRAL PLAN 2020 VIRTUAL TOWN HALL MEETING
ONLINE VIA ZOOM WEBINAR
TUESDAY, FEBRUARY 2, 2021
6:00 PM - 8:00 PM

ONLINE REGISTRATION
HTTP://BIT.LY/NCP2020TOWNHALL

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NORTH CENTRAL PLAN

1. Adoption of the North Central Plan is projected for August, 2021, and it's important for community residents to attend the Public Hearing to support the Plan. Are you interested in attending the Public Hearing for Plan Adoption (final date, time, and location will be communicated later)?

☐ YES
☐ NO (If "no", please indicate why below)

2. Are you interested in participating in a North Central Residents' Council to provide your input on the future of the community?

☐ YES
☐ NO (If "no", please indicate why below)

3. What is something that you would like to do as an individual or family to help to make North Central an even better place to live?

Your feedback will continue to guide the community-led planning process for the North Central area.

Additional Comments?

Answer questions. Tear away card. Mail it back!

Join us for a Final Townhall

Current Resident
Address 1
Address 2
City, State, Zip

NORTH CENTRAL PLAN

March 23, 2021

6:00 PM - 7:30 PM

Thank you to all of the community partners who endorsed the North Central Plan and the planning process.

Covenant Blu Grand Center Neighborhood Association · West Belle Place Association of Neighbors · Big Muddy Dance Company · Third Baptist Church · United Church of Christ Church Building and Loan Fund · Grand Center, Inc.

FOR MORE INFO VISIT

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2 WAYS to ENGAGE!

In Person:

Deaconess Center for Child Well-Being
1000 N. Vandeventer (@ Bell Ave)
St. Louis, MO 63113

Bring your lawn chair and stay for music and a sweet treat!

Online:

Via Zoom Webinar
http://bit.ly/NCPTownHall

Join us for a special presentation and attendance prizes! Come help to shape the future of your community!

Thank you to all of the community partners who endorsed the North Central Plan and the planning process.
AIM Development Group · St. Louis Housing Authority · Windsor Transitional Housing, Inc. · La'Place Enrichment Center · Alderman Jesse Todd - 18th Ward St. · Alphonsus Liguori Rock Catholic Church · Scruggs Memorial CME Church

NORTH CENTRAL PLAN

Place Stamp Here

Chandra Taylor
401 S. 18th Street
Suite 325
St. Louis, MO 63103

NORTH CENTRAL PLAN

The Covenant Blu Grand Center and Vandeventer neighborhoods have completed a community-based planning process for revitalizing their community.

Come hear about the North Central Vision Action Plan and next steps toward implementing it.

NORTHCENTRALSTLPLAN.COM » CALL US AT 314-833-9905

The Covenant Blu Grand Center and Vandeventer Neighborhoods Are On the Move!

Come celebrate the Final North Central Plan

FOOD, MUSIC & ACTIVITIES!

Saturday, May 15, 2021
1:00 PM - 4:00 PM
(program @ 2:00PM)

Deaconess Center for Child Well-Being

NORTH CENTRAL PLAN

Current Resident
Address 1
Address 2
City, State, Zip

STAY CONNECTED, FOLLOW » NORTHCENTRALPLANSTL

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Appendix G – Yard Sign

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Support Your Neighborhood Plan Learn More!

NORTHCENTRALSTLPLAN.COM | CALL US AT 314-833-9905

The Covenant Blu Grand Center and Vandeventer Neighborhoods Are On the Move!

The Covenant Blu Grand Center and Vandeventer neighborhoods have completed a community-based planning process for revitalizing the community.

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PROJECT STUDY AREA

Come Celebrate the Final North Central Plan

FOOD, MUSIC & ACTIVITIES!

Saturday, May 15, 2021
1:00 PM - 4:00 PM
(program @ 2:00PM)

Deaconess Center for Child Well-Being
1000 N. Vandeventer

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Appendix I – Press Advisory

For more information, contact:
Allison Hawk, 314.458.7668
Allison@ahcconsulting.com

ATTN: ASSIGNMENT/DIGITAL EDITORS
MEDIA ADVISORY for Saturday, May 15, 2021

Community Celebration Open to All

-Finalized North Central Plan Presented to City Leaders-

WHAT:
A community celebration featuring residents and City leaders to mark the completion of the community-led North Central Plan that includes the Covenant Blu-Grand Center and Vandeventer neighborhoods.

WHO:

- Alderwoman Dwinderlin Evans, 4th Ward
- Alderman Jesse Todd, 18th Ward
- Alderwoman Marlene Davis, 19th Ward
- Cecilia Dvorak, City Planning Executive
- North Central Steering Committee leaders (See the full steering committee here.)
- Community residents

WHEN:
Saturday, May 15, from 2 - 3:30 pm

2:00 - North Central Steering Committee co-chairs opening address

2:10 - Public endorsements by Alderwomen and Alderman

2:20 – North Central Steering Committee officially submits the Plan to Planning and Urban Design Agency

2:30 – An all-ages Public Art Project answering "My Community is..." facilitated by the Contemporary Art Museum St. Louis. Additionally,

NORTH CENTRAL PLAN

organizations within the footprint of the Plan will be present including St. Alphonsus Liguori "Rock" Catholic Church, Great Rivers Greenway, and Big Muddy Dance Company.

WHERE:
Deaconess Center for Child Well-Being,
1000 North Vandeventer, St. Louis, MO 63113
Socially distanced, outdoors on Center Campus Courtyard

BACKGROUND: The North Central Plan is a community-led visioning and strategic planning process which has now been completed. The final plan includes: a Statement of Core Values and Community Vision; plan goals; and identified projects, programs, and actions. The foundation of the planning process has been an asset-based approach. The key asset is the members of the community – the people. The community has focused on its strengths and opportunities and created a shared vision for the future that includes their aspirations and will show results. A full map of the North Central Plan footprint can be found here.

Deaconess Center for Child Well-Being is a community action tank established by Deaconess Foundation. Its mission is to build power to advance child well-being in the St. Louis region by strengthening alliances for child-friendly public policy, increasing citizen contact with policy makers, positioning youth and organizers to move systems and engaging faith communities in child advocacy. Since opening in 2018, Deaconess Center has hosted more than 15,000 child advocates, civic leaders and community organizers in more than 350 convenings aligned with Deaconess' public policy agenda.

Learn more at northcentralstlplan.com

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COMMUNITY WELL-BEING SURVEY REPORT

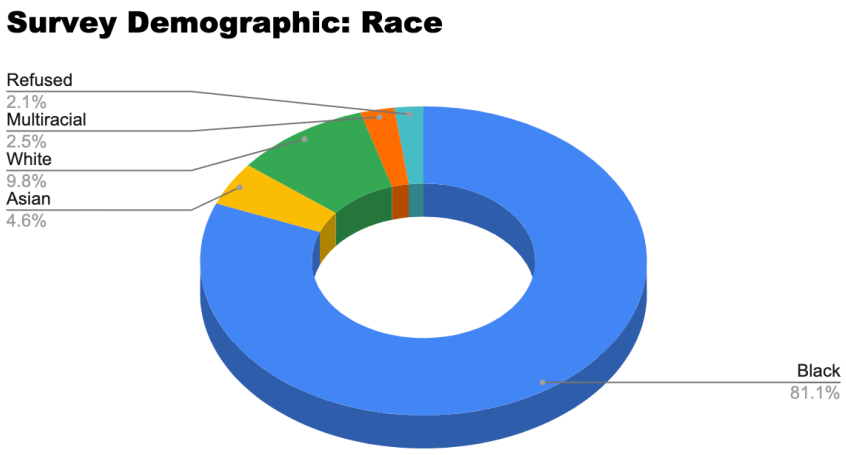
Introduction

During October and November of 2020, Action St. Louis Power Project surveyed residents in the Vandeventer and Convent Blu neighborhoods to identify priorities for development of the North Central Plan. Residents in these two communities participated in a 26 question survey. Following the door-to-door program, residents were followed up with phone calls and texts messages. Through this initiative, 281 surveys were collected, with 179 surveys from Vandeventer neighborhood and 106 from the Covenant Blu neighborhood.

Demographics

Each respondent was asked to self-identify demographic information including their race, age and gender. The following information is the data from those questions.

Race



Of the 285 respondents, 97% identified their race. Of those who identified their race, 82% (231 survey respondents) identified as Black or African American. In the Vandeventer neighborhood, 165 survey respondents identified as Black and in the Covenant Blu neighborhood, 69 survey respondents identified as Black. Nearly 10% (28 of 285 respondents) of respondents identified as white , with the majority being located in the Covenant Blu neighborhood. Less than 5% (13 of 285 respondents) identified as Asian and overwhelmingly resided in the Covenant Blue neighborhood.

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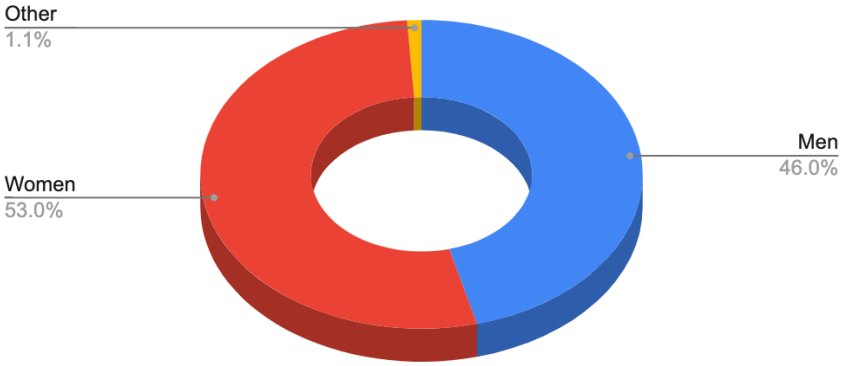
Gender

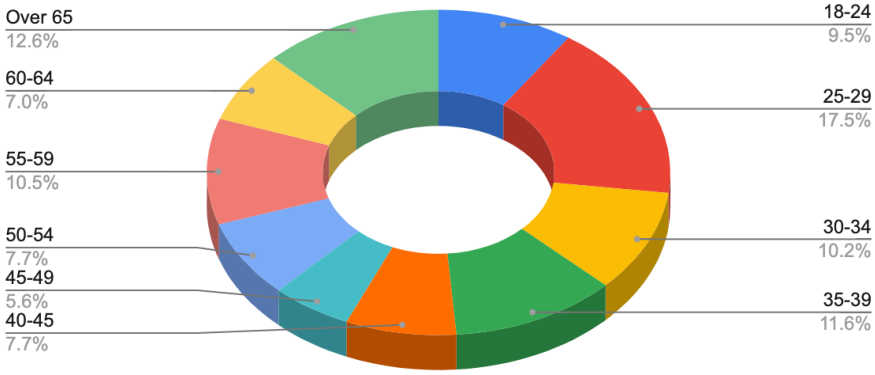
Survey Demographics: Gender



With respect to gender, 98% of survey respondents identified their gender. Of those who answered this question, approximately 52.9% (151 respondents) identified as women. Men accounted for 45.9% of survey respondents. 1 respondent identified as gender non-conforming and 2 preferred not to answer .

Age

Survey Demographic: Age



The age of residents who completed the community surveyed showed strong variation. Over 12% of respondents (36 of 285) were over the age of 65. Another 25% of residents (72 of 285) were between the ages of 50 and 64. Over 47% (134 of 285) of the residents were between the ages of 25 and 40 and just under 10% of respondents were between the eagles of 18 and 24.

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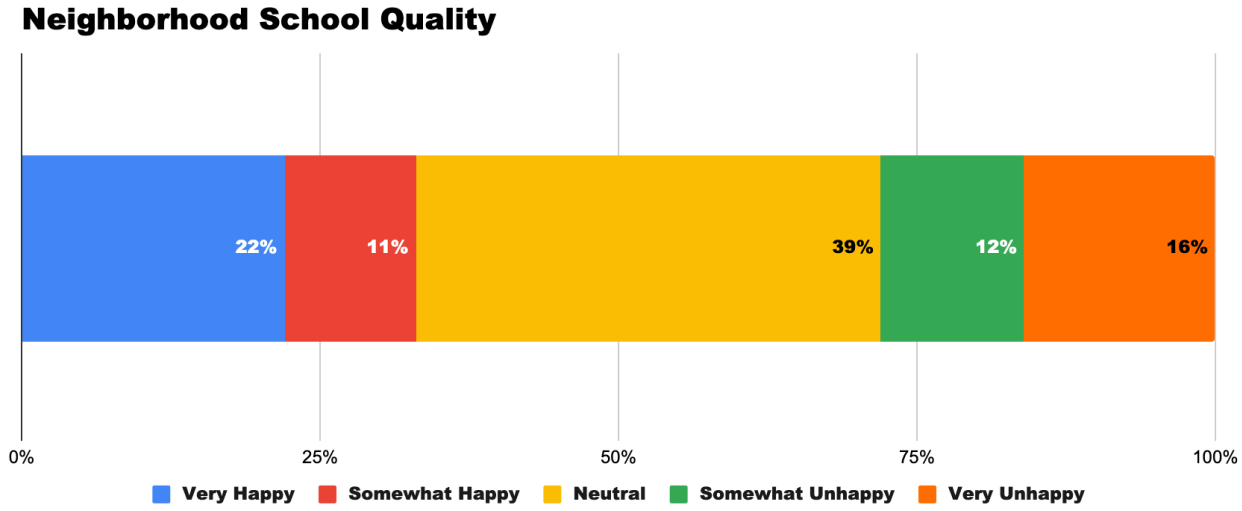
Youth and Education

Residents were asked if they had school age children, what type of school their children attended and their overall opinion on the quality of schools in the neighborhood. Of the 285 surveys collected, 55% (156 respondents) answered that they had no children. Over 12% responded that they had 1 child, 15% identified that they had 2 children. The remaining 18% of respondents have 3 or more children.

The 129 residents responded that they had school aged children, the surveyor asked what type of school the children attended. For 7% of the respondents, their children attended pre-k facilities. The remaining children were in grades K-12 were the breakdown of their school is as follows:

- 68% of children attended an Saint Louis Public School
- 21% of children were enrolled in a local charter school
- 7% were enrolled in a private school

When asked if they were happy with the quality of schools in the area, 22% of residents were very happy with the quality of neighborhood schools, while 16% were very unhappy with schools. The rest of the data can be seen in the image below.

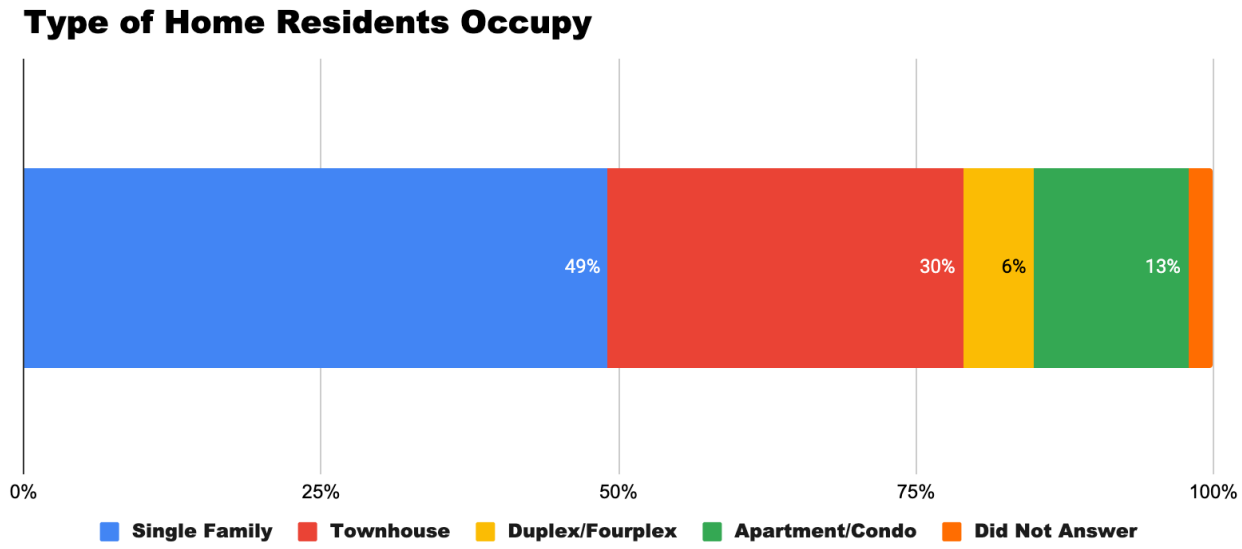


Housing

Both the Vandeventer neighborhood and the Covenant Blu neighborhoods offer a variety of housing structures for residents. The survey asked two questions related to housing. Residents were asked about their current residency status and what type of home they currently lived in.

NORTH CENTRAL PLAN

Homeowners accounted for 38.2% of respondents and another 50% of respondents identified as renters. The remaining 17% of respondents either lived with family or declined to answer the question. Residents were asked what time of home do they currently live in. Nearly 50% of respondents live in a single family home. The other 49% of respondents live in either a townhouse, duplex or apartment. Further breakdown of this information can be found below.



Internet Access

Residents were asked how they accessed the internet in their home. Nearly 7% identified that they did not have regular access to the internet. Over 50% of respondents selected that more than one device in their home could access the internet. These devices included smartphones as well as computers or tablets.

Transportation

Residents were asked how they normally travel around their neighborhood. Respondents could select more than one answer. The results found that more than 80% of respondents had access to a car. Over 20% of respondents identified walking as their primary means of travel. Another 20% regularly used public transportation including MetroBus, Call-or-Ride. A small percentage of residents (6% for both modes of transit) regularly used rideshares or had access to a bicycle.

Residents were asked how long it takes to travel to work. Approximately 46% of residents reported a travel time of less than 15 minutes. Nearly 22% said travel time to work ranges

between 15-20 minutes to travel to work while 15% reported travel to work taking at least an hour. Another 15% of respondents did not answer the question with many of our surveyors reporting that the majority of this subgroup were unemployed, disabled or retired.

Neighborhood Amenities

Residents were surveyed on the types of places they regularly frequent in their neighborhoods. They were able to select multiple answers from a list of 13 options that ranged from medical facilities, art institutions, grocery stores and more. Notably, 36% of community respondents identified using local parks 25% frequented nearby restaurants and cafes. Most residents selected multiple answers and the information is below.

- 22% of respondents shared they use neighborhood medical facilities
- 16% of respondents shared they use neighborhood Health and social services facilities
- 6% of respondents shared they use neighborhood churches and other religious institutions
- 13% of respondents shared they use educational institutions in their neighborhood
- 36% of respondents use neighborhood Parks and recreation facilities
- 16% of respondents shared that they visit Art and cultural institutions in their neighborhood
- 23% of respondents shared they use Grocery stores in their neighborhood
- 10% of respondents shared they use Banks/credit unions in their community
- 61% of respondents said use nearby Gas stations or corner stores
- 25% of respondents frequent Restaurants/Cafes in their neighborhood

Residents were also asked what type of places were missing from the neighborhood. Again, respondents could select multiple answers from a list of options that included medical facilities, grocery stores and banks.

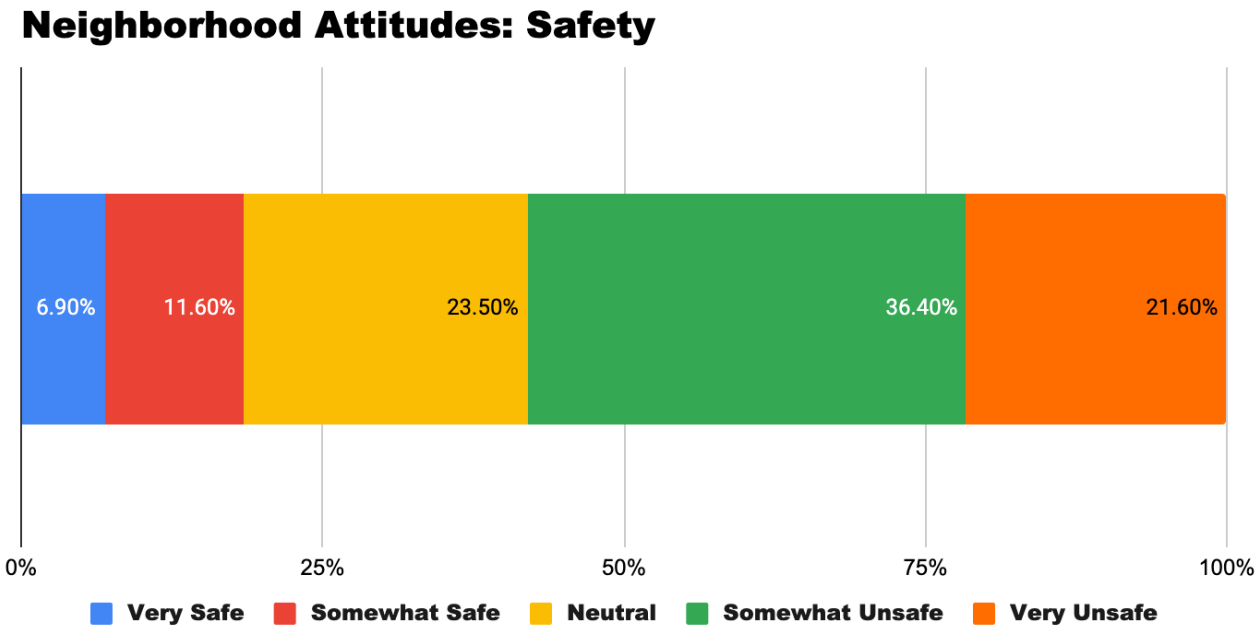
- 20% of respondents shared the neighborhood needed more medical facilities
- 13% of respondents felt that Health and social services facilities were missing from the neighborhood
- 3% of respondents felt that churches and other religious institutions were missing
- 14% of respondents shared the neighborhood needed more educational institutions
- 33% of respondents said the neighborhood needed Parks and recreation facilities
- 16% of respondents shared that they visit Art and cultural institutions in their neighborhood
- 20% of respondents shared they use Grocery stores in their neighborhood.
- 15% of respondents shared they use Banks/credit unions in their community.
- 5% of respondents said they needed more Gas stations or corner stores in their neighborhood
- 16% of respondents shared the neighborhood needed more Restaurants and cafes

Neighborhood Attitudes

NORTH CENTRAL PLAN

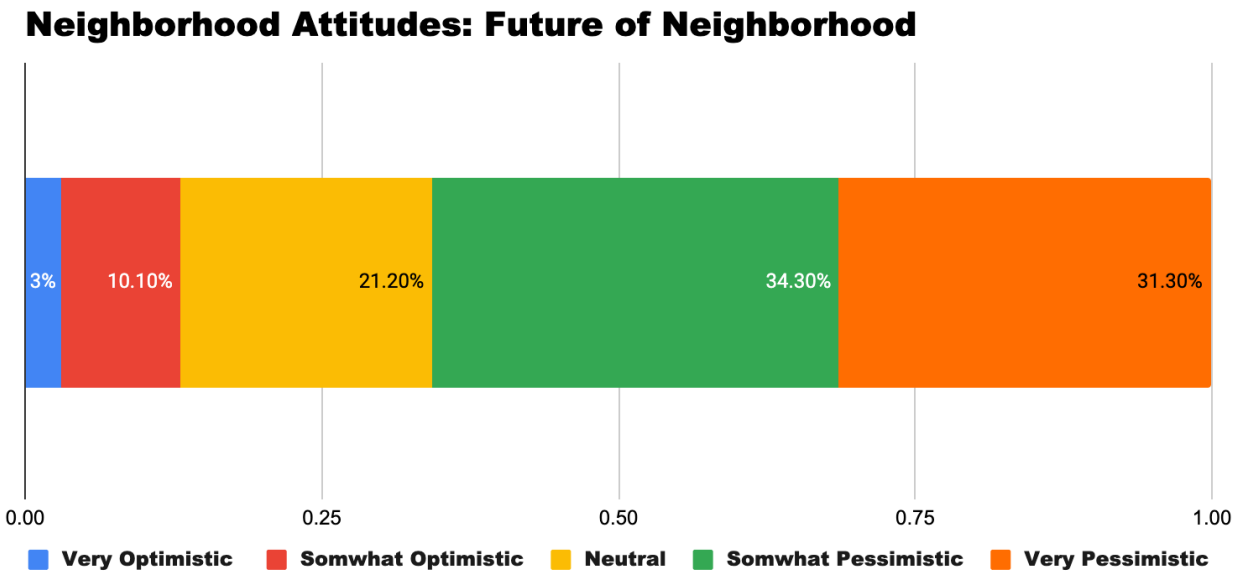
Neighborhood Safety

Residents were asked how safe they feel in their communities. Over 50% of respondents identified feeling unsafe in the neighborhood. Further conversations raised concerns about the rates of violence and lack of public safety infrastructure.



Optimism About Future of Neighborhood

Residents were asked how optimistic they felt about the future of their neighborhood. On a scale of 1-5, where 1 represented very optimistic and 5 represented very pessimistic, less than 15% of residents responded that they felt optimistic. Many residents, about 30%, felt neutral about the state of their neighborhood and over 50% responded that they felt pessimistic about the future of the neighborhood.



Streets and Sidewalks

Residents were asked how they rate the conditions of the streets and sidewalks in their neighborhood. The majority of respondents, 54%, reported feeling neutral.

Conditions of Parks and Recreations

Residents were asked how they rated the conditions of the parks and recreation amenities in their neighborhood.Nearly 35% of reported that the parks were in good or excellent condition. Nearly 15% of respondents said the parks were in poor conditions, with the majority of respondents (49.5%) feeling neutral about parks and recreational amenities.

Strengthens and Opportunities

The survey concluded with asking residents what they felt were strengths and opportunities for their neighborhood. These questions were open-ended and have common themes have been identified and are below.

- Many residents identified feeling a sense of community and belonging in their neighborhoods. They raised the history of the area and how many families have been long term residents which contributed to a deep sense of community.
- Many residents feel the political climate of their community is strong. Residents are active in local activities.
- Residents really love the architecture of their community. They enjoy the mixture of single family homes and apartments that bring a diversity to the community.

NORTH CENTRAL PLAN

- Many residents discussed the benefit of the location of the neighborhood especially the close proximity to the local universities and medical facilities.
- Improving safety was a top priority for residents. Many feel their communities are not prioritized by the city and they want better response time for emergency services.
- Many residents would like to see more green spaces and better upkeep of the current parks and roads. The conditions of the roads were raised by several residents, an ongoing problem.
- Residents also identified the need to stimulate the neighborhood by investing in small businesses while ensuring the cost of living doesn't displace current residents.

TECHNICAL APPENDIX: SOAR ANALYSIS DATA BOOK

NORTH CENTRAL PLAN

NORTH CENTRAL PLAN

PHASE 1 PROGRESS REPORT

December 11, 2020

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

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- 1.4.1 North Central Plan (2000)
- 1.4.2 Equitable Economic Development Strategy
- 1.4.3 City of St. Louis Sustainability Plan
- 1.4.4 trategic Land Use Plan of the St. Louis Comprehensive Plan
- 1.4.5 Equity Indicators Baseline Report

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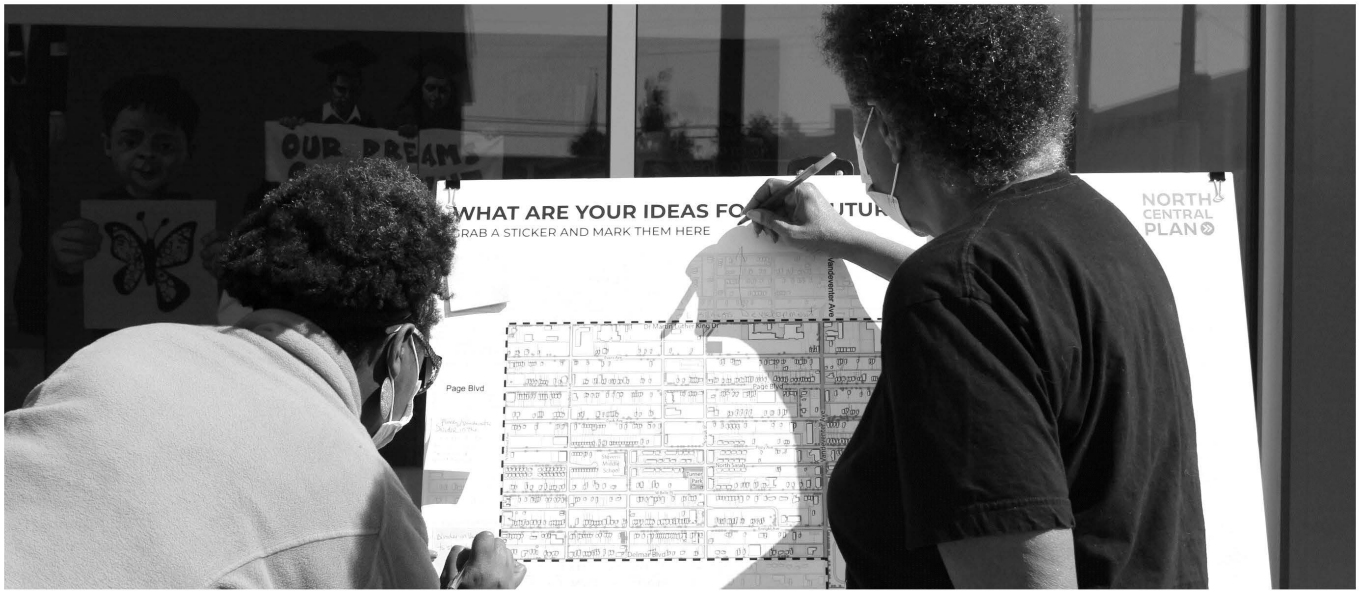
- 1.9.1 Physical Conditions Analysis
- 1.9.2 Community Socio-Economic Profile
- 1.9.3 Executive Summary + Presentation

Key Stakeholder Feedback **Page 188**

Adopted by the City of St. Louis Planning Commission
August 18, 2021

NORTH CENTRAL PLAN



1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

NORTH CENTRAL PLAN

Existing Plans & Studies: North Central Plan (2000

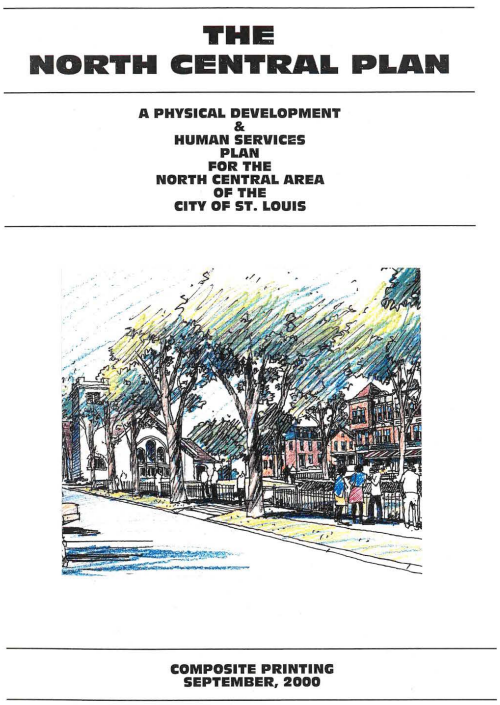
A Physical Development & Human Services Plan for the North Central Area

Commenced in late 1997
Completed June 2000

Planning Objective & Intent

"**The plan is intended to serve as a baseline for future decision-making**, rather than as a compendium of decision which have already been made".

The report shows the ways in which **physical development and human services initiatives are inextricably tied** .... *for* .."the successful transformation of the plan's vision into productive and real change"



PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

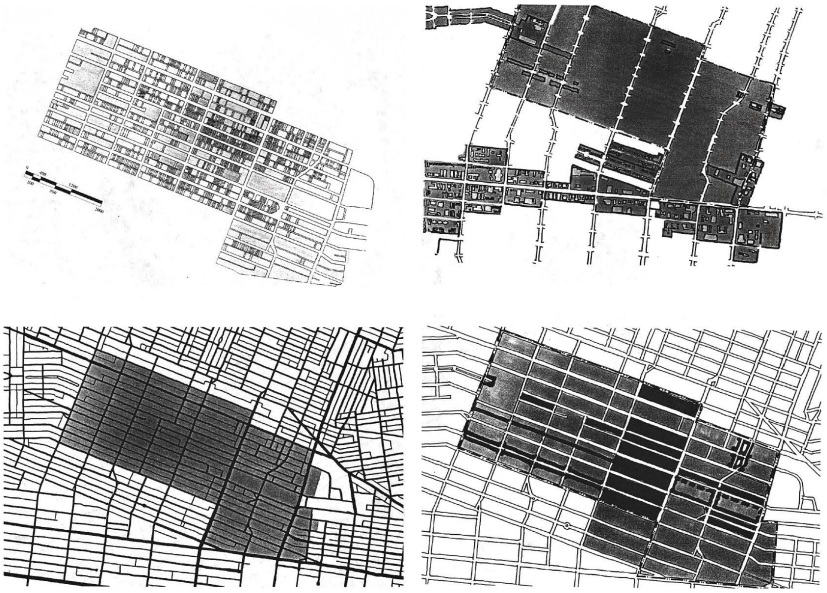
Existing Plans & Studies: North Central Plan (2000

Planning Challenge

Although the planning area is **rooted in "strong social and physical traditions"** ***and*** **is "very rich in terms of the people and institutions"**

it has been **ravaged by "urban flight and an inability to meet the demands of modern housing and commercial markets"**

There was **numerous uncoordinated public and private initiatives and the lack of scale of redevelopment to establish the market**



ANALYSIS MAPS FROM THE 2000 NORTH CENTRAL PLAN

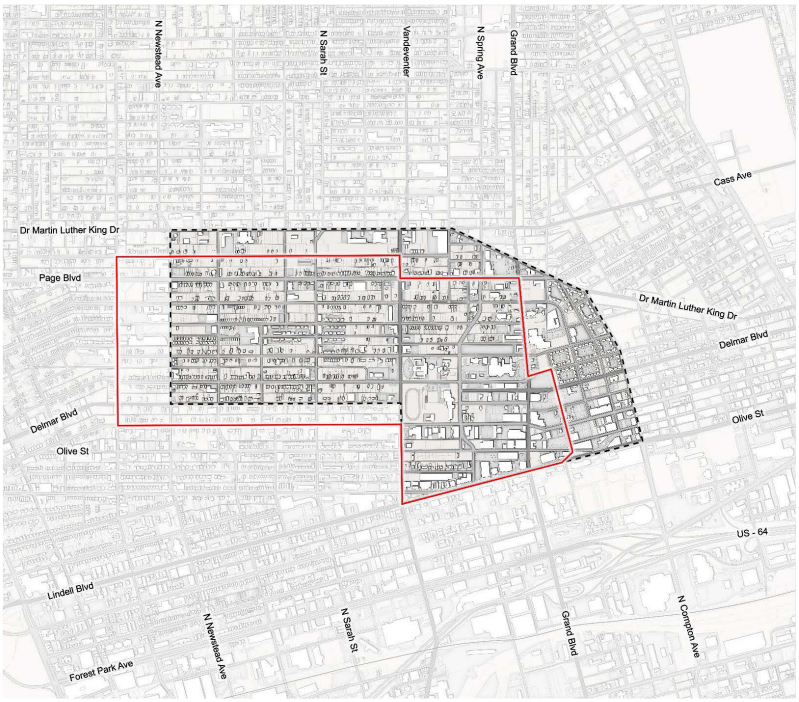
PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: North Central Plan (2000

Planning Boundaries

- Evans Avenue to Page Boulevard *(North)*
- Washington Boulevard to Lindell Boulevard *(South)*
- Grand Boulevard to N. Theresa Avenue *(East)*
- N. Taylor Avenue *(West)*



2000 NORTH CENTRAL PLANNING AREA BOUNDARIES

PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: North Central Plan (2000

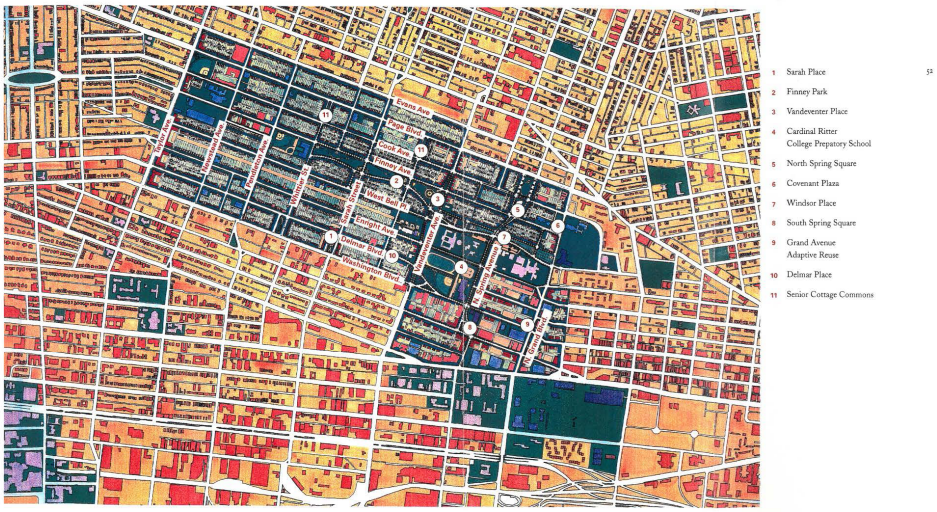
Planning Sub-Areas

The Grand Rock Neighborhood
(Grand Rock Community Economic Development Corporation - CEDC)

Citizens for a Better Community (CBC) Vandeventer Neighborhood

Grand Center
City Center Redevelopment Corporation (CCRC) – Chapter 353

URBAN DESIGN ASSOCIATES *The North Central Revitalization Plan*



Vandeventer Park Revitalization Plan

PROGRESS REPORT – PHASE 1

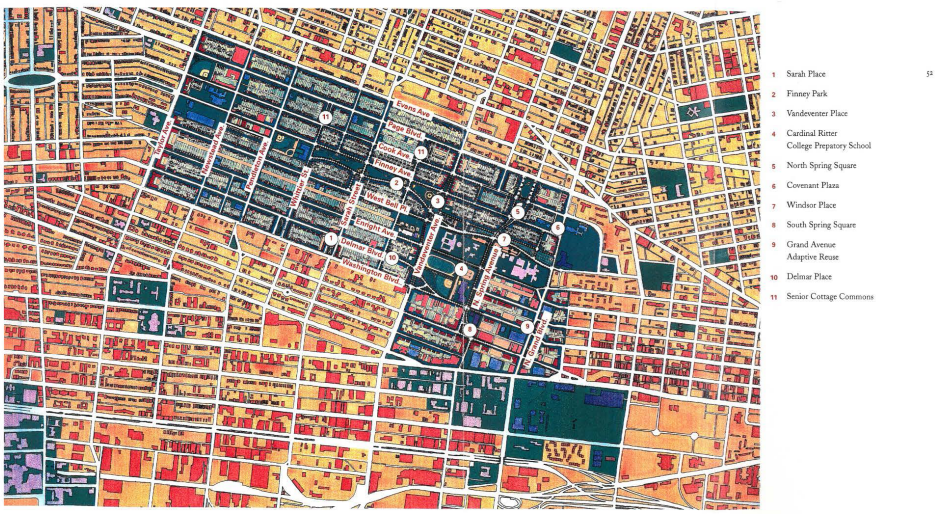
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: North Central Plan (2000

Collaborative Planning Approach

1. "coordinating plans for their individual areas to avoid conflict, duplication and unnecessary competition for funding and development"
2. "jointly planning those aspects of the area which are of common interest"
3. "Develop consensus vision & strategy to attract private reinvestment"

URBAN DESIGN ASSOCIATES *The North Central Revitalization Plan*



Vandeventer Park Revitalization Plan

PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: North Central Plan (2000

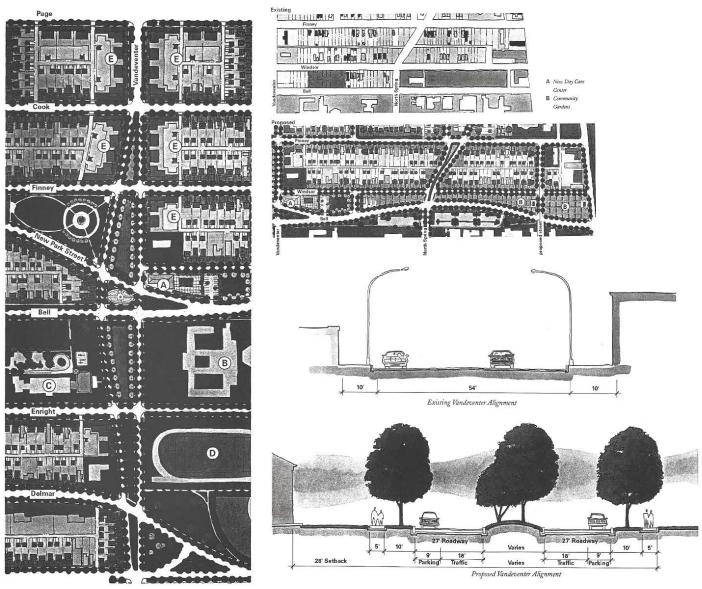
Principles for Neighborhood Design

1: **Create a neighborhood that enables people of all ages and incomes** to come together, to look after one another and to share a strong sense of community pride

2: **Streets are the focus of community life** and should be designed to be safe for pedestrians, make drivers behave, and encourage civic engagement

3: **Development patterns should knit neighborhoods together** & connect then to shopping, educational, and cultural amenities in the area

4: **New parks, both large and small, should be the focus of new development** & should accommodate the needs of people of all ages and a variety of amenities



PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: North Central Plan (2000

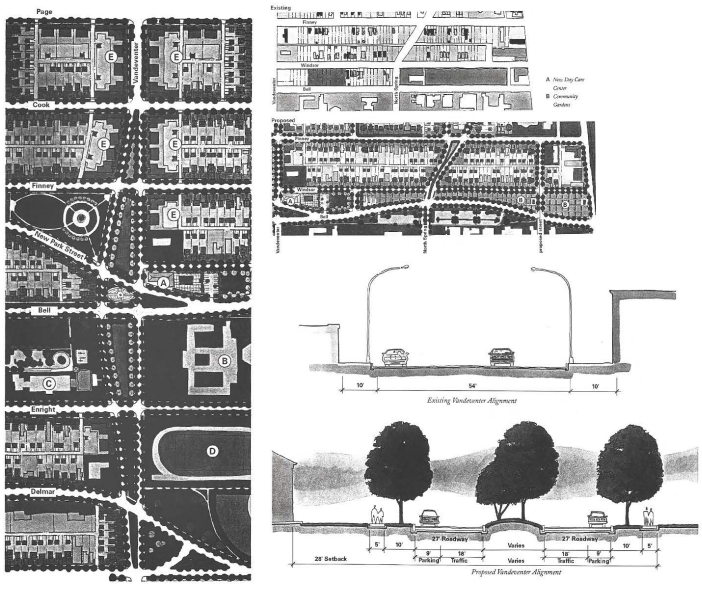
Principles for Neighborhood Design (cont.)

5: **Civic institutions such as schools and churches should have dignified settings** and be integrated into the surrounding neighborhoods

6: New development, both residential and commercial, should reinforce the strengths of existing neighborhoods and **combine new construction with rehabilitation to create a series of distinct places**

7: **New development should include housing opportunities for a broad range of incomes and family types**

8: Short-term development efforts should **create places of identity and provide a sense of order and safety**

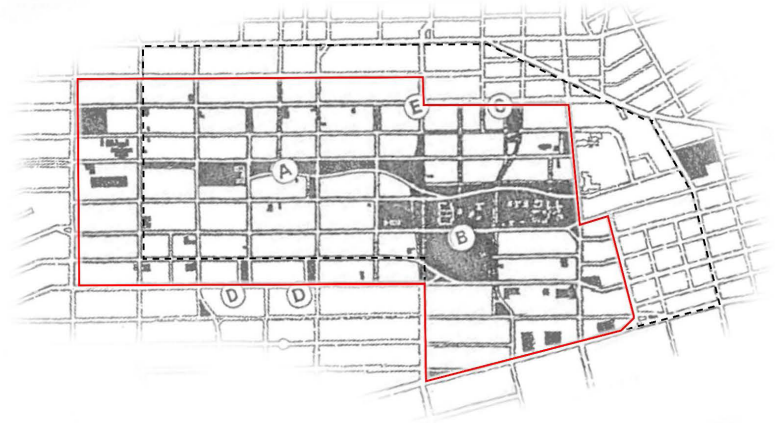


Existing Plans & Studies: North Central Plan (2000

Master Plan: Implementation of Physical Improvements

Physical Improvements NOT Implemented

1: Linked Parks
2. Neighborhood Gateways
3. New Residential Streets
4. Gateway Streets as "Parkways" (Vandeventer & Spring)
5. New Settings for Institutions
6. Pedestrian and Bike Routes; Street Lighting; Bus Routes; New Community facilities; public infrastructure



Physical Improvements STARTED

1: Restoring Neighborhood Fabric
2. Reclaiming Neighborhood Streets (medians, traffic circles, narrow intersections and boulevards)
3. New small-scale Neighborhood Parks
7. Retail and Commercial Development
8. North Sarah Development

Physical Improvements COMPLETED

1. Cardinal Ritter College Prep.
2. Grand Boulevard Streetscape
3. Renaissance Place (outside Planning area)

Existing Plans & Studies: North Central Plan (2000

Quality of Life Committees

Seven (7) community committees drafted individual reports with stated desire outcomes, program/facility principles & physical development strategies.

Safety & Security

Education

Senior, Community & Health Services

Employment, Business Retention & Attraction

Recreation

Housing

Public Improvements

Current Condition
Delmar is too wide to function as a good residential address. The street is now a mix of largely vacant residential and commercial properties.

Proposed Initiative
Delmar becomes a new residential address with small apartment buildings and townhouses facing each other across a new landscaped median.

Existing Conditions: Looking west along C. D. Banks toward Stevens School

Current Image
CD Banks creates a half-block condition that is largely un-marketable for residential development. The image is one of deterioration and vacant property.

Finney Park
The Revitalization Plan proposes the realignment and reconstruction of CD Banks into a park drive. Now vacant property would become a new residential address on a park.

PROGRESS REPORT – PHASE 1

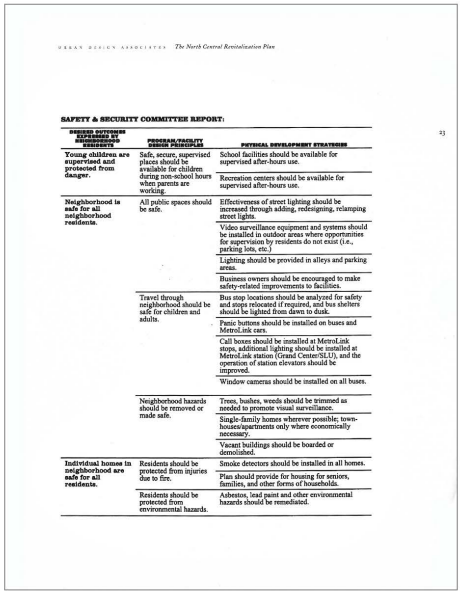
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: North Central Plan (2000

Master Plan: Implementation of Quality of Life Desired Outcomes

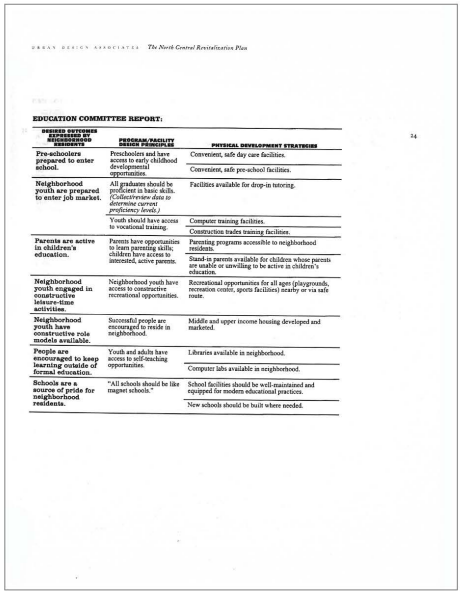
To date the planning team has not heard of any of the desired outcomes have been formally initiated and/or achieved.

- Safety & Security
- Education
- Senior, Community & Health Services
- Employment, Business Retention & Attraction
- Recreation
- Housing
- Public Improvements



SAFETY & SECURITY COMMITTEE REPORT:

DESIRED OUTCOMES EXPRESSED BY NEIGHBORHOOD RESIDENTS	PROGRAM/FACILITY DESIGN PRINCIPLES	PHYSICAL DEVELOPMENT STRATEGIES
Young children are supervised and protected from danger.	Safe, secure, supervised places should be available for children during non-school hours when parents are working.	School facilities should be available for supervised after-hours use.
		Recreation centers should be available for supervised after-hours use.
Neighborhood is safe for all neighborhood residents.	All public spaces should be safe.	Effectiveness of street lighting should be increased through adding, redesigning, relamping street lights.
		Video surveillance equipment and systems should be installed in outdoor areas where opportunities for supervision by residents do not exist (i.e., parking lots, etc.)
		Lighting should be provided in alleys and parking areas.
		Business owners should be encouraged to make safety-related improvements to facilities.
	Travel through neighborhood should be safe for children and adults.	Bus stop locations should be analyzed for safety and stops relocated if required, and bus shelters should be lighted from dawn to dusk.
		Panic buttons should be installed on buses and MetroLink cars.
		Call boxes should be installed at MetroLink stops, additional lighting should be installed at MetroLink station (Grand Center/SLU), and the operation of station elevators should be improved.
		Window cameras should be installed on all buses.
	Neighborhood hazards should be removed or made safe.	Trees, bushes, weeds should be trimmed as needed to promote visual surveillance.
		Single-family homes wherever possible; town-houses/apartments only where economically necessary.
		Vacant buildings should be boarded or demolished.
Individual homes in neighborhood are safe for all residents.	Residents should be protected from injuries due to fire.	Smoke detectors should be installed in all homes.
		Plan should provide for housing for seniors, families, and other forms of households.
	Residents should be protected from environmental hazards.	Asbestos, lead paint and other environmental hazards should be remediated.



EDUCATION COMMITTEE REPORT:

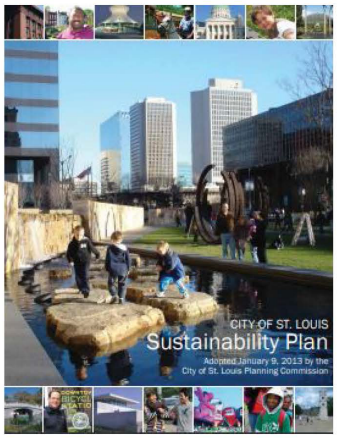
DESIRED OUTCOMES EXPRESSED BY NEIGHBORHOOD RESIDENTS	PROGRAM/FACILITY DESIGN PRINCIPLES	PHYSICAL DEVELOPMENT STRATEGIES
Pre-schoolers prepared to enter school.	Preschoolers and have access to early childhood developmental opportunities.	Convenient, safe day care facilities.
		Convenient, safe pre-school facilities.
Neighborhood youth are prepared to enter job market.	All graduates should be proficient in basic skills. *(Collect/review data to determine current proficiency levels.)*	Facilities available for drop-in tutoring.
	Youth should have access to vocational training.	Computer training facilities.
		Construction trades training facilities.
Parents are active in children's education.	Parents have opportunities to learn parenting skills; children have access to interested, active parents.	Parenting programs accessible to neighborhood residents.
		Stand-in parents available for children whose parents are unable or unwilling to be active in children's education.
Neighborhood youth engaged in constructive leisure-time activities.	Neighborhood youth have access to constructive recreational opportunities.	Recreational opportunities for all ages (playgrounds, recreation center, sports facilities) nearby or via safe route.
Neighborhood youth have constructive role models available.	Successful people are encouraged to reside in neighborhood.	Middle and upper income housing developed and marketed.
People are encouraged to keep learning outside of formal education.	Youth and adults have access to self-teaching opportunities.	Libraries available in neighborhood.
		Computer labs available in neighborhood.
Schools are a source of pride for neighborhood residents.	"All schools should be like magnet schools."	School facilities should be well-maintained and equipped for modern educational practices.
		New schools should be built where needed.

PROGRESS REPORT – PHASE 1

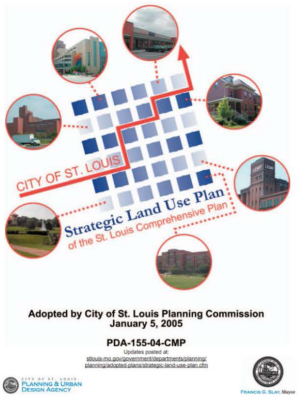
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies – Required Current Plans Alignment

Equitable Economic Development Strategy (2020)



City Of St. Louis Sustainability Plan (2013)



Strategic Land Use Plan of the St. Louis Comprehensive Plan (2005)

Equity Indicators Baseline Report (2018)

Existing Plans & Studies:
Equity Indicators: Towards a St. Louis Region that works for all of us: Baseline Report (2018)

The purpose of the Equity Indicators is to align the work happening throughout the city and region towards the goal of racial equity.

The Equity Indicators Report was created by the City of St. Louis in partnership with Forward Through Ferguson and United Way of Greater St. Louis under the guidance of the City University of New York's Institute for State and Local Governance (CUNY ISLG).

There are three over-arching (3) themes:

- Youth at the Center
- Opportunity to Thrive
- Justice for All

The St. Louis Equity Indicators uses and tailors the method developed by CUNY Institute for State and Local Governance, the originators of Equality Indicators

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies:
Equity Indicators: Towards a St. Louis Region that works for all of us: Baseline Report (2018)

2018 Equity Indicators score for the City of St. Louis is **45.57 out of 100**.

The scores for the three (3) themes are:

- Youth at the Center: **42.29**
- Opportunity to Thrive: **42.58**
- Justice for All: **51.54**

City of St. Louis Open Portal:
https://www.stlouis-mo.gov/data/dashboards/equity/index.cfm

The indicators measure disparities between white and black residents on a scale of 1 to 100, with lower numbers representing greater inequity.

PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

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Youth at the Center
Score: 42.58

Child Well-being Score: 25.75		Education Quality Score: 43.75		Educational Attainment Score: 58.25	
Indicator	**Score**	**Indicator**	**Score**	**Indicator**	**Score**
Child Poverty	29	School Test Scores	19	High School Graduate Population	78
Child Food Insecurity	17	Teacher Attendance	67	High School Graduation Rate	100
Child Emergency Room Visits	27	Teacher Experience	52	Disconnected Youth	54
Child Asthma	1	Suspensions	32	Bachelor's Degree Population	34
Child Lead Poisoning	51	Pre-Kindergarten Enrollment	67	College Enrollment Rate	68
Chronic Absenteeism	58	Advanced Placement Enrollment	40	College Graduation Rate	39
Juvenile Referrals to Court	21	Third-Grade Reading Proficiency	37	Some College, No Degree Population	65
Youth STD Rates	2	Sixth-Grade Math Proficiency	36	Graduate Degree Population	28

Within each theme are three topics, and within each topic are eight indicators, for a total of 72 indicators.

PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

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Opportunity to Thrive
Score: 42.58

Financial Empowerment Score: 39.75		Neighborhoods Score: 48.25		Health and Safety Score: 39.75	
Indicator	**Score**	**Indicator**	**Score**	**Indicator**	**Score**
Unemployment	22	Concentrated Poverty	30	Infant Mortality	34
Median Household Income	42	Home Loan Originations	9	Health Insurance	40
Adult Poverty	37	Vacancy	3	Violent Crime Victimization	36
High-Wage Occupations	35	Illegal Dumping	29	Homelessness	29
Severe Rent Burden	40	Commuting Time	75	Pedestrian Injuries	40
Homeownership	47	Transit Frequency	96	Chronic Disease Emergency Room Visits	31
Home Loan Denial Rate	28	Access to Healthy Food	45	Women's Health	40
Business Ownership	68	Access to Parks	99	Mortality Rate	68

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Justice for All
Score: 51.54

Policing Score: 53.75		Court Reform Score: 39.75		Civic Engagement Score: 61.13	
Indicator	**Score**	**Indicator**	**Score**	**Indicator**	**Score**
Police Department Representation	40	Municipal Warrants	27	Residential Segregation	72
Police Applicants	78	Pretrial Detention	34	Internet Access	37
Academy Retention	30	Incarceration	26	Voter Turnout	70
Police Department Promotions	91	Probation Population	26	Neighborhood Associations	39
Traffic Stops	44	Legal Representation	40	Elected Officials Representation	86
Municipal Arrests	39	Evictions	39	City Management Representation	36
Use of Force	34	Driving Status Violation Charges	26	Calls for Service	70
Crisis Intervention Training	74	Driving Status Violation Convictions	100	Service Delivery Response Time	79

Within each theme are three topics, and within each topic are eight indicators, for a total of 72 indicators.

NORTH CENTRAL PLAN

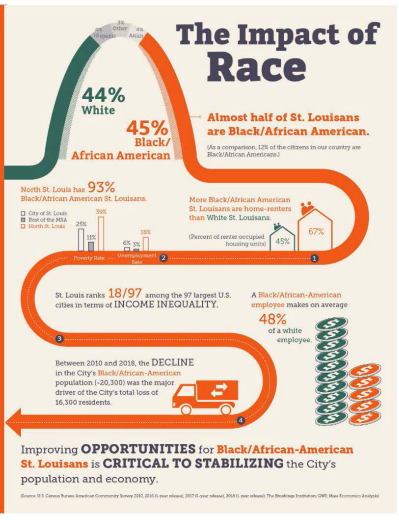
PROGRESS REPORT – PHASE 1
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies:
Equitable Economic Development Framework for St. Louis (2020)

"Race, place, poverty, and opportunity have to be the core concepts .... for a more equitable, more vibrant, & more resilient economic future.

This framework seeks to position St. Louis:

- to compete regionally and globally in its key economic clusters;
- To catalyze the transformation and growth of St. Louis' neighborhoods through a commitment to "quality of place";
- To capitalize on core economic strengths to unlock the opportunity for all to thrive; and
- To maintain a more sustainable tax base driven by commercial and residential investment and renewed population growth.



PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

Framework has ten (10) specific and measurable goals that can be tracked and measured using economic, place-based, and population based indicators.

1. Achieve annual growth in employment and payroll among key industry clusters that meets or exceeds their national growth rates.
2. Reduce St. Louisan's poverty rates – across all racial/ethnic groups – to below their respective national rates; increase median household incomes – across all racial/ethnic groups – above the U.S. (adjusted for cost of living differential).
3. Close the unemployment and wage gap between Black/African Americans and their white counterparts, as well as other disadvantaged racial/ethnic groups.
4. Increase the availability of middle-wage opportunities in the city's job base.
5. Attain enough employer commitments to adopt workplace policies that: diversify the workforce, increase worker retention, and provide access to wraparound services so that at least half of all job holders in the city work for employers that have committed to such policies.
6. Reduce vacancy rates and promote vibrancy on commercial corridors, especially in underserved neighborhoods.
7. Promote anti-displacement by increasing home and business ownership opportunities for people of color and other under-represented populations.
8. Slow, then reverse, population decline – particularly among Black/African American residents and households with school-aged children
9. Increase the quality and capacity of neighborhood organizations, CDCs, and business associations to represent and respond to resident and other local stakeholder interests.
10. Strengthen the city's fiscal outlook by responding to post-COVID industry and workplace trends, increasing revenues (overall and per capita), maximizing the efficiency of incentive use and expenditures by promoting job and housing density, and building a budget surplus.

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

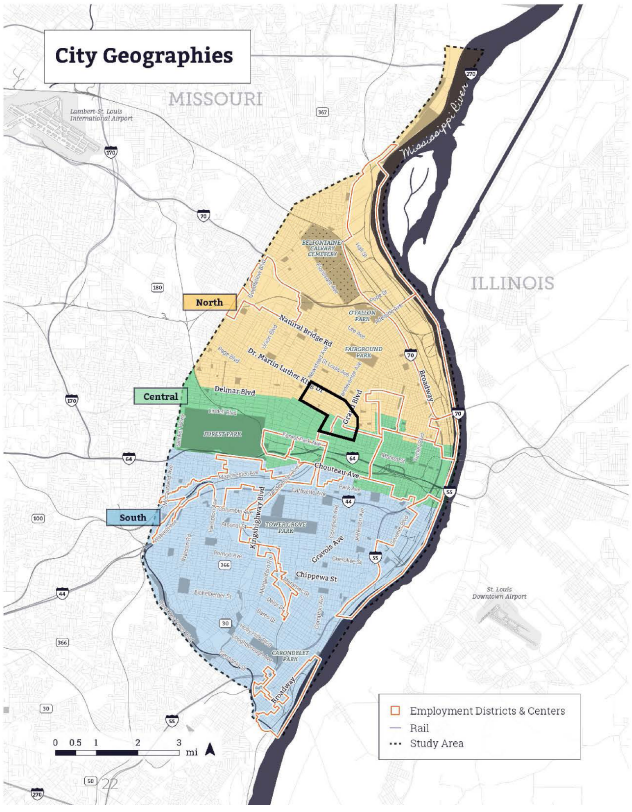
Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

One of the most critical assets in the city today is its neighborhoods, home to vibrant communities that **must be at the forefront of any planning and growth efforts.**

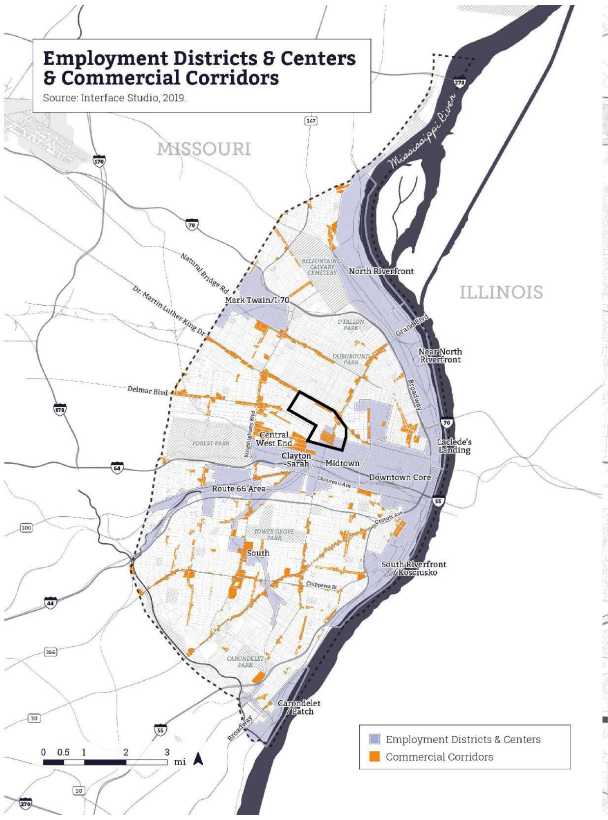
Research has confirmed the importance of neighborhood characteristics in shaping economic outcomes of residents.

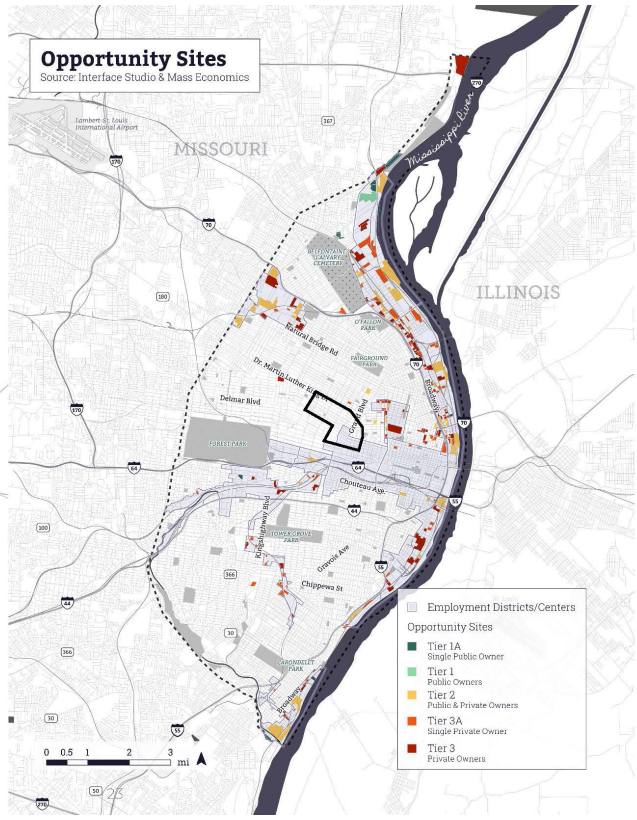
Although the framework is not meant as a set of neighborhood plans, it should be complementary to civic and public sector efforts to improve quality of life and opportunity in the city's neighborhoods.

These plans will cover a standard set of topics related to neighborhood characteristics including land use and zoning, housing, sustainability, economic development, safety, and equity, as well as secondary and focus areas of most relevance to the specific neighborhood



NORTH CENTRAL PLAN





NORTH CENTRAL PLAN

Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

Framework

Opportunity to Thrive: Identifies the types of supports needed to translate economic growth into higher and more stable incomes and opportunities – and increased household wealth – for St. Louisans and eventually to support population growth in the city;

Clusters: Identifies the sets of industries that can provide the foundation for significant growth in jobs and entrepreneurship, with a focus on clusters that can provide quality opportunities for St. Louisans of all educational attainment levels;

Place: Recognizes that conditions and opportunities vary across the city and that a place-based approach is necessary to create a high quality of life for all residents..

EMPLOYMENT AREAS	KEY INDUSTRIES (YELLOW SECTORS ARE GROWING CITYWIDE)	
1 Carondelet/ Patch		Transportation & Logistics Metals & Chemicals Food Processing & Manufacturing Real Estate & Construction
2 Central West End		Health Services Hospitality & Tourism Business Services Education & Training
3 Clayton-Sarah		Business Services Household Goods & Services Transportation & Logistics Real Estate & Construction
4 Downtown Core		Business Services Marketing & Publishing Hospitality & Tourism
5 Laclede's Landing		Business Services Hospitality & Tourism
6 Mark Twain/I-70		Government Transportation & Logistics Food Processing & Manufacturing Community & Civic Organizations
7 Midtown		Education & Training Business Services Health Services
8 Near North Riverfront		Transportation & Logistics Food Processing & Manufacturing
9 North Riverfront		Transportation & Logistics Real Estate & Construction
10 Route 66 Area		Metals & Chemicals Real Estate & Construction Transportation & Logistics Community & Civic Organizations
11 South		Transportation & Logistics Real Estate & Construction Automotive Services Education & Training
12 South Riverfront/ Kosciusko		Food Processing & Manufacturing Education & Training
13 Near Northside	EMERGING AREA	Geo-spatial Intelligence Pharmaceuticals

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

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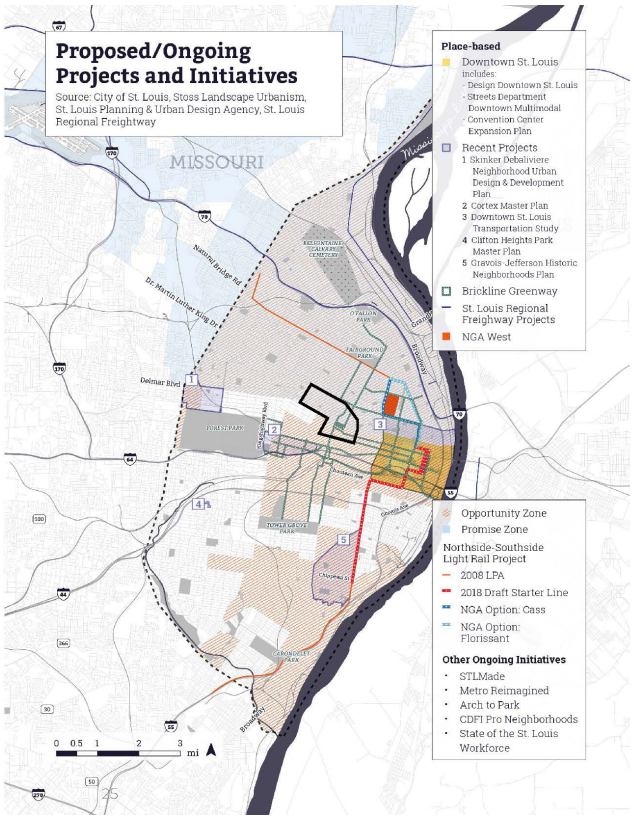


NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

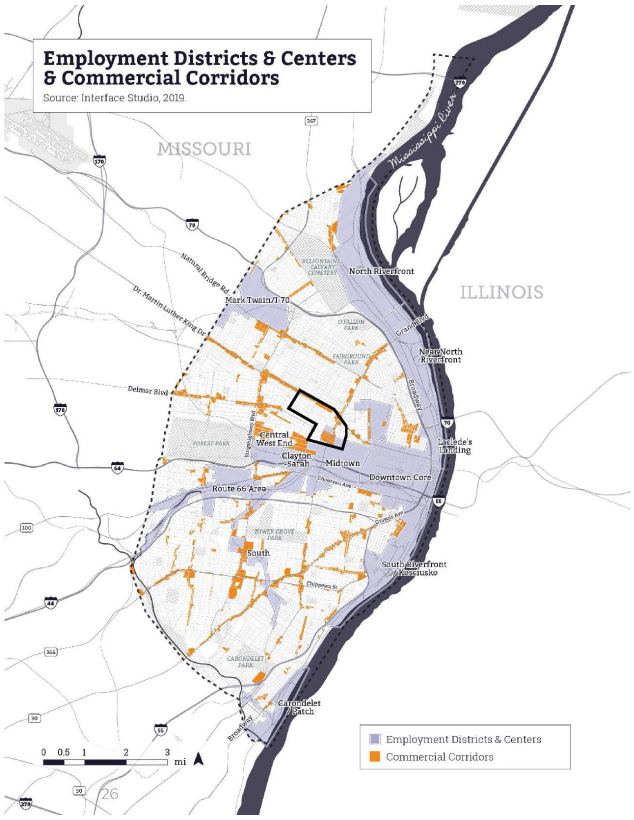
Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

EMPLOYMENT DISTRICTS: Downtown & Laclede's Landing, and Near Northside

The central corridor of St. Louis is critical to the city's economic present and future. The Downtown Core, the Central West End, Midtown and Clayton-Sarah account for a majority of city jobs.

CWE:	*28,300 employees*
Midtown:	*27,700 employees*
Clayton-Sarah:	*5,400 employees*
	61,400 employees

Types of Business: Institutional, Hospitals and Health Services; Education & Training; Arts and Culture: Technology-related fields; Financial and Business Services; Retail; Commercial Services and the Performing Arts.



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

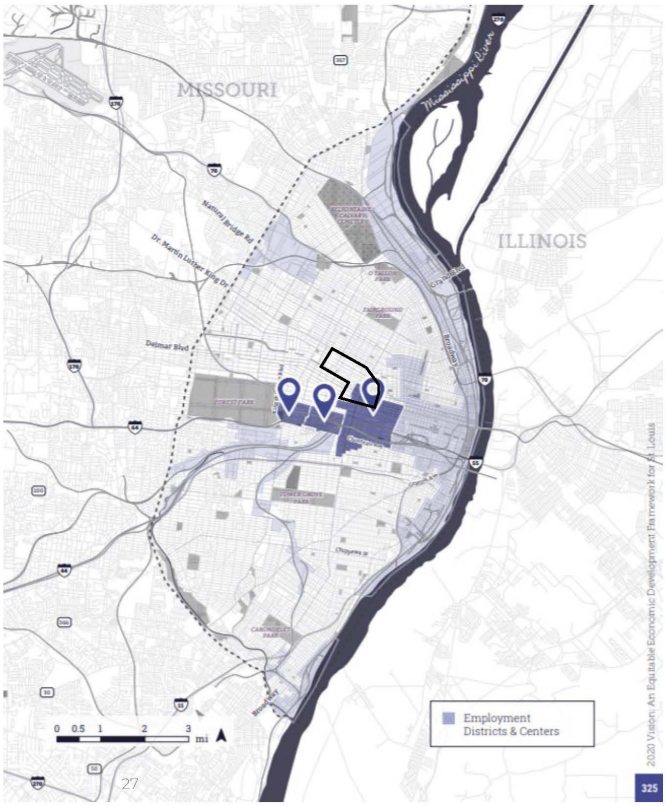
Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

Employment DISTRICTS: Near Northside

The next phase of the development of the Near Northside will be driven by the development of the N2W headquarters which will infuse North St. Louis with thousands of jobs.

The N2W headquarters itself will be one of the country's major assets for geospatial jobs.

With the investment, the district will expand with new housing to the north and east and a mix of new commercial and institutional uses along Jefferson Avenue. New transit and the Greenway will serve to link this investment with Downtown, Midtown and surrounding communities.



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

Employment DISTRICTS: Near Northside

Strategy 1:
Develop space to support tech and NGA start-ups

Strategy 2:
Create strong connections between NGA, nearby neighborhoods and Downtown

Strategy 3:
Encourage new housing infill development

Strategy 4:
Plan for institutional and commercial uses along Jefferson Avenue

Strategy 5:
Continue to promote the reuse of Pruitt-Igoe for jobs- intensive development

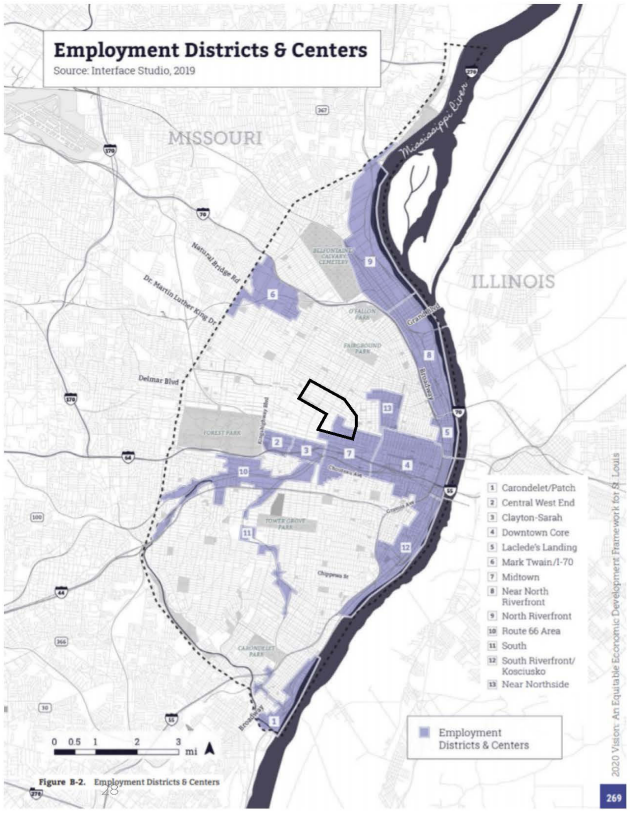


Figure B-2. Employment Districts & Centers

PROGRESS REPORT – PHASE 1

Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

SUPPORTING DISTRICTS: CENTRAL WEST END, MIDTOWN, CLAYTON-SARAH

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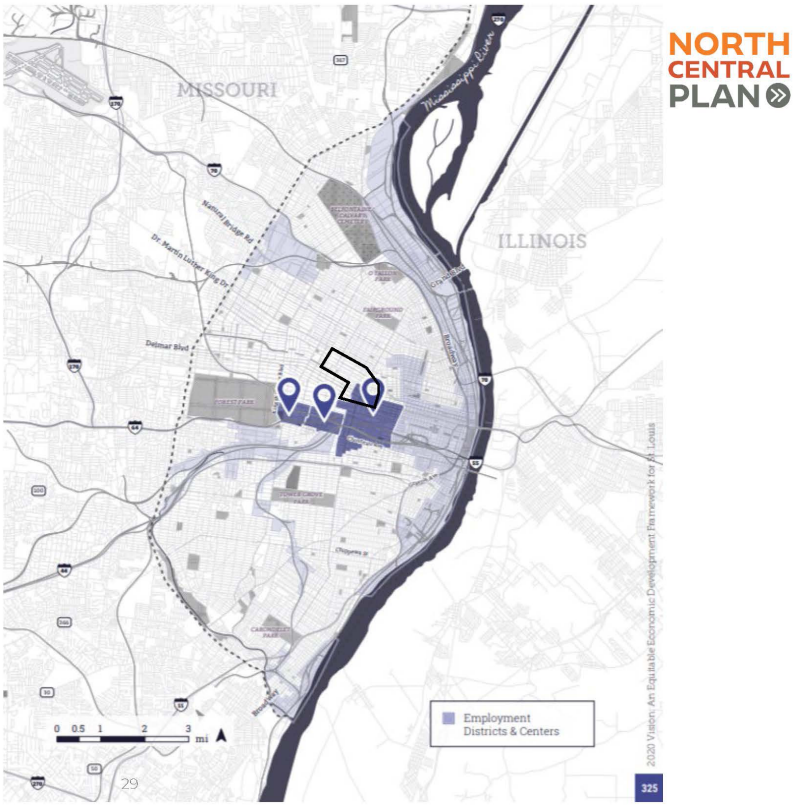


PROGRESS REPORT – PHASE 1

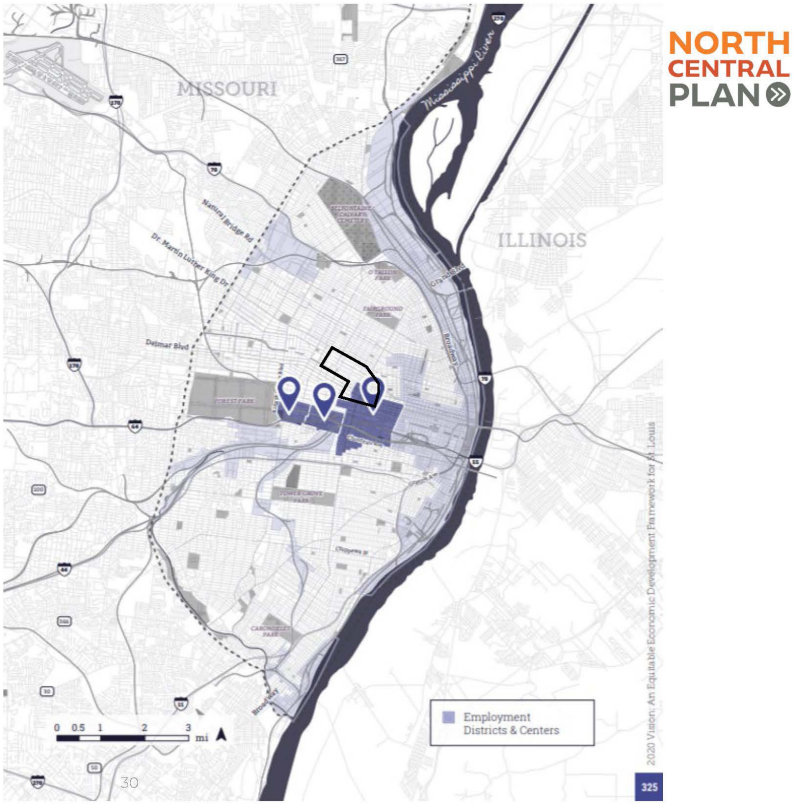
Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

SUPPORTING DISTRICTS: CENTRAL WEST END, MIDTOWN, CLAYTON-SARAH

"...will continue to drive job growth in the city with a continued focus on health care, business and financial services and education as well as growing specializations in bioscience, software, and technology..."

Continued housing growth will provide opportunities for employees to live nearby and bring about additional services and amenities.

The vision is to connect the area's medical and educational institutions along with creative and tech jobs to create a vibrant, mixed-use central corridor.



PROGRESS REPORT – PHASE 1

Existing Plans & Studies: Equitable Economic Development Framework for St. Louis (2020)

SUPPORTING DISTRICTS: CENTRAL WEST END, MIDTOWN, CLAYTON-SARAH

Strategy 1:
Coordinate key stakeholders / organizations in Midtown

Strategy 2:
Support ongoing planning for Cortex (more mixed- use).

NORTH CENTRAL PLAN

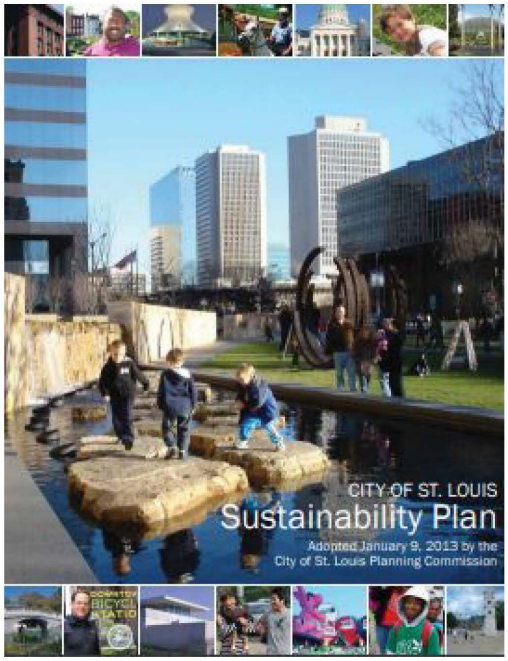
PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Sustainability Plan

Mission Statement

The City of St. Louis harnesses the strength and spirit of its diverse community to create an economically, socially and ecologically vibrant City for present and future generations -- one that dynamically serves those who live, work, and play in the City's rich and celebrated historic landscape.



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

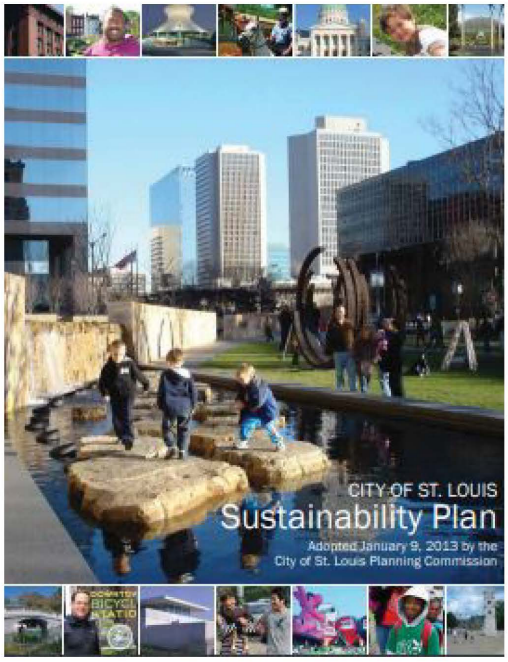
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Sustainability Plan

The City's sustainability planning efforts were grounded both in these strengths and realities. It made sense to build on those to the greatest extent possible, in order to enhance overall sustainability outcomes. Some of the greatest strengths and assets of the City include:

Strengths

- Central location - heart of the region
- Urban character and sense of place
- Vibrancy and richness
- Diversity and social capital
- Young, well-educated professionals
- Relative density and proximity to jobs and amenities
- Connectivity, transit and existing infrastructure
- Fiscal responsibility



PROGRESS REPORT – PHASE 1

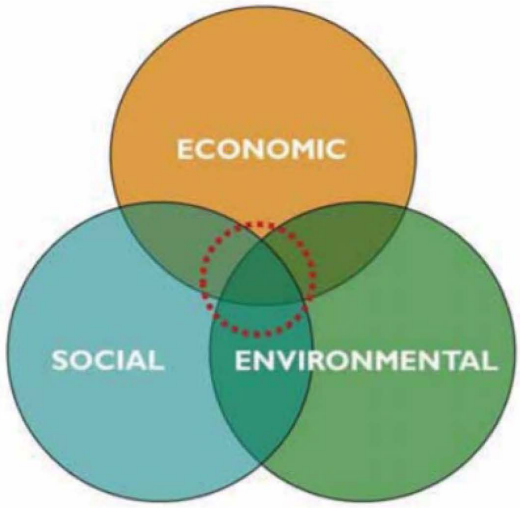
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Sustainability Plan

As we enter the 21st century, we have a timely opportunity to integrate, grow and balance our ambitions for economic prosperity, social equity and environmental health. 10 Context & Summary City of St. Louis Sustainability Plan Going well beyond a typical sustainability plan that is focused on just the environment, the City's sustainability planning attempts to balance both economic and social issues with those of the environment.

Triple Bottom Line Sustainability

- Economic
- Social
- Environmental



Sustainability Plan

The City's Sustainability Plan is more an overarching framework of sustainability opportunities than a prescribed course of action.

once implemented, these strategies have been determined to present the greatest potential to make the vision of a Sustainable City of St. Louis a reality. The Plan is organized by seven broad goals, called functional categories.

Functional Categories

- Urban Character, Vitality & Ecology
- Arts Culture & Innovation
- Empowerment Diversity & Equity
- Health, Well-Being & Safety
- Infrastructure, Facilities & Transportation
- Education, Training & Leadership
- Prosperity, Opportunity & Employment

Under each Functional Categories there are objectives and strategies, in the end totaling to dozens of objectives and hundreds of strategies and techniques.

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Urban Character, Vitality & Ecology	
A.	Support Designated Districts that Focus on Job Creation and Economic Prosperity
B.	Develop Healthy, Compact, Transit-Served Smart Neighborhoods
C.	Strengthen Use, Access and Programming of Civic Amenities, Public Spaces, and Streets
D.	Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy
E.	Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources
F.	Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes
G.	Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities
H.	Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings
I.	Build a Vibrant, Community-Based Urban Agriculture Industry
J.	Facilitate Place-Based, Integrated Sustainability Planning

Arts, Culture & Innovation	
A.	Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development
B.	Increase Affordable and Equitable Access to a Diversity of Arts and Culture
C.	Develop Multi-Use, Transit Accessible Arts and Cultural Districts
D.	Encourage Innovation through Smart Learning Hubs and Venture Capital
E.	Encourage Public Art and Design that Builds Vibrancy and Identity
F.	Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events
G.	Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding

Empowerment, Diversity & Equity	
A.	Embrace the Value of Diversity, Aspire towards Equity, and Attract and Retain a Diverse Population and Culture
B.	Encourage Civic Engagement, Transparency, and Leadership
C.	Promote Youth Development, Education, Engagement, and Empowerment
D.	Promote Senior Civic Involvement, Empowerment, and Intergenerational Engagement
E.	Reduce Homelessness and Support Low Income Families and the Unemployed
F.	Ensure Equal Access to Amenities, Business Opportunities, Transportation, and Safe and Healthy Neighborhoods

Health, Well-Being & Safety	
A.	Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention
B.	Reduce Toxins in the Environment
C.	Increase Access to Healthy, Local Food, and Nutritional Information
D.	Encourage Physical Activity, Fitness, and Recreation
E.	Ensure Access to Local Health Systems, Services, and Information
F.	Minimize Vulnerability to Hazards and Disasters

Infrastructure, Facilities & Transportation	
A.	Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods
B.	Promote Energy Efficiency and Utilize Cleaner Forms of Energy
C.	Reduce Greenhouse Gas Emissions
D.	Minimize Landfill-Bound Waste
E.	Manage Stormwater and Wastewater to Protect and Enhance Property and Natural Systems
F.	Provide the Best Quality Water from Sustainable Sources
G.	Advance Health and Resource Efficiency in Buildings
H.	Facilitate Access to Leading Edge Information Exchange Systems

Education, Training & Leadership	
A.	Increase the High School Graduation Rate and the Quality of the K-12 Educational Experience
B.	Provide Continuing Education Opportunities
C.	Link National Economic Growth Sectors to Local Training
D.	Nurture Leadership and Management Capabilities in Business, Government, and Neighborhoods
E.	Increase Citizens' Environmental Literacy

Prosperity, Opportunity & Employment	
A.	Assure the Employability of the Entire Labor Force
B.	Market the City's Assets and Special Competencies
C.	Nurture Innovation in Business, Government, and Philanthropy
D.	Maximize Economic Productivity by Enhancing Neighborhood Quality of Life
E.	Redevelop Real Estate Using Sustainability Practices
F.	Maintain a Diverse and Valuable Tax Base
G.	Strategically Invest in Forward-Thinking Ideas
H.	Create Economic Prosperity Through Investments in Human Capital

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Urban Character, Vitality & Ecology

The City of St. Louis aspires to use its unique, vital, and nationally significant urban space, landmarks, parks, natural resources, districts, and neighborhoods that are interspersed with vibrant mixed-use cultural, institutional, and entertainment nodes, as an economic competitive advantage to build healthy, compact neighborhoods and special use districts that attract and retain the creative class and an economically and socially diverse residential population and work force.

OBJECTIVES

- **A** Support Designated Districts that Focus on Job Creation and Economic Prosperity
- **B** Develop Healthy, Compact, Transit-Served Smart Neighborhoods
- **C** Strengthen Use, Access, and Programming of Civic Amenities, Public Spaces, and Streets
- **D** Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy
- **E** Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources
- **F** Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes
- **G** Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities
- **H** Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings
- **I** Build a Vibrant, Community-Based Urban Agriculture Industry
- **J** Facilitate Place-Based, Integrated Sustainability Planning

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Arts, Culture & Innovation

The City of St. Louis aspires to grow its existing, vibrant, diverse and nationally significant arts, culture, entertainment, creative, and innovation industries, and leverage them in order to both deliver and reflect sustainability at the local level, and result in meaningful economic development opportunities for the community at large.

OBJECTIVES

- **A** Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development
- **B** Increase Affordable and Equitable Access to a Diversity of Arts and Culture
- **C** Develop Multi-Use, Transit Accessible Arts and Cultural Districts
- **D** Encourage Innovation through Smart Learning Hubs and Venture Capital
- **E** Encourage Public Art and Design that Builds Vibrancy and Identity
- **F** Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events
- **G** Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Empowerment, Diversity & Equity

The City of St. Louis aspires to empower its social and human capital by strengthening its social, cultural, and economic diversity and creating a higher level of respect and civic participation in order to attract, support, and facilitate dialogue, urban innovation, population, and jobs, in order to create an equitable, transparent and inclusive environment for those who live, work, learn, and play in the City.

OBJECTIVES

- **A** Embrace the Value of Diversity, Aspire towards Equity, and Attract and Retain a Diverse Population and Culture
- **B** Encourage Civic Engagement, Transparency, and Leadership
- **C** Promote Youth Development, Education, Engagement, and Empowerment
- **D** Promote Senior Civic Involvement, Empowerment, and Intergenerational Engagement
- **E** Reduce Homelessness, and Support Low Income Families and the Unemployed
- **F** Ensure Equal Access to Amenities, Business Opportunities, Transportation, and Safe and Healthy Neighborhoods

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Health, Well-Being & Safety

The City of St. Louis aspires to foster a balanced and thriving environment and high quality of life that satisfies physical, spiritual, and mental needs of its constituents, prevents disease through nutritional, lifestyle, and fitness opportunities, promotes safety and peace through the empathetic awareness of self and others, and a place where timely responses to natural disasters are delivered by a coordinated and prepared resource network.

OBJECTIVES

- **A** Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention
- **B** Reduce Toxins in the Environment
- **C** Increase Access to Healthy, Local Food, and Nutritional Information
- **D** Encourage Physical Activity, Fitness, and Recreation
- **E** Ensure Access to Local Health Systems, Services, and Information
- **F** Minimize Vulnerability to Hazards and Disasters

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Infrastructure, Facilities & Transportation

The City of St. Louis aspires to integrate the basic systems, services, installations, and policies required for the functioning of its community by leveraging interrelationships and positioning the investment of capital spending to provide superior levels of service which anticipate and adapt to future needs, and add value to the economy, the community, and the environment.

OBJECTIVES

- **A** Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods
- **B** Promote Energy Efficiency and Utilize Cleaner Forms of Energy
- **C** Reduce Greenhouse Gas Emissions City-wide
- **D** Minimize Landfill-Bound Waste
- **E** Manage Stormwater and Wastewater to Protect and Enhance Property and Natural Systems
- **F** Provide the Best Quality Water from Sustainable Sources
- **G** Advance Health and Resource Efficiency in Buildings
- **H** Facilitate Access to Leading Edge Information Exchange Systems

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Education, Training & Leadership

The City of St. Louis aspires to be the premier place for highly educated and talented individuals to live and work, and an innovator in advanced and forward thinking training for business, government, civic, and individual leadership.

OBJECTIVES

- **A** Increase the High School Graduation Rate and the Quality of the K-12 Educational Experience
- **B** Provide Continuing Education Opportunities
- **C** Link National Economic Growth Sectors to Local Training
- **D** Nurture Leadership and Management Capabilities in Business, Government, and Neighborhoods
- **E** Increase Environmental Literacy

NORTH CENTRAL PLAN

Existing Plans & Studies : City of St. Louis Sustainability

Prosperity, Opportunity & Employment

The City of St. Louis aspires to be a place that attracts progressive and sound private enterprises, by offering affordable living, a high quality work force, and business resources to help nurture and support a thriving and sustainable economy.

OBJECTIVES

A	Assure the Employability of the Entire Labor Force
B	Market the City's Assets and Special Competencies
C	Nurture Innovation in Business, Government, and Philanthropy
D	Maximize Economic Productivity by Enhancing Neighborhood Quality of Life
E	Redevelop Real Estate Using Sustainability Practices
F	Maintain a Diverse and Valuable Tax Base
G	Strategically Invest in Forward-Thinking Ideas
H	Create Economic Prosperity Through Investments in Human Capital

SUSTAINABILITY PLAN

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

NORTH CENTRAL PLAN

Strategic Land Use Plan

Plan Purpose

- To provide direction for those who wish to make new investments in our City, and
- To provide stability and opportunities for those who already live, work and build their businesses here.

LAND USE PLAN

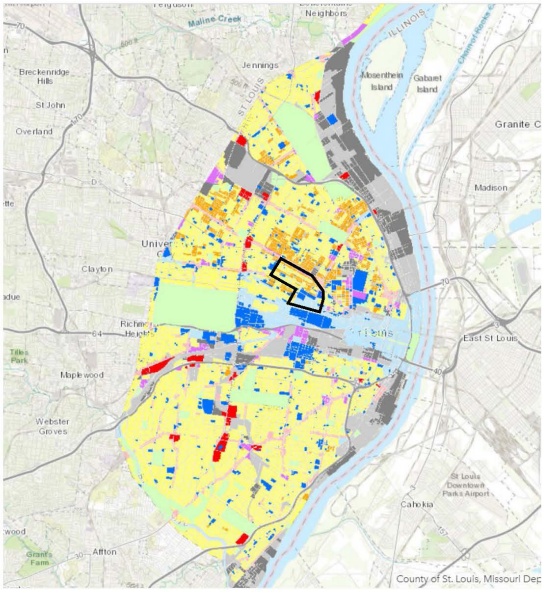
PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Strategic Land Use Plan

Land Use Designations

- Neighborhood Preservation Area (NPA)
- Neighborhood Development Area (NDA)
- Regional Commercial Area (RCA)
- Recreational/Open Space Preservation/Development Area (ROSPDA)
- Business/Industrial Preservation Area (BIPA)
- Business/Industrial Development Area (BIDA)
- Institutional Preservation & Development Area (IPDA)
- Specialty Mixed Use Area (SMUA)
- Opportunity Area (OA)



Strategic use plan map pictured has been updated since the plans adoption in 2003, the map reflects the changes.

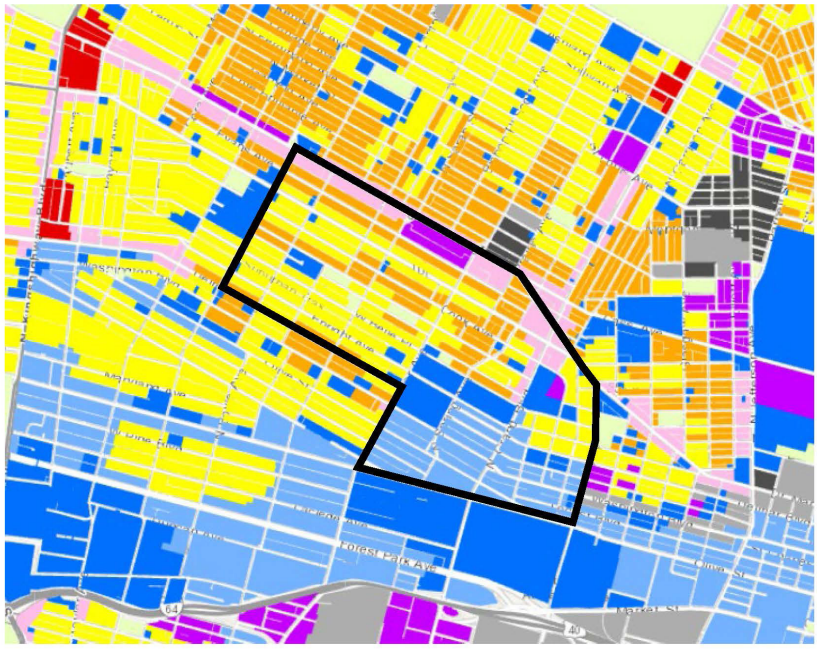
PROGRESS REPORT – PHASE 1

1.4 REVIEW OF RELEVANT EXISTING STUDIES + PLANNING INITIATIVES

Strategic Land Use Plan Map

Zoning Districts

- Neighborhood Preservation Area (NPA)
- Neighborhood Development Area (NDA)
- Neighborhood Commercial Area (NCA)
- Regional Commercial Area (RCA)
- Recreational / Open Space Preservation and Development Area (ROSPDA)
- Business/Industrial Preservation Area (BIPA)
- Business/Industrial Development Area (BIDA)
- Institutional Preservation and Development Area (IPDA)
- Specialty Mixed Use Area (SMUA)
- Opportunity Area (OA)

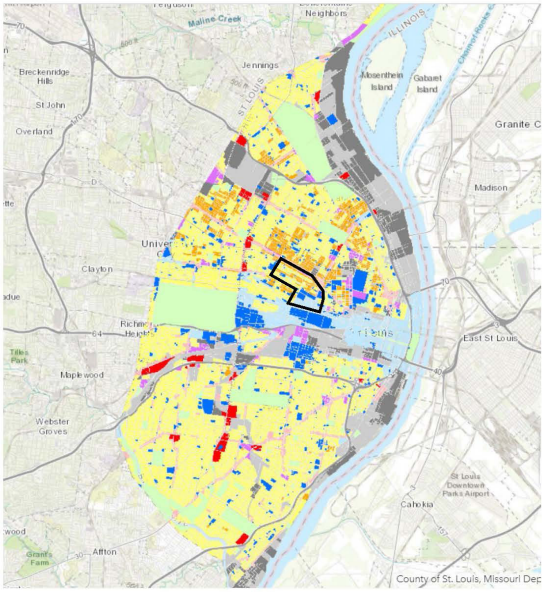


NORTH CENTRAL PLAN

Existing Plans & Studies: Strategic Land Use Plan

Plan Implementation

- This Plan is a roadmap for future activities which will occur over a long time period in response to interest from developers and the initiative of neighborhood residents and City businesses. Thus, there is no specific "implementation strategy" included in this Plan.
- **It is expected that additional detailed neighborhood-level plans will be undertaken to help guide investment**. Some of these initiatives are already underway, and others are in the discussion stages. When concluded, the results of these processes will supplement this Plan.



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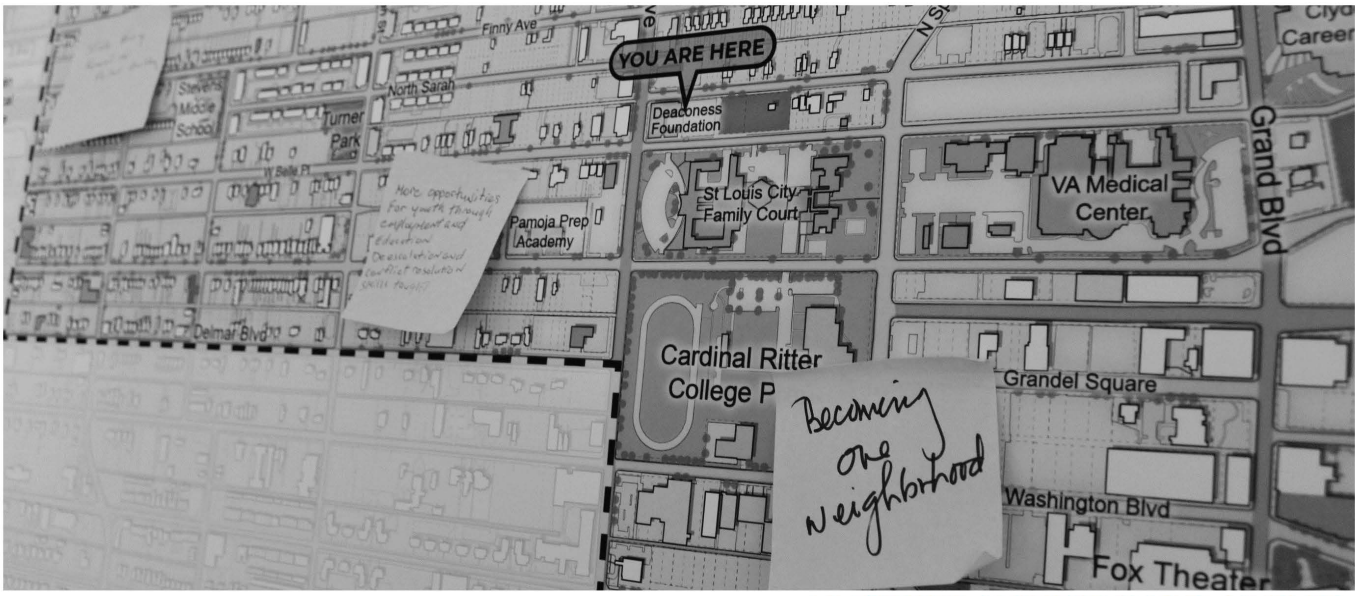
NORTH CENTRAL PLAN



PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

1.9 Existing Conditions SOAR Analysis

1.9.1 Physical Conditions Analysis

1.9.1 PHYSICAL CONDITIONS ANALYSIS

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Site Location

St. Louis City

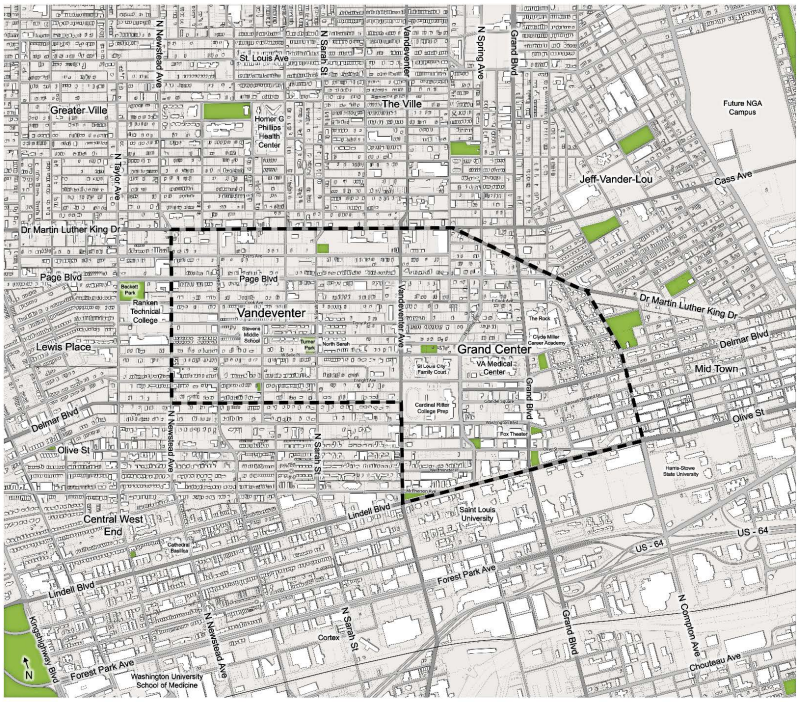
PARCEL OWNERSHIP

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Site Location

St. Louis City

Site Context



PARCEL OWNERSHIP

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Site Location

St. Louis City

Site Context

Neighborhood Map

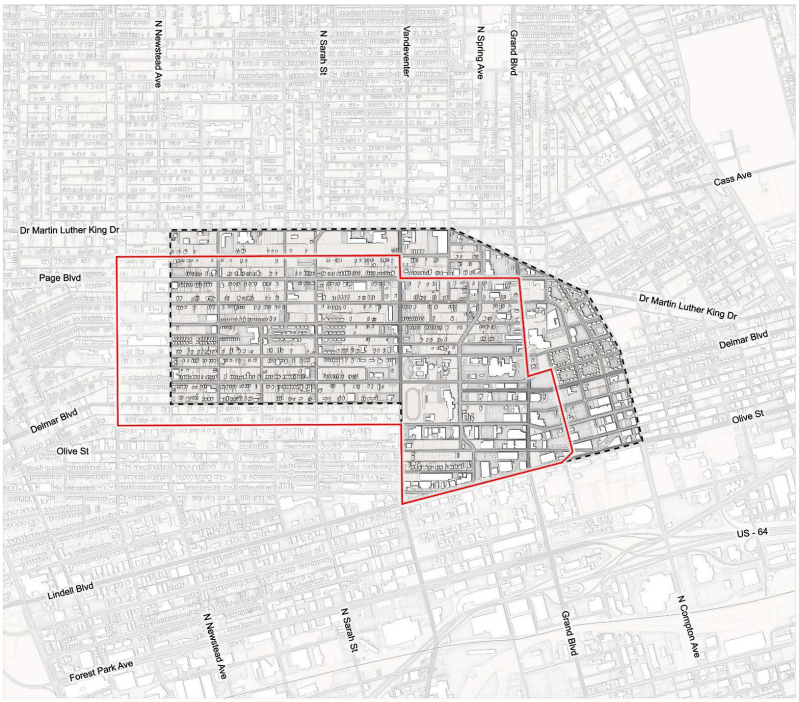
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Site Location

St. Louis City

Site Context



North Central Plan (2000)

Planning Boundaries

- Evans Avenue to Page Boulevard *(North)*
- Washington Boulevard to Lindell Boulevard *(South)*
- Grand Boulevard to N. Theresa Avenue *(East)*
- N. Taylor Avenue *(West)*

2000 NORTH CENTRAL PLANNING AREA BOUNDARIES

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

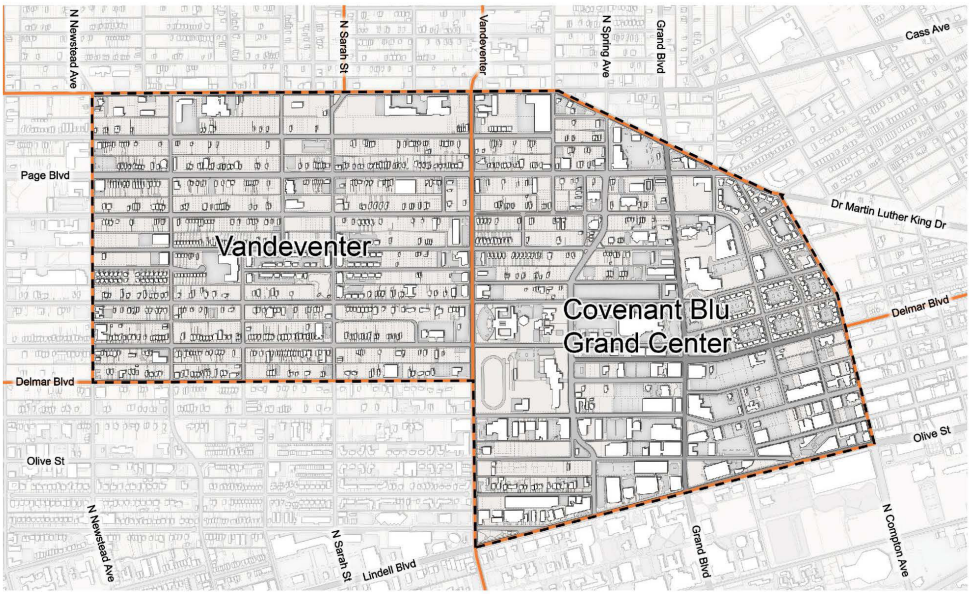
NORTH CENTRAL PLAN

Site Location

St. Louis City

Site Context

Neighborhood Boundaries



North Central Plan (2020)

Planning Boundaries

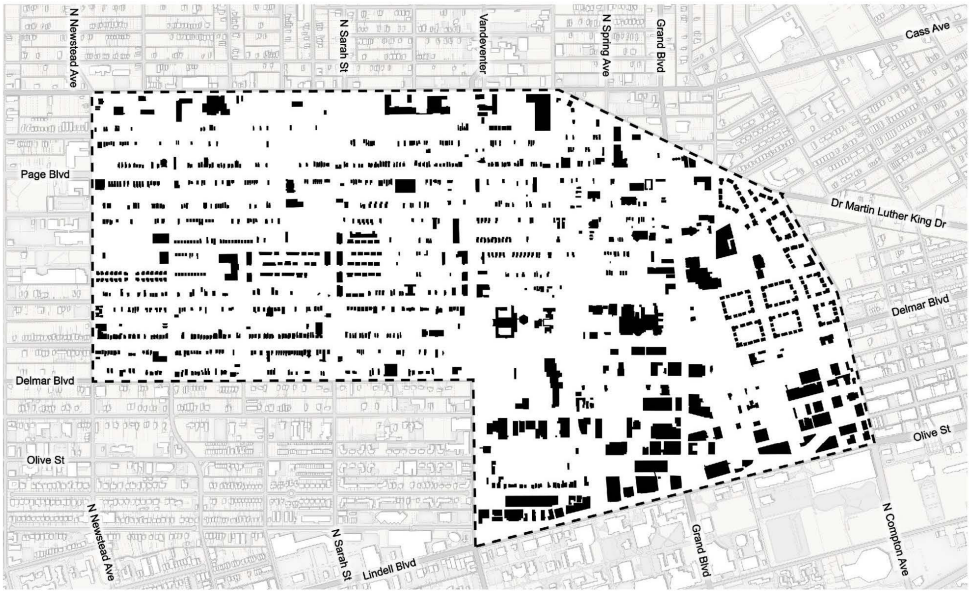
- The boundaries of the plan must align with Neighborhood boundaries.
- The new boundaries align with the Vandeventer and Covenant Blu Grand Center neighborhood boundaries.

Adopted by the City of St. Louis Planning Commission
August 18, 2021

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints



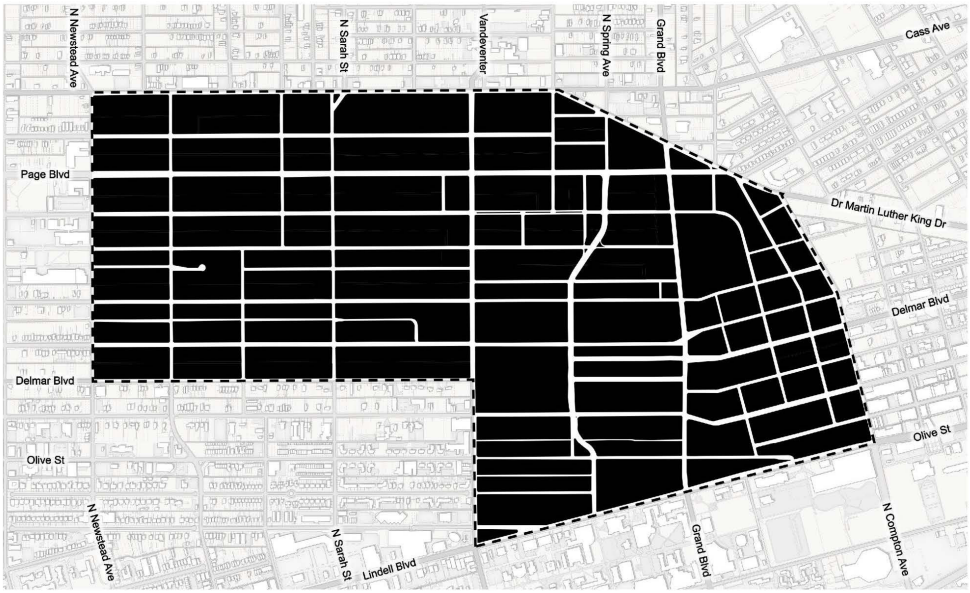
NEIGHBORHOOD FABRIC

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

Blocks



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

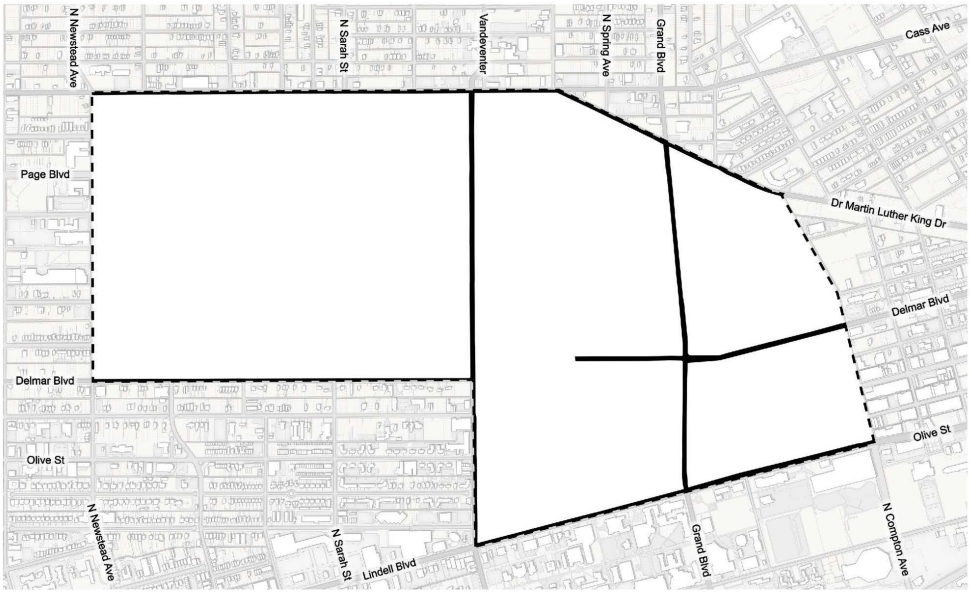
Urban Morphology

Building Footprints

Blocks

Streets

Main Roads



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

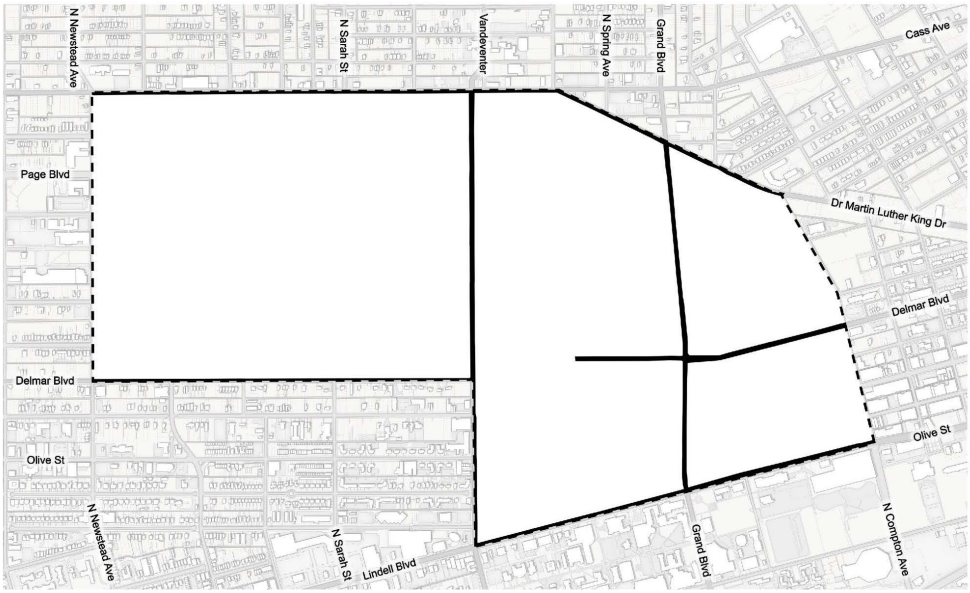
Urban Morphology

Building Footprints

Blocks

Streets

Main Roads



NEIGHBORHOOD FABRIC

NORTH CENTRAL PLAN

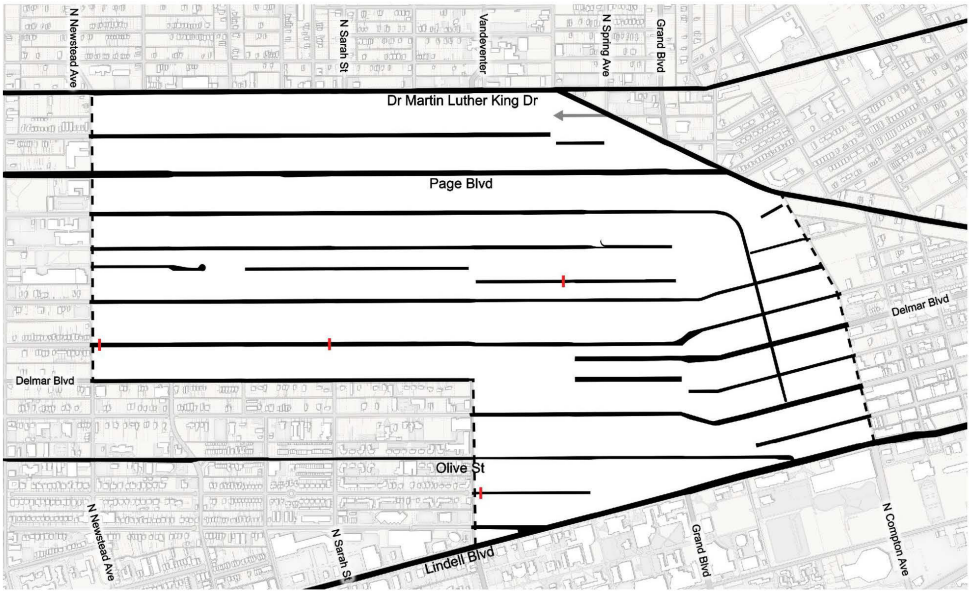
Urban Morphology

Building Footprints

Blocks

Streets

Main Roads
East West Roads
Barriers



PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

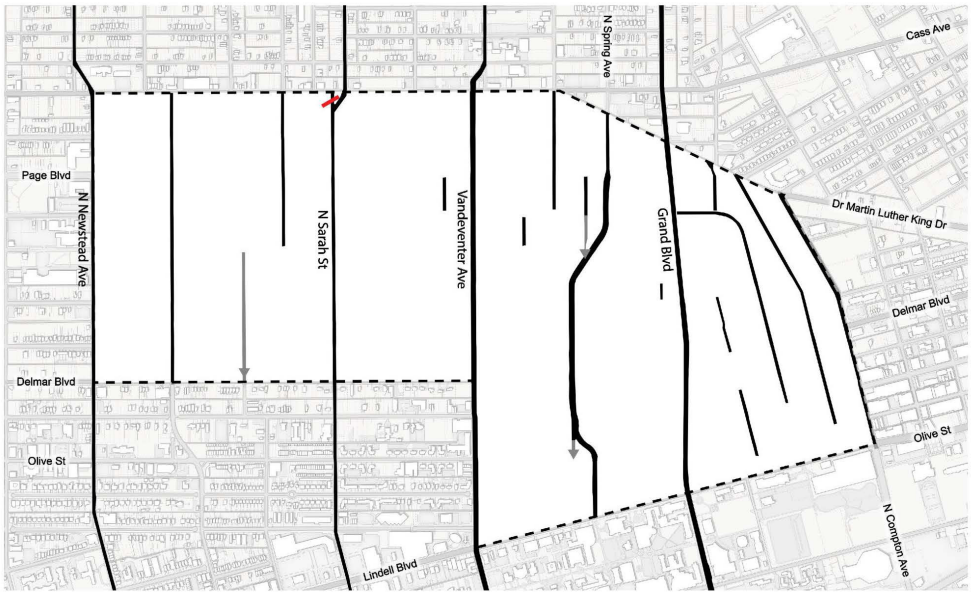
Urban Morphology

Building Footprints

Blocks

Streets

Main Roads
East West Roads and Barriers
North South Roads and Barriers



PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

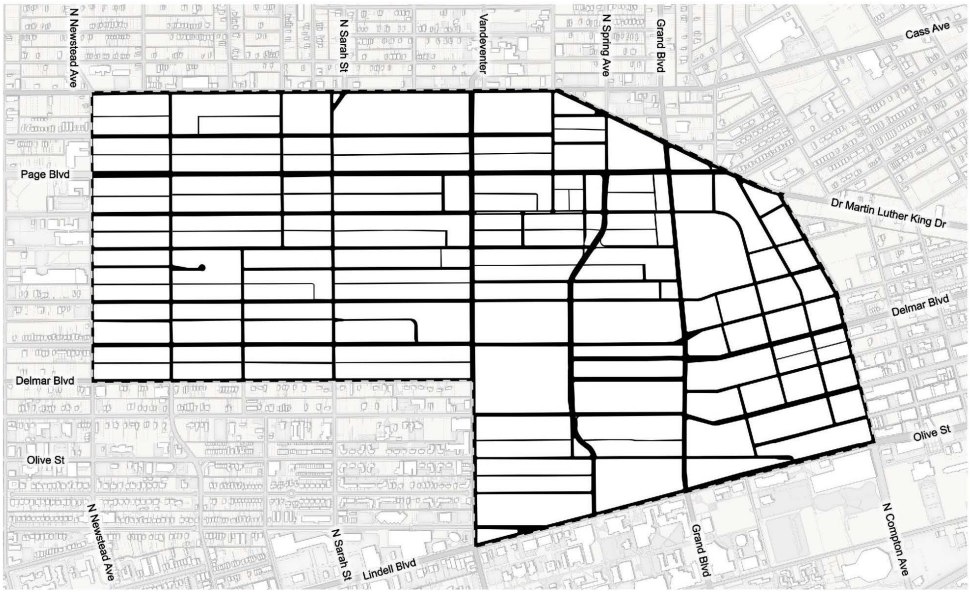
Urban Morphology

Building Footprints

Blocks

Streets

- Main Roads
- All Roads
- East West Roads and Barriers
- North South Roads and Barriers
- Roads and Allys



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

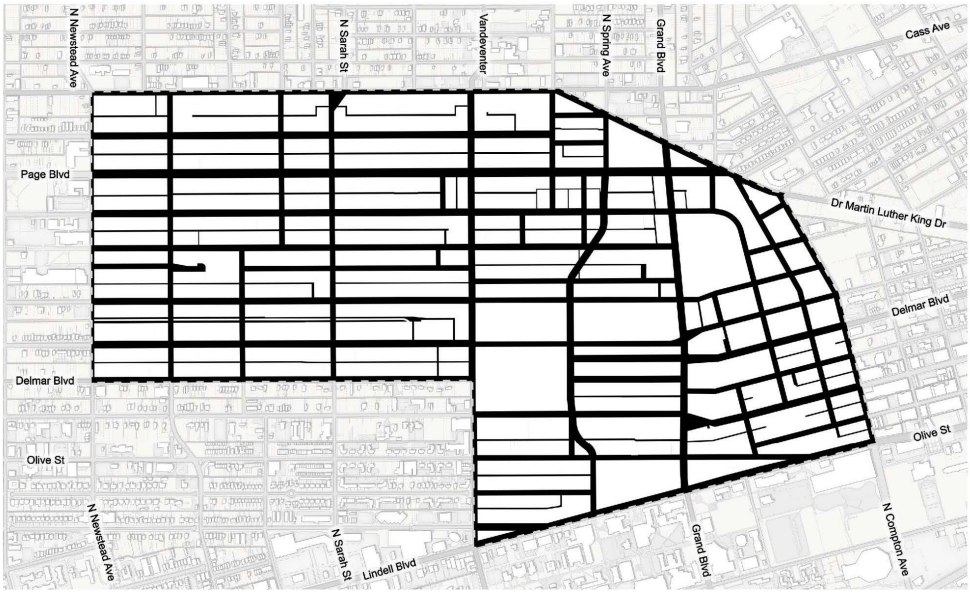
Urban Morphology

Building Footprints

Blocks

Streets

- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW



NEIGHBORHOOD FABRIC

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

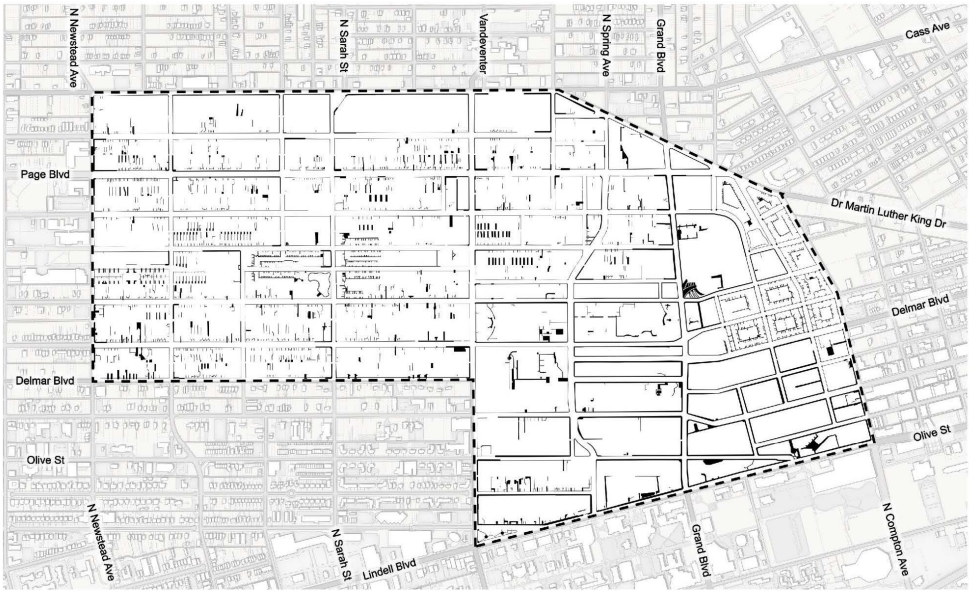
Blocks

Streets

- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW

Hardscape

- Sidewalks



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

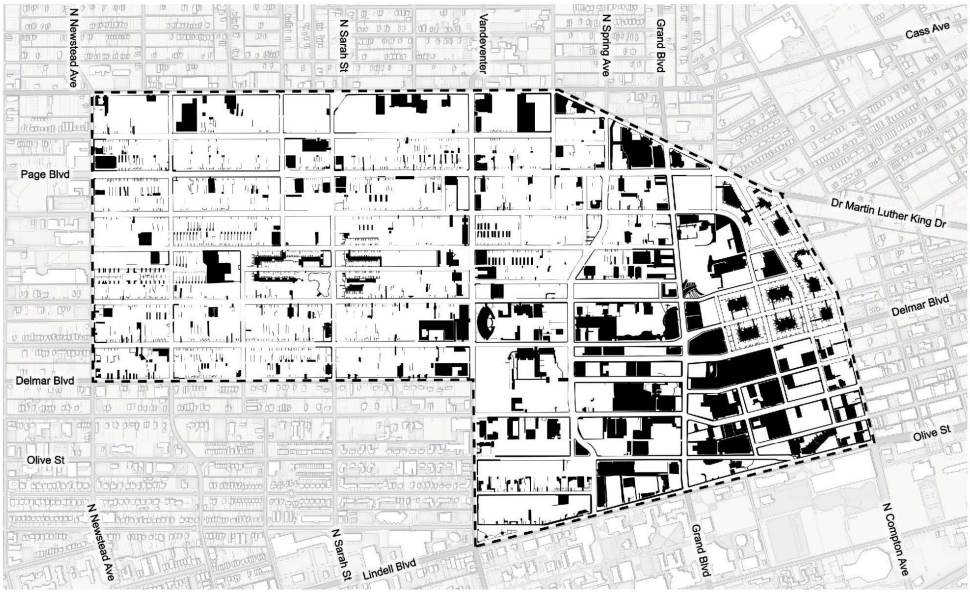
Blocks

Streets

- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW

Hardscape

- Sidewalks
- Sidewalks and Parking Lots



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

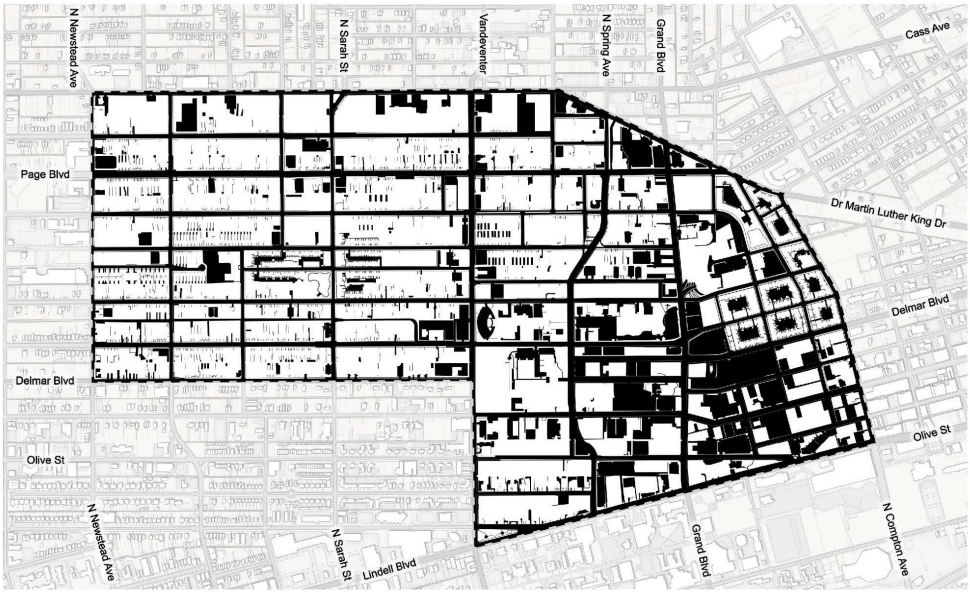
Blocks

Streets

- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW

Hardscape

- Sidewalks
- Sidewalks and Parking Lots
- All Hardscape



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

Blocks

Streets

- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW

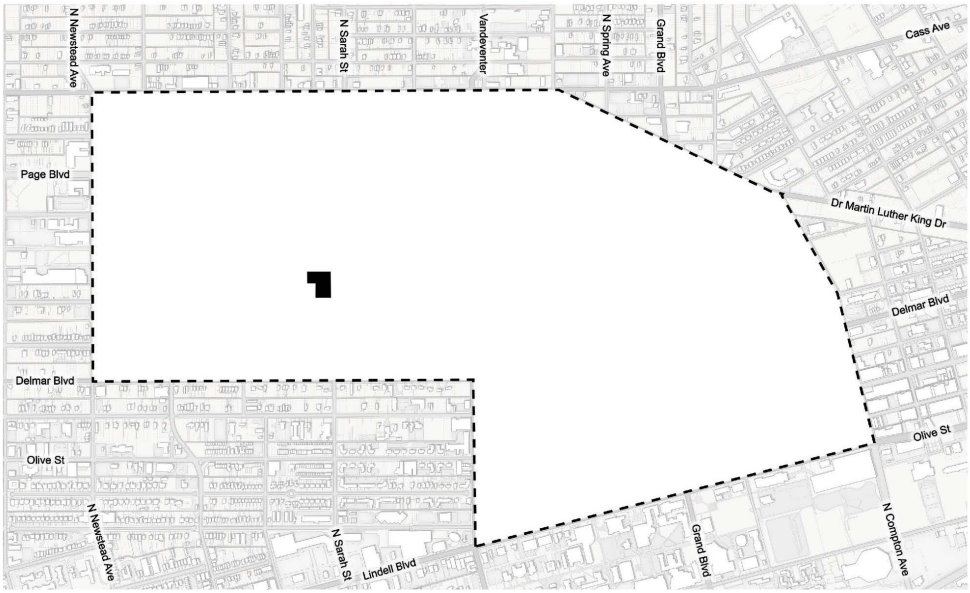
Hardscape

- Sidewalks
- Sidewalks and Parking Lots
- All Hardscape

Green Space

- Public Parks

- Turner Park is the only public park in the North Central Plan boundaries.



NEIGHBORHOOD FABRIC

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

Blocks

Streets

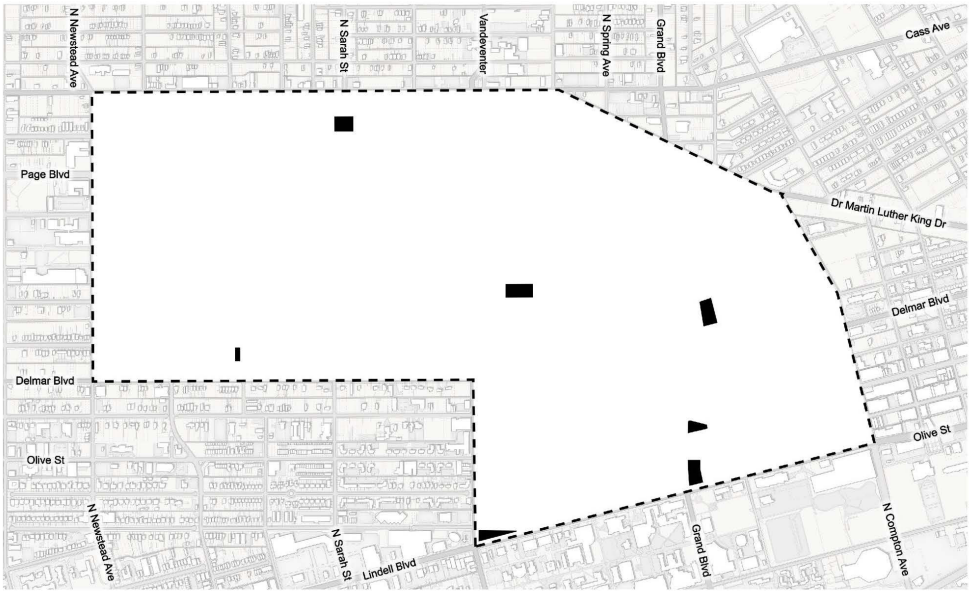
- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW

Hardscape

- Sidewalks
- Sidewalks and Parking Lots
- All Hardscape

Green Space

- Public Parks
- Private Parks



NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Urban Morphology

Building Footprints

Blocks

Streets

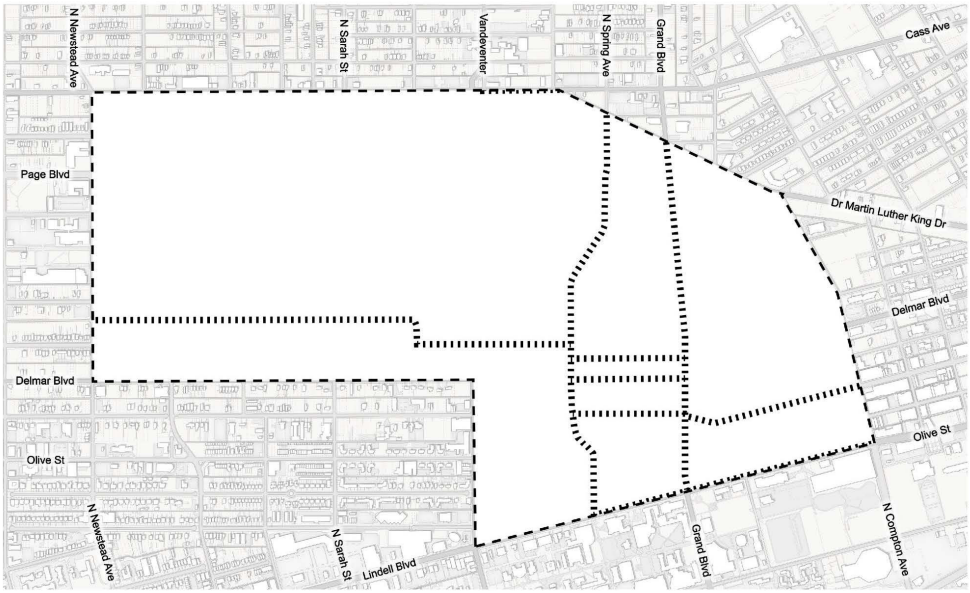
- Main Roads
- East West Roads and Barriers
- North South Roads and Barriers
- All Roads
- Roads and Allys
- ROW

Hardscape

- Sidewalks
- Sidewalks and Parking Lots
- All Hardscape

Green Space

- Public Parks
- Private Parks
- Proposed Greenways



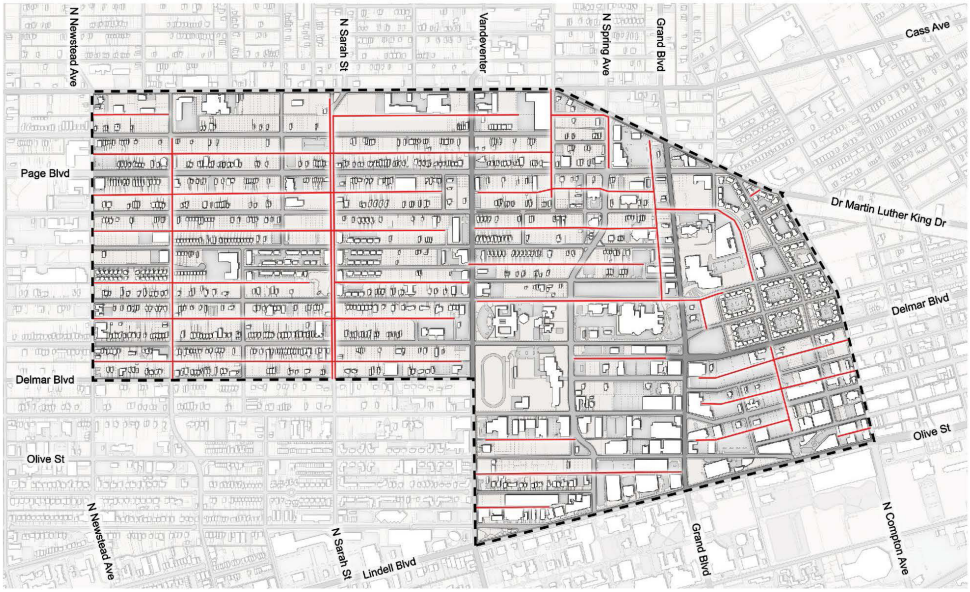
NEIGHBORHOOD FABRIC

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Utility

Power Lines



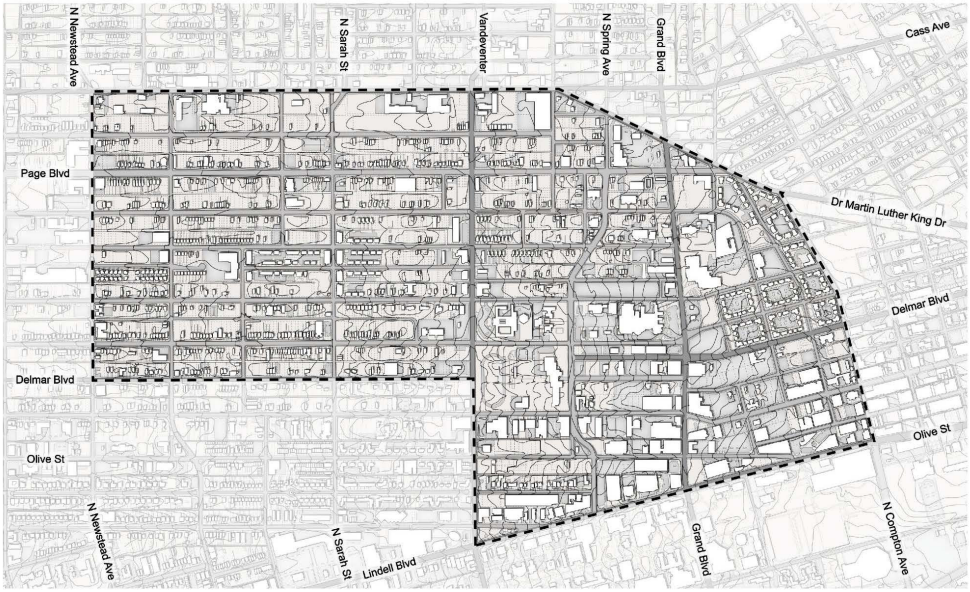
POWER LINES

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Grade and Slope

Topography



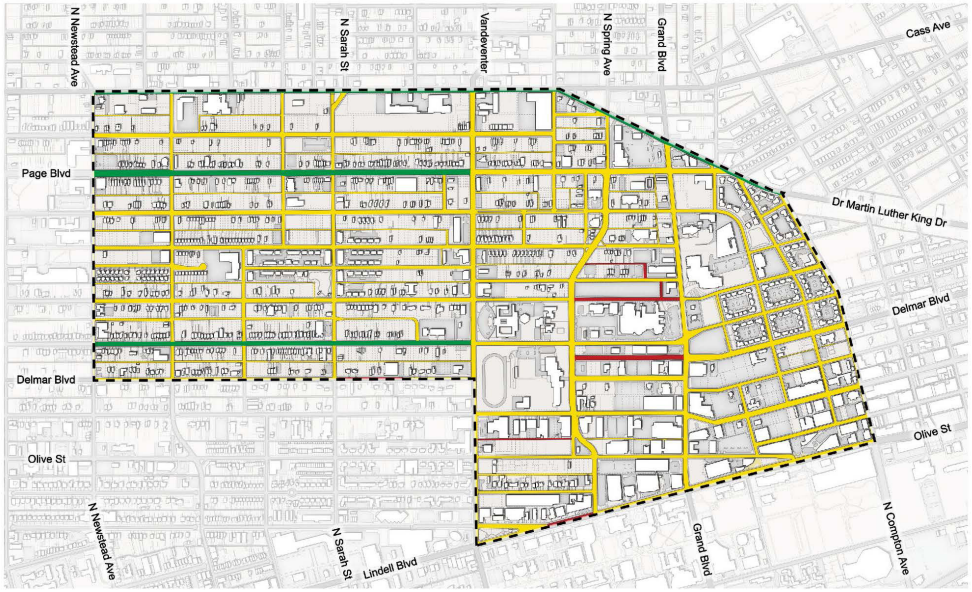
TOPO LINES

NORTH CENTRAL PLAN

Streets and Infrastructure

Street Condition

Good
Fair
Poor



PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

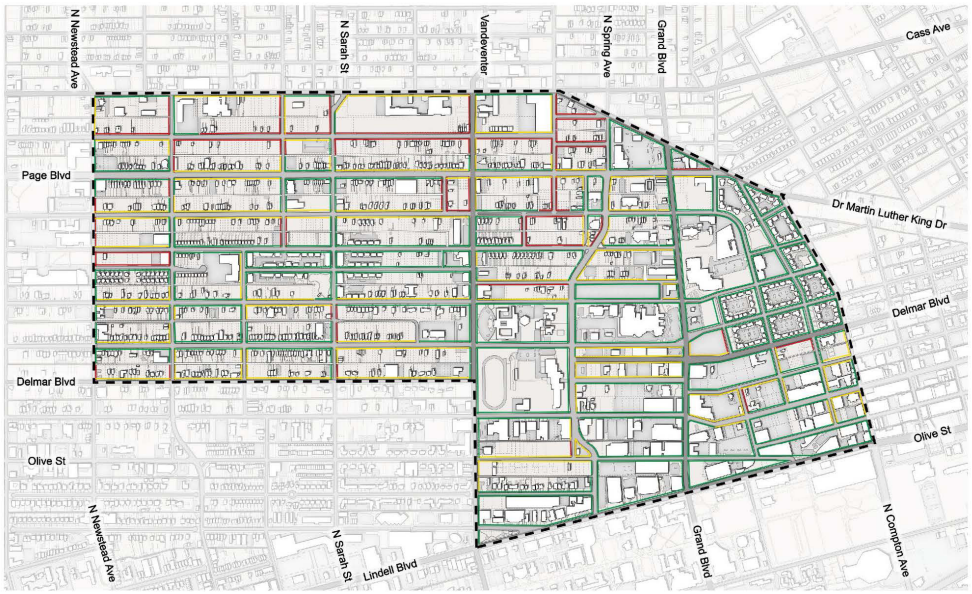
Streets and Infrastructure

Street Condition

Good
Fair
Poor

Sidewalk Condition

Good
Fair
Poor



PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Built Environment

Building Use – Ground Floor

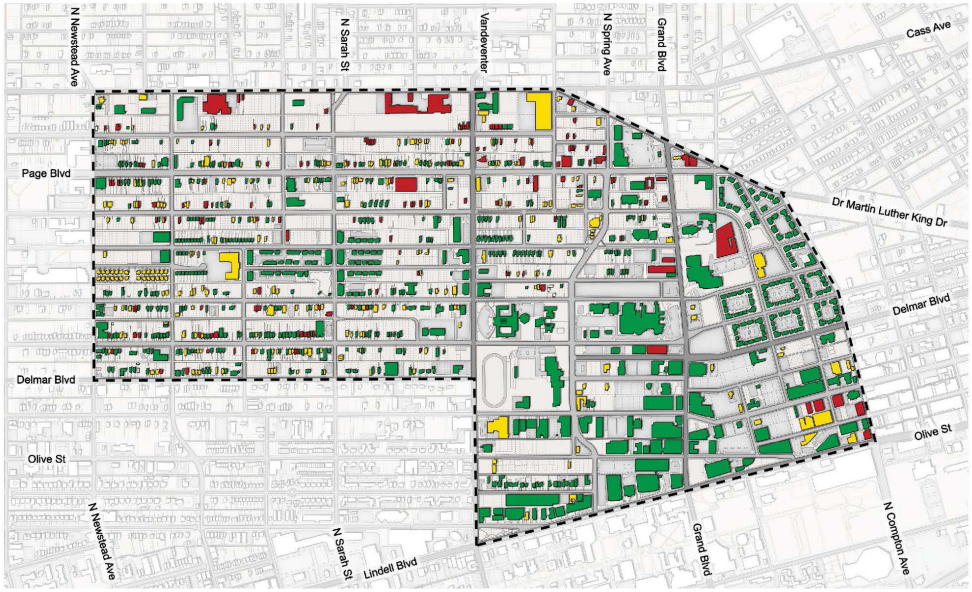
- Residential
- Commercial
- Institutional
- Educational
- Industrial
- Other

Building Use – Upper Floor

- Residential
- Commercial
- Institutional
- Educational
- Industrial
- Other

Building Condition

- Good
- Fair
- Poor



PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Built Environment

Building Use – Ground Floor

- Residential
- Commercial
- Institutional
- Educational
- Industrial
- Other

Building Use – Upper Floor

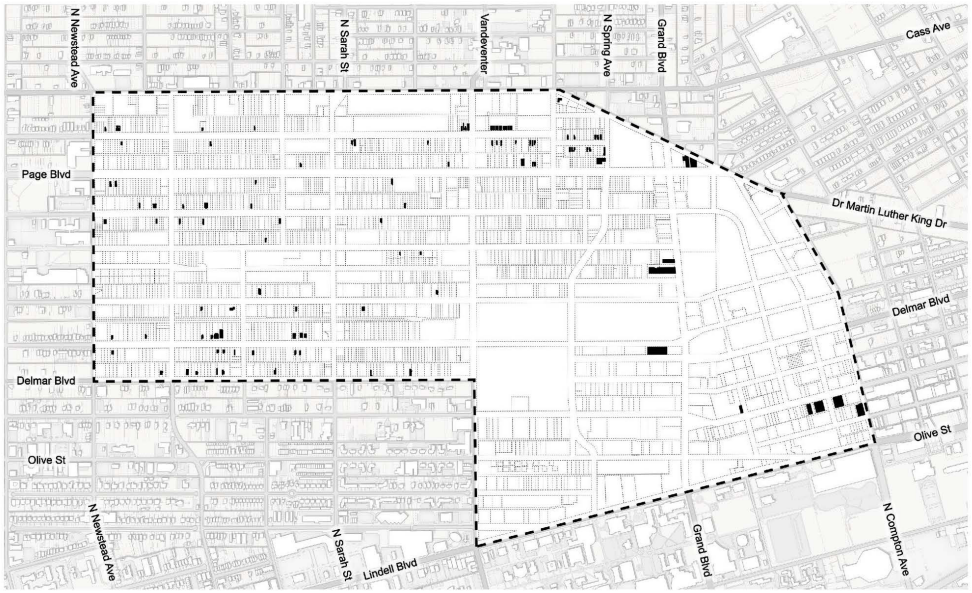
- Residential
- Commercial
- Institutional
- Educational
- Industrial
- Other

Building Condition

- Good
- Fair
- Poor

Building Occupancy

- Vacant Buildings



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August 18, 2021

NORTH CENTRAL PLAN

Built Environment

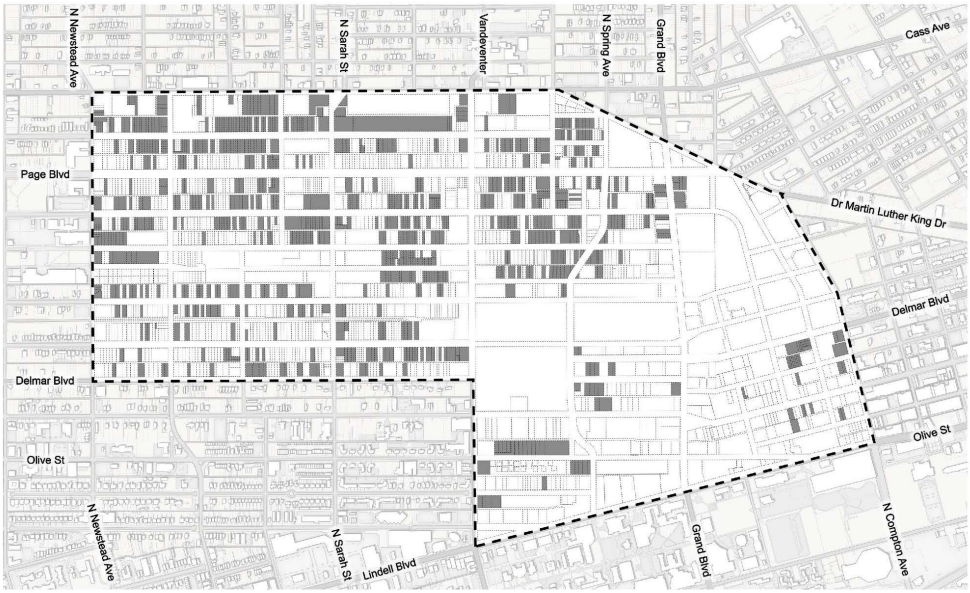
Building Use – Ground Floor
- Residential
- Commercial
- Institutional
- Educational
- Industrial
- Other

Building Use – Upper Floor
- Residential
- Commercial
- Institutional
- Educational
- Industrial
- Other

Building Condition
- Good
- Fair
- Poor

Building Occupancy
- Vacant Buildings

Vacant Lots

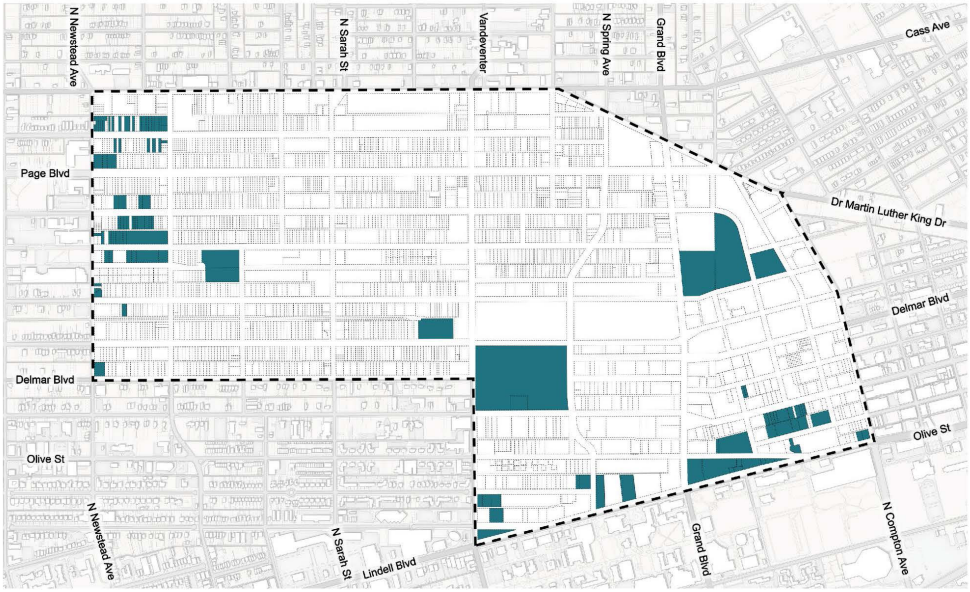


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Parcel Ownership

Institutional
- Education



PARCEL OWNERSHIP

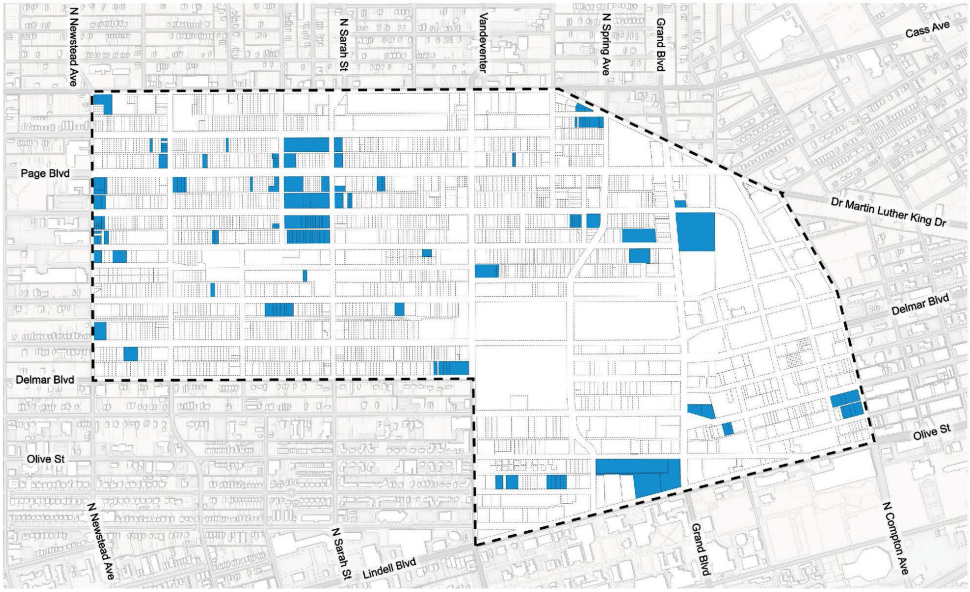
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Parcel Ownership

Institutional

- Education
- Religious



PARCEL OWNERSHIP

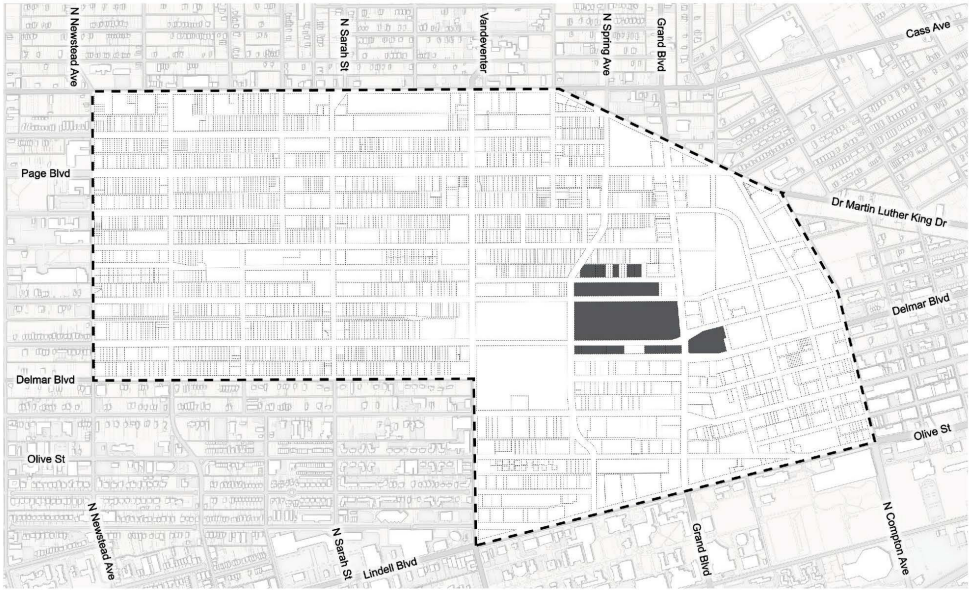
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Parcel Ownership

Institutional

- Education
- Religious
- VA



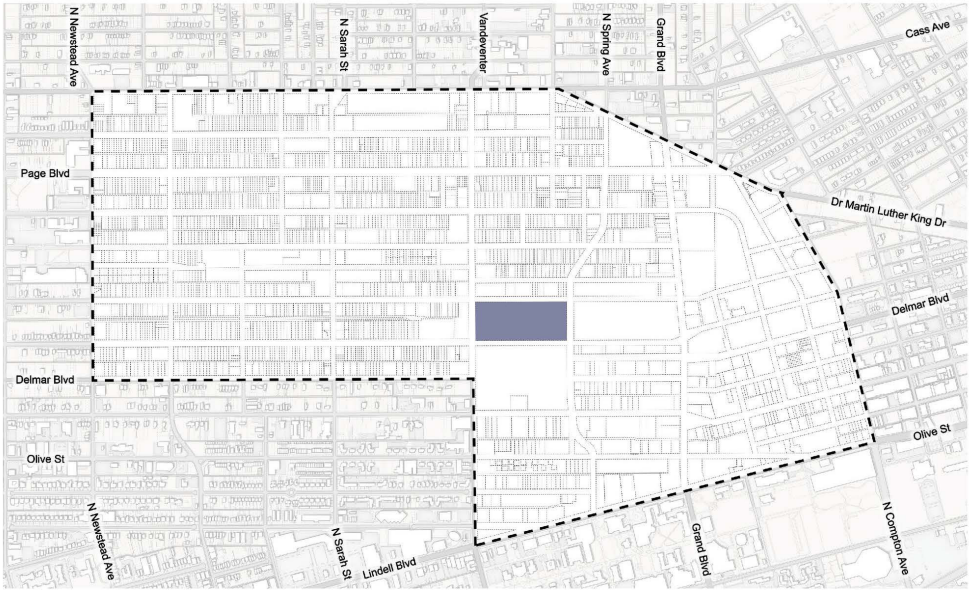
PARCEL OWNERSHIP

NORTH CENTRAL PLAN

Parcel Ownership

Institutional

- Education
- Religious
- VA
- St. Louis Family Court



PARCEL OWNERSHIP

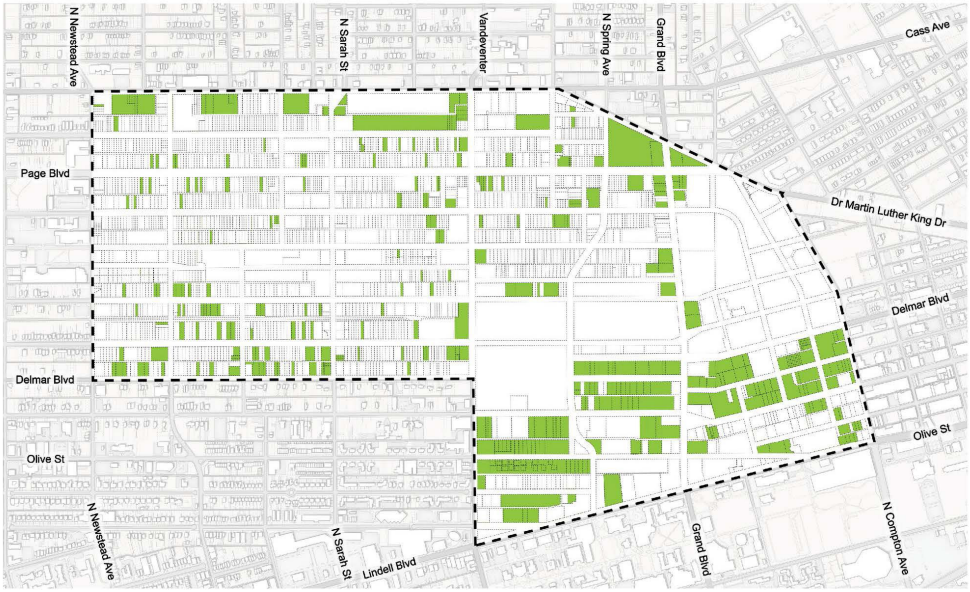
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Parcel Ownership

Institutional

- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation



PARCEL OWNERSHIP

PROGRESS REPORT – PHASE 1

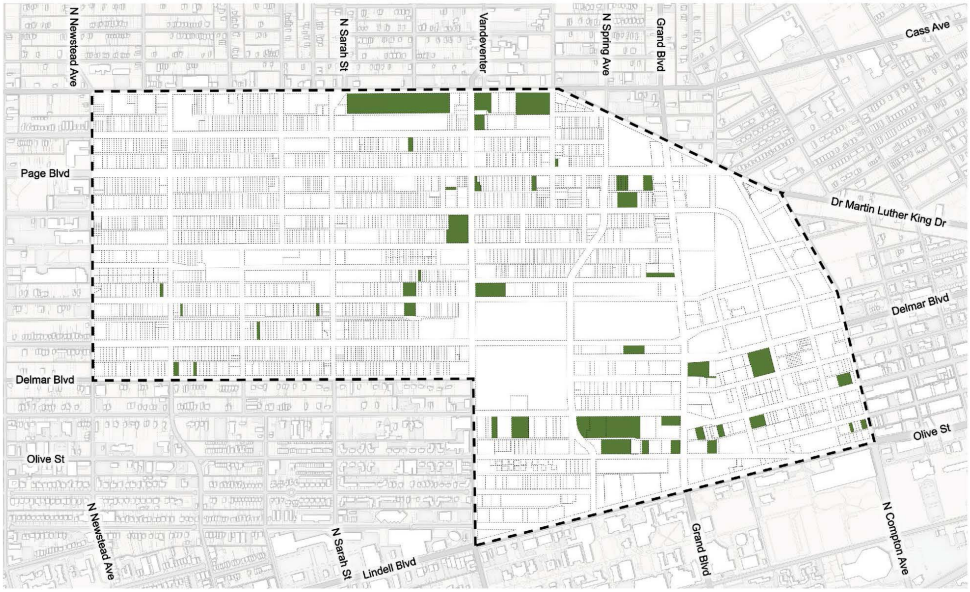
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Parcel Ownership

Institutional

- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners



PARCEL OWNERSHIP

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

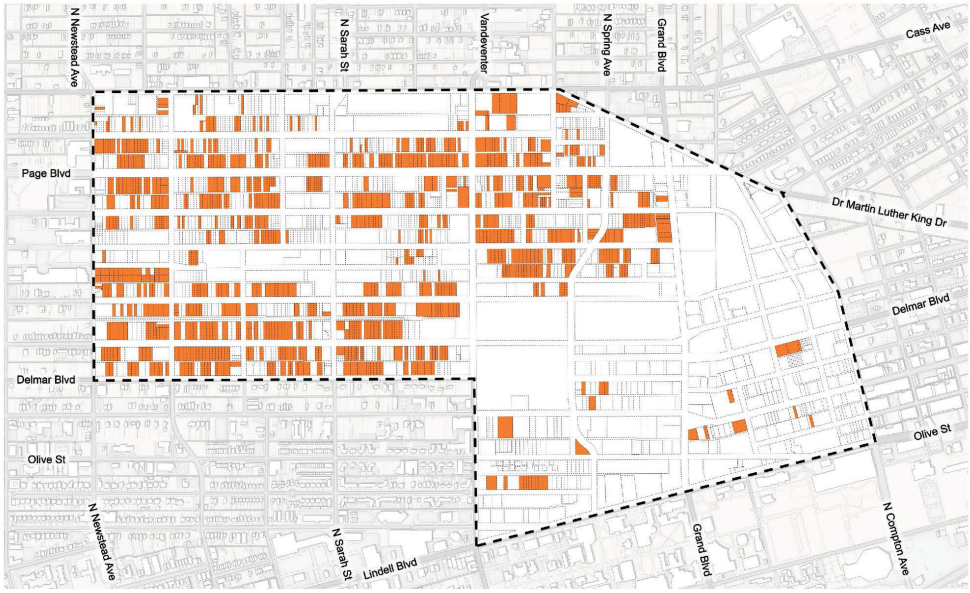
Parcel Ownership

Institutional

- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing

- Individuals



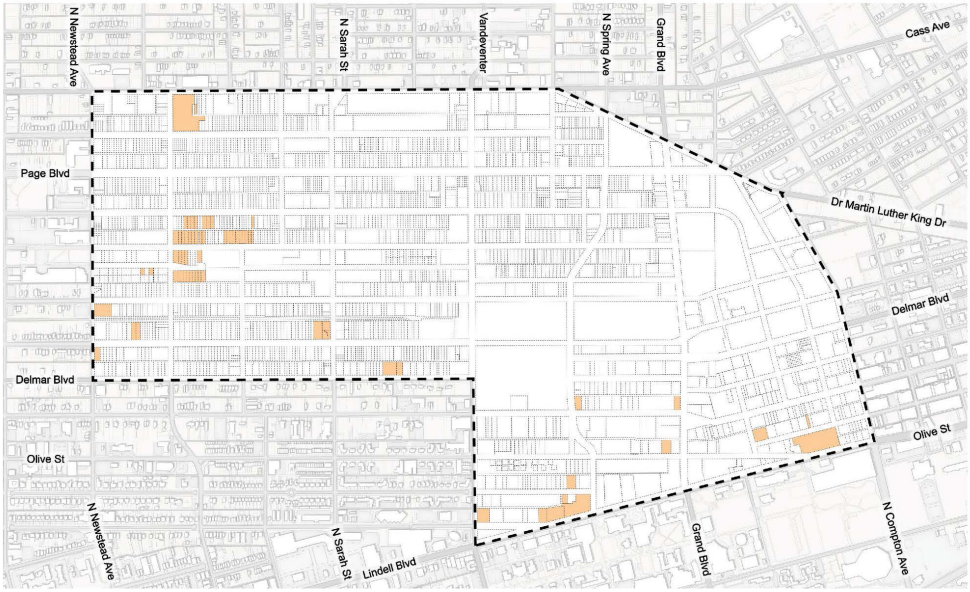
PARCEL OWNERSHIP

Adopted by the City of St. Louis Planning Commission
August 18, 2021

Parcel Ownership

Institutional
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing
- Individuals
- Housing Corporations



PARCEL OWNERSHIP

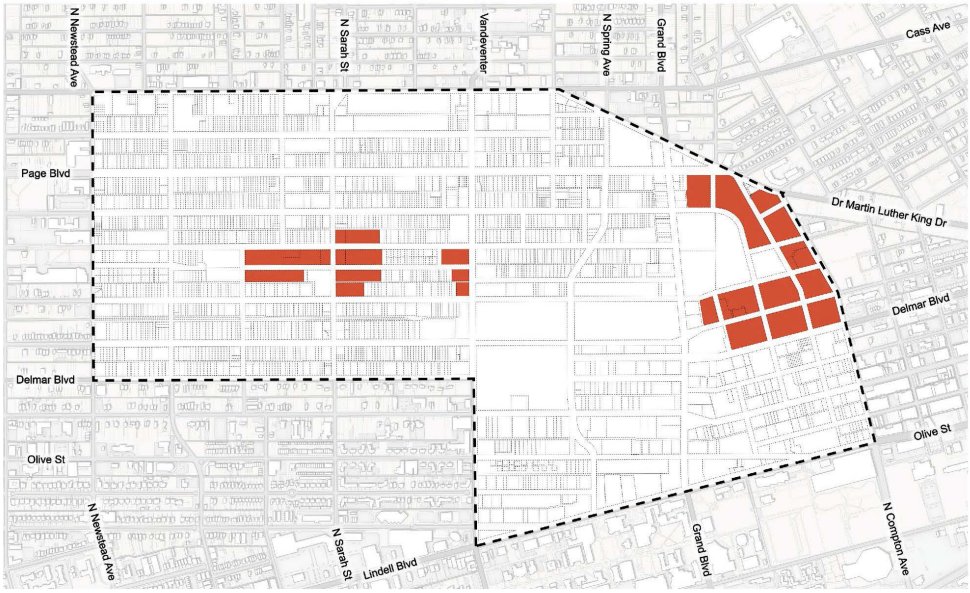
NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Parcel Ownership

Institutional
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing
- Individuals
- Housing Corporations
- Public Housing



PARCEL OWNERSHIP

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

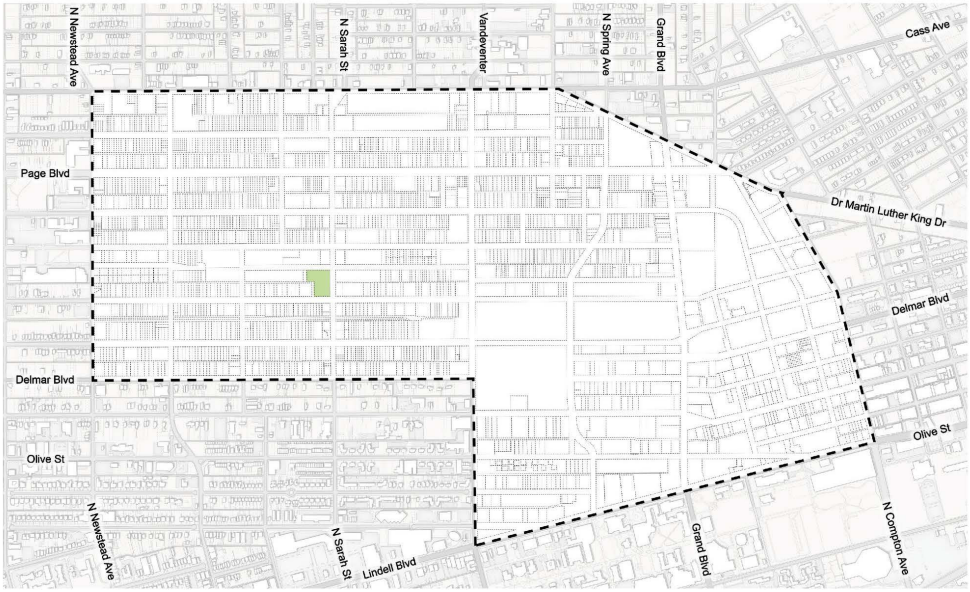
NORTH CENTRAL PLAN

Parcel Ownership

Institutional
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing
- Individuals
- Housing Corporations
- Public Housing

Public
- Public Park



PARCEL OWNERSHIP

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

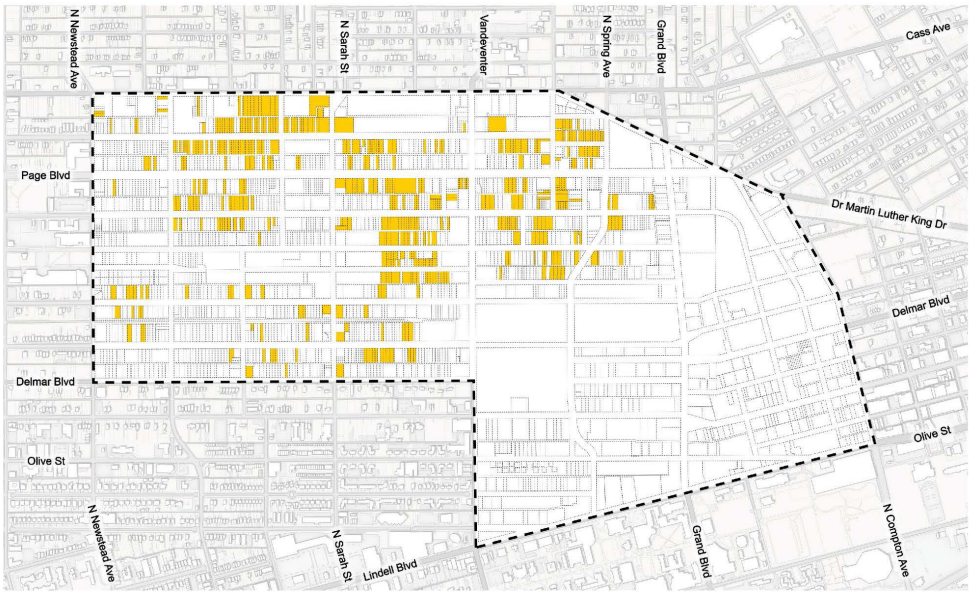
NORTH CENTRAL PLAN

Parcel Ownership

Institutional
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing
- Individuals
- Housing Corporations
- Public Housing

Public
- Public Park
- LRA



PARCEL OWNERSHIP

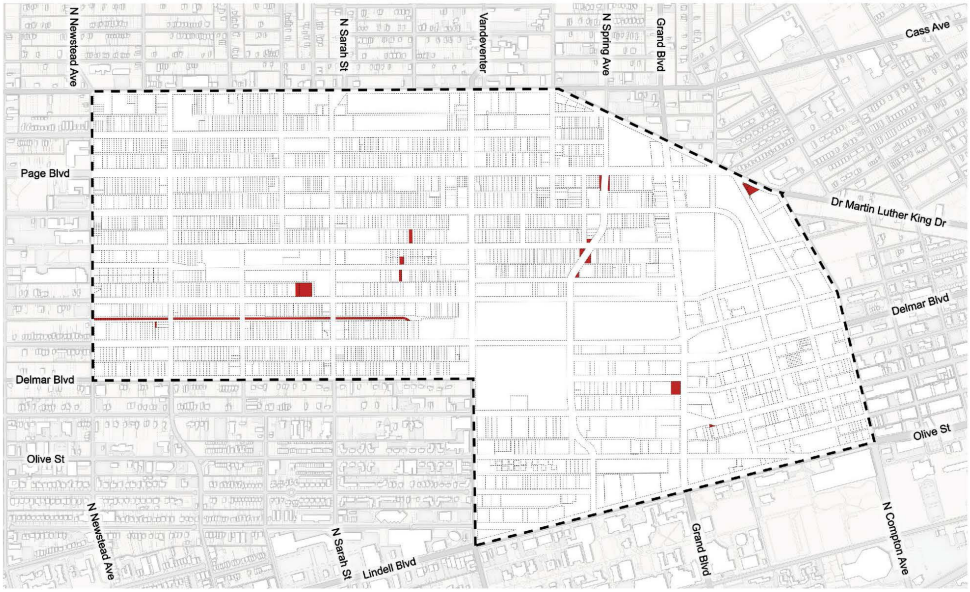
Adopted by the City of St. Louis Planning Commission
August 18, 2021

Parcel Ownership

Institutional
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing
- Individuals
- Housing Corporations
- Public Housing

Public
- Public Park
- LRA
- St. Louis City



PARCEL OWNERSHIP

NORTH CENTRAL PLAN

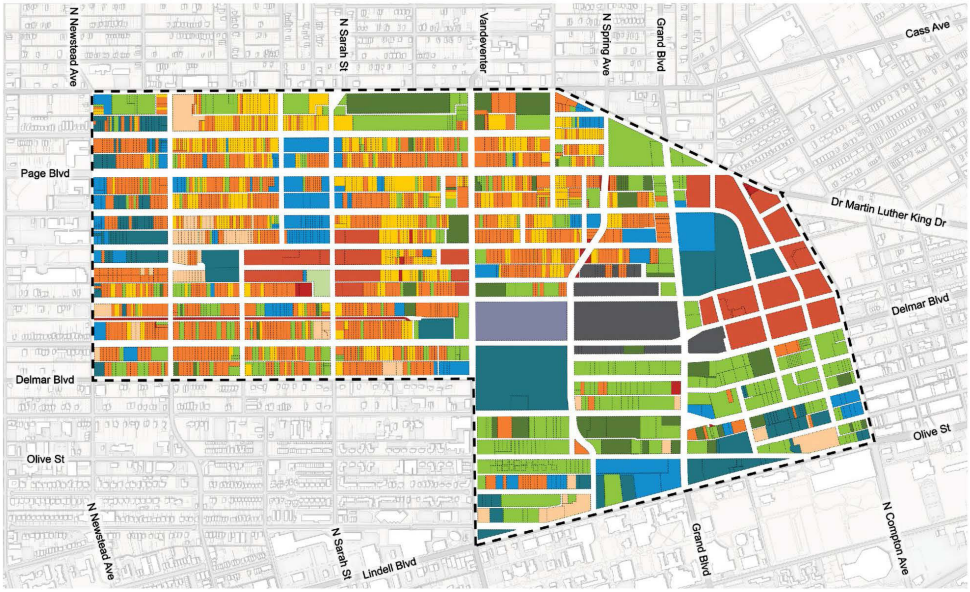
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Parcel Ownership

Institutional
- Education
- Religious
- VA
- St. Louis Family Court
- Corporations Corporation
- Owners

Housing
- Individuals
- Housing Corporations
- Public Housing

Public
- Public Park
- LRA
- St. Louis City



PARCEL OWNERSHIP

PROGRESS REPORT – PHASE 1

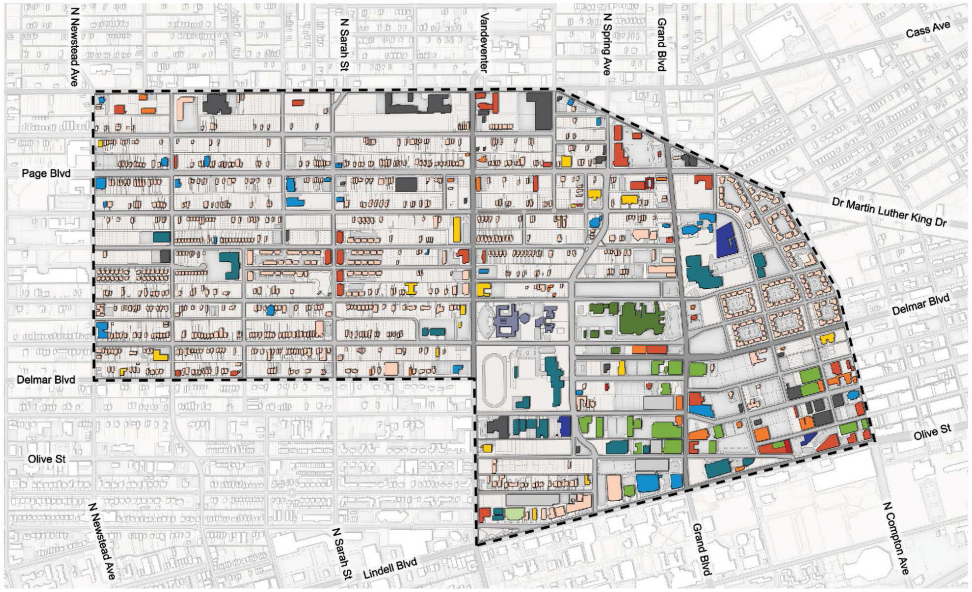
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Built Environment

Building Use – Ground Floor

- Residential
- Commercial
- Education
- Religious
- Industrial
- Office
- Arts and Culture
- Medical
- Food and Beverage
- Hospitality
- Parking Structure
- Social Services



PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

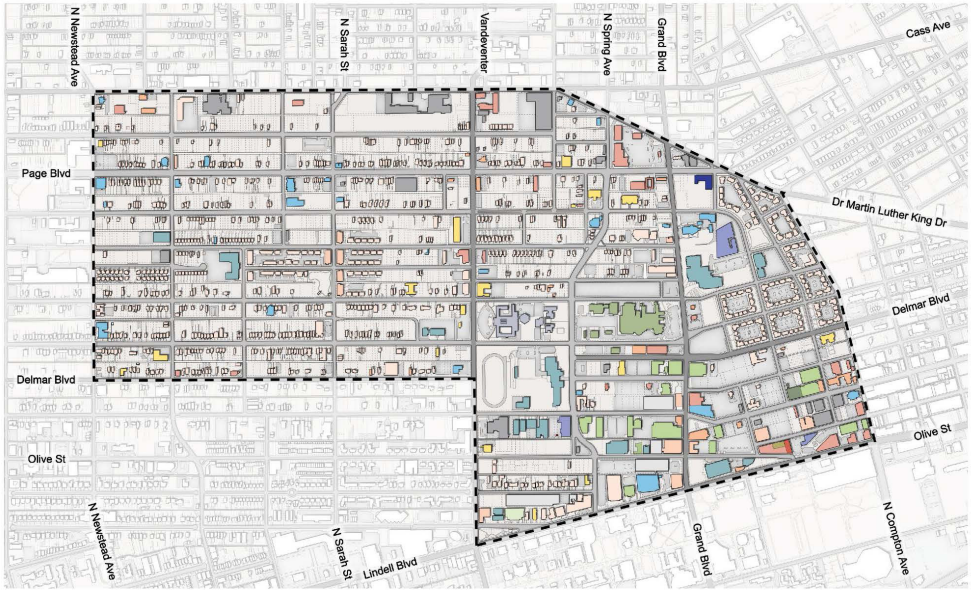
Built Environment

Building Use – Ground Floor

- Residential
- Commercial
- Education
- Religious
- Industrial
- Office
- Arts and Culture
- Medical
- Food and Beverage
- Hospitality
- Parking Structure
- Social Services

Building Use – Upper Floor

- Residential
- Office



NORTH CENTRAL PLAN

Built Environment

Building Use – Ground Floor

- Residential
- Commercial
- Education
- Religious
- Industrial
- Office
- Arts and Culture
- Medical
- Food and Beverage
- Hospitality
- Parking Structure
- Social Services

Building Use – Upper Floor

- Residential
- Office

NORTH CENTRAL PLAN

Vacancy

Vacant Parcels

LRA Owned Parcels

Vacant Buildings

Vacant Parcels LRA Owned Parcels Vacant LRA Owned Parcels Vacant Buildings

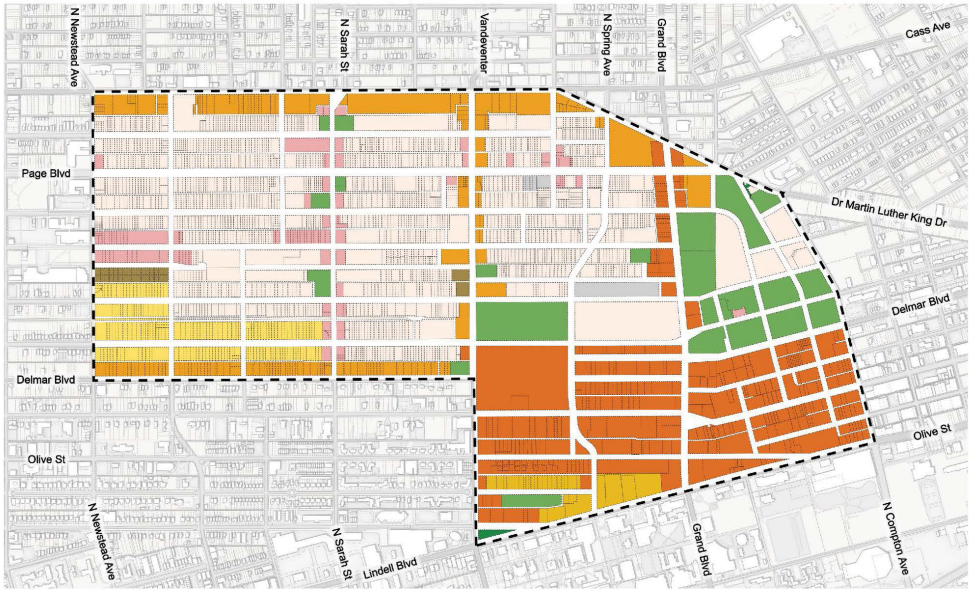
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Zoning

Zoning Districts

A Single Family Dwelling District
B Two-Family Dwelling District
C Multi-Family Dwelling District
D Multi-Family Dwelling District
E Multi-Family Dwelling District
F Neighborhood Comm. District
G Local Comm. & Office District
H Area Comm. District
I Central Business District
J Industrial District
K Unrestricted District
Multi-Zoned Parcels



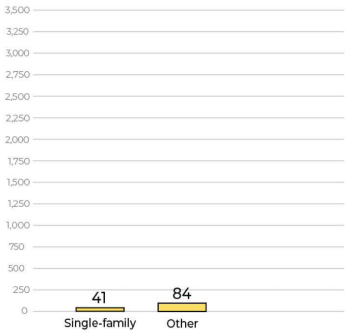
ZONING DISTRICTS

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

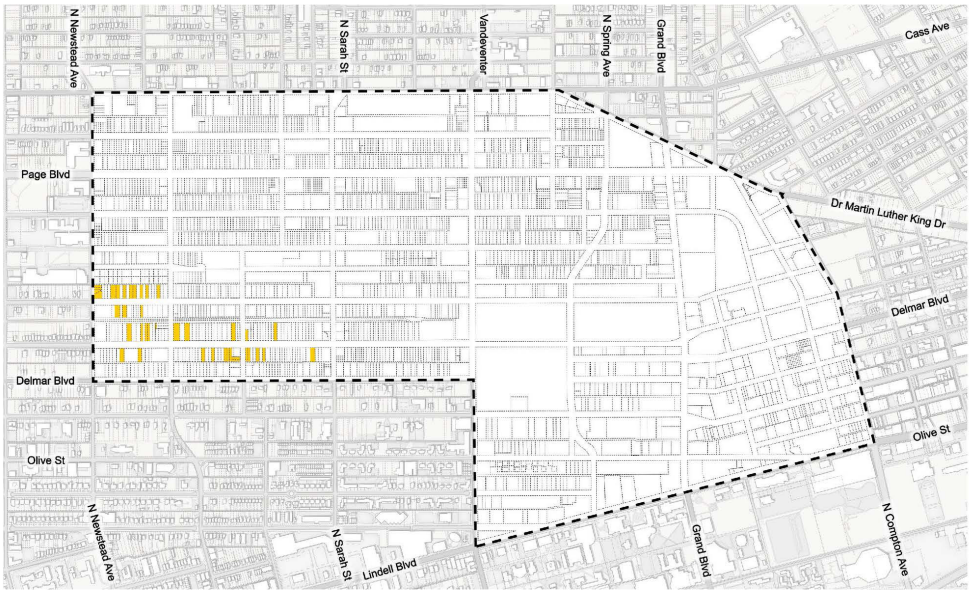
NORTH CENTRAL PLAN

Vacancy Analysis: B – Two-family Dwelling District

Vacant Parcels: 41 parcels



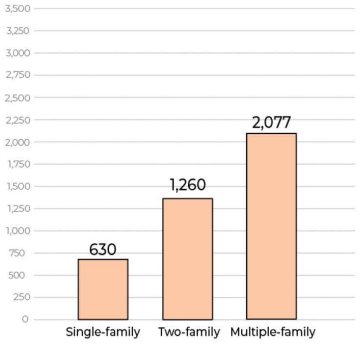
Dwelling Unit Capacity



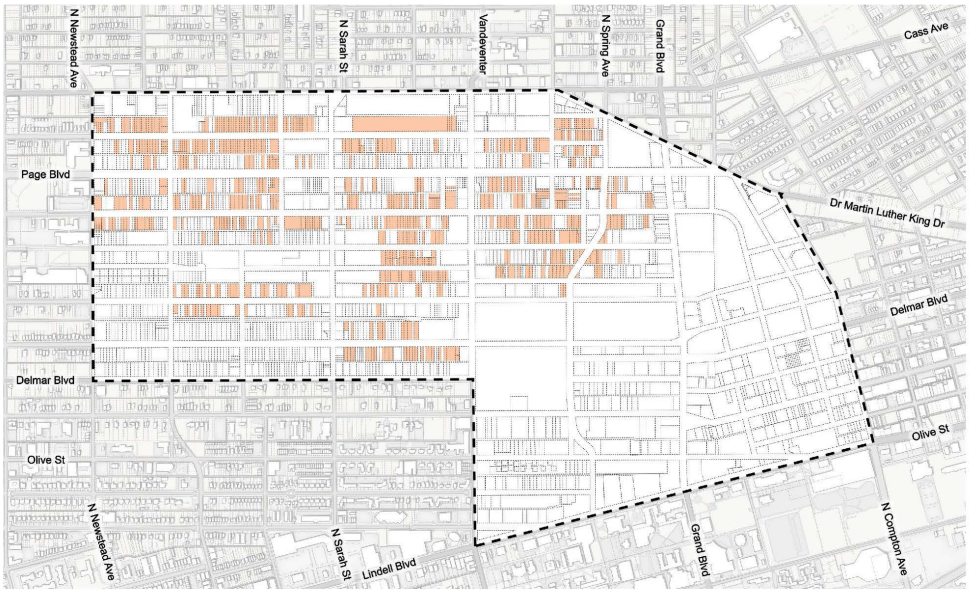
NORTH CENTRAL PLAN

Vacancy Analysis: C – Multiple-family Dwelling District

Vacant Parcels: 630



Dwelling Unit Capacity

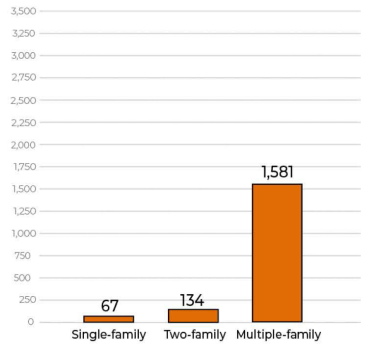


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

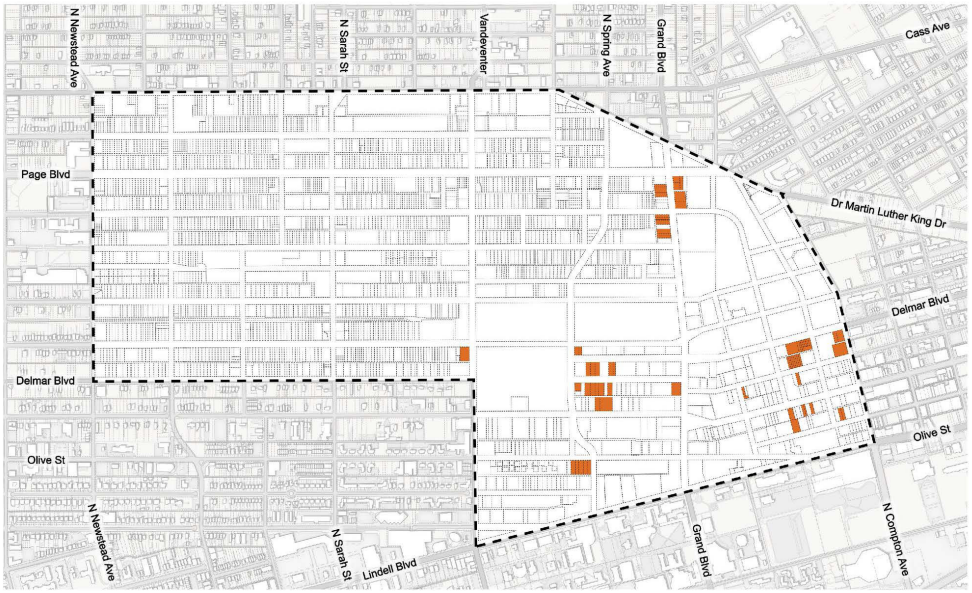
NORTH CENTRAL PLAN

Vacancy Analysis: H – Area Commercial District

Vacant Parcels: 67



Dwelling Unit Capacity

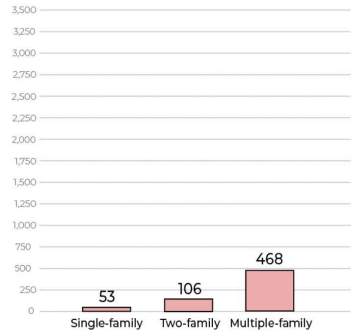


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

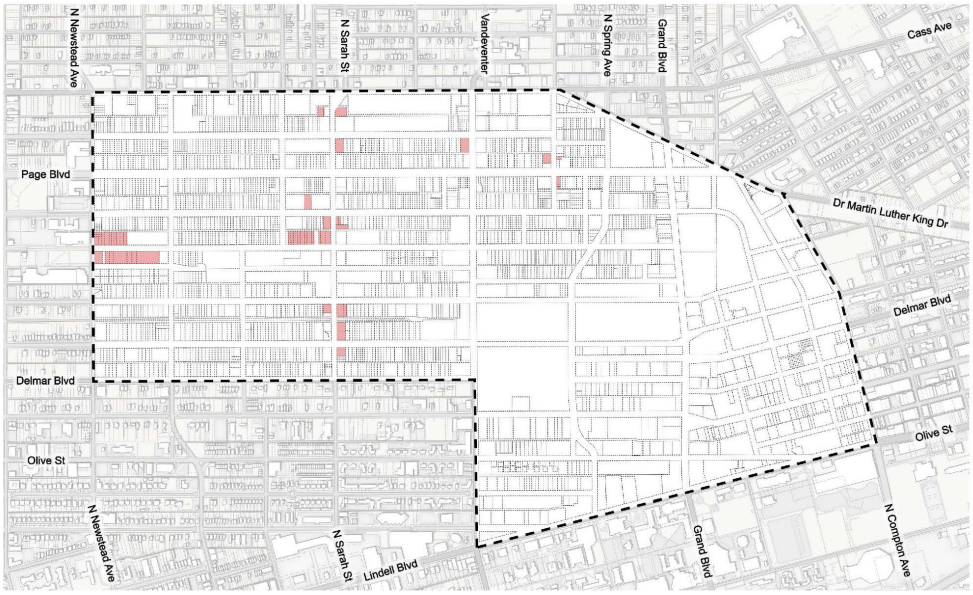
NORTH CENTRAL PLAN

Vacancy Analysis: F – Neighborhood Commercial District

Vacant Parcels: 53



Dwelling Unit Capacity

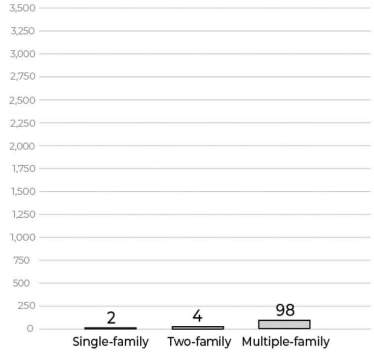


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

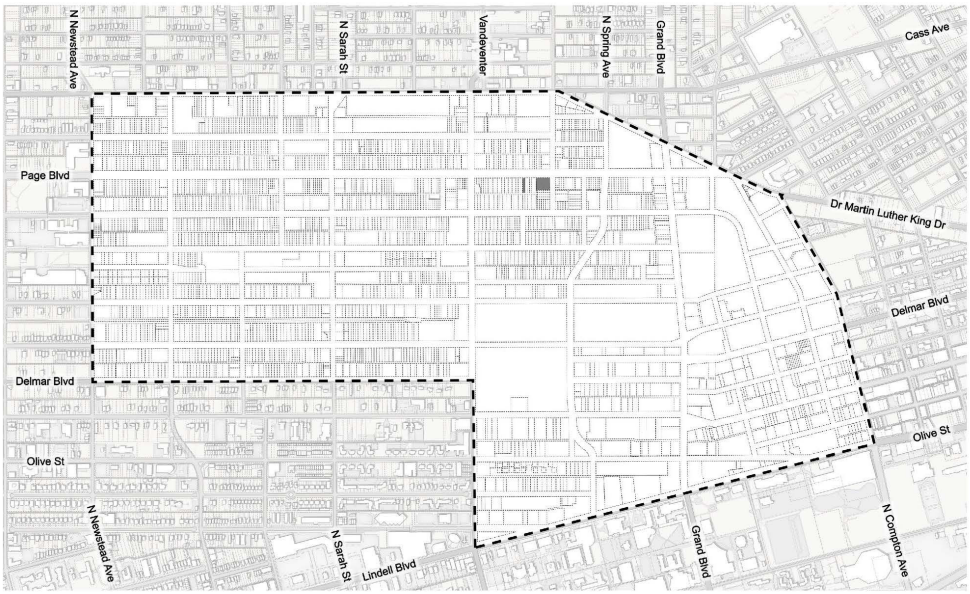
NORTH CENTRAL PLAN

Vacancy Analysis: J – Industrial District

Vacant Parcels: 2



Dwelling Unit Capacity



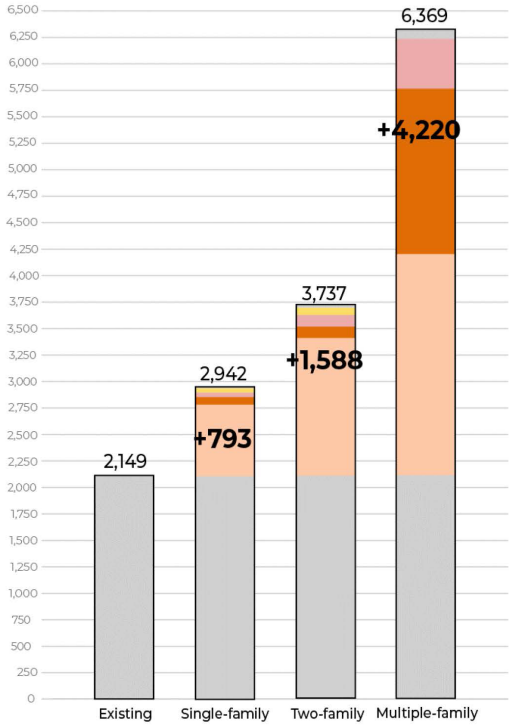
Increase in Dwelling Unit Capacity Projection

Number of Housing Units

Single-family = +793

Two-family = +1,588

Multi-family= +4,220



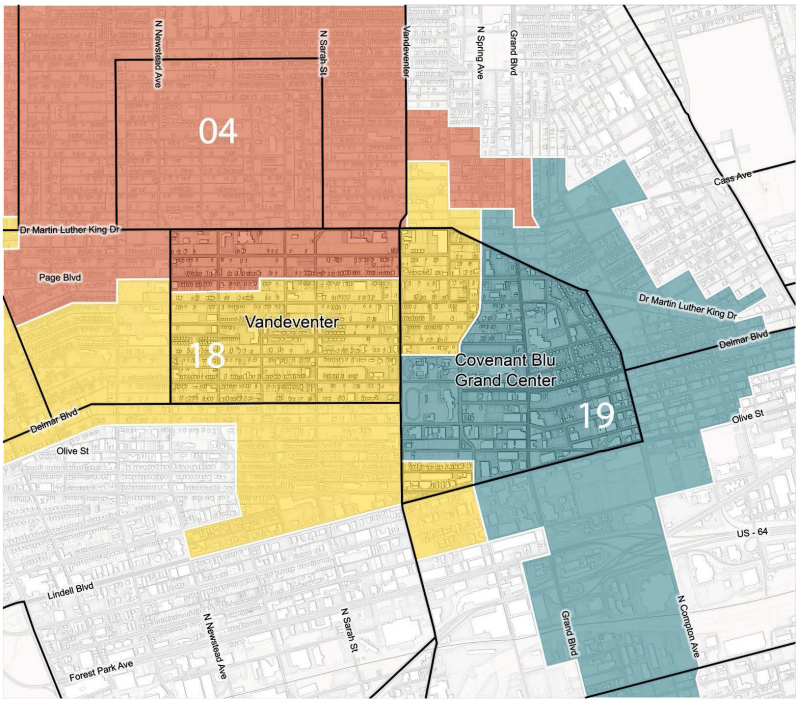
NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Boundaries

Neighborhood Boundaries

Ward Boundaries



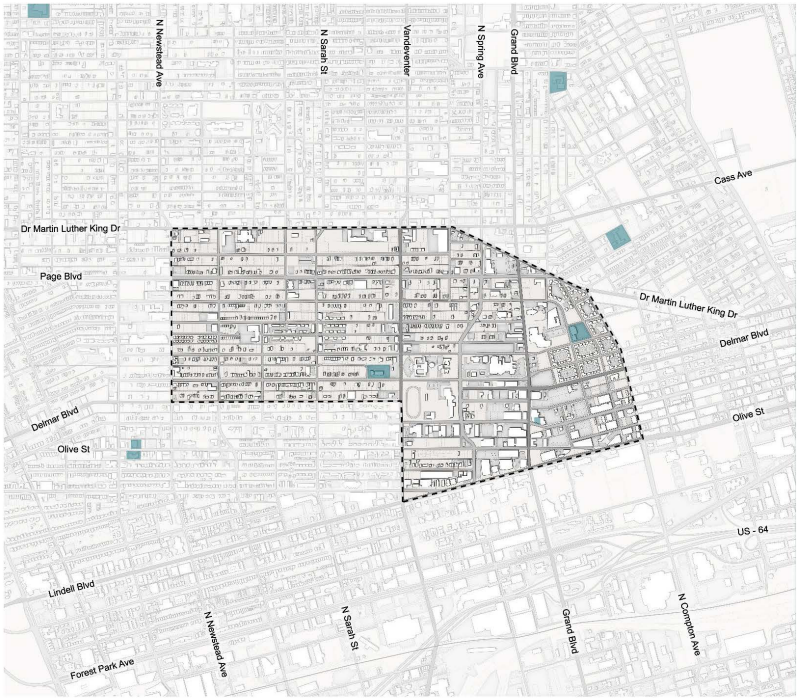
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Assets

Schools

Elementary Schools



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

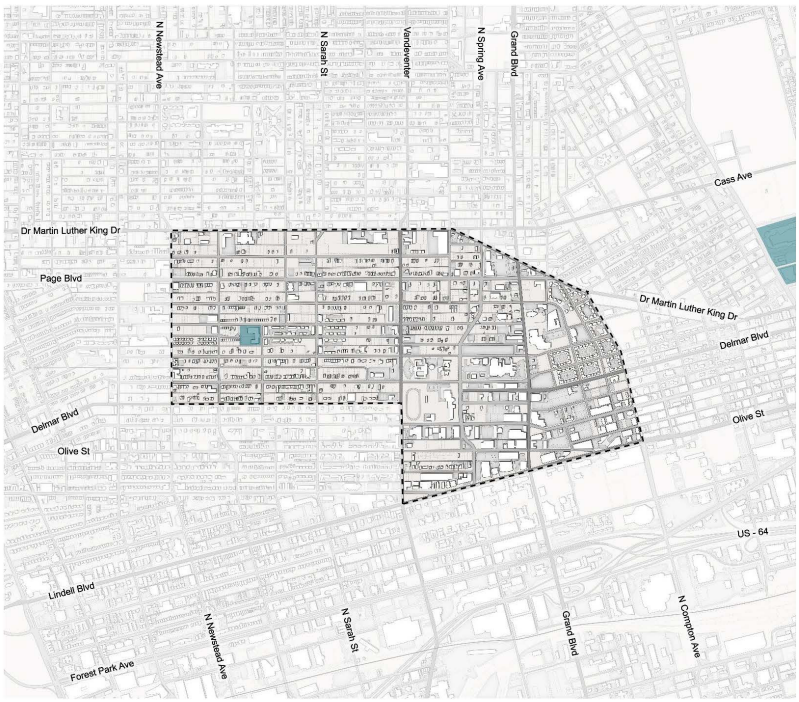
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Assets

Schools

Elementary Schools

Middle Schools



NORTH CENTRAL PLAN

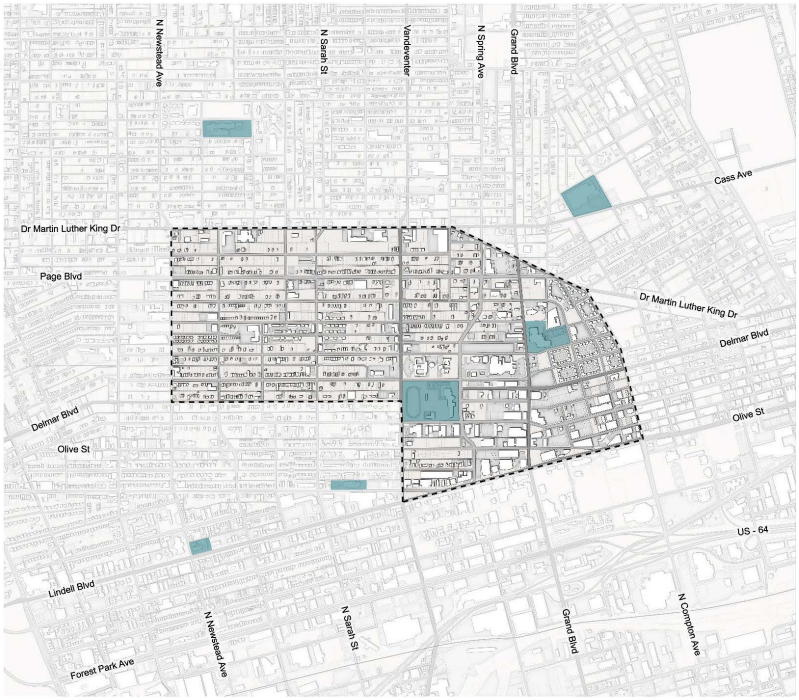
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Assets

Schools

Elementary Schools
Middle Schools
High Schools



NORTH CENTRAL PLAN

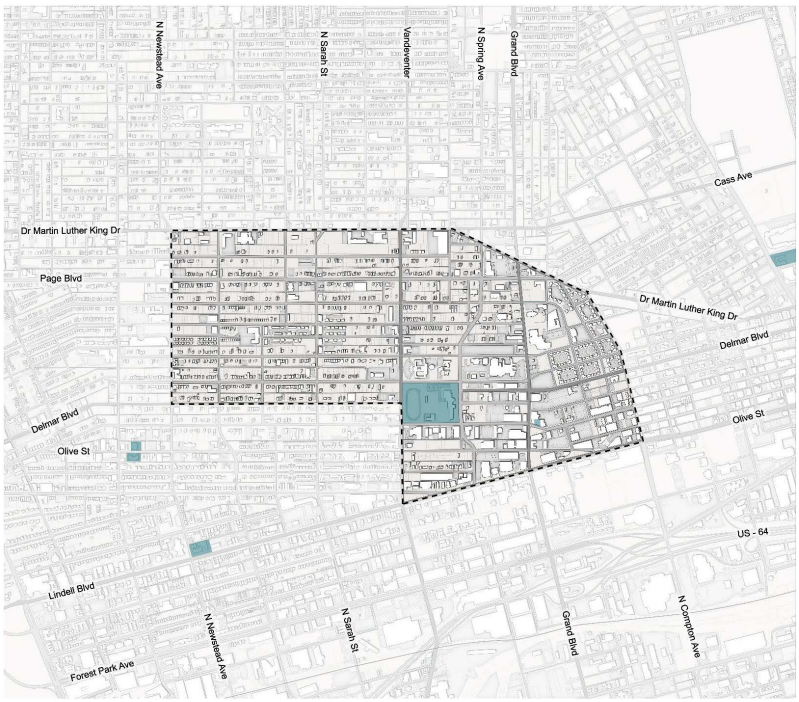
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Assets

Schools

Elementary Schools
Middle Schools
High Schools
Private Schools



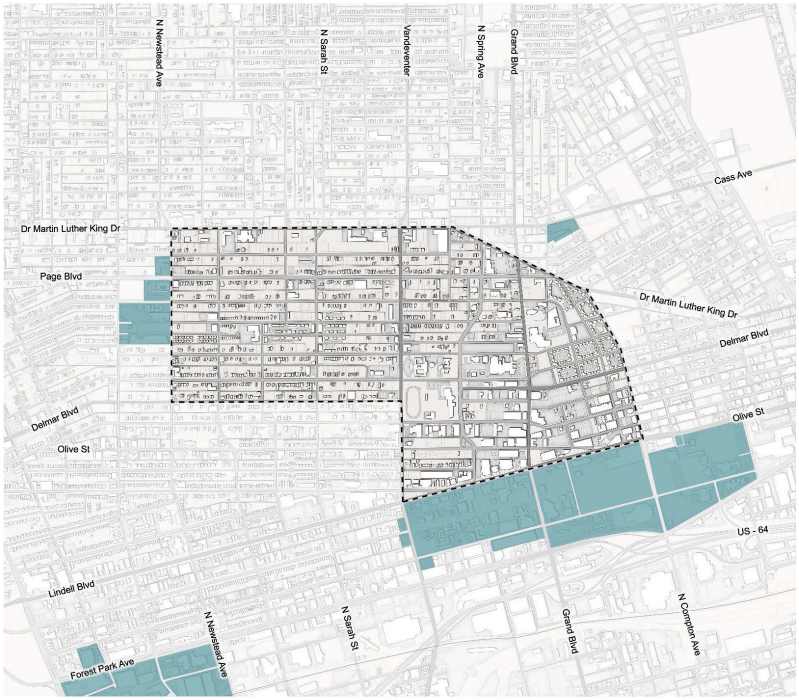
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Assets

Schools

- Elementary Schools
- Middle Schools
- High Schools
- High Schools
- Private Schools
- University/Colleges



NORTH CENTRAL PLAN

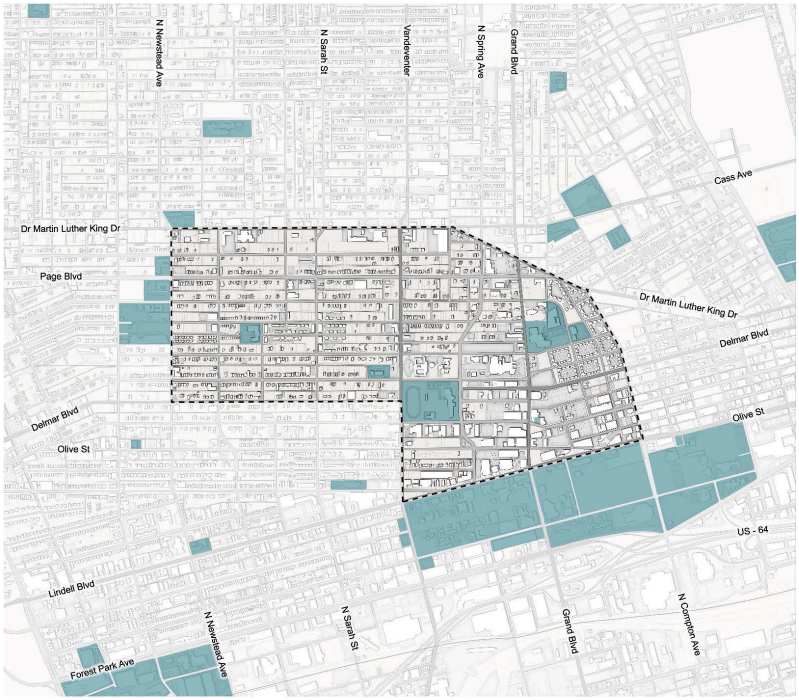
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Assets

Schools

Elementary Schools
Middle Schools
High Schools
High Schools
Private Schools
University/Colleges

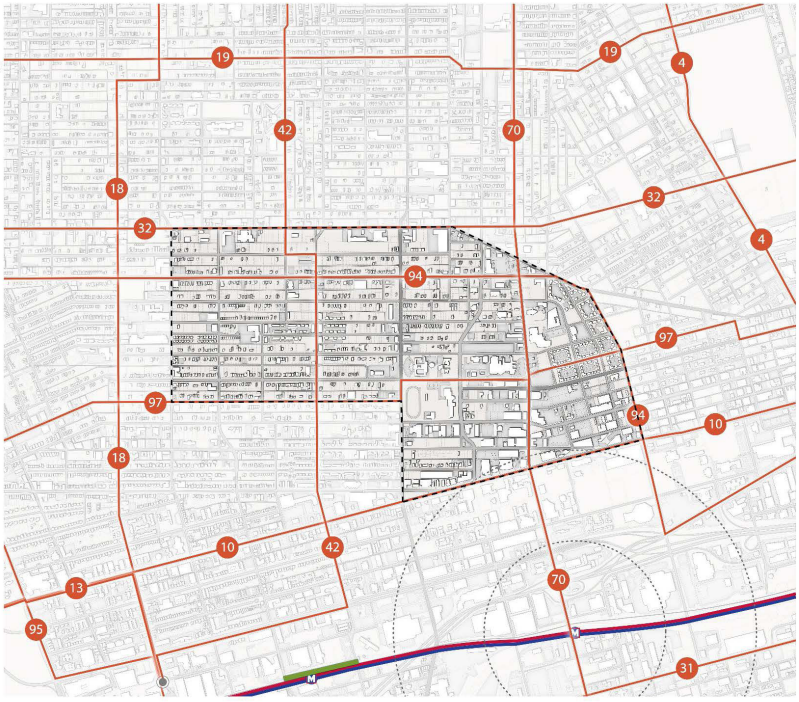


NORTH CENTRAL PLAN

Transit

Existing Transit

Metro
Metro Bus
Greenway



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

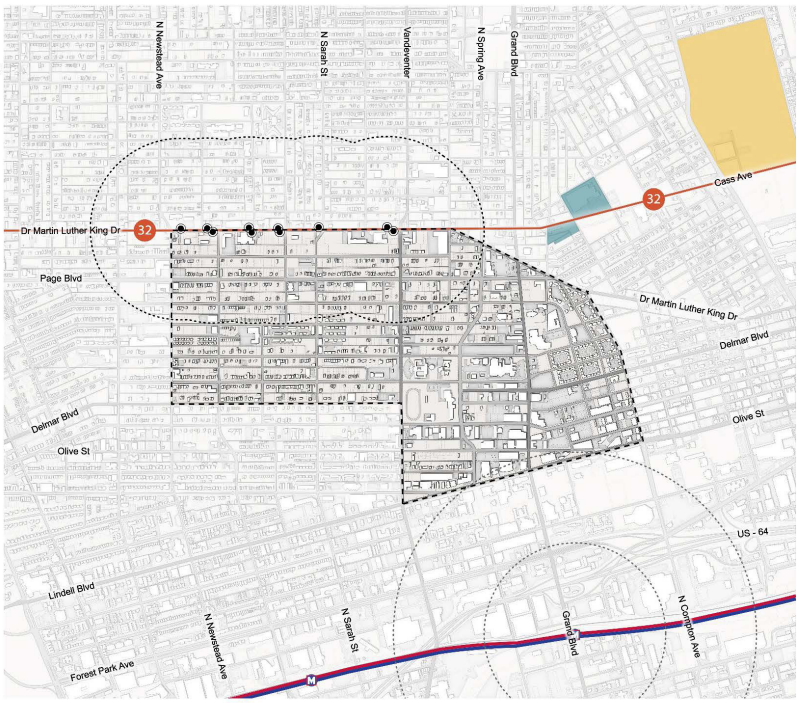
Transit

Existing Transit

Metro
Metro Bus
Greenway

Metro Bus Lines

Dr Martin Luther King



PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

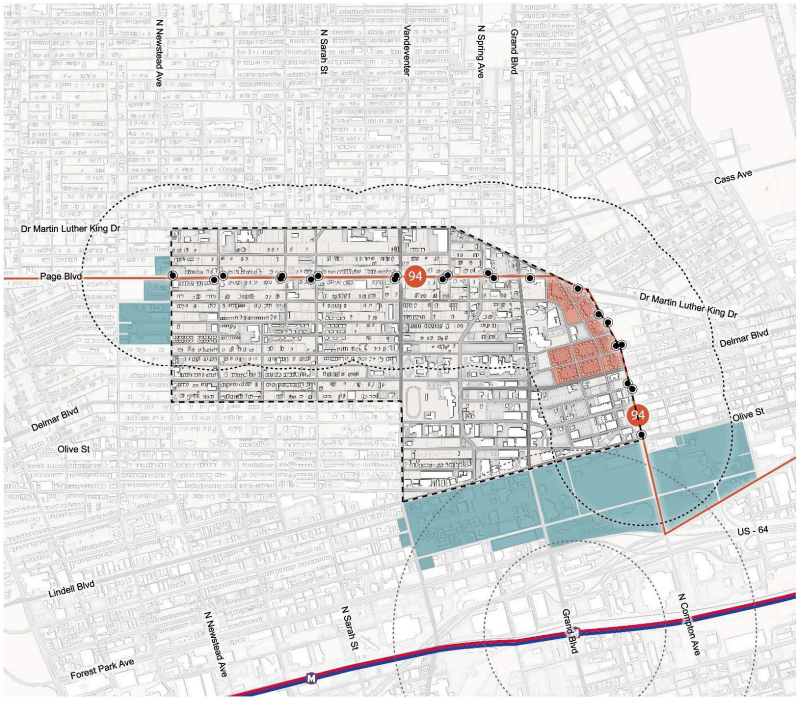
Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

Metro Bus Lines

- Dr Martin Luther King
- Page



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

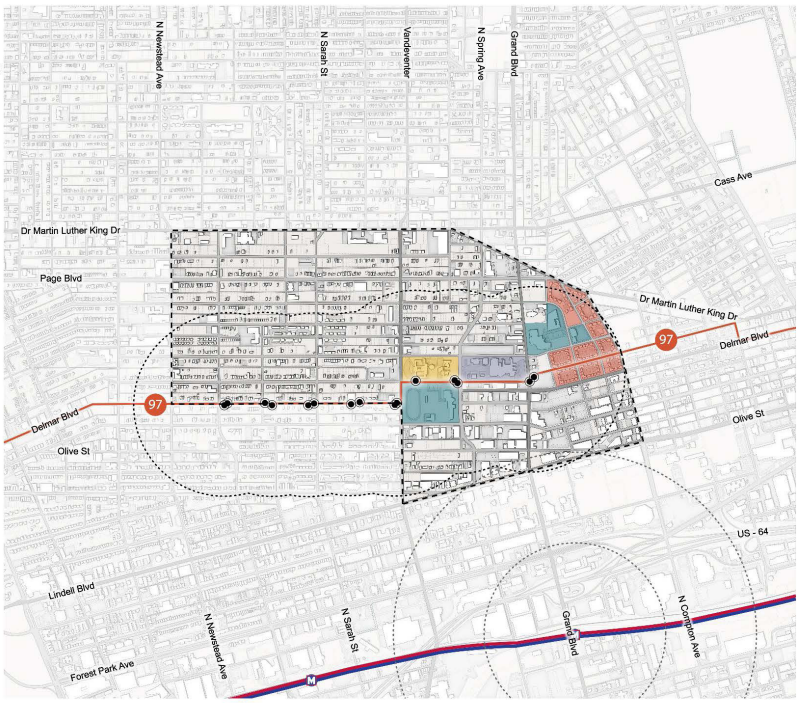
Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

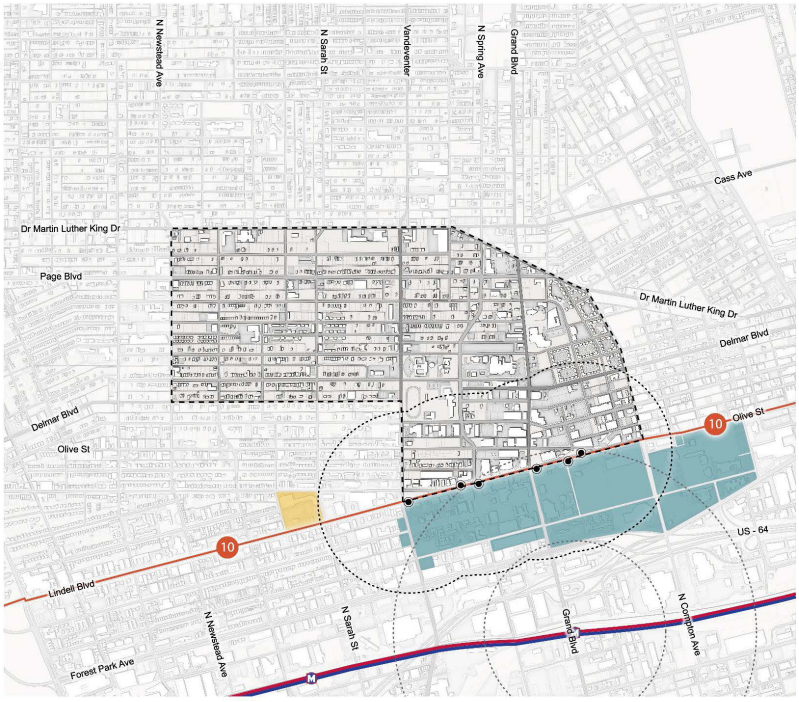
Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar
- Lindell



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

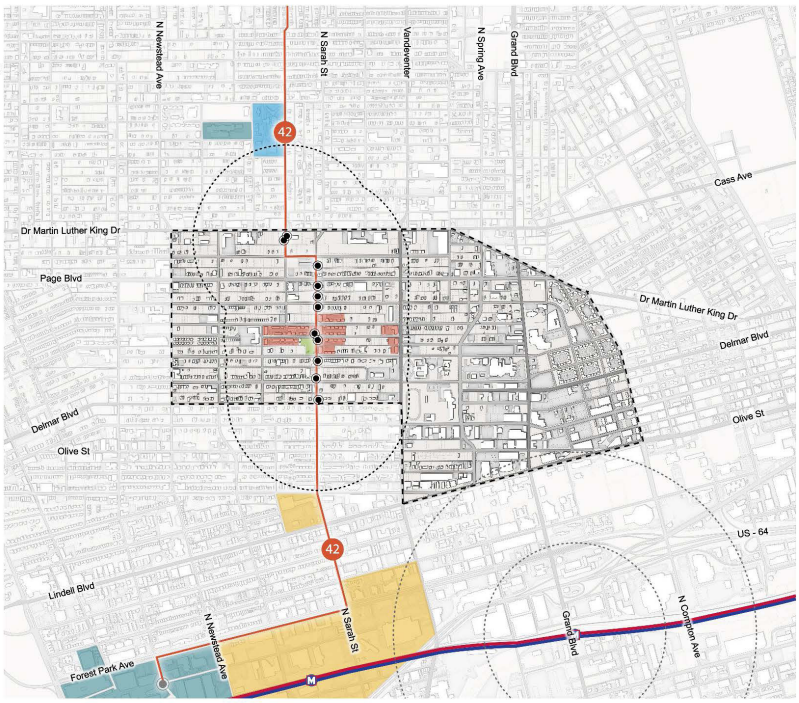
Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar
- Lindell
- N Sarah



PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar
- Lindell
- N Sarah
- Grand

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Transit

Existing Transit

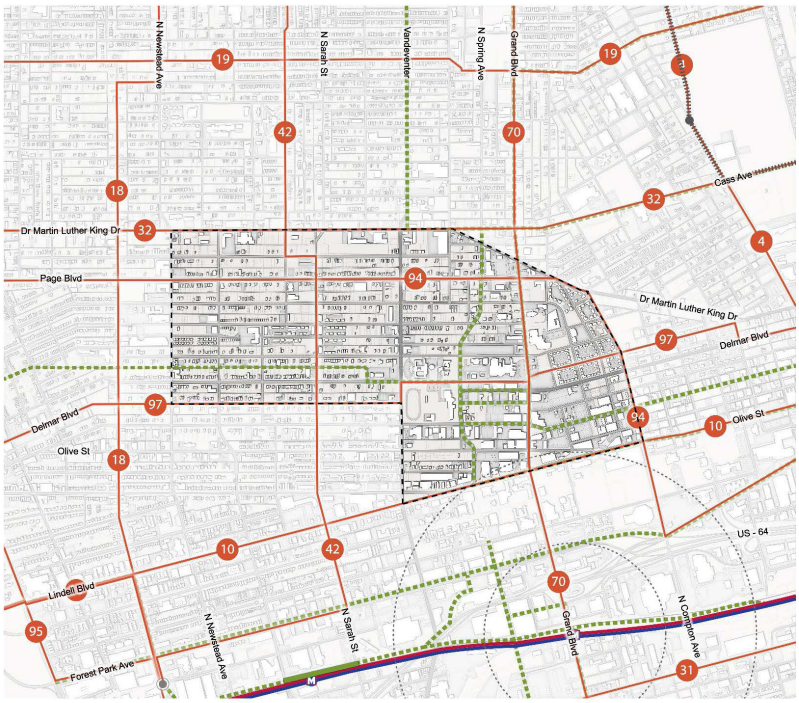
- Metro
- Metro Bus
- Greenway

Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar
- Lindell
- N Sarah
- Grand

Future Transit

- Metro
- Metro Bus
- Greenway



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

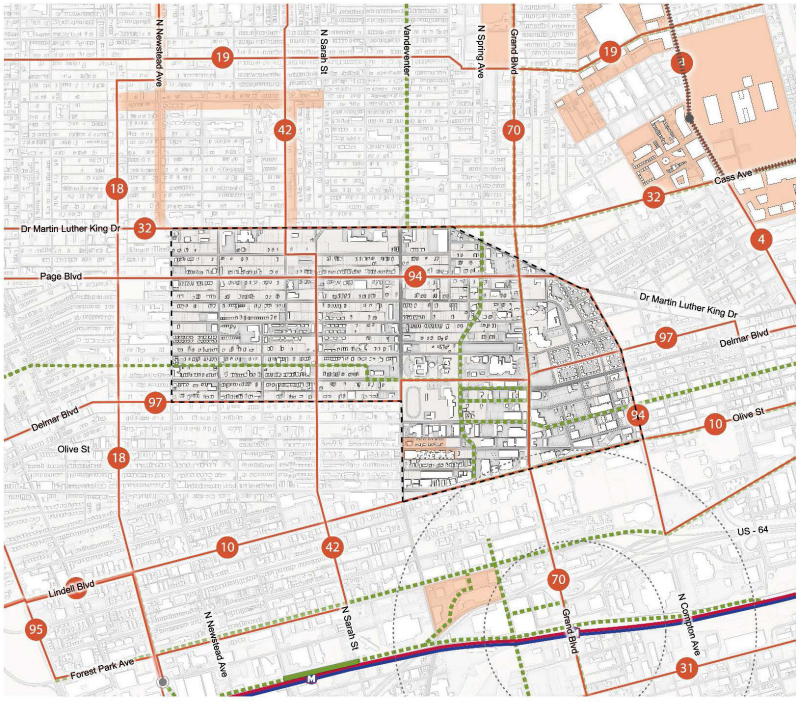
Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar
- Lindell
- N Sarah
- Grand

Future Transit

- Metro
- Metro Bus
- Greenway

Future Development



PROGRESS REPORT – PHASE 1

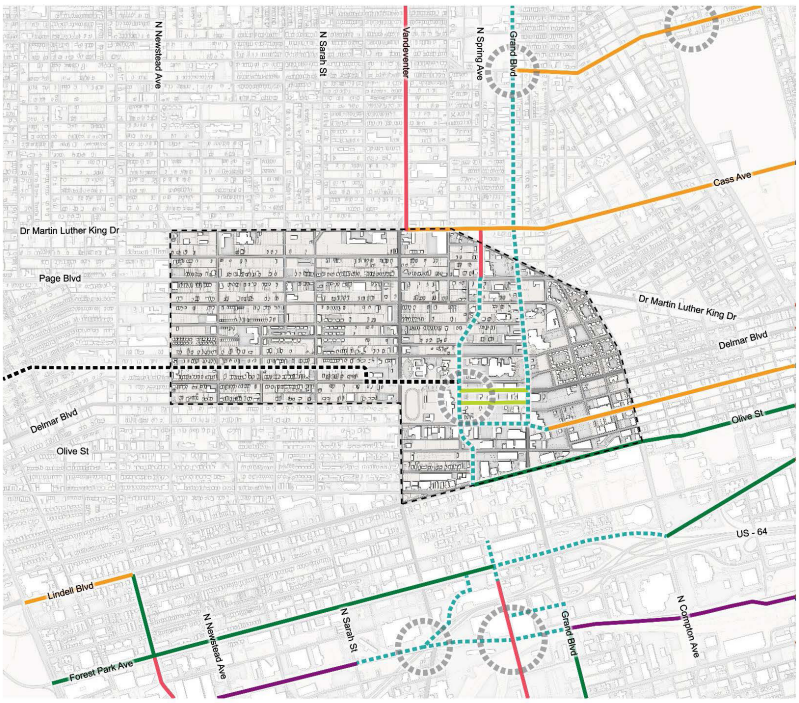
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Transit

Existing Transit
Metro
Metro Bus
Greenway

Metro Bus Lines
Dr Martin Luther King
Page
Delmar
Lindell
N Sarah
Grand

Future Transit
Metro
Metro Bus
Greenway



Possible Signature Project | Rail ROW | Wide Comm Corridor | Med. Comm Corridor
Med. Residential / Mixed Use Corridor | Narrow Residential Corridor | Other Corridor

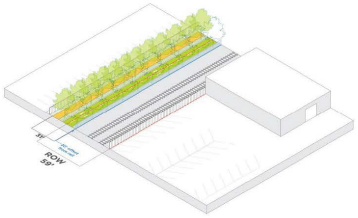
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

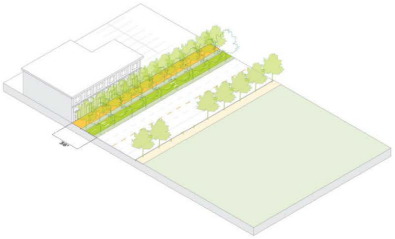
Transit

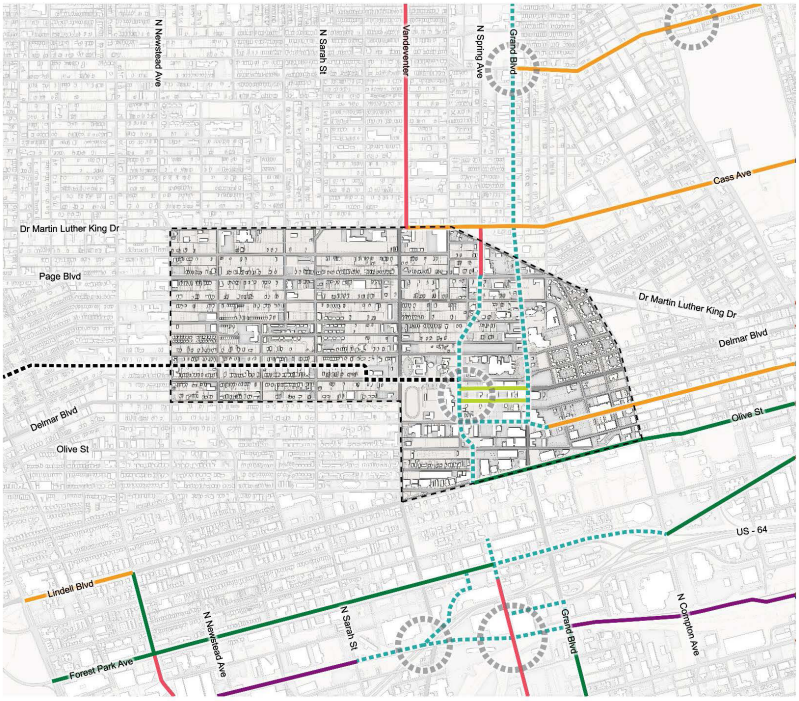
Green Way

■ Rail ROW



■ Wide Comm Corridor





■Possible Signature Project ■Rail ROW ■Wide Comm Corridor ■Med. Comm Corridor
■Med. Residential / Mixed Use Corridor ■Narrow Residential Corridor ■Other Corridor

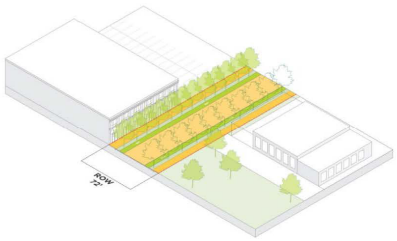
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

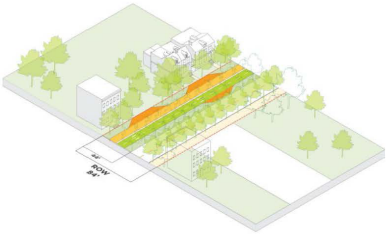
Transit

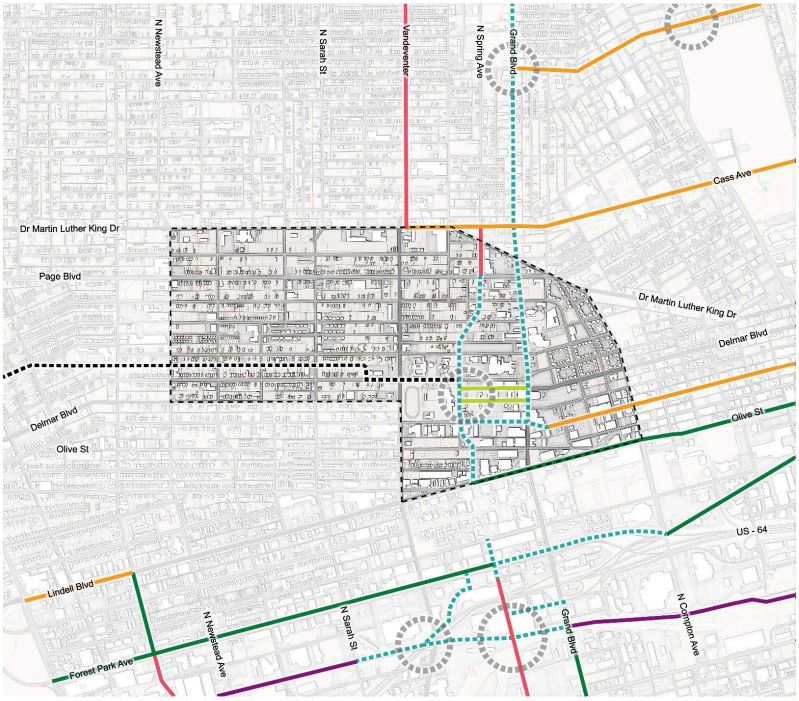
Green Way

■ Med. Comm Corridor



■ Med. Residential / Mixed Use Corridor





■Possible Signature Project ■Rail ROW ■Wide Comm Corridor ■Med. Comm Corridor
■Med. Residential / Mixed Use Corridor ■Narrow Residential Corridor ■Other Corridor

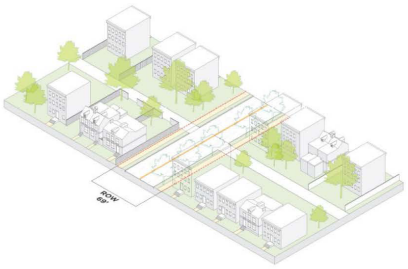
PROGRESS REPORT – PHASE 1

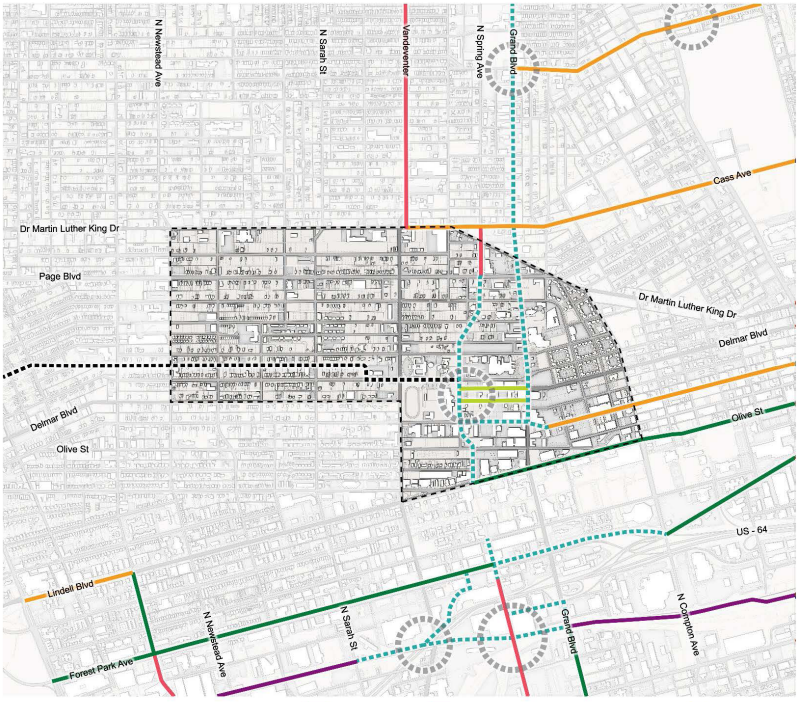
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Transit

Green Way

- Narrow Residential Corridor





Possible Signature Project | Rail ROW | Wide Comm Corridor | Med. Comm Corridor | Med. Residential / Mixed Use Corridor | Narrow Residential Corridor | Other Corridor

NORTH CENTRAL PLAN

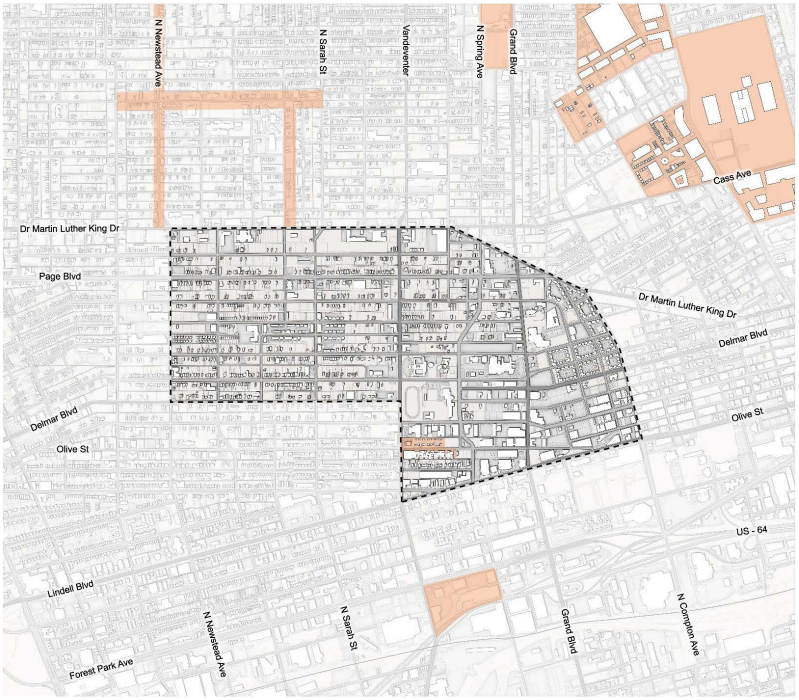
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Future Development

Future Development

- Olive West
- New NGA Campus
- City Foundry STL
- PGA Golf Course
- North City Housing Project



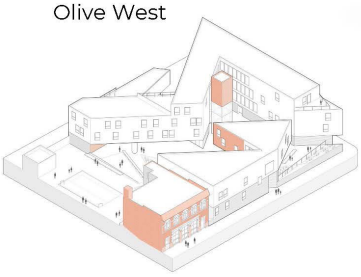
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

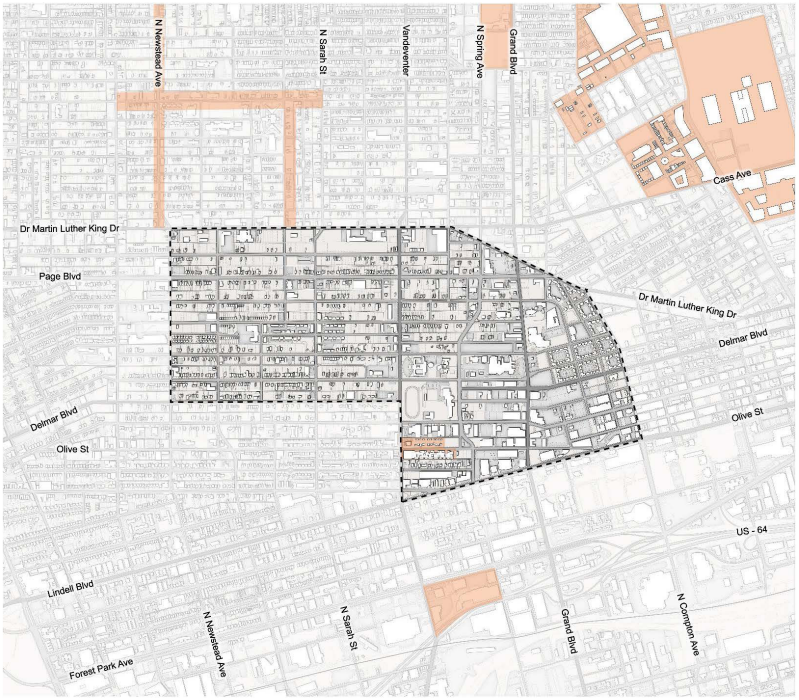
Future Development

Future Development

Olive West



- The new building to the south and will total approximately 26,580SF of leasable square feet. This equates to 35 apartment units
- North of the new building are a array of new homes. The houses will start at $250,000 and go up to $450,000 depending on the model.



NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

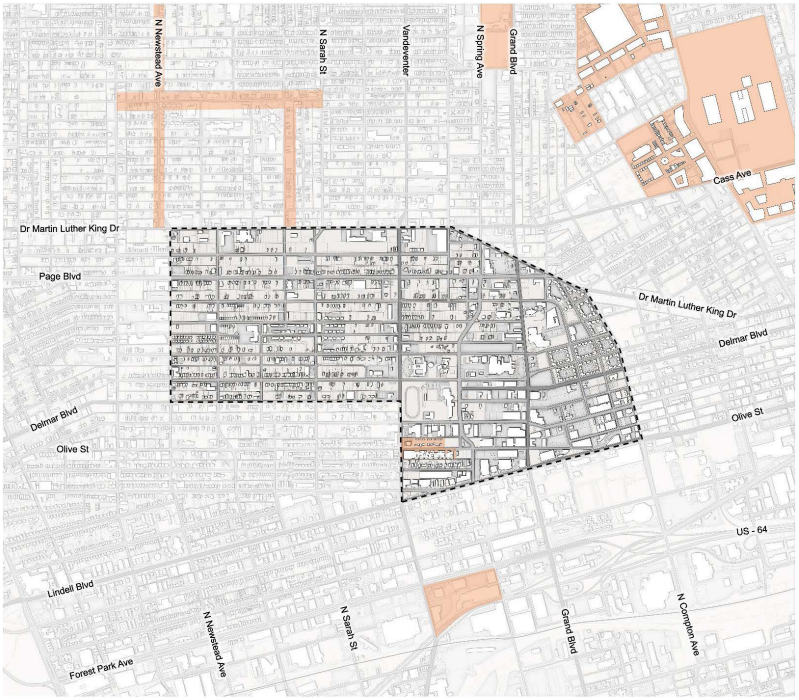
Future Development

Future Development

Olive West

New NGA Campus

- The new complex in north St. Louis, will have space for an additional 600 workers. In addition to many more job opportunities in surrounding new development.



NORTH CENTRAL PLAN

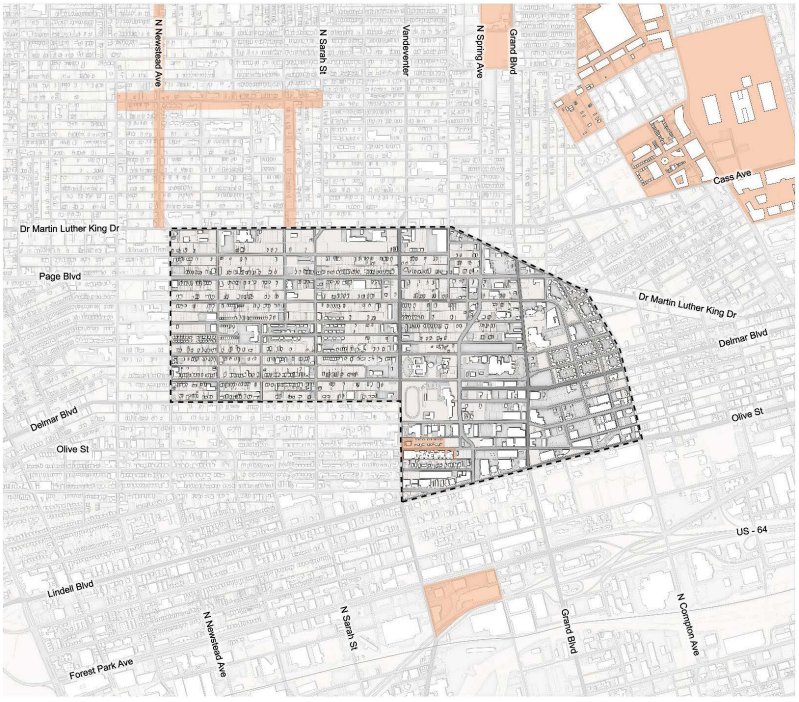
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Future Development

Future Development

Olive West
New NGA Campus
City Foundry STL



PROGRESS REPORT – PHASE 1

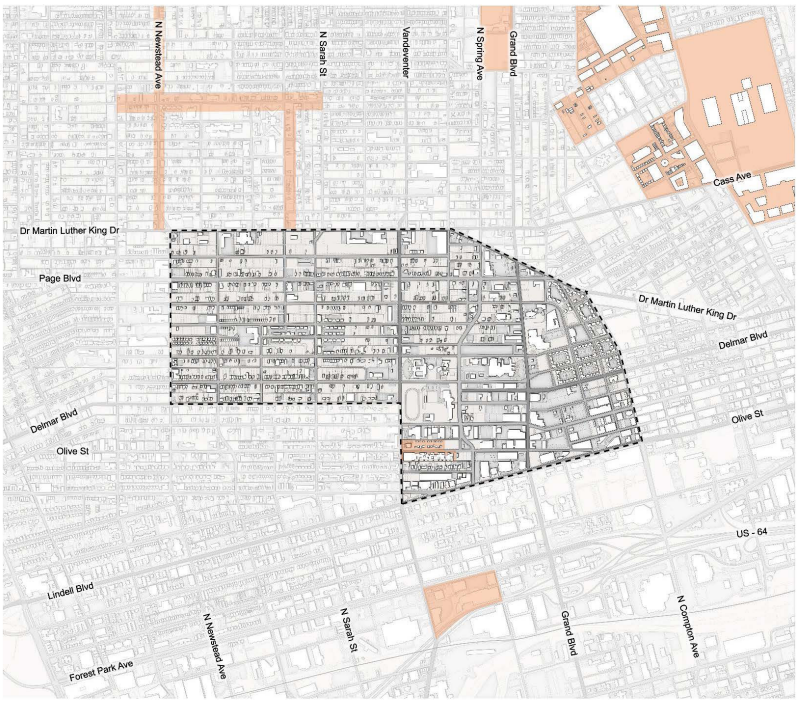
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Future Development

Future Development

Olive West
New NGA Campus
City Foundry STL
PGA Golf Course
North City Housing Project

- a $80 million residential project in The Ville neighborhood in north St. Louis that would entail renovating 20 homes and building 300 new homes at north Newstead, Lexington and Kennerly avenues and Whittier Street.



PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Regulatory Environments

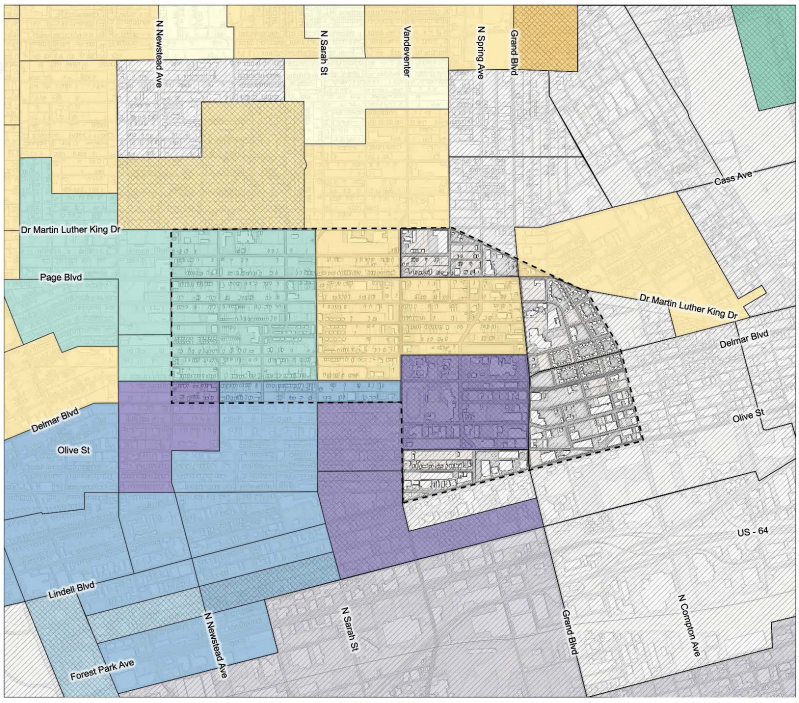
Market Type

- A
- B
- C
- D
- E
- F
- G
- H
- I

(A: High Sales Price, Low Vacancy; F: Higher Vacancy; I: Lower Sales Price)

- MVA Block Group
- MVA Industrial Zoned Areas
- Not Classified

- F markets have housing values below the citywide average, more renters than owners, an above average share of distressed and investor sales, and the third highest share of renters receiving federal subsidy.



NORTH CENTRAL PLAN

ZONING DISTRICTS

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Regulatory Environments

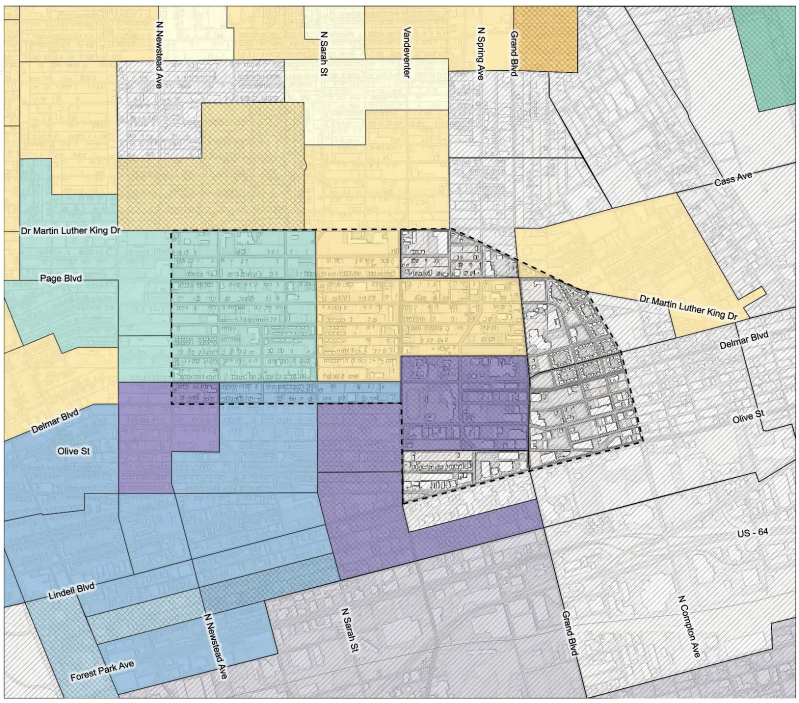
Market Type

- A
- B
- C
- D
- E
- F
- G
- H
- I

(A: High Sales Price, Low Vacancy; F: Higher Vacancy; I: Lower Sales Price)

- MVA Block Group
- MVA Industrial Zoned Areas
- Not Classified

- H markets have below average housing values, low levels of permitting activity, more renters than owners, an above average share of distressed sales and investor sales, and the highest levels of vacant residential land and vacant residential buildings.



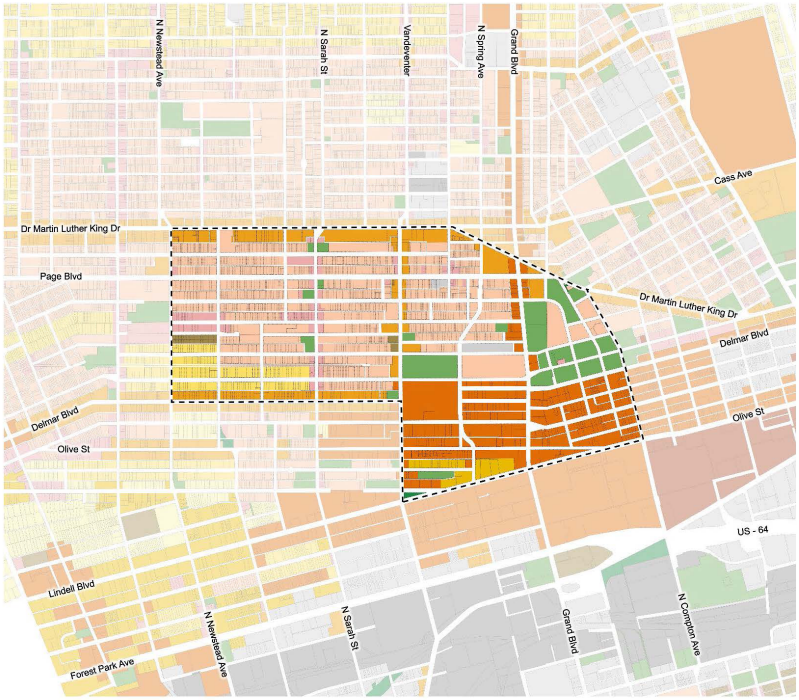
NORTH CENTRAL PLAN

ZONING DISTRICTS

Zoning

Zoning Districts

- Single Family Dwelling District
- Two-Family Dwelling District
- Multi-Family Dwelling District
- Multi-Family Dwelling District
- Multi-Family Dwelling District
- Neighborhood Comm. District
- Local Comm. & Office District
- Area Comm. District
- Central Business District
- Industrial District
- Unrestricted District
- Multi-Zoned Parcels



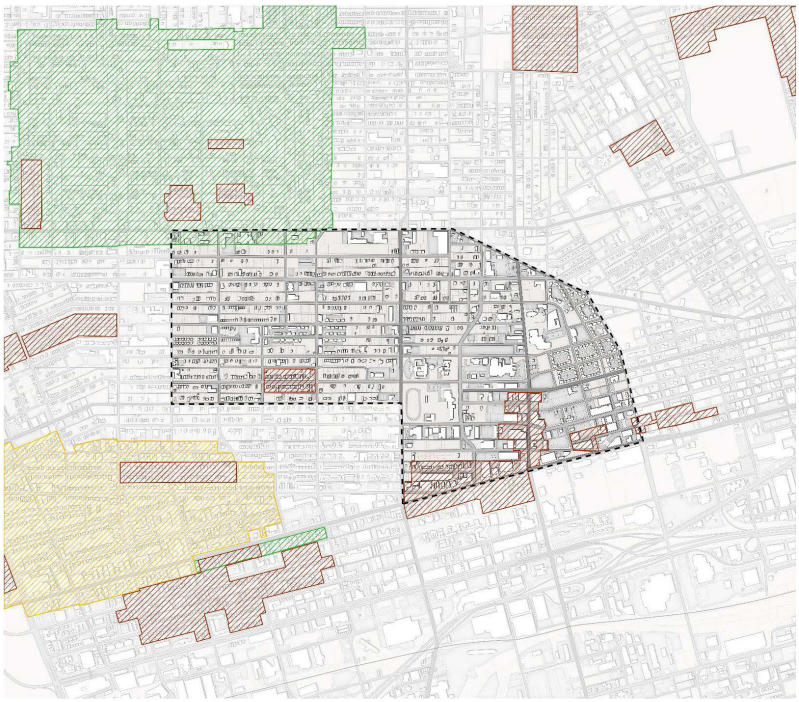
- A majority of parcels in the North Central Plan area are Multi-Family Dwelling District and Area Commercial District

ZONING DISTRICTS

Regulatory Environments

Historic Districts

- National Local
- Certified Local
- Local



- National Local Historic Districts include Midtown, West Locust and Olive Street, Block Unit #1, and a small portion of Locust Street Automotive. The Ville Local Historic District also has a small portion of its area within the North Central Plan Boundaries.

ZONING DISTRICTS

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Regulatory Environments

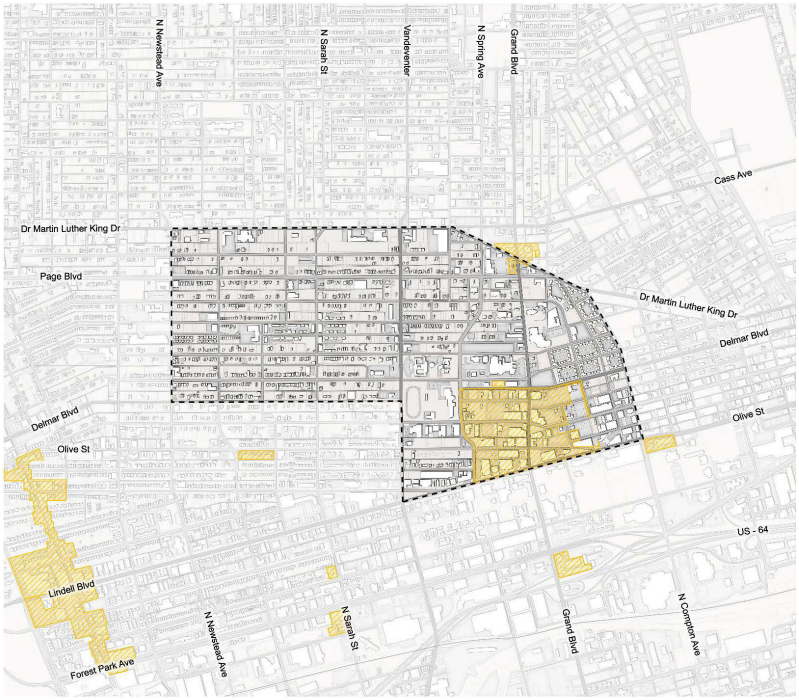
Historic Districts

Single Family Dwelling District
Two-Family Dwelling District
Multi-Family Dwelling District

CID

Community Improvement District

- Grand Center Arts District Community Improvement District located in the south and (insert name of N CID) located in the north of the North Central Plan.



NORTH CENTRAL PLAN

ZONING DISTRICTS

PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

Regulatory Environments

Historic Districts

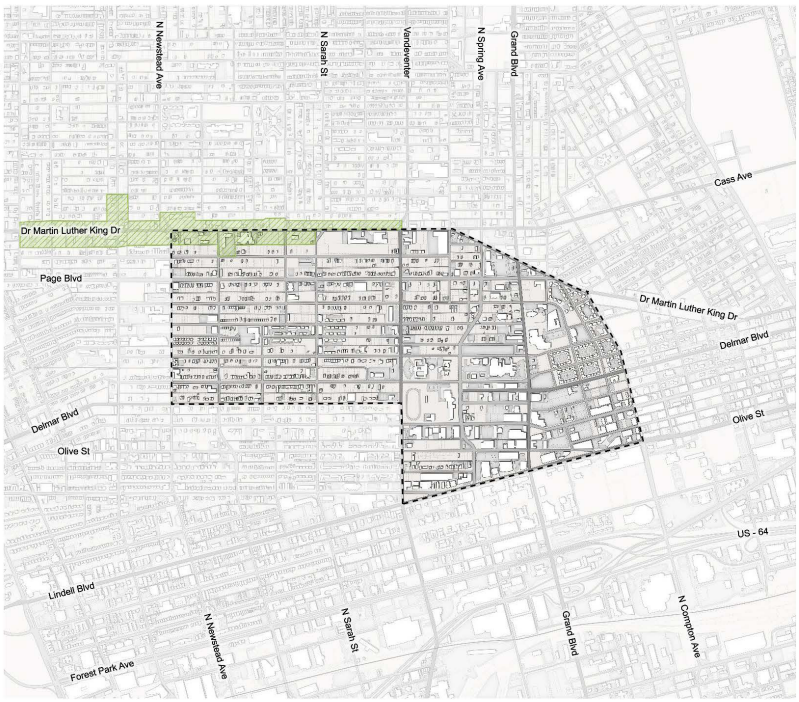
Single Family Dwelling District
Two-Family Dwelling District
Multi-Family Dwelling District

CID

Community Improvement District

SUD – Special Use District

Greater Ville Commercial Area



NORTH CENTRAL PLAN

ZONING DISTRICTS

NORTH CENTRAL PLAN

1.9 Existing Conditions SOAR Analysis

1.9.1 Physical Conditions Analysis

1.9.2 Community Socio-Economic Profile

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

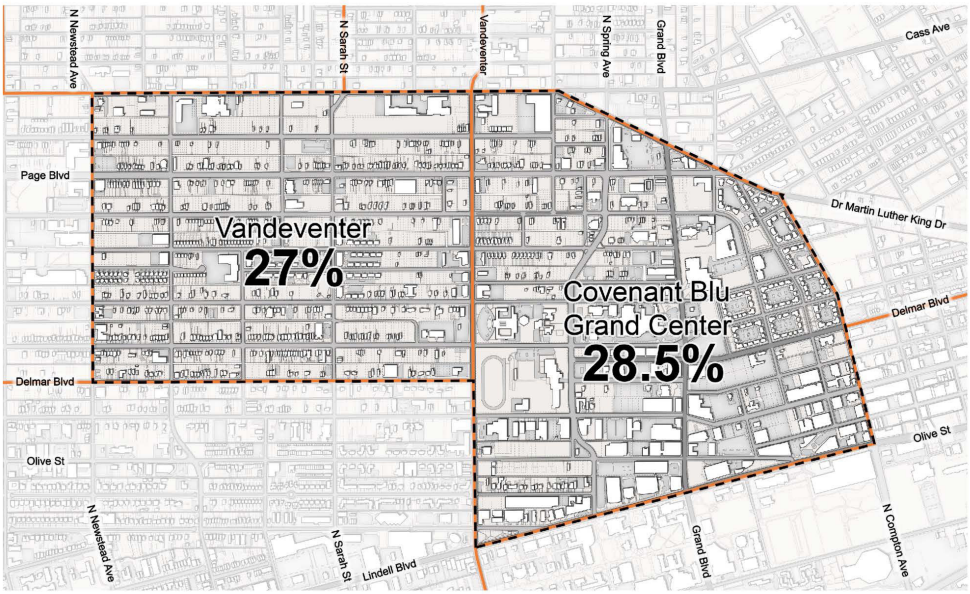
Poverty

Percentage of People living in the Neighborhood below the defined Poverty Level

Vandeventer: 27 %

Covenant Blu/Grand Center: 28.5%

City of St. Louis: 25%



- Black adults are more than twice as likely as white adults to live in poverty (disparity index = 2.5 white to black)

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Household Income

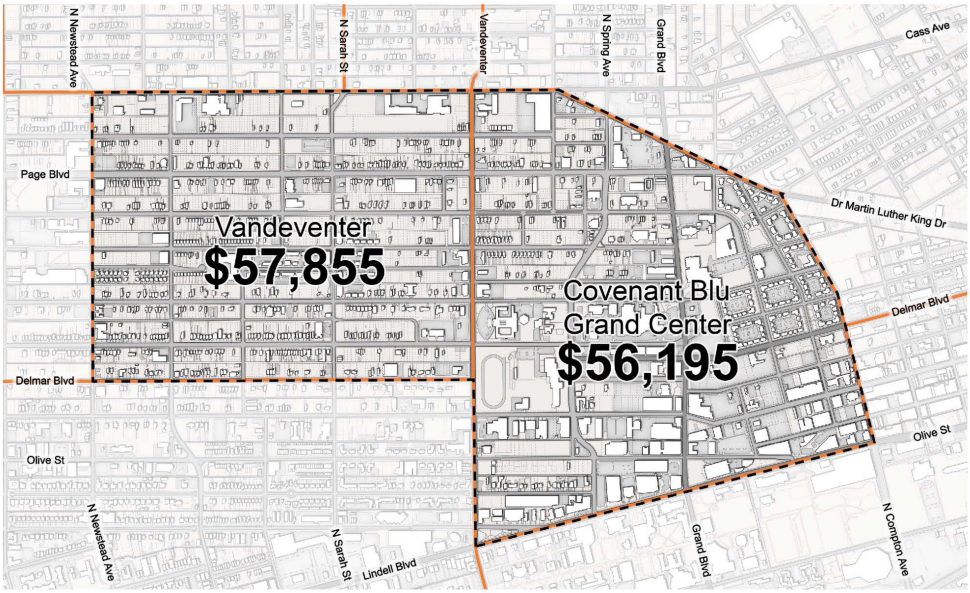
Average Household Income Level

Vandeventer:
1997 $29,739.00
2018 $57,855.00

Covenant Blu/Grand Center:
1997 $19,719.00
2018 $56,195.00

City of St. Louis:
1997 $32,745.00
2018 $91,811.00 (average)

- In the City of St. Louis White households' median income is nearly twice that of black households (disparity index = 1.96 white to black)

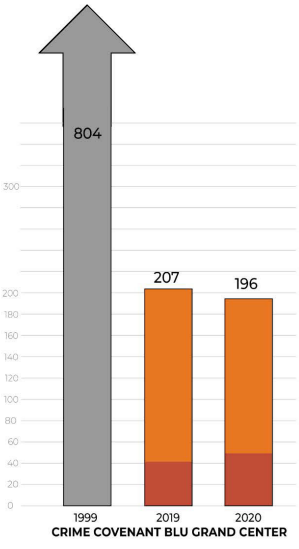


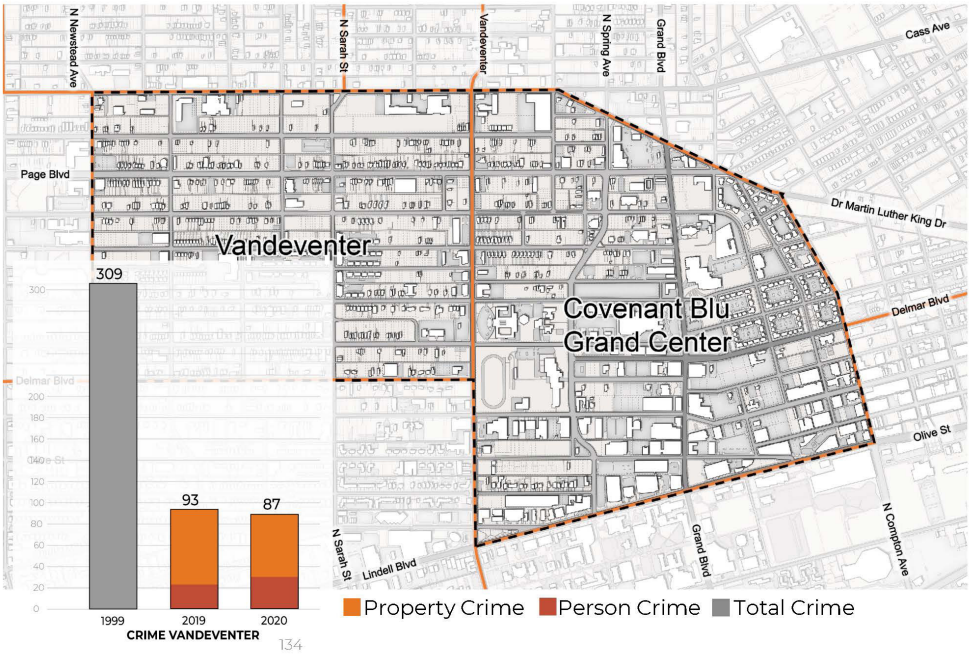
PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Safety

Improved Safety and Security

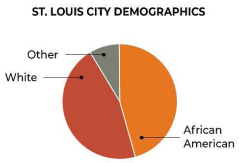


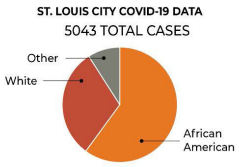


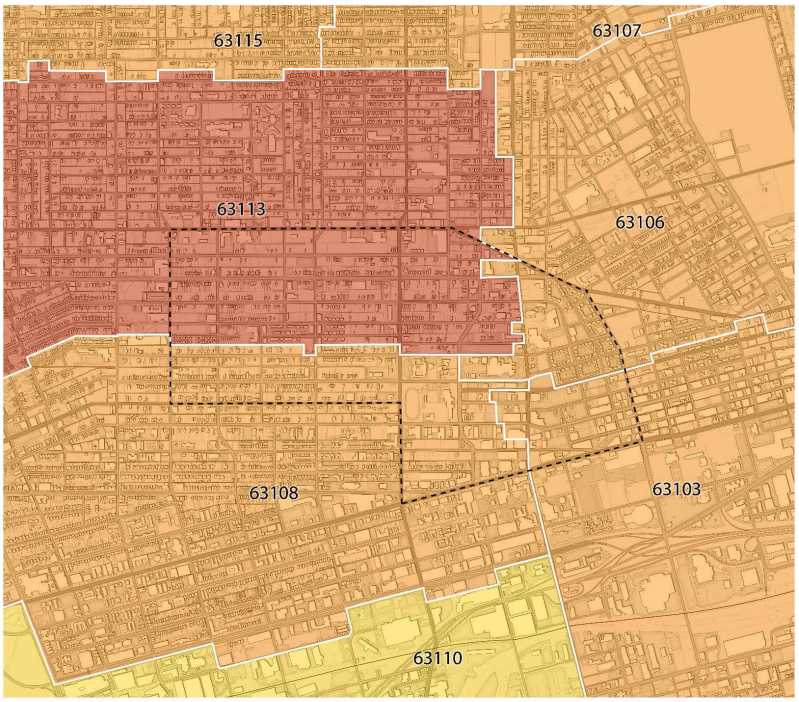
Public Health

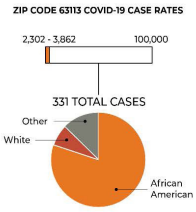
Improved Public Health:
Covid-19 Data

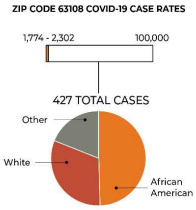
- Zip Code 63113 – 372 Cases
- Zip Code 63108 – 521 Cases
- Zip Code 63106 – 267 Cases
- Zip Code 63103 – 198 Cases











COVID-19 DATA

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Transit

Existing Transit

- Metro
- Metro Bus
- Greenway

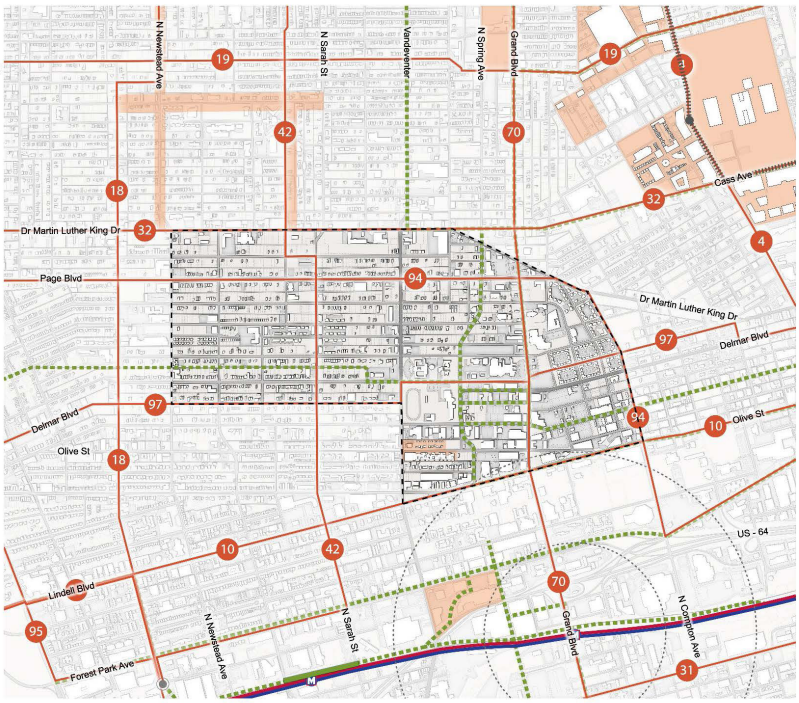
Metro Bus Lines

- Dr Martin Luther King
- Page
- Delmar
- Lindell
- N Sarah
- Grand

Future Transit

- Metro
- Metro Bus
- Greenway

Future Development



PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

1.9 Existing Conditions SOAR Analysis

1.9.1 Physical Conditions Analysis

1.9.2 Community Socio-Economic Profile

1.9.3 Executive Summary + Presentation

1.9.3 EXECUTIVE SUMMARY + PRESENTATION

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Parks Analysis

Green Space

- Neighborhood Public Parks

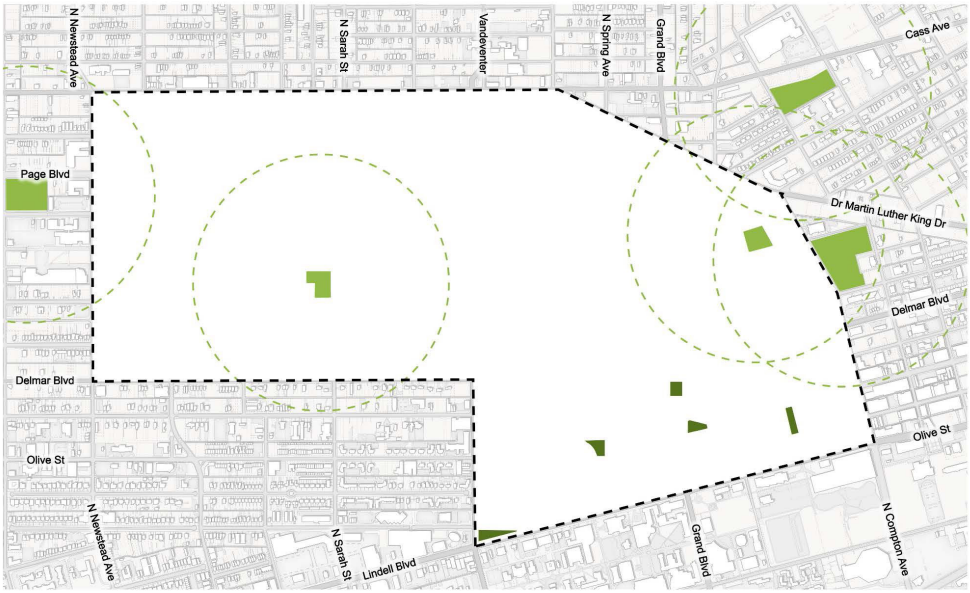
Public Parks

- Turner Park
- Beckett Park
- Chambers Park
- Renaissance Place Park
- Jet Banks Park
- Rumbold Park

Parks Analysis

Green Space

- Neighborhood Public Parks
- Public Open Space



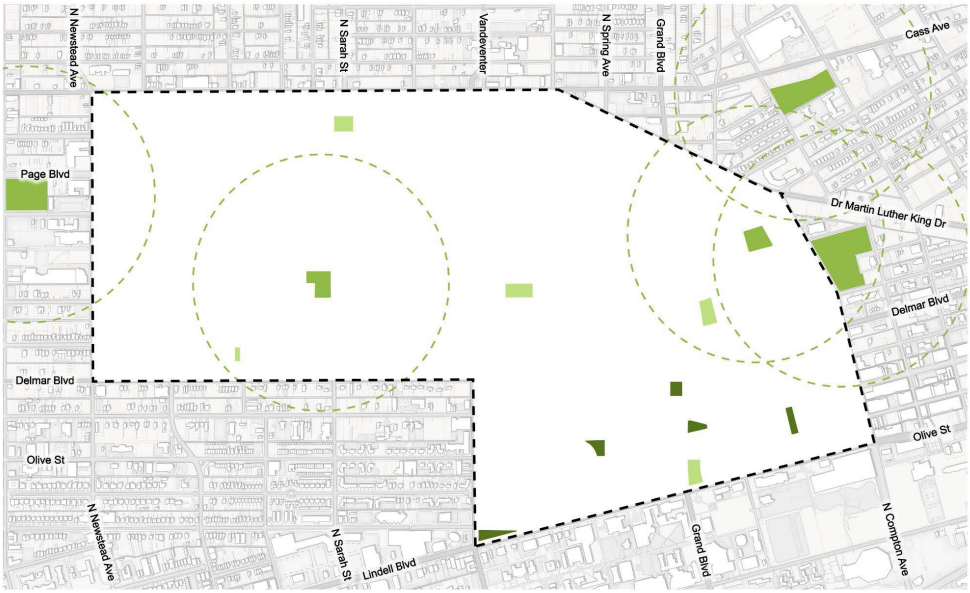
NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

Parks Analysis

Green Space

- Neighborhood Public Parks
- Public Open Space
- Special Use Open Space
  - dog parks
  - community gardens



PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

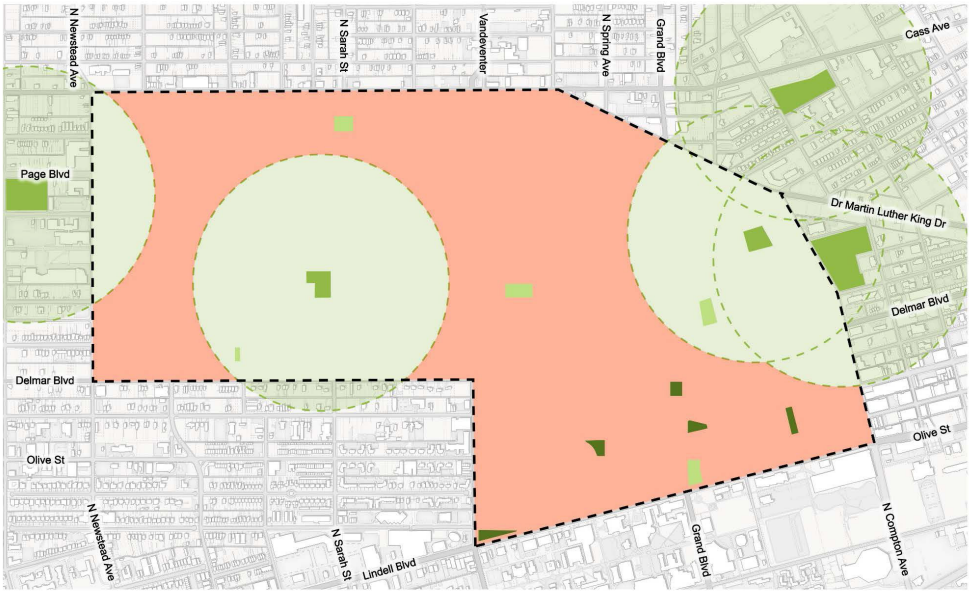
Parks Analysis

Green Space

- Neighborhood Public Parks
- Public Open Space
- Special Use Open Space

10% of residents are within 5 min walking distance of a Neighborhood Public Park

Area not within a 5 min walking distance of a Neighborhood Public Park



PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

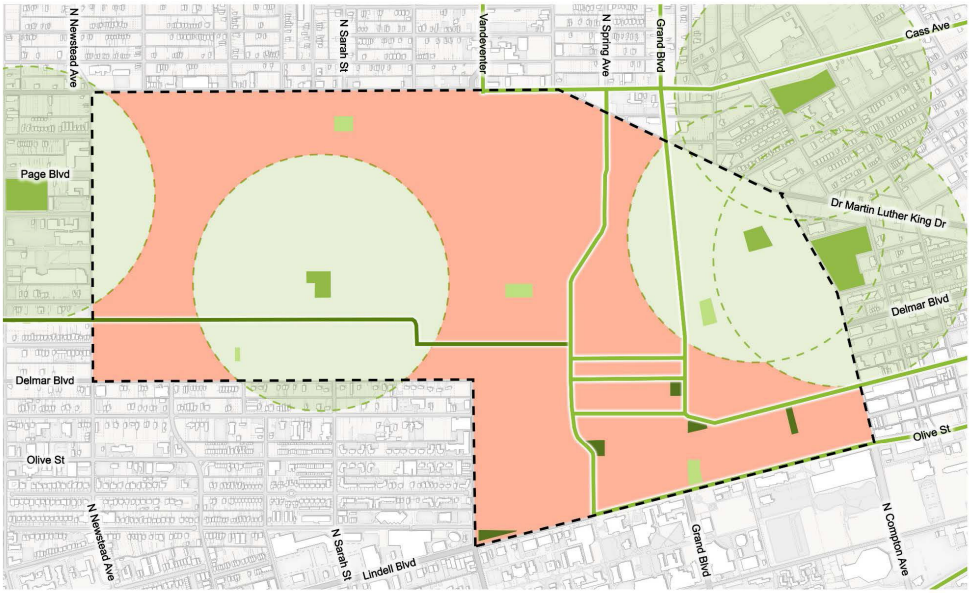
Parks Analysis

Green Space

Neighborhood Public Parks
Public Open Space
Special Use Open Space

Greenways

- Hodiamont Greenway
- Brickline Greenway



NORTH CENTRAL PLAN

Parks Analysis

Park Space Per Population

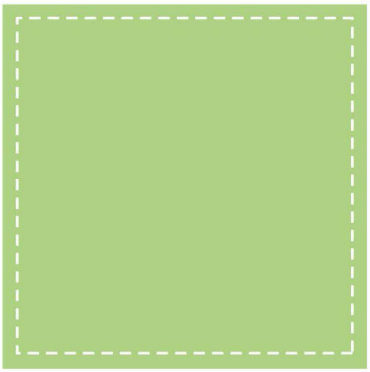
Current Population 5,244
Avg acres per 1,000 people = 9.9

Recommended = 51.9 acres

Turner Park 1.4 acres

Lafayette Park 30 acres

Recommended 50 acres

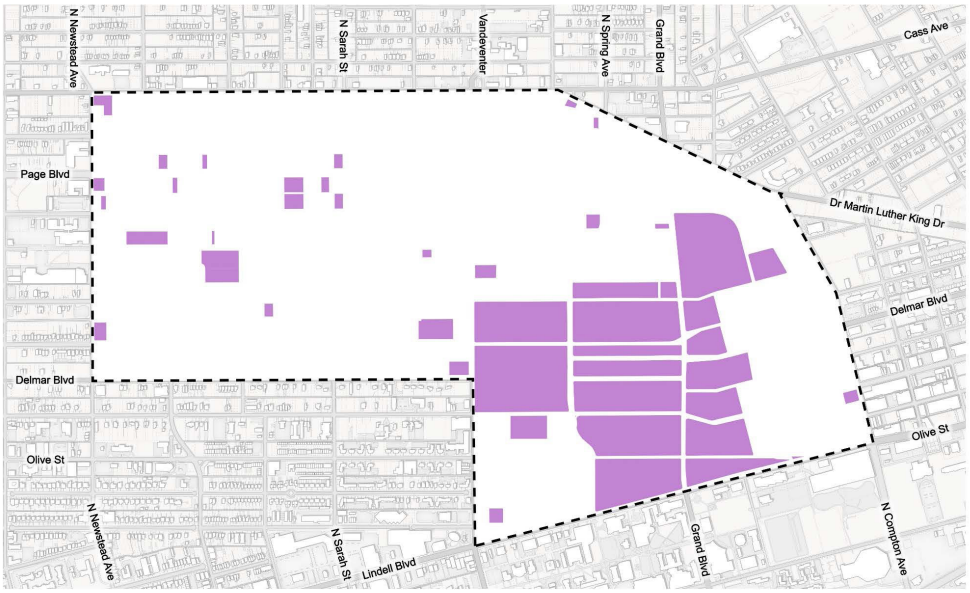


NORTH CENTRAL PLAN

Community Character

Neighborhood Land Use

- Civic and Community



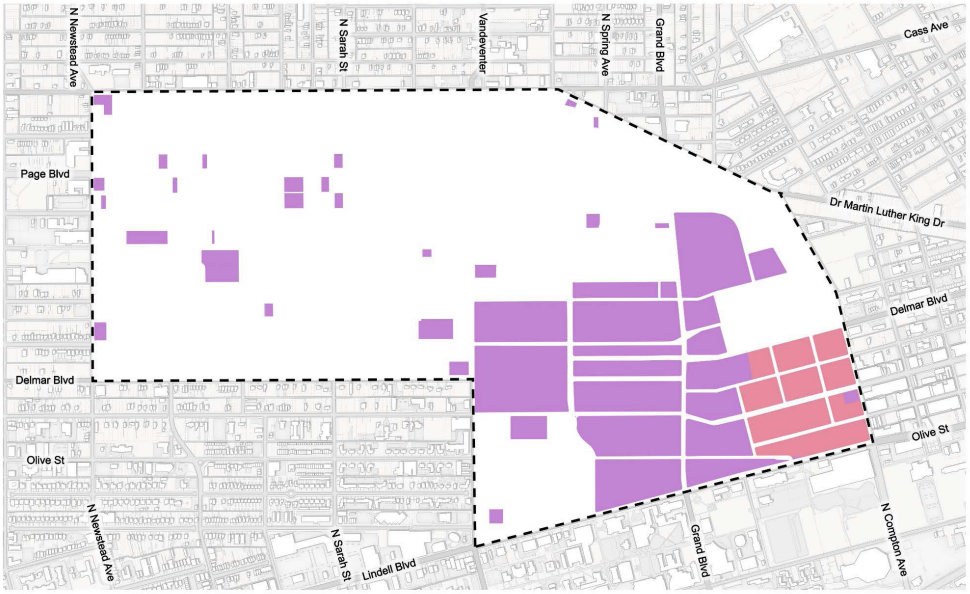
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Community Character

Neighborhood Land Use

- Civic and Community
- Mixed Use



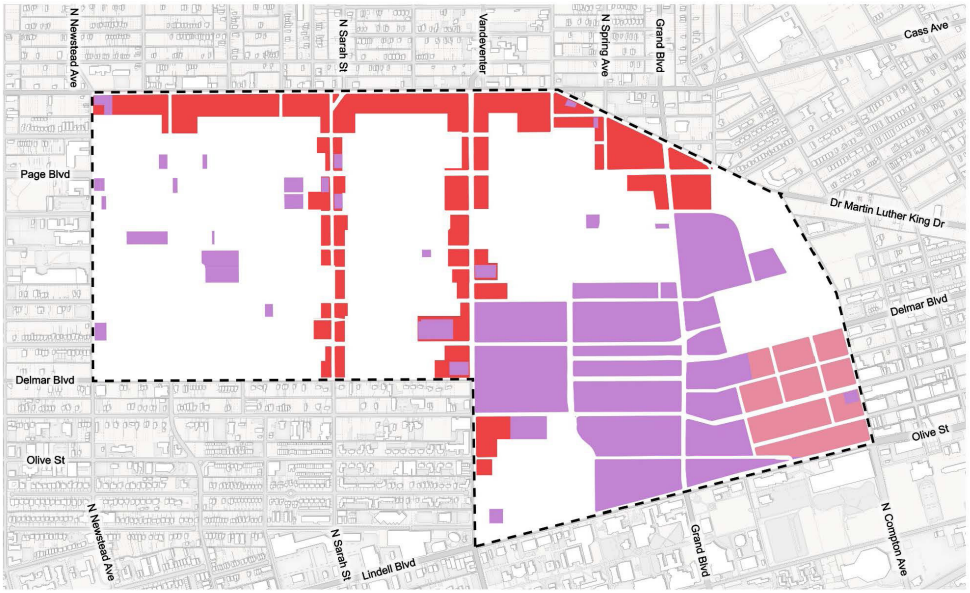
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Community Character

Neighborhood Land Use

- Civic and Community
- Mixed Use
- Commercial

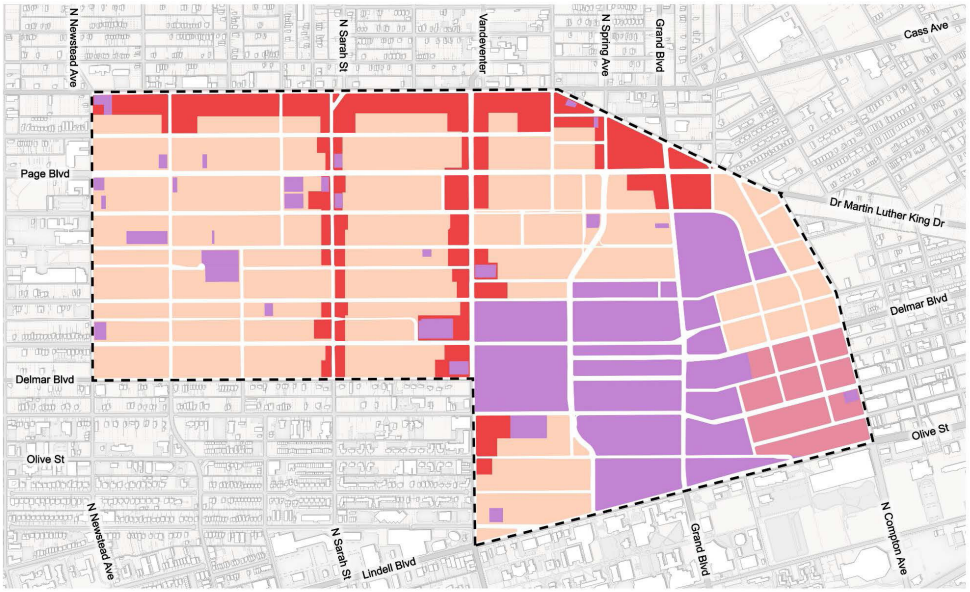


NORTH CENTRAL PLAN

Community Character

Neighborhood Land Use

- Civic and Community
- Mixed Use
- Commercial
- Residential

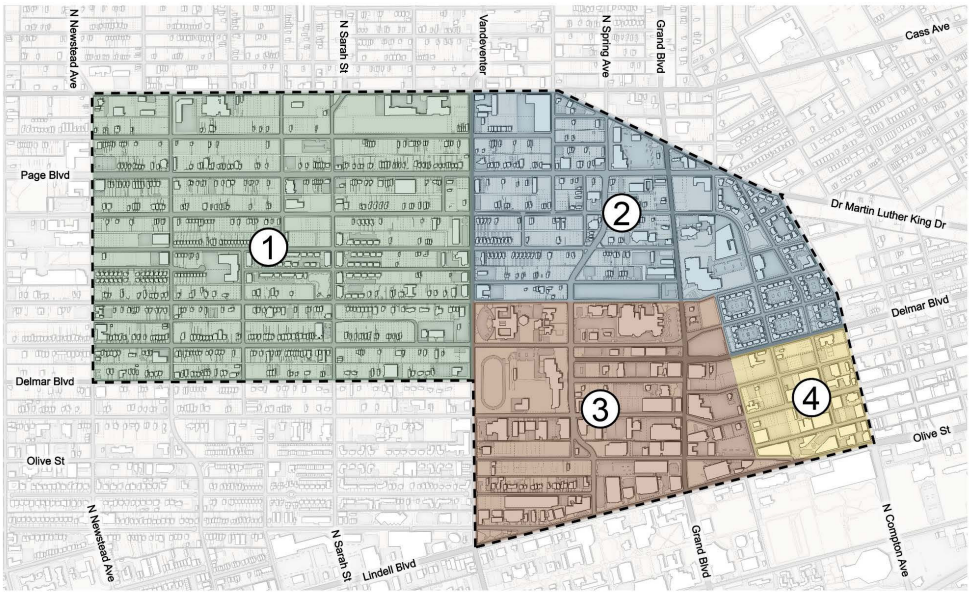


NORTH CENTRAL PLAN

Community Character

Communities

1. Vandeventer
2. Covenant Blu
3. Grand Center
4. Mid Town



PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Community Character

Communities

1. Vandeventer

PROGRESS REPORT – PHASE 1

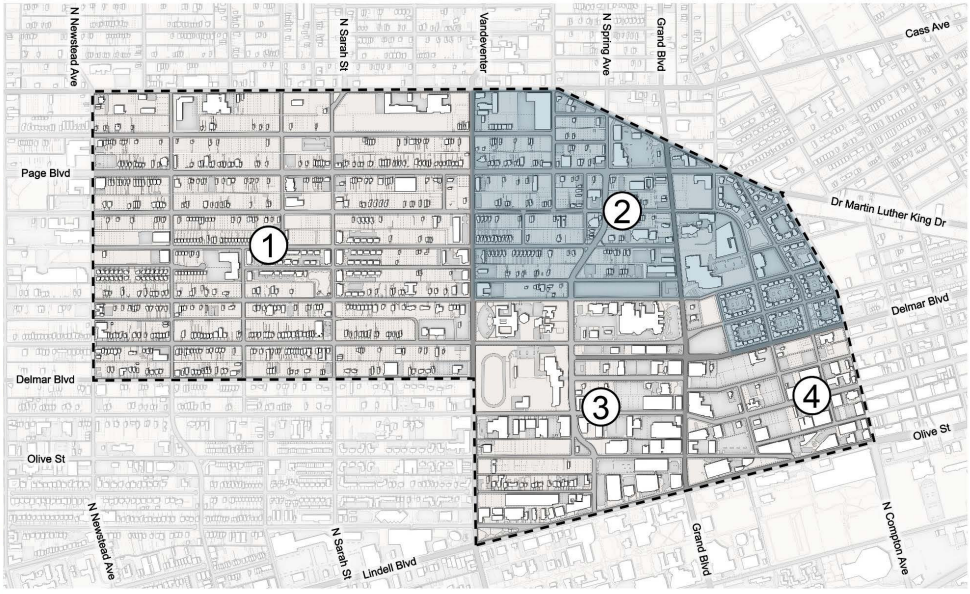
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Community Character

Communities

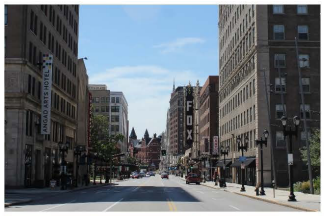
1. Vandeventer
2. Covenant Blu

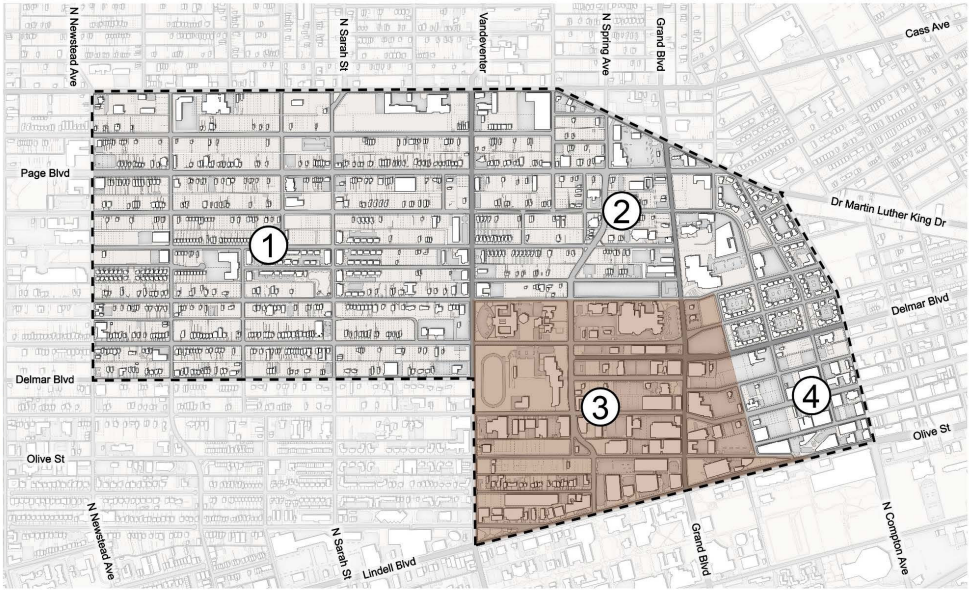


Community Character

Communities

1. Vandeventer
2. Covenant Blu
3. Grand Center



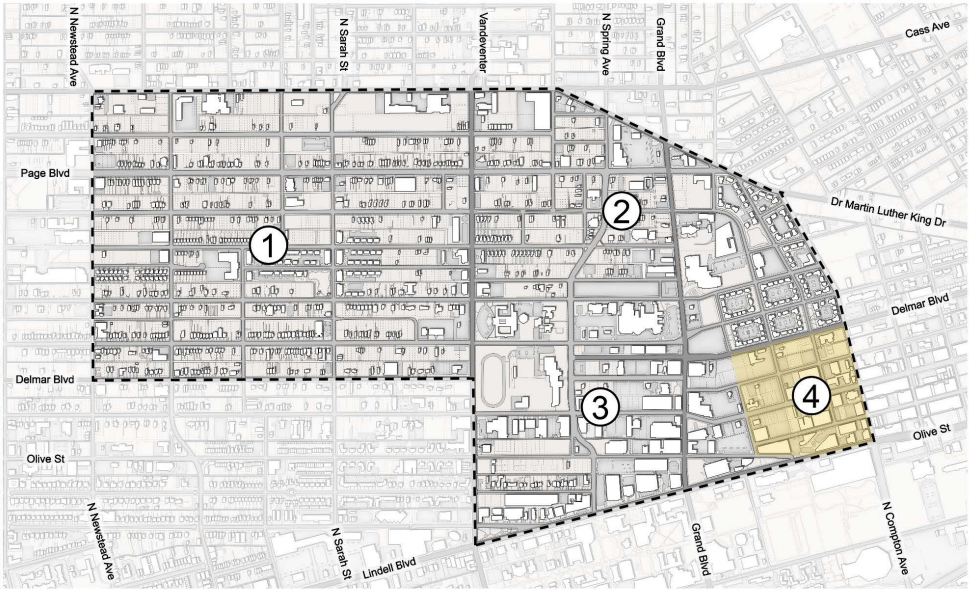


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

Community Character

Communities

1. Vandeventer
2. Covenant Blu
3. Grand Center
4. Mid Town



PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Analysis Summary

Neighborhood Structure

Streets and Connectivity

Parks and Recreation

Land & Building Use

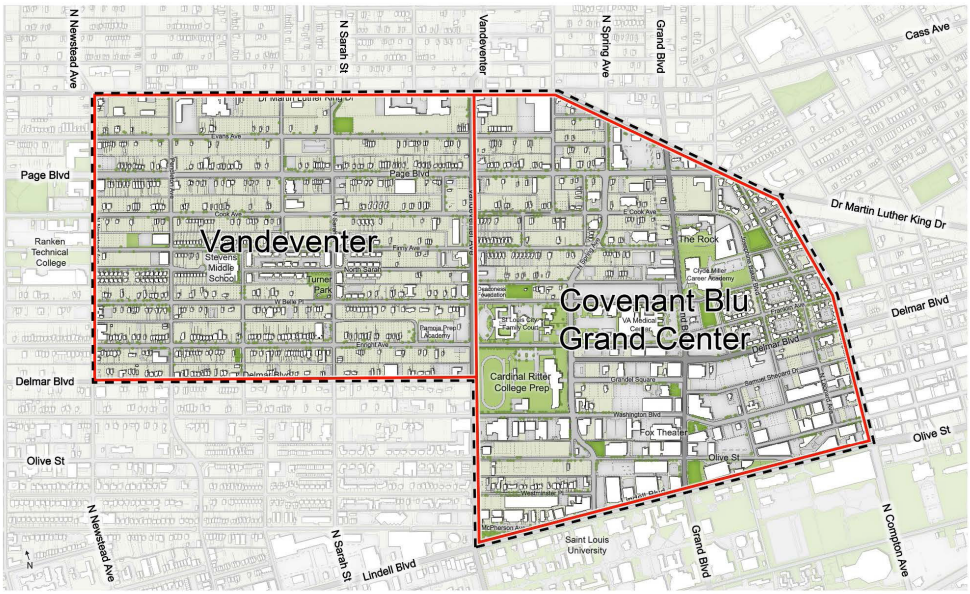
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Neighborhood Structure

Structure

Neighborhood Boundaries



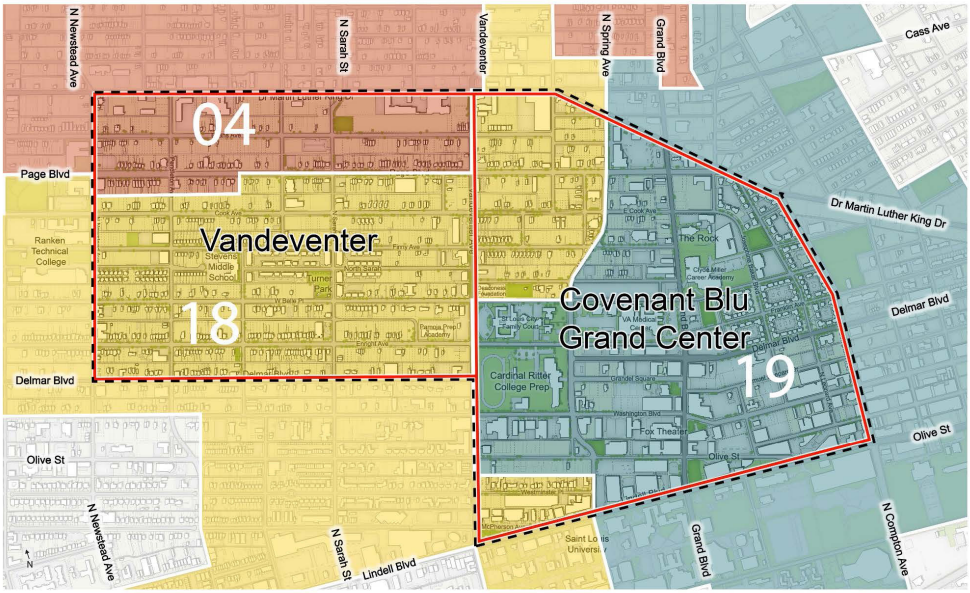
Neighborhood Structure

Structure

Neighborhood Boundaries
Ward Boundaries

Ward 4
Ward 18
Ward 19

Ward Boundaries to be modified in January 2023



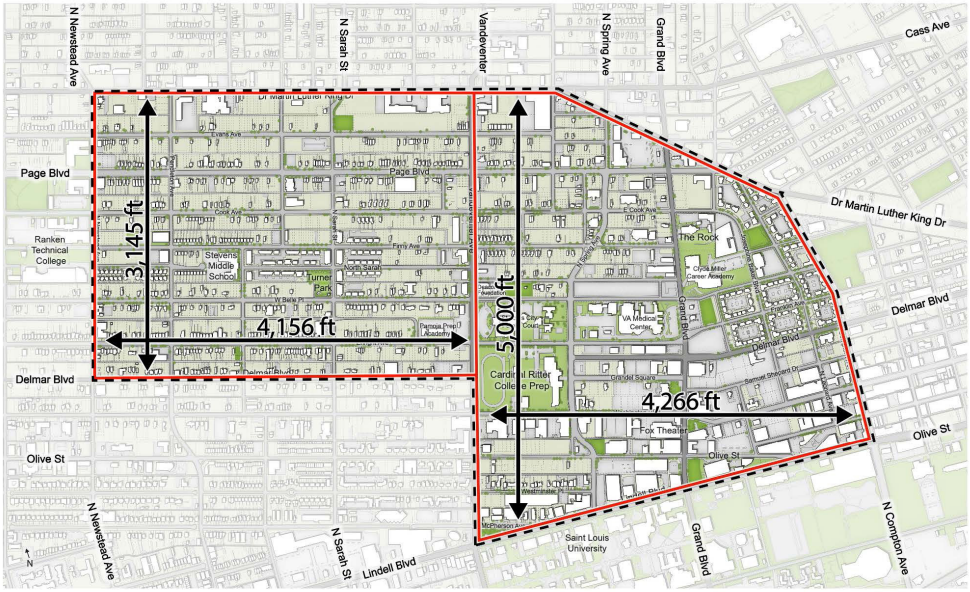
Neighborhood Structure

Structure

Neighborhood Boundaries
Ward Boundaries
Size & Population

Vandeventer
302 acres in size
1,682 population
- Black 89%
- White 9.5%
- Asian 0.5%
- Youth 21% (+7% college)
- Seniors 12%
- Median Household Income $37,094

Covenant Blu Grand Center
363 acres in size
3,562 population
- Black 63%
- White 26%
- Asian 7%
- Youth 21% (+27% college)
- Seniors 9%
- Median Household Income $34,214



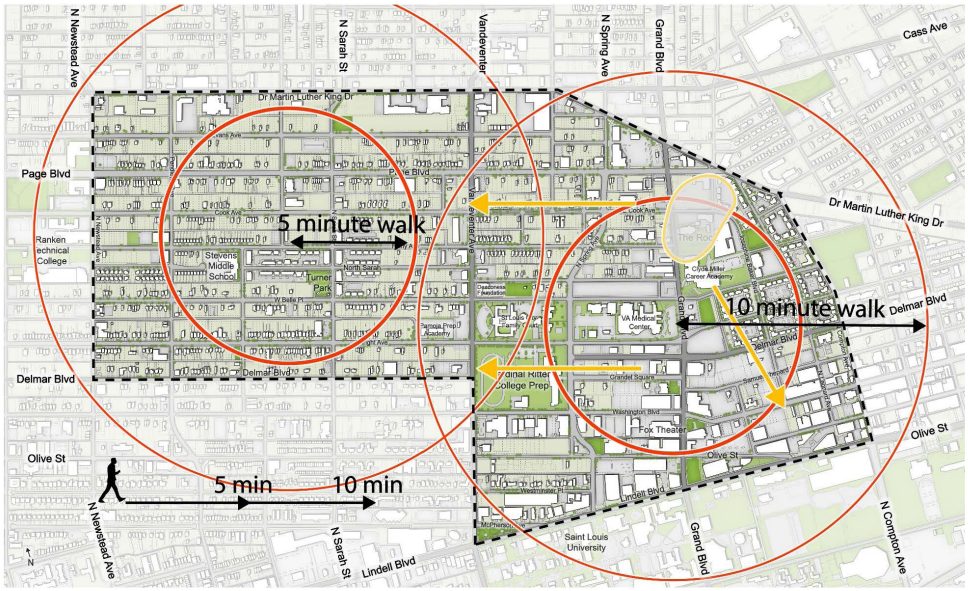
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Neighborhood Structure

Structure

- Neighborhood Boundaries
- Ward Boundaries
- Size & Population
- Walkability



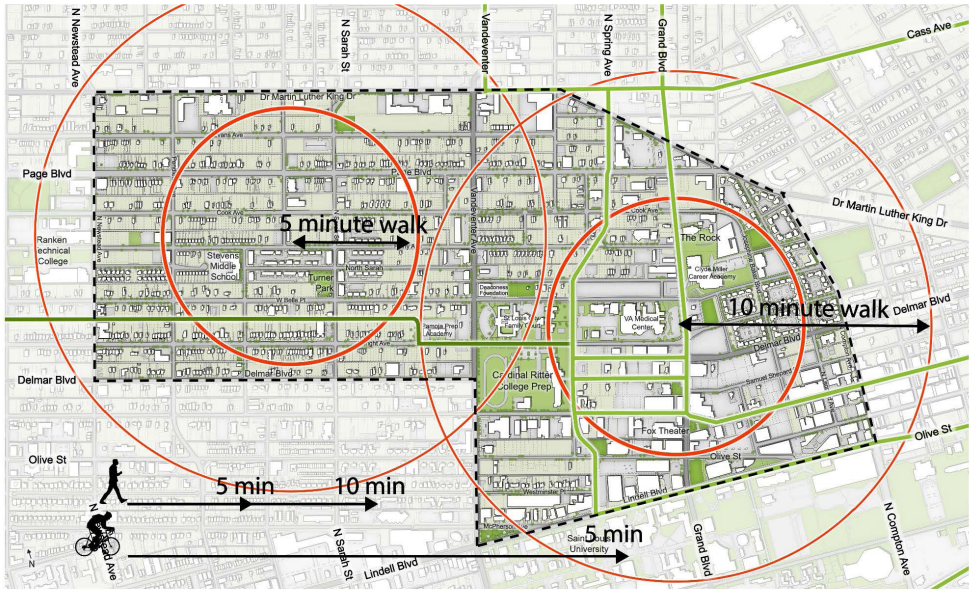
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Neighborhood Structure

Structure

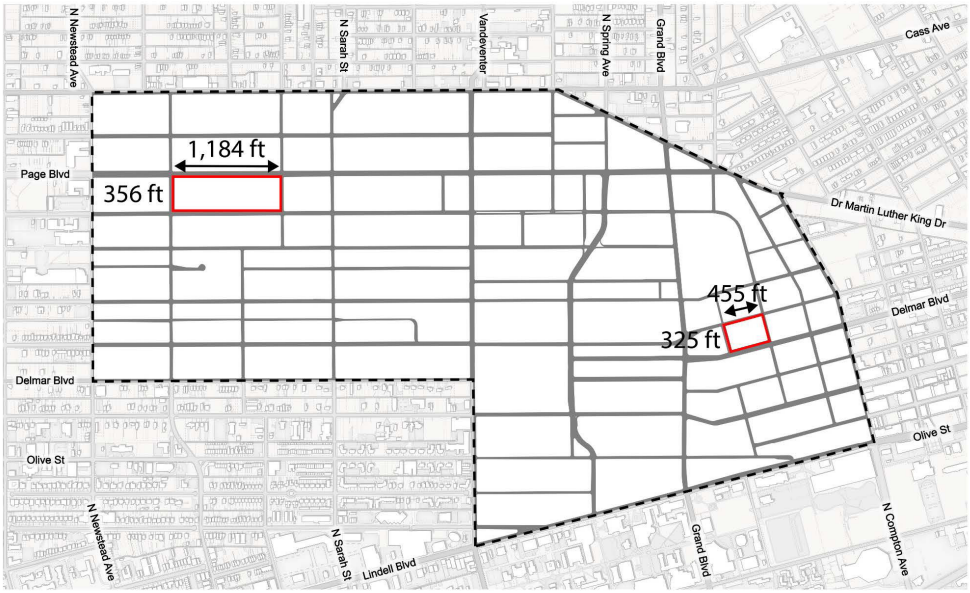
- Neighborhood Boundaries
- Ward Boundaries
- Size and Population
- Walkability
- Bikeability



Neighborhood Structure

Structure

- Neighborhood Boundaries
- Ward Boundaries
- Size & Population
- Walkability
- Bikeability
- Block Size

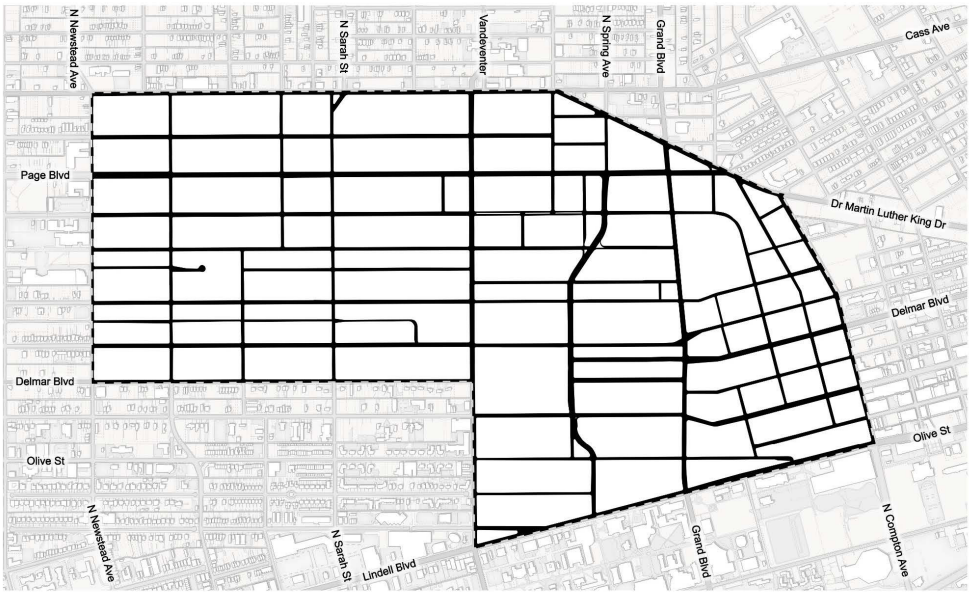


PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

Neighborhood Structure

Structure

- Neighborhood Boundaries
- Ward Boundaries
- Size & Population
- Walkability
- Bikeability
- Block Size
- Street Grid



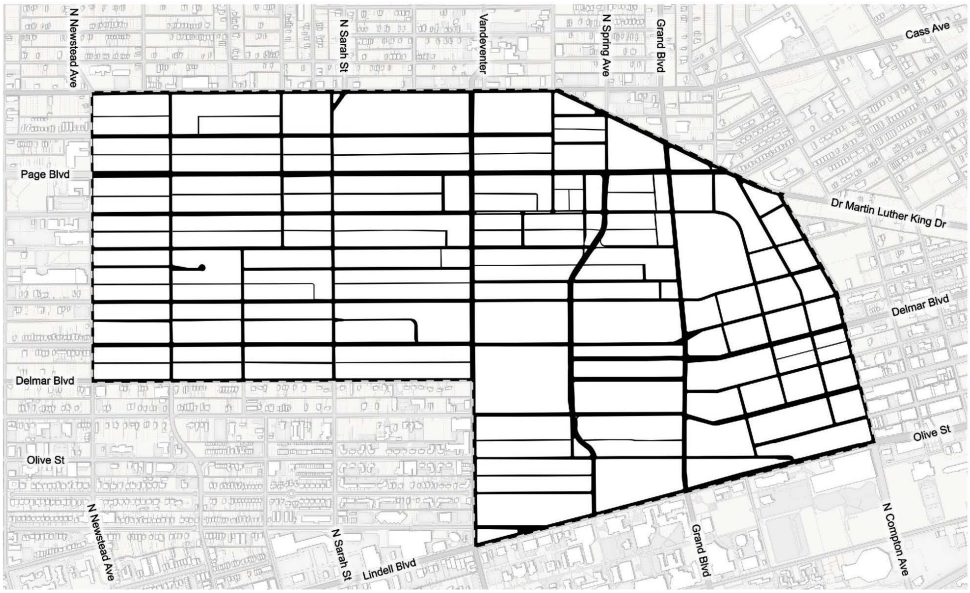
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Neighborhood Structure

Structure

- Neighborhood Boundaries
- Ward Boundaries
- Size & Population
- Walkability
- Bikeability
- Block Size
- Street Grid
- Alleys



NORTH CENTRAL PLAN

Analysis Summary

Neighborhood Structure

Streets and Connectivity

Streets and Connectivity

Street Hierarchy and Size

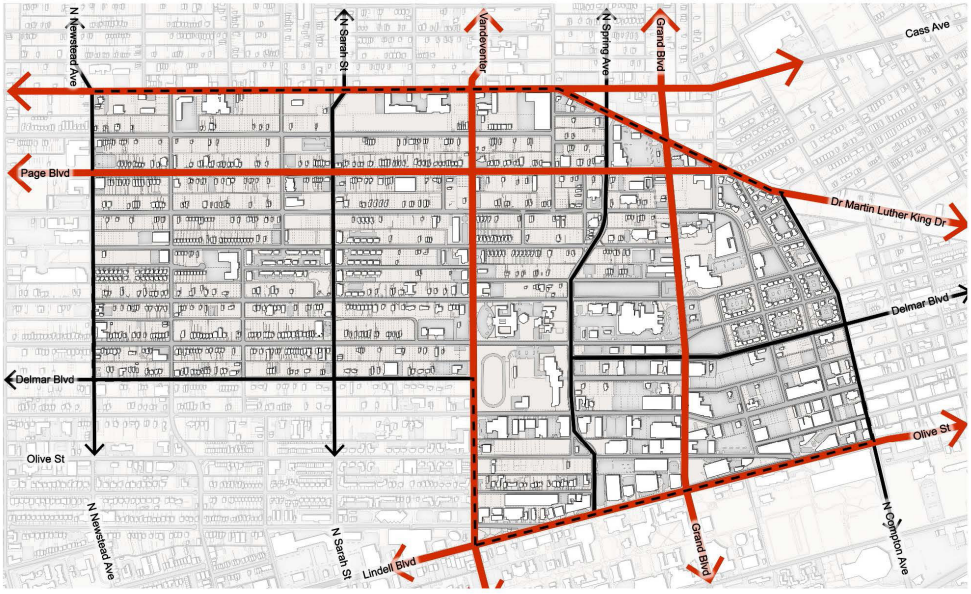
City-Wide Thoroughfares
- Grand Blvd.
- Vandeventer

- Olive/Lindell
- Page Blvd.
- MLK/Cass

Neighborhood Connectors
- Newstead
- Sarah
- Spring
- Compton

- Delmar

Neighborhood Streets



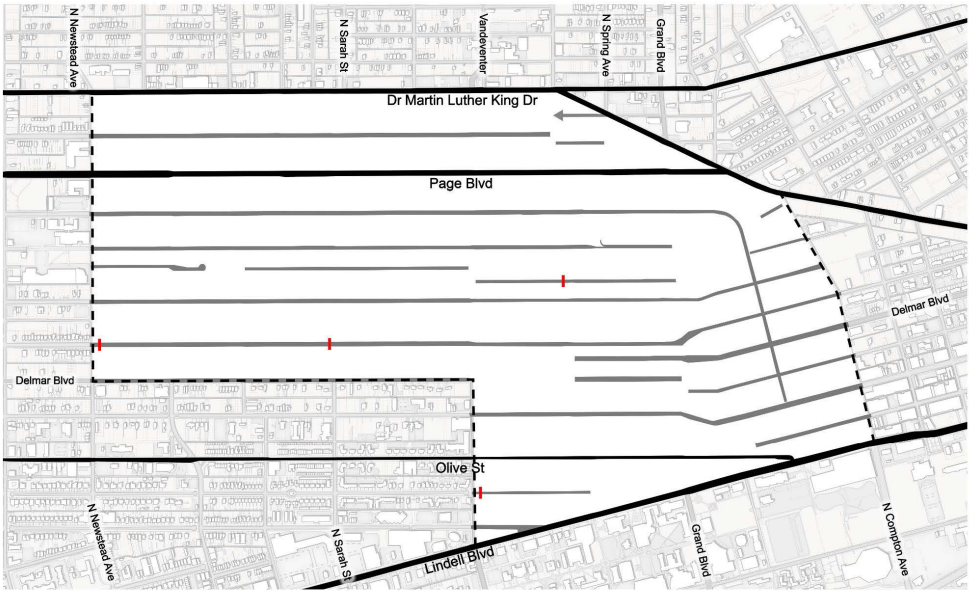
NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

Streets and Connectivity

Street Hierarchy and Size

City-Wide Thoroughfares
East-West Connectivity



NEIGHBORHOOD FABRIC

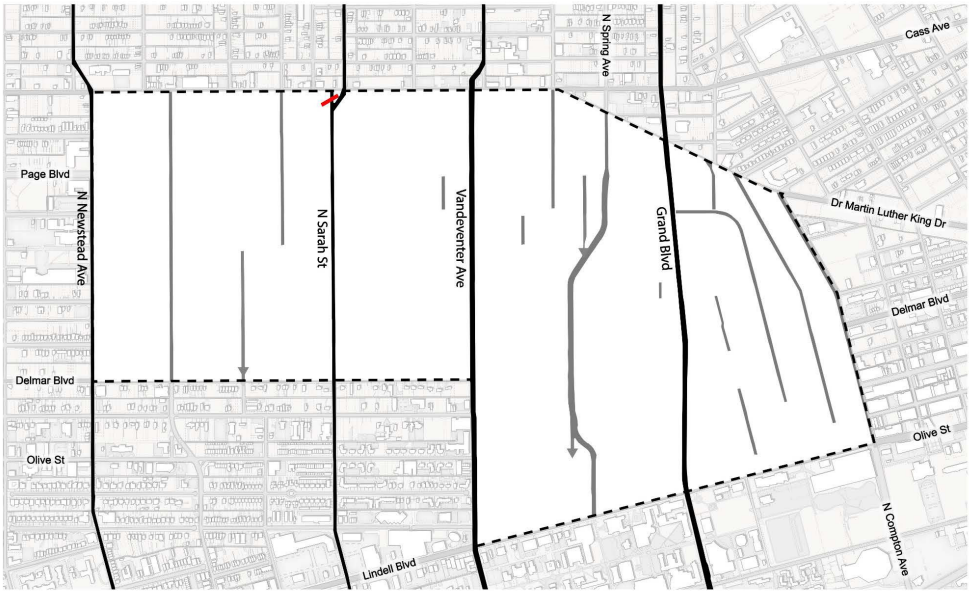
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Streets and Connectivity

Street Hierarchy and Size

City-Wide Thoroughfares
East-West Connectivity
North-South Connectivity



PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

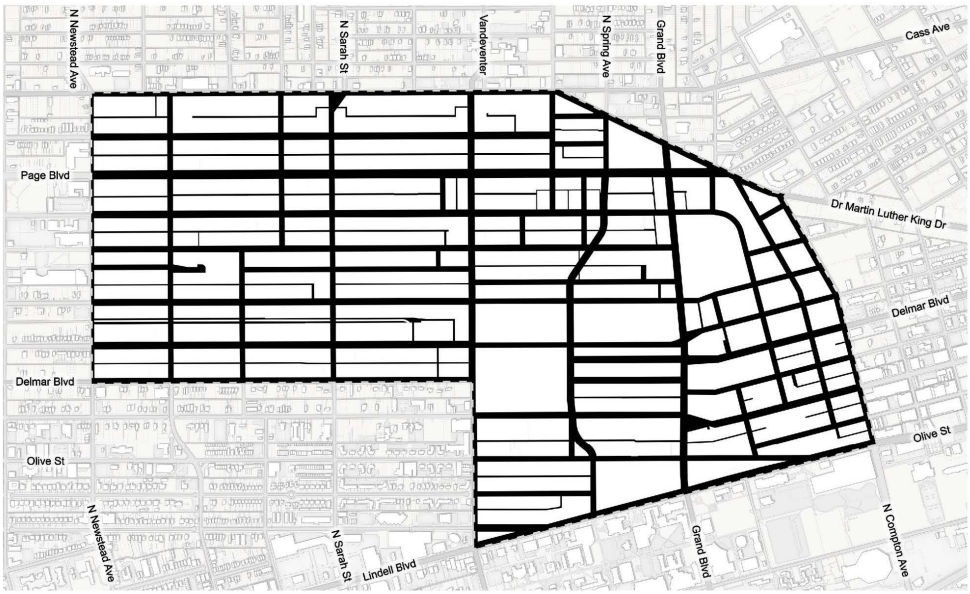
Streets and Connectivity

Street Hierarchy and Size

City-Wide Thoroughfares
East-West Connectivity
North-South Connectivity
Street Width & Dimensions

ROW Acres = 256 acres

35% of North Central



NORTH CENTRAL PLAN

Analysis Summary

Neighborhood Structure

Streets and Connectivity

Parks and Recreation

NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

Analysis Parks and Rec

Green Space

- Neighborhood Public Parks

Public Parks

- Turner Park
- Beckett Park
- Chambers Park
- Renaissance Place Park
- Jet Banks Park
- Rumbold Park

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Analysis Parks and Rec

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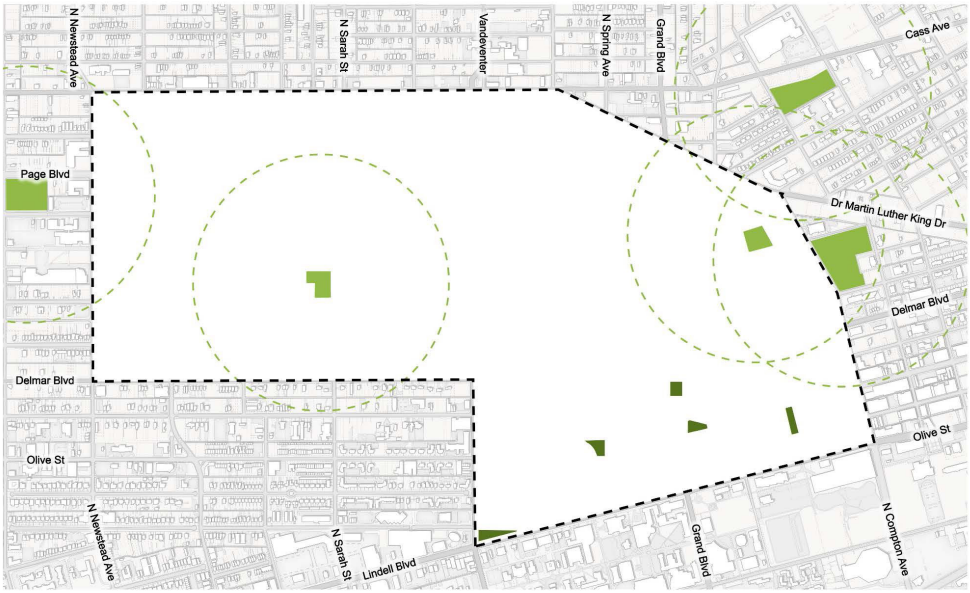
- Public Open Space



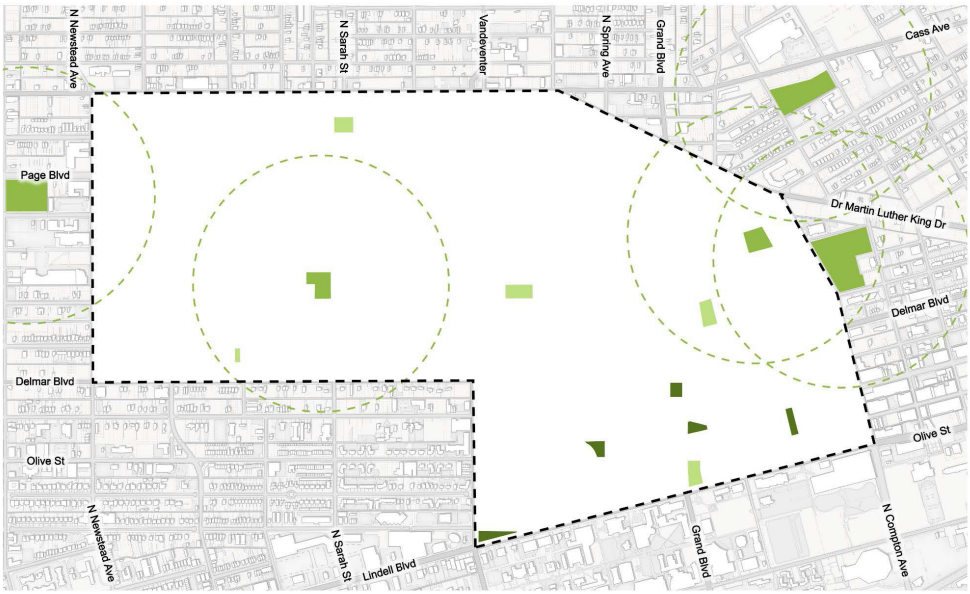
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Analysis Parks and Rec

Green Space

- Neighborhood Public Parks
- Public Open Space
- Special Use Open Space
  - dog parks
  - community gardens



NORTH CENTRAL PLAN

Analysis Parks and Rec

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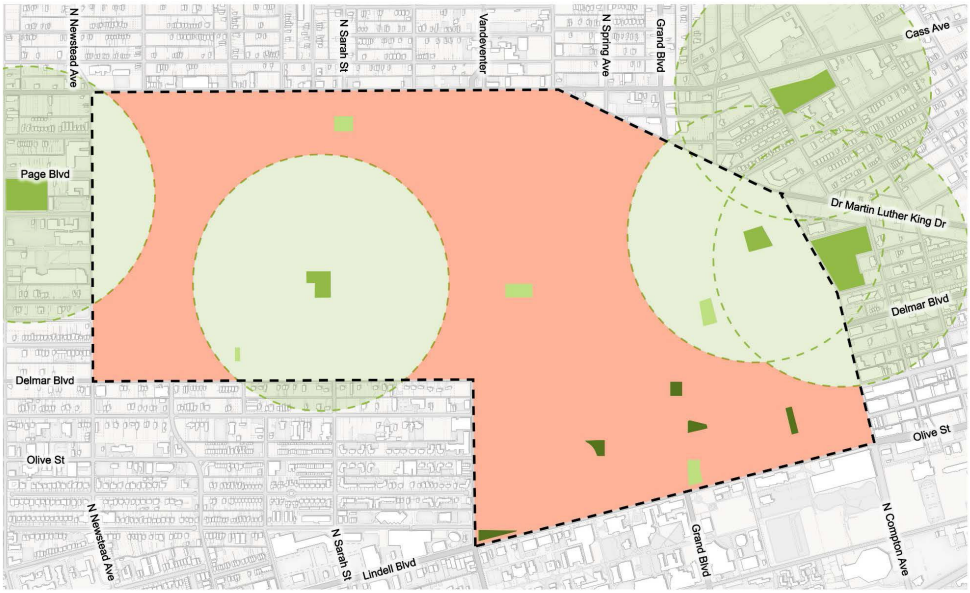

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Analysis Parks and Rec

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- Public Open Space
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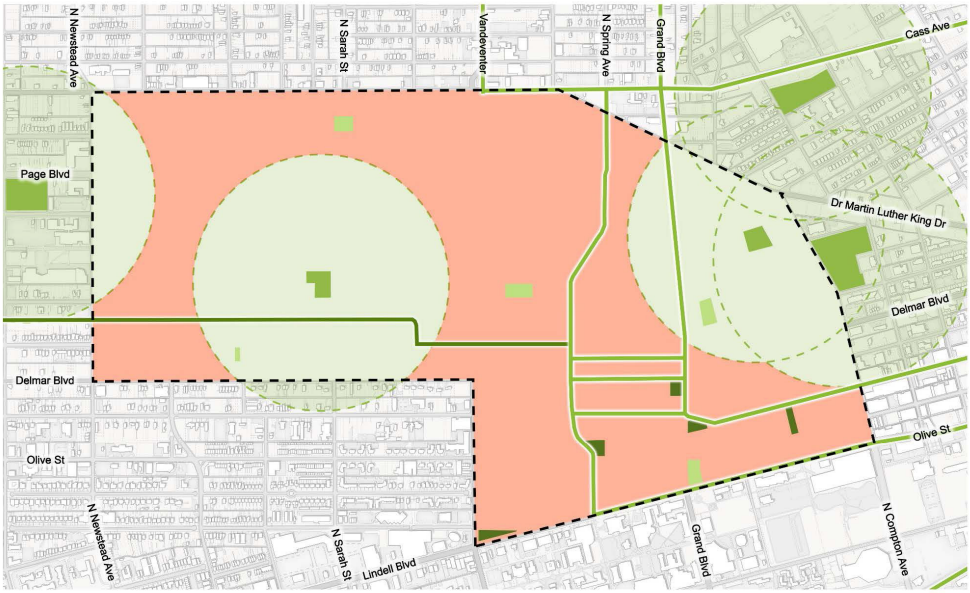
- Brickline Greenway



PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Analysis Summary

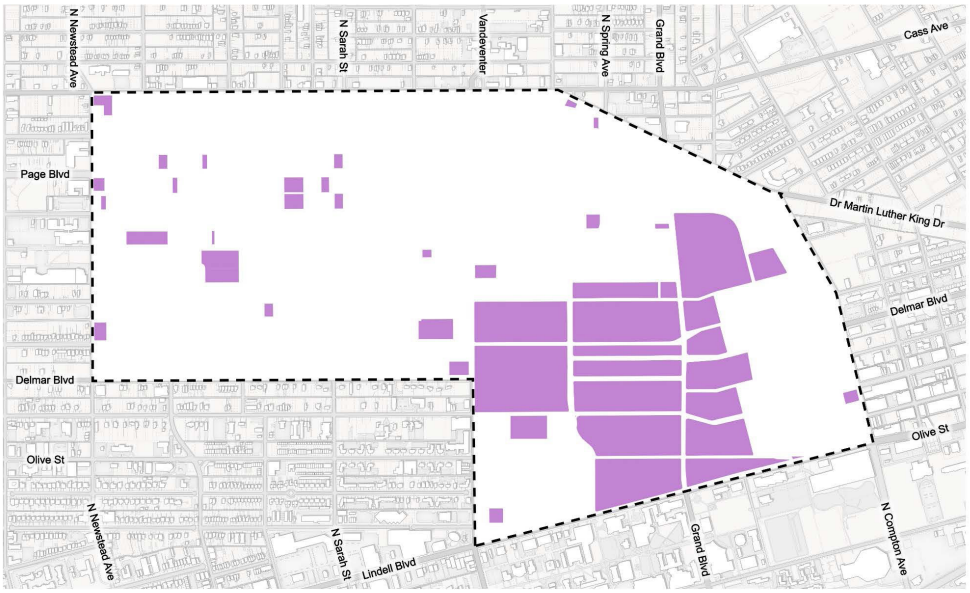
Neighborhood Structure
Streets and Connectivity
Parks and Recreation
Land & Building Use

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Land & Building Use

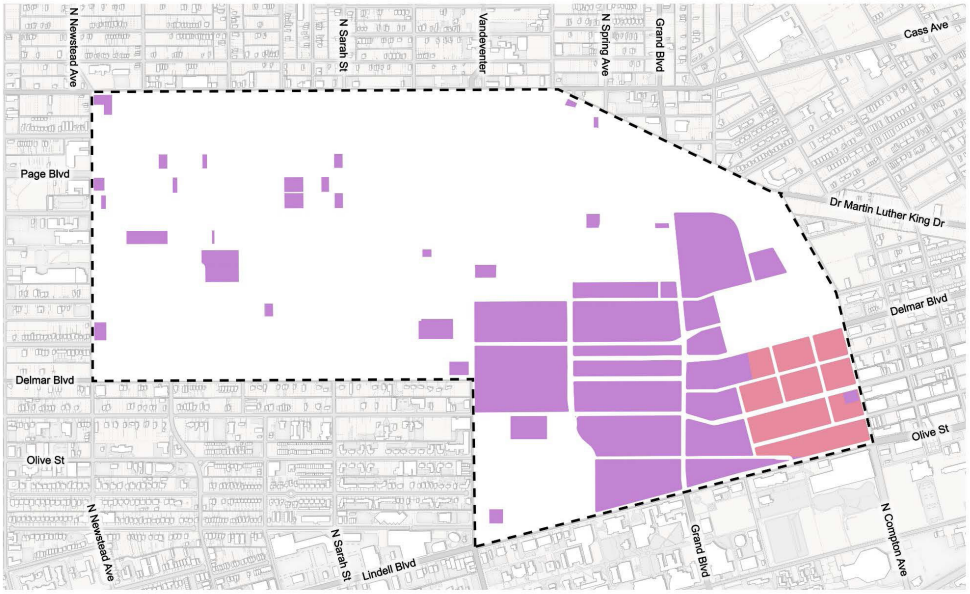
Neighborhood Land Use
Civic and Community



Land & Building Use

Neighborhood Land Use

- Civic and Community
- Mixed Use



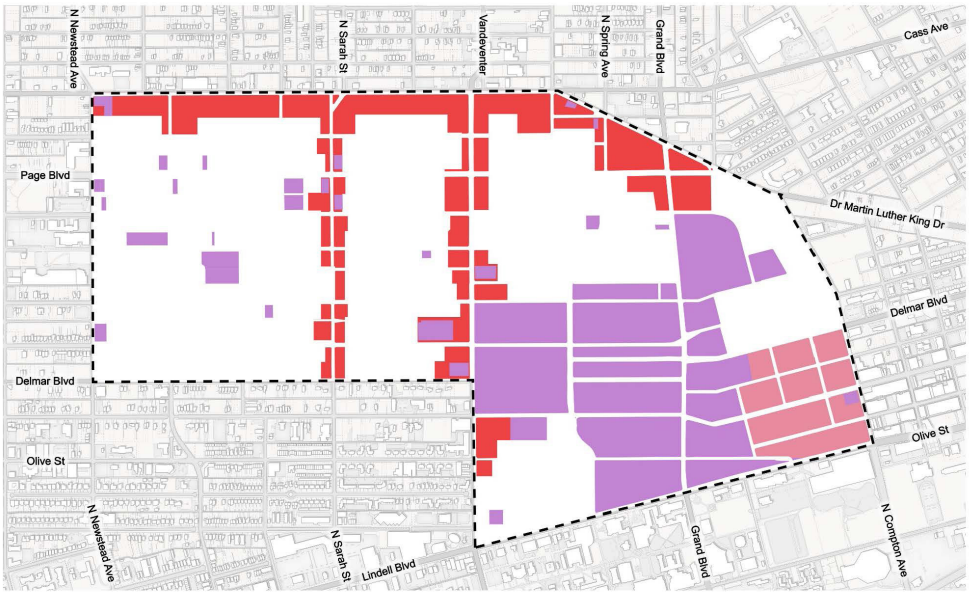
NORTH CENTRAL PLAN

PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

Land & Building Use

Neighborhood Land Use

- Civic and Community
- Mixed Use
- Commercial



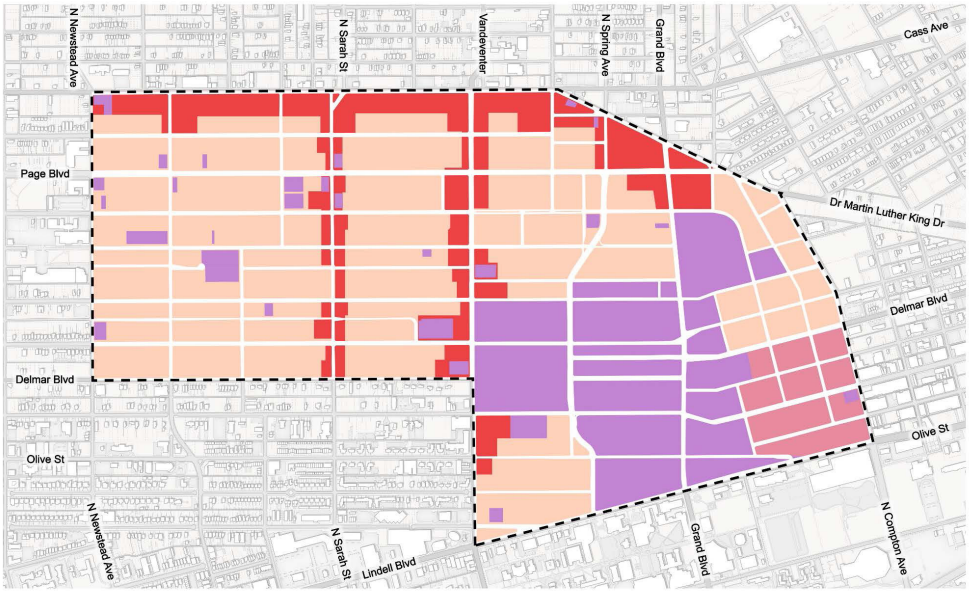
PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

NORTH CENTRAL PLAN

Land & Building Use

Neighborhood Land Use

- Civic and Community
- Mixed Use
- Commercial
- Residential



PROGRESS REPORT – PHASE 1
EXISTING CONDITIONS ANALYSIS

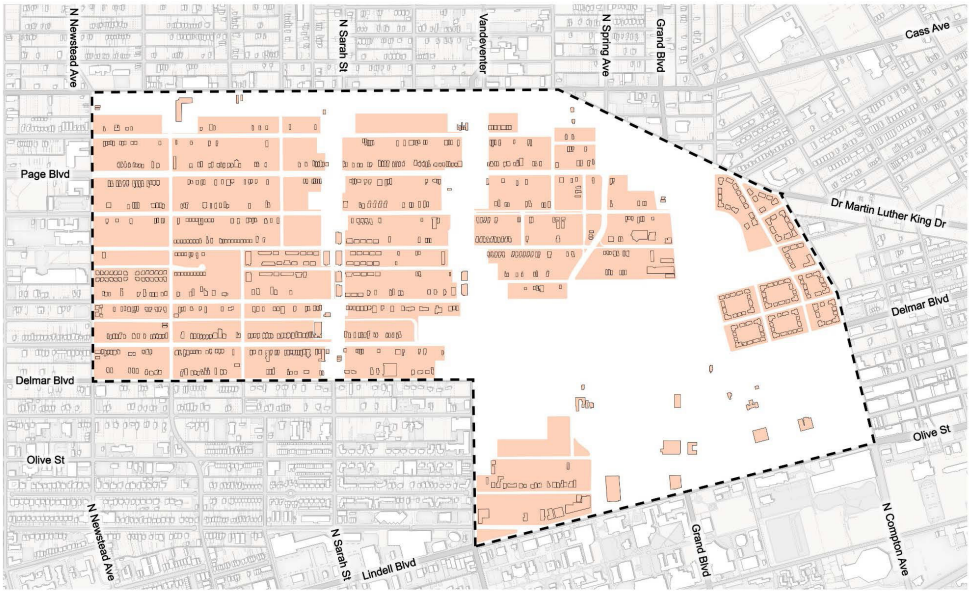
NORTH CENTRAL PLAN

Land & Building Use

Neighborhood Land Use
Civic and Community
Mixed Use
Commercial
Residential

Residential Vacancy

- Residential Buildings & Lots



Adopted by the City of St. Louis Planning Commission
August 18, 2021

PROGRESS REPORT – PHASE 1

EXISTING CONDITIONS ANALYSIS

Land & Building Use

Neighborhood Land Use

- Civic and Community
- Mixed Use
- Commercial
- Residential

Residential Vacancy

- Residential Buildings & Lots
- Vacant Residential Lots

26% of the residential area is comprised of vacant lots i.e. 94 acres

PROGRESS REPORT – PHASE 1

EXISTING CONDITIONS ANALYSIS

Land & Building Use

Neighborhood Land Use

- Civic and Community
- Mixed Use
- Commercial
- Residential

Residential Vacancy

- Residential Buildings & Lots
- Vacant Residential Lots
- Vacant Buildings

26% of the residential area is comprised of vacant lots i.e. 94 acres

+

94 vacant buildings in residential areas

PROGRESS REPORT – PHASE 1

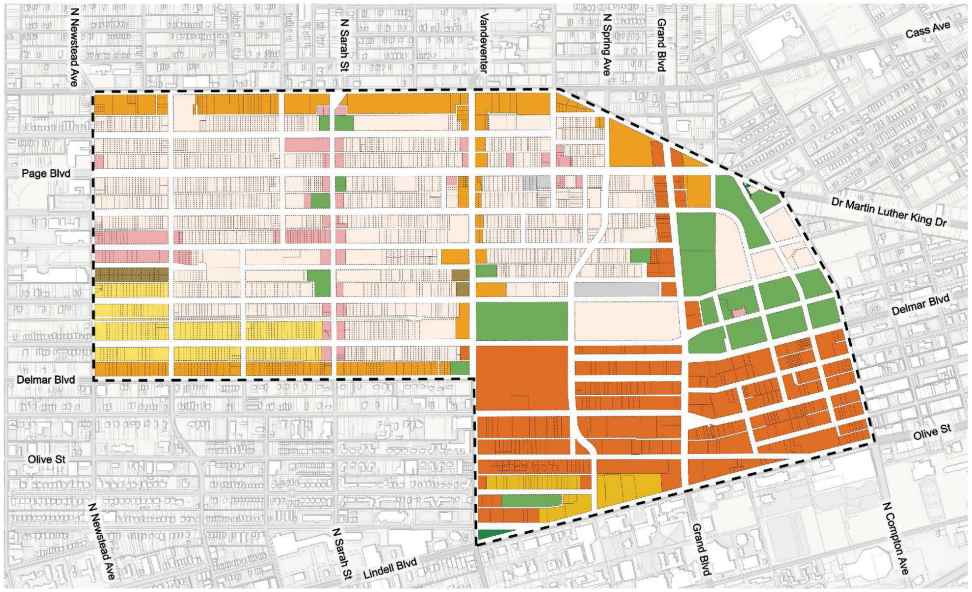
1.9 EXISTING CONDITIONS SOAR ANALYSIS

NORTH CENTRAL PLAN

Zoning

Zoning Districts

- A Single Family Dwelling District
- B Two-Family Dwelling District
- C Multi-Family Dwelling District
- D Multi-Family Dwelling District
- E Multi-Family Dwelling District
- F Neighborhood Comm. District
- G Local Comm. & Office District
- H Area Comm. District
- I Central Business District
- J Industrial District
- K Unrestricted District
- Multi-Zoned Parcels



ZONING DISTRICTS

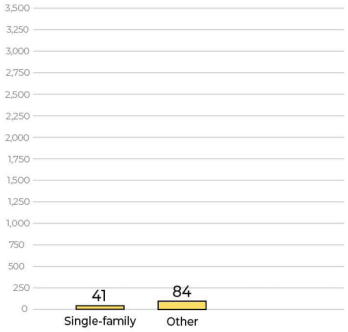
PROGRESS REPORT – PHASE 1

1.9 EXISTING CONDITIONS SOAR ANALYSIS

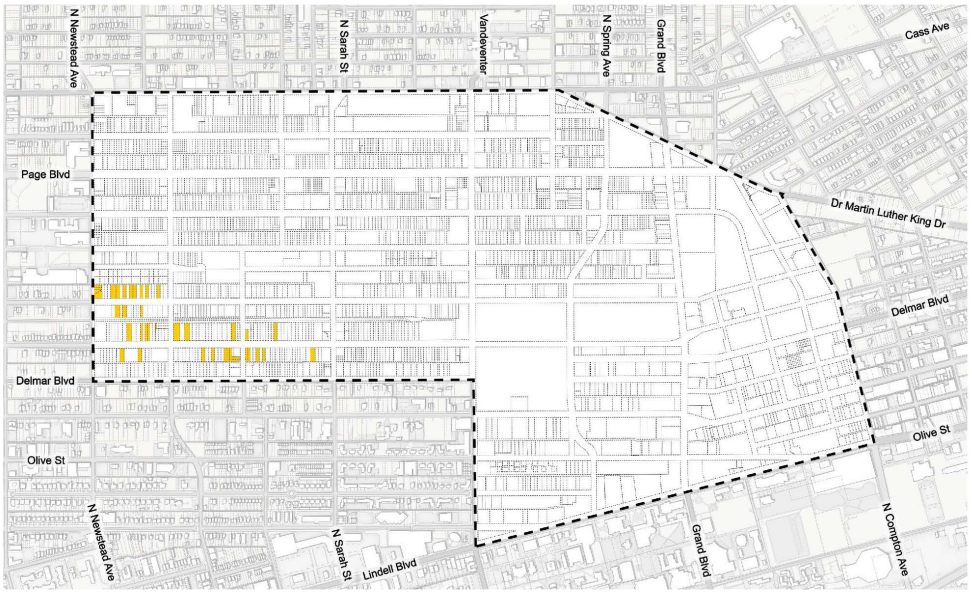
NORTH CENTRAL PLAN

Vacancy Analysis: B – Two-family Dwelling District

Vacant Parcels: 41 parcels



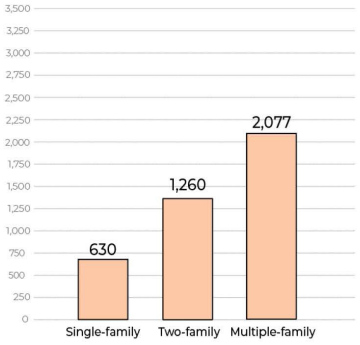
Dwelling Unit Capacity



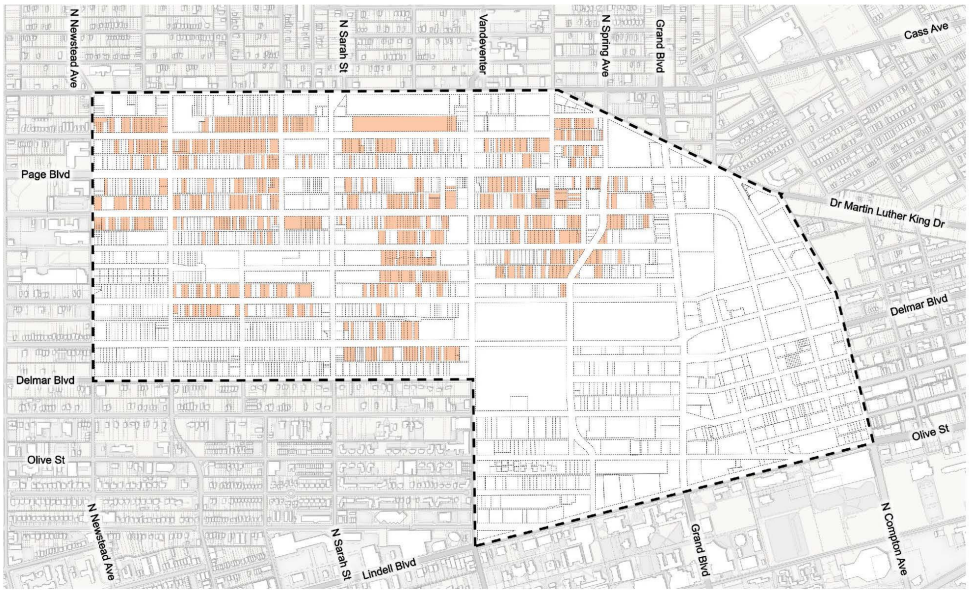
NORTH CENTRAL PLAN

Vacancy Analysis: C – Multiple-family Dwelling District

Vacant Parcels: 630



Dwelling Unit Capacity

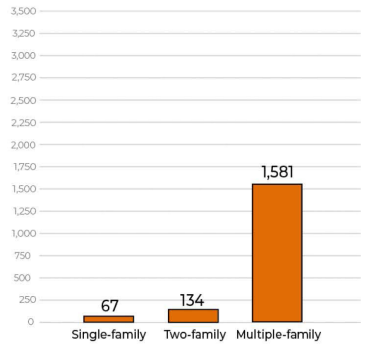


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

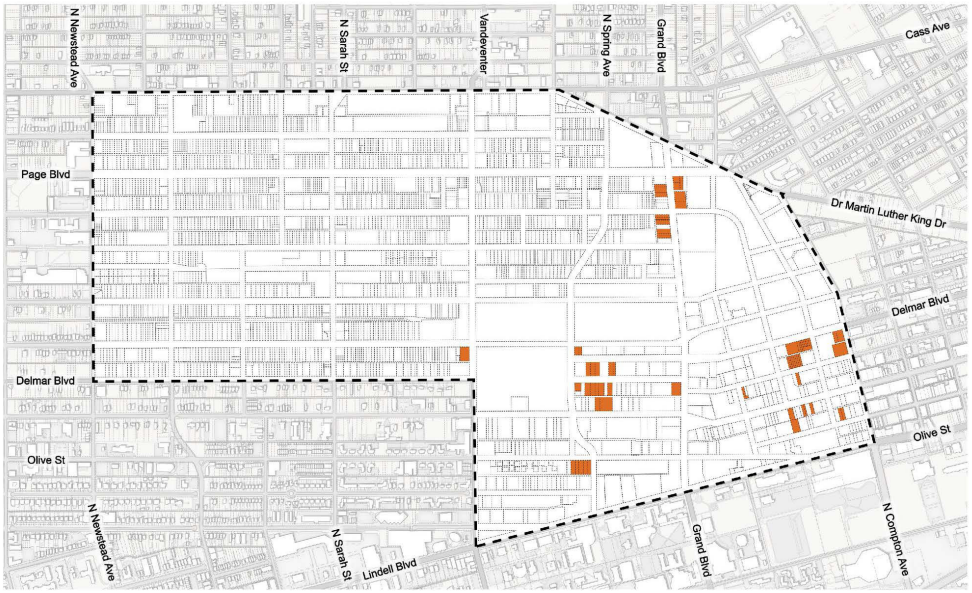
NORTH CENTRAL PLAN

Vacancy Analysis: H – Area Commercial District

Vacant Parcels: 67



Dwelling Unit Capacity

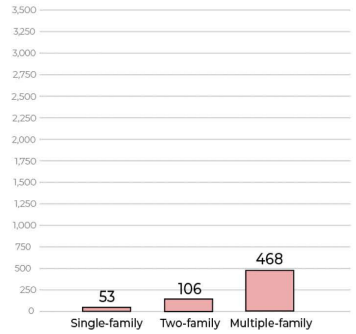


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

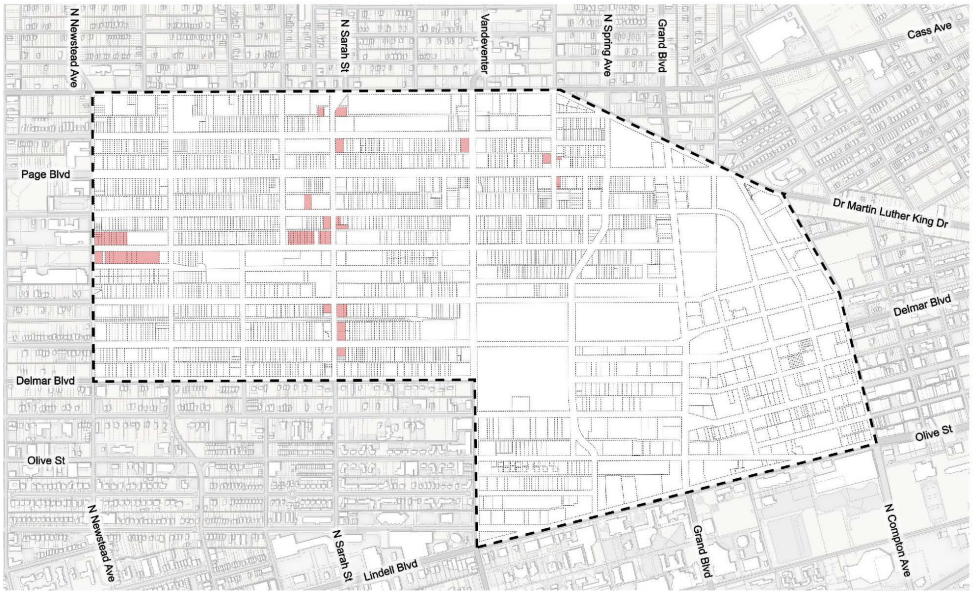
NORTH CENTRAL PLAN

Vacancy Analysis: F – Neighborhood Commercial District

Vacant Parcels: 53



Dwelling Unit Capacity

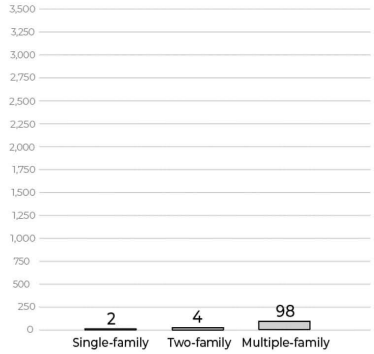


PROGRESS REPORT – PHASE 1
1.9 EXISTING CONDITIONS SOAR ANALYSIS

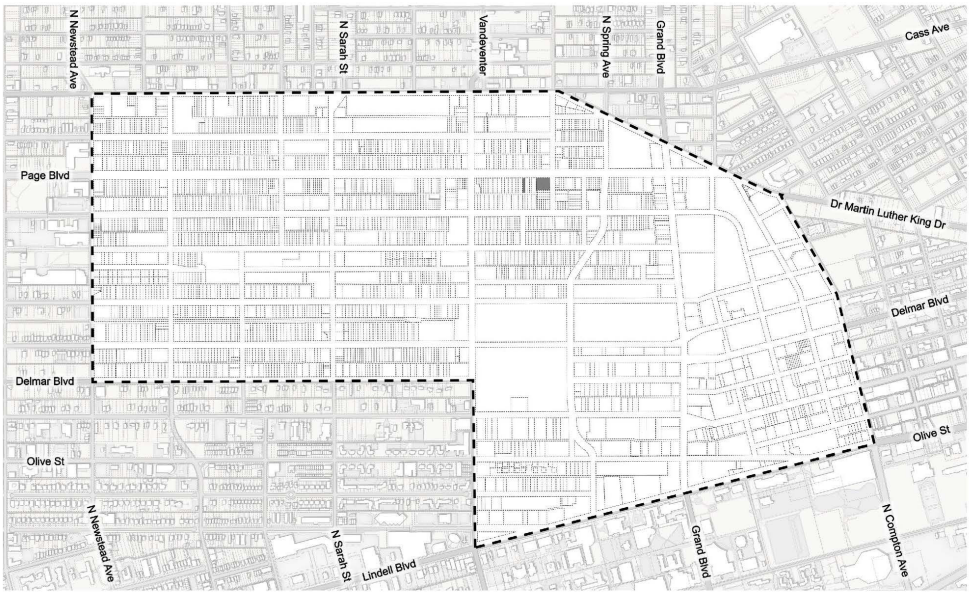
NORTH CENTRAL PLAN

Vacancy Analysis: J – Industrial District

Vacant Parcels: 2



Dwelling Unit Capacity



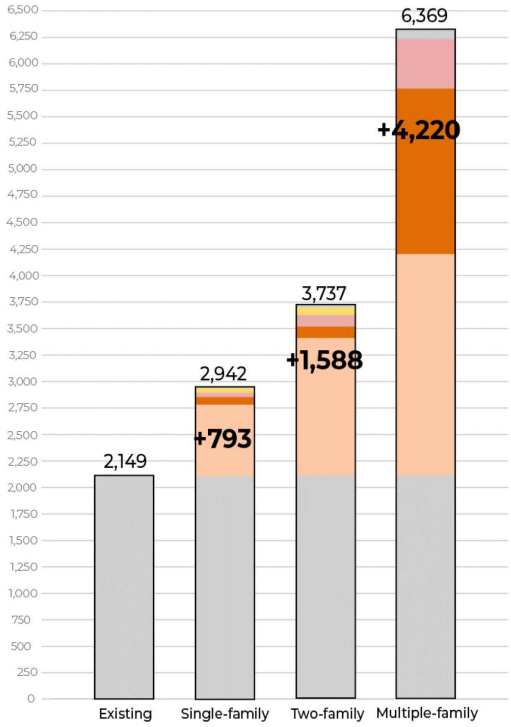
Increase in Dwelling Unit Capacity Projection

Number of Housing Units

Single-family = +793

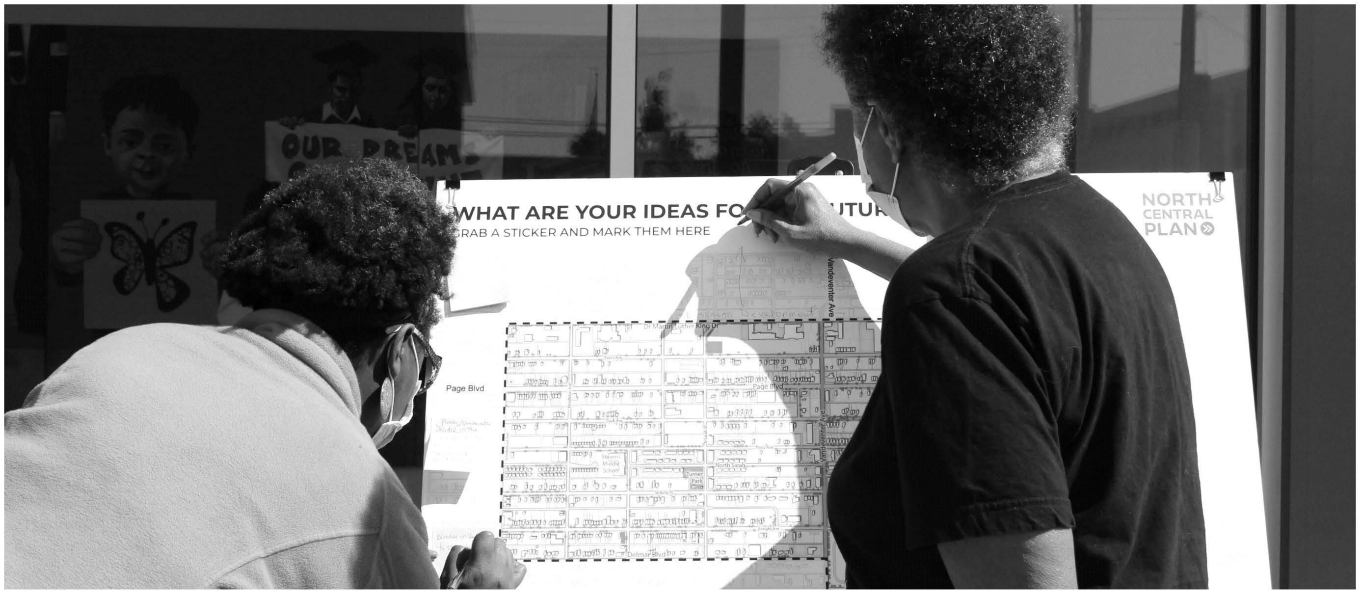
Two-family = +1,588

Multi-family= +4,220



NORTH CENTRAL PLAN

NORTH CENTRAL PLAN

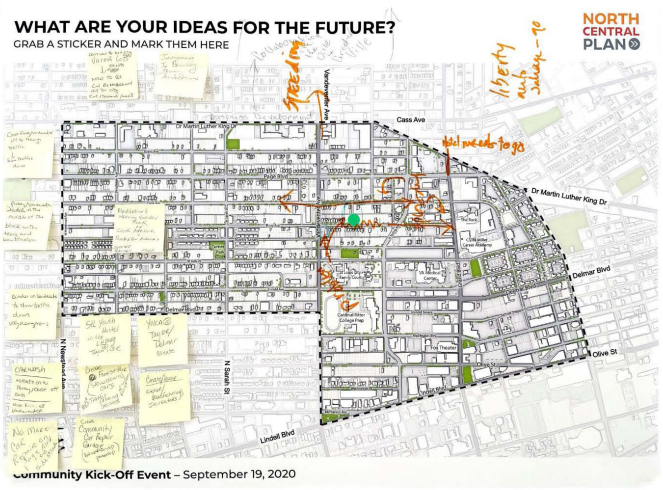


KEY STAKEHOLDER FEEDBACK

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Key Stakeholder Feedback



http://northcentralstlplan.com/index.php/imap/

PROGRESS REPORT – PHASE 1

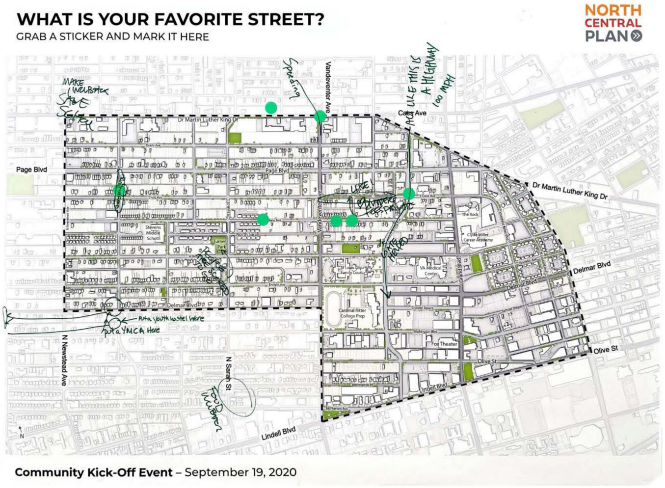
NORTH CENTRAL PLAN

Key Stakeholder Feedback

http://northcentralstlplan.com/index.php/imap/

NORTH CENTRAL PLAN

Key Stakeholder Feedback



Community Kick-Off Event – September 19, 2020

Community Kick-Off Event – September 19, 2020

http://northcentralstlplan.com/index.php/imap/

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Social Pin Points

Favorite Destinations

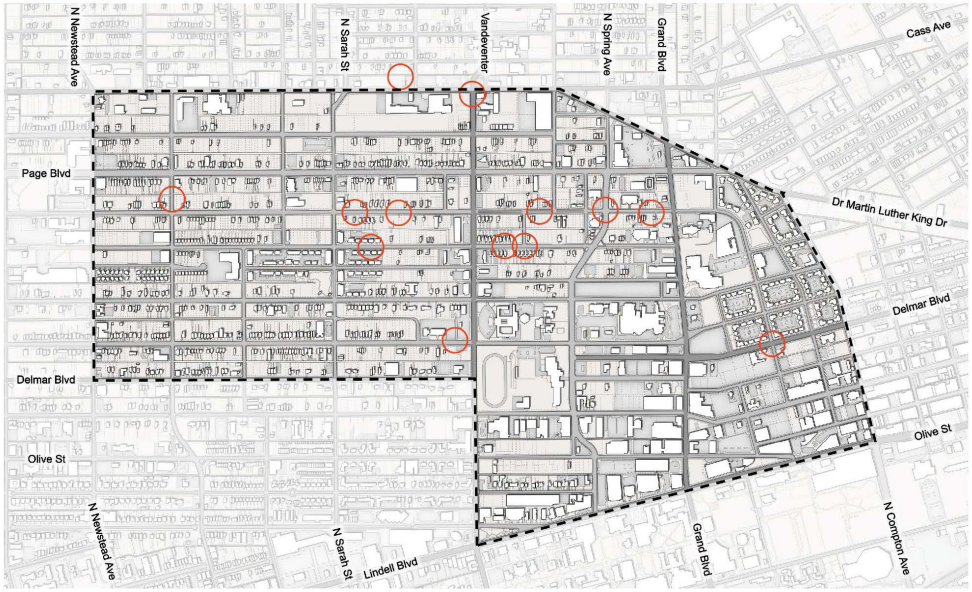
PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Social Pin Points

Favorite Destinations

Favorite Street



PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

Social Pin Points

Favorite Destinations

Favorite Street

Places People Gather

NORTH CENTRAL PLAN

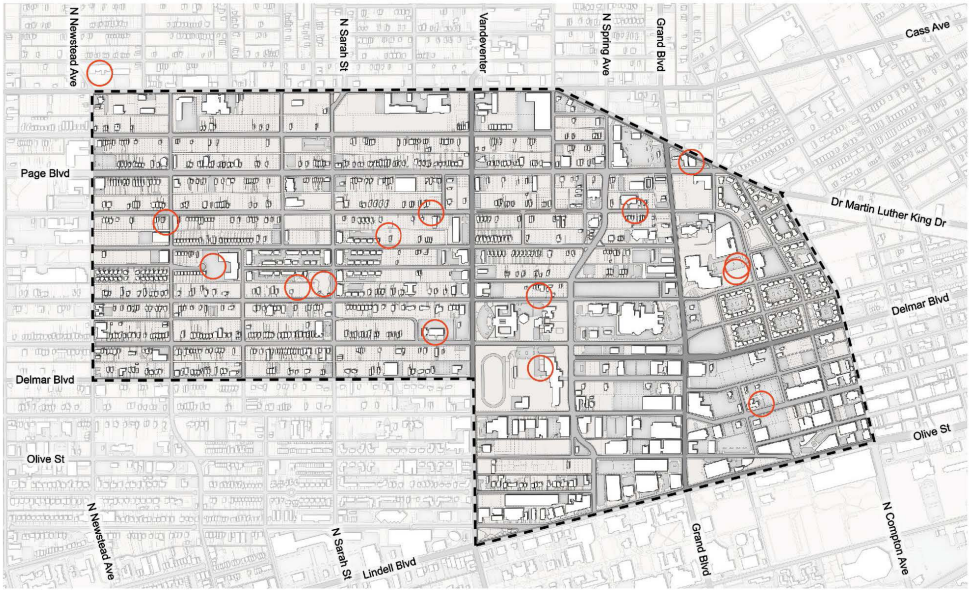
Social Pin Points

Favorite Destinations

Favorite Street

Places People Gather

Places to Protect



NORTH CENTRAL PLAN

Social Pin Points

Favorite Destinations

Favorite Street

Places People Gather

Places to Protect

Something Important Happened Here

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

STRENGTHS

PROGRESS REPORT – PHASE 1

NORTH CENTRAL PLAN

OPPORTUNITIES

NORTH CENTRAL PLAN

ASPIRATIONS

NORTH CENTRAL PLAN

Please tell me three to five things that you think are strengths of neighborhood.

Themes

Many respondents felt that the neighborhood has a ***strong sense of community*** citing diversity, friendliness and good neighbors.

Respondents reported ***feeling safe in this community*** and thought the location was ***extremely convenient for City residents.***

PROGRESS REPORT – PHASE 1
BASELINE ANALYSIS SUMMARY

NORTH CENTRAL PLAN

Please tell me three to five things that you think are opportunities for improvement to your neighborhood as it is today

201

Themes

Respondents consistently cited the need for for ***more programs for youth including parks and childcare.***

More housing was mentioned by respondents as a opportunity for improvement

Security & safety were also cited by more than half of respondents

PROGRESS REPORT – PHASE 1
BASELINE ANALYSIS SUMMARY

NORTH CENTRAL PLAN

If you could wave a magic wand and change 3 things about your neighborhood, to make it an even better place to live, what would those be? What is your top 3 wish list?

202

Themes

Respondents want to see ***more housing, parks and a cleaner neighborhood.***

While safety did not show up as a top priority in the previous questions, ***many folks wanted the rates of violence in the city to decrease***

Accessible programs an services were also mentioned as important focus areas by residents

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DEACONESS FOUNDATION

United Church of Christ
Church Building & Loan Fund