THE MAKING of a GREENWAY

2019 Greenway Symposium
Mark Vogl, AICP - Great Rivers Greenway
MAKING of a GREENWAY
POTENTIAL CORRIDORS
THE MAKING of a GREENWAY
CONNECTING THE CITY
THE MAKING of a GREENWAY

DESIGN COMPETITION
CHOUTEAU GREENWAY
DESIGN COMPETITION PARTNERS
CHOUTEAU GREENWAY
DESIGN COMPETITION PARTNERS

- Competition Manager
- Design Oversight Committee
- Community Advisory Committee
- Technical Advisory Group
- Public Comment
- Competition Jury
The CHOUTEAU GREENWAY will transform St. Louis by CONNECTING people and our City’s most treasured places, CREATING INSPIRING EXPERIENCES and EQUITABLE opportunities for growth.

1. EXCEPTIONAL EXPERIENCE
Chouteau Greenway is a series of dynamic spaces where vibrant activities are happening daily year-round.
Chouteau Greenway is a regional gathering place where people linger, learn and engage in memorable experiences that connect them to St. Louis and each other.

2. CIVIC WELL-BEING
Chouteau Greenway is a transparent, accountable and inclusive project that seeks to boost civic pride, care, and consideration, leaving a legacy for future generations.
Chouteau Greenway is a common ground that unites communities and strengthens relationships.

3. CONNECTIVITY
Chouteau Greenway connects St. Louis’ communities, institutions, transit, employment centers, business and art districts, innovation hubs and public spaces together.

4. ECONOMIC GROWTH
Chouteau Greenway creates equitable opportunities for growth and inspires continued catalytic public and private investments by building places for people to come together to live, work, play and visit.

5. ENVIRONMENTAL LEADERSHIP
Chouteau Greenway is a model for excellence in ecology with engaged St. Louisans who are stewards of their local natural resources.

6. HEALTHY LIFESTYLES
Chouteau Greenway is a network of accessible and inviting places and paths that encourage exploration, exercise and active transportation in daily lives, enhancing physical and mental well-being for all ages and abilities.
CHOUTEAU GREENWAY
COMPETITION FINALISTS

Chouteau Greenway Braid
James Corner Field Operations & Team

StL Growing an Urban Mosaic
TLS Landscape Architecture, OBJECT TERRITORIES, [dhd]

The Loop + the Stitch
STOSS Landscape Urbanism & Team

One City Belonging to All
W Architecture & Landscape Architecture & Team
The Making of a Greenway
FRAMEWORK PLAN
CHOUTEAU GREENWAY
FRAMEWORK PLAN TEAM

- Stoss / Chris Reed – PRIME PLANNING/DESIGN FIRM
- Lamar Johnson Collaborative (BatesForum) – PROJECT MANAGEMENT/DESIGN
- David Mason + Associates – ENGINEERING
- Alta Planning + Design – BIKEPATH PLANNING
- Bruce Mau Design – BRANDING
- Civic Creatives / De Nichols – ARTIST
- Diversity Awareness Partnership – LOCAL PUBLIC ENGAGEMENT SUPPORT
- DJM Ecological – ECOLOGY & SUSTAINABILITY
- Heart Ache & Paint / Damon Davis – ARTIST
- HR&A Advisors – REAL ESTATE, ECONOMIC DEVELOPMENT, GOVERNANCE
- Justice+Joy / Mallory Nezam – ARTIST
- Lochmueller Group – TRAFFIC & TRANSPORTATION
- Marlon Blackwell Architects – ARCHITECTS
- Tillett Design – LIGHTING DESIGN
- urbanAC / Toni Griffin – PLANNING ADVISOR, EQUITY PLANNING
# What Is an Urban Greenway

## Precedents and Success Stories

<table>
<thead>
<tr>
<th>Greenway</th>
<th>Location</th>
<th>Capital Cost</th>
<th>New Real Estate Value</th>
<th>ROI</th>
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<tbody>
<tr>
<td>Katy Trail</td>
<td>Dallas</td>
<td>$23M</td>
<td>$907M</td>
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<td>BeltLine</td>
<td>Atlanta</td>
<td>$500M</td>
<td>$4.1B</td>
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<td>Boston</td>
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</tbody>
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*Note: Capital costs and real estate values are approximate.*
FRAMEWORK PLAN COMPONENTS

January 2019 – November 2019

**Greenway Identity:** elements and strategies establishing the overall design character

**Alignment Study:** analysis and feasibility of all corridors in the proposed armature

**Equity Plan:** a framework of actionable strategies to advance the principles of equity and equitable development

**Economic Growth Plan:** framework for decision making about economic development opportunities
MAKING of a GREENWAY
COLLABORATIVE AND INCLUSIVE DECISION-MAKING

Steering Committee

Four Working Groups

- Design, Development and Construction
- Economic Development
- Equity
- Governance
MAKING of a GREENWAY
EQUITY FROM THE START
MAKING of a GREENWAY
ENGAGING THE COMMUNITY

Stakeholder Engagement - 2019
- More than **30** meetings with elected officials and community leaders
- **15** neighborhood associations meetings

Regional Engagement 2019
- More than **300** people attended an open house on February 5
- **4** feedback events were held in the month of July to gather input on components of the Framework Plan

Additional Engagement
- Tabling and events – Information sharing at **27** local community events (and counting!)
MAKING of a GREENWAY
CATALYST FOR GROWTH

Greenways generate the highest return on investment (ROI) compared to other types of open space for their ability to maximize open space frontage and programming opportunities for properties along the alignment.

At ½ mile, typically no effect is observed. ½ mile is typically used only in highly car-dependent cities.

Up to ¼ mile, a limited increase in property value is possible. ¼ mile is typically used in denser pedestrian areas.

At the greenway’s edge, the strongest effects emerge.

½ Mile
8 blocks

¼ Mile
4 blocks
NATIONAL STANDARD

500 Feet
1.5 blocks

Greenway
GREENWAY IMPACTS
BREAKING DOWN BARRIERS

- Home value: $78,000
- Income: $22,000
- 5% have bachelor’s degree
- 99% African American

- Home value: $310,000
- Income: $47,000
- 67% have bachelor’s degree
- 70% white
GREENWAY IMPACTS
ART TO CONNECT PEOPLE + PLACES

UNEARTH

CONNECT

HEAL

PROVOKE

CULTIVATE

ENVISION
THE MAKING of a GREENWAY
DESIGN CONCEPTS
STRATEGIES AND IDEAS
FOREST PARK CONNECTOR

The connection across Interstate 64 and Kingshighway Blvd is a key connection that presents interesting design opportunities. The safe connection to adjacent neighborhoods and major employment hubs is a key goal of this connector.
FRAMEWORK PLAN DESIGNS ARE CONCEPTUAL AND SUBJECT TO CHANGE
The Foundry and the Armory are two major projects well underway and provide major connection points for the greenway. This also provides a missing pedestrian connection between the SLU Frost Campus and SLU Med Campus.

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On St. Louis Ave, the opportunity exists to build on the presence of local institutions, potential partners, existing/planned multi-family residential developments. The Griot Museum of Black History in this area is a great opportunity for the greenway to bring people of St. Louis towards a hidden gem of the city.
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STRATEGIES AND IDEAS
FAIRGROUND PARK CONNECTOR

On North Grand, towards Fairground Park, the opportunity exists to build on clusters of vacant parcels, existing development & existing everyday destinations to leverage new mixed-use developments.

Many opportunities for vacant lot activation are present here, allowing for programming such as play spaces, urban orchards, and community gardening.

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MAKING of a GREENWAY

NEXT STEPS

- FRAMEWORK PLAN COMPLETION: Fall 2019
- BRANDING & IDENTITY: Fall / Winter 2019-20
- IDENTIFY FOCUS AREAS / DETAIL DESIGNS / TARGETED COMMUNITY ENGAGEMENT: 2020-21
- ONGOING PARTNER AND STAKEHOLDER ENGAGEMENT

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