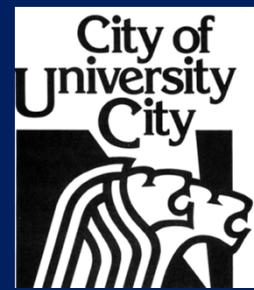




OLIVE BOULEVARD: WHAT'S DOWN THE ROAD?



Olive Business Forum # 2



March 13, 2014



AGENDA



1. Welcome and Introductions
2. An Overview of Corridor Improvement Efforts
City of University City
Planning
Projects
Processes
3. Chamber of Commerce Initiatives
University City Chamber of Commerce
Marketing
Membership
Meetings
4. Questions and Answers



WELCOME AND INTRODUCTIONS



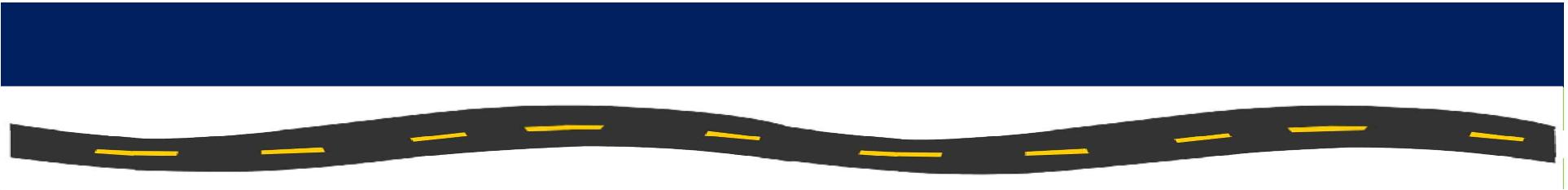
DEPARTMENT OF COMMUNITY DEVELOPMENT

Andrea Riganti, AICP
Director of Community Development

Raymond Lai, AICP
Deputy Director of Economic & Community Dev.

Jodie Lloyd
Manager of Economic Development





UNIVERSITY CITY CHAMBER OF COMMERCE

Matt Beaver
President

Anne Carr
Executive Director





CORRIDOR CONTEXT

Olive Boulevard corridor is a four mile major arterial road stretching from Skinker Blvd to I-170.

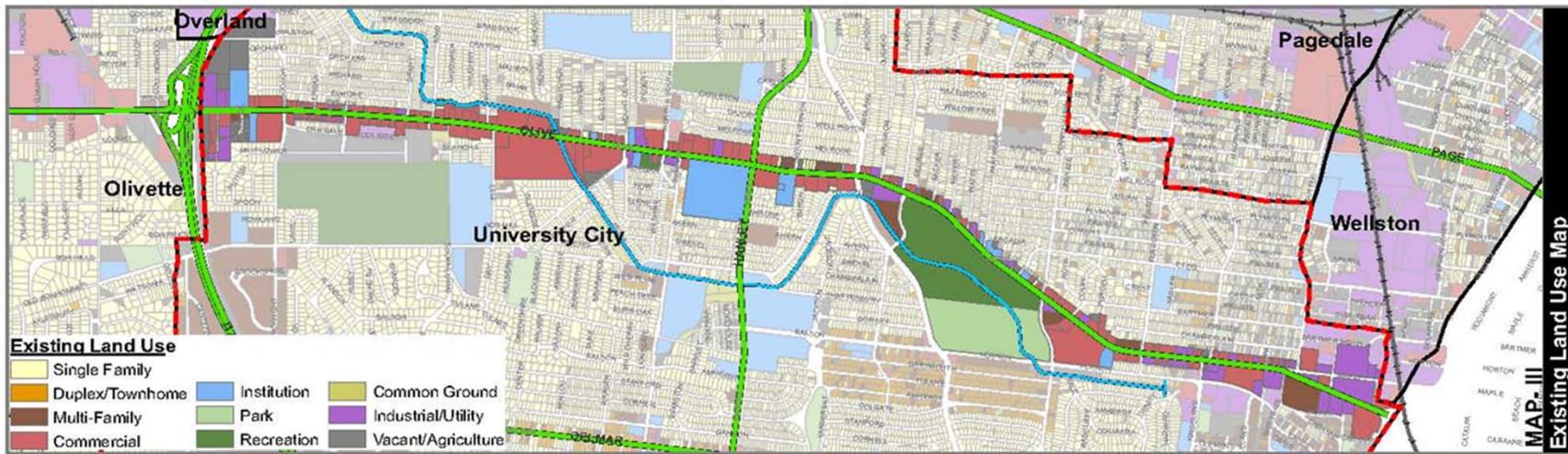
Maintained by the Missouri Department of Transportation (MoDOT) from Ferguson Avenue westward to I-170 and by St. Louis County from Ferguson Avenue to Skinker Boulevard.

Traffic count on the corridor is approximately 20,000 per day.

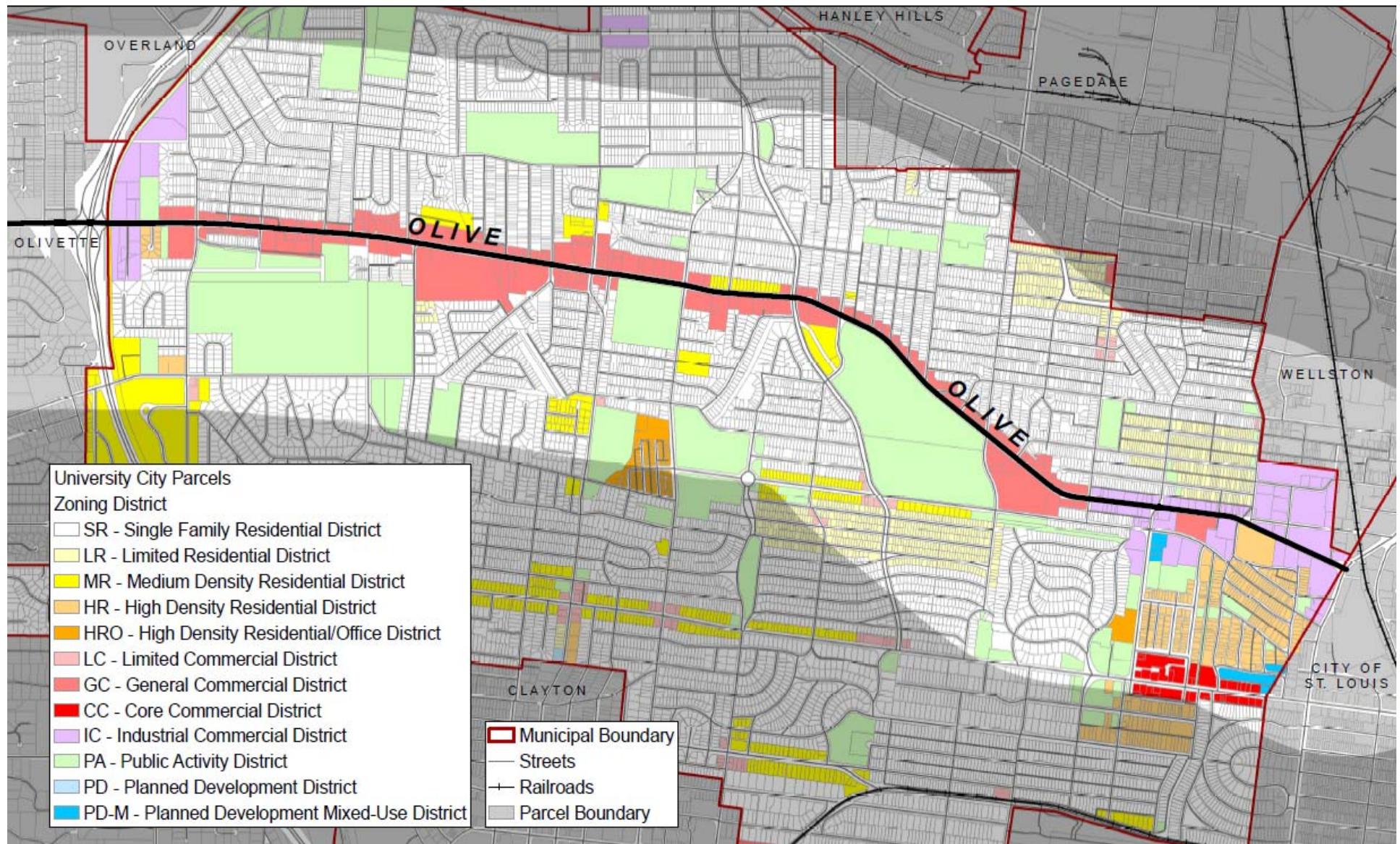


Mix of land uses, including industrial commercial, supermarkets, strip centers, independent commercial buildings, ethnic restaurants, services, medical and more.

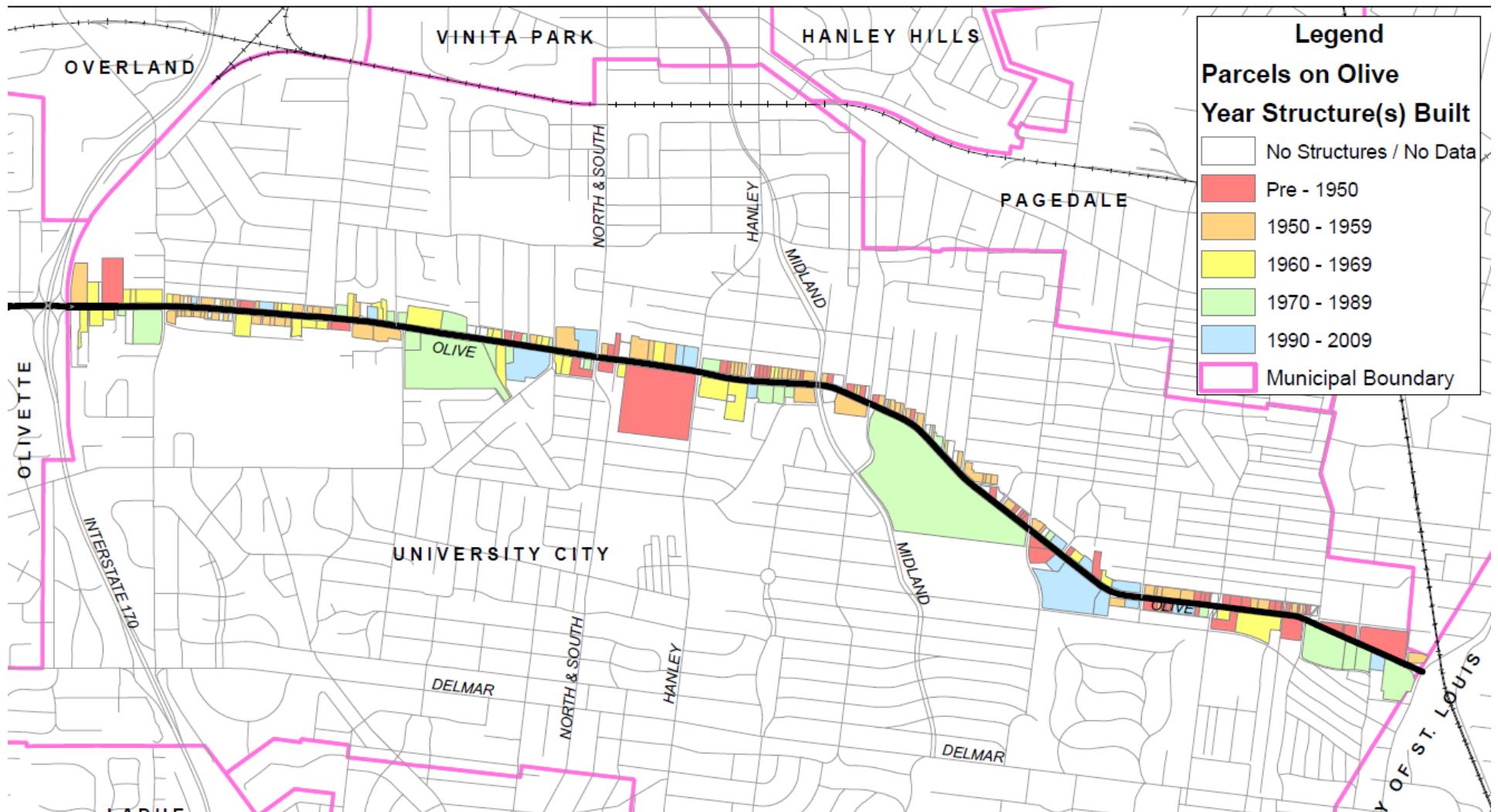
Small parcels, varying size and shape



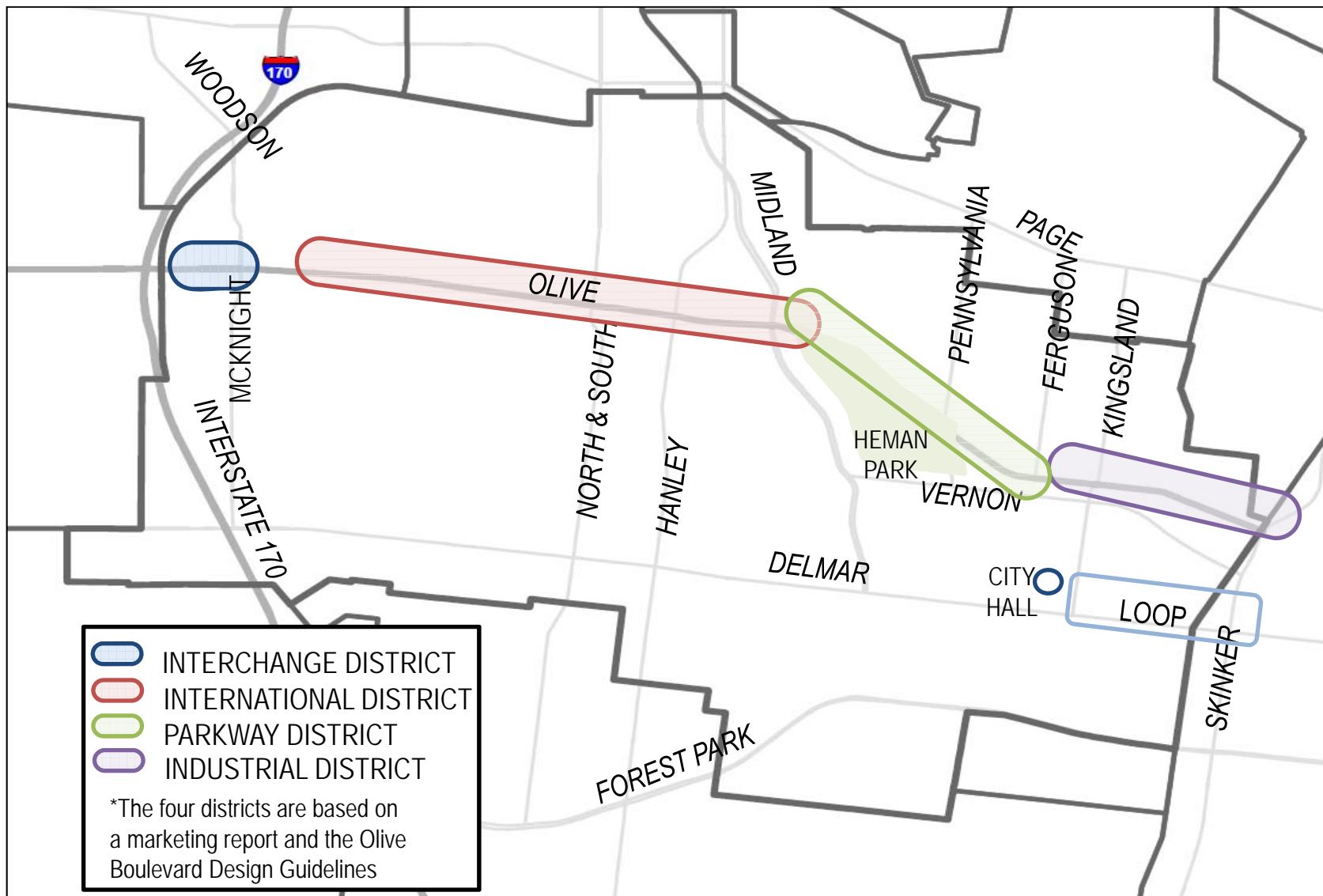
Zoning



Age of Buildings

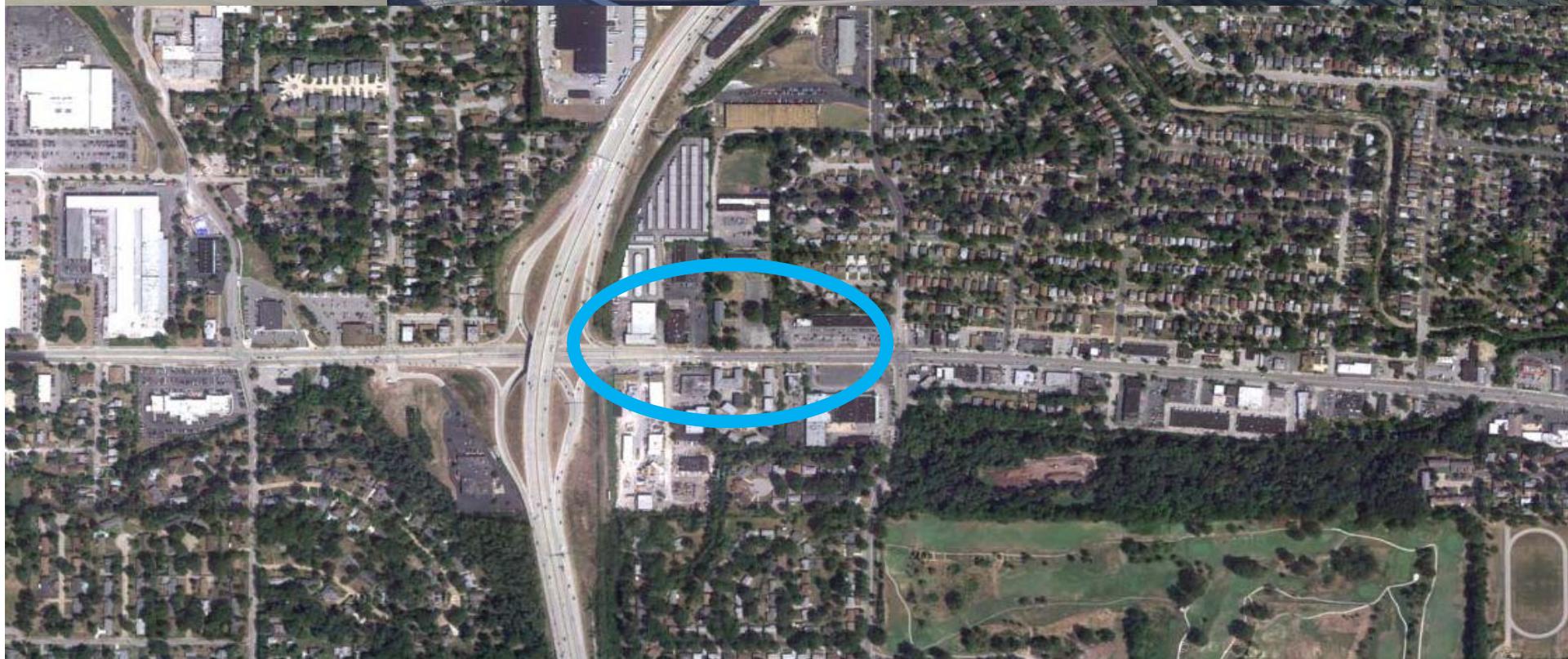


Four Districts of Olive Boulevard





Interchange District





International District





Parkway District





Industrial District





OLIVE BOULEVARD ECONOMIC INDICATORS

Number of businesses in 2012 and 2013 = +/- 300

Construction permit activity:

2012 – \$ 1,428,244

2013 – \$ 3,781,097 (New Goodwill – \$ 2,322,500)

	Total Assessment		Total Appraised Value	
	2012	2013	2012	2013
Citywide	\$578,606,910	\$549,111,060	\$2,879,705,800	\$2,723,941,900
Olive Corridor	\$30,129,060	\$30,976,370	\$97,280,800	\$100,444,300



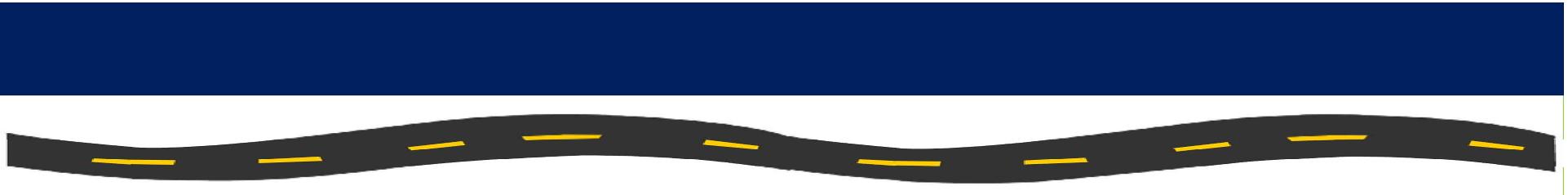
OLIVE BOULEVARD ECONOMIC INDICATORS

University City Sales Tax Rate

Category	Old Rate	New Rate
State of Missouri - General	3.000%	3.000%
- Education	1.000%	1.000%
- Conservation	0.125%	0.125%
- Parks & Soil	0.100%	0.100%
St. Louis County - Transportation	0.500%	0.500%
- Metro Parks/Recreation	0.100%	0.100%
- Children's Fund	0.250%	0.250%
- E-911 Communication	0.100%	0.100%
- Metro Parks and Arch	0.000%	0.188%
MetroLink	0.750%	0.750%
University City - Countywide	1.000%	1.000%
- Capital Improvement	0.500%	0.500%
- Parks	0.500%	0.500%
- Fire Service	0.250%	0.250%
- Economic Development	0.250%	0.250%
Total	8.425%	8.613%

Loop Trolley TDD

(Transportation Development District)	1.000%	1.000%
Total	9.425%	9.613%



OLIVE BOULEVARD OUTLOOK

STRENGTHS

- Sound infrastructure
- Central location
- Local amenities
- Available properties for redevelopment
- Renewed interest/collaborative efforts
- Public assistance



How do you assess the overall condition of the U.S. economy right now?
(open text response)

WEAKNESSES

- Some properties not being used for highest and best use
- Fragmented appearance
- Functionally obsolete buildings
- Shallow lots
- Challenges with financing, land assemblage, and lack of unified support/defined vision





OLIVE BOULEVARD VISION

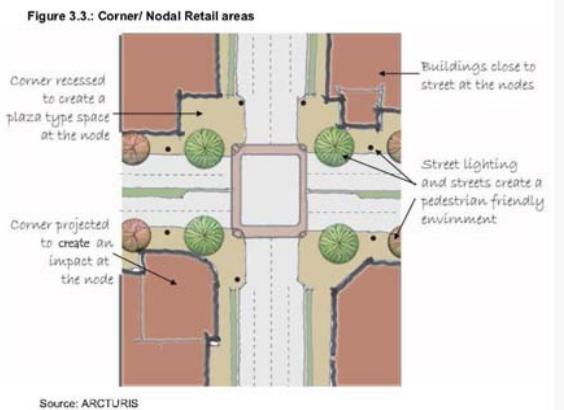
Olive Boulevard should be a unique corridor that reflects the unique “personality” of University City – not a clone City.

It should be more than just a transportation channel; it should be a practical destination corridor.

The corridor should contain a variety of uses and different character areas.

Olive Boulevard should be a multi-modal transportation corridor that is safe, efficient, and well-connected for all users regardless of age or ability.

Major redevelopment should be clustered in appropriate areas (“nodes”).



OVERVIEW OF CORRIDOR IMPROVEMENT EFFORTS

ECONOMIC DEVELOPMENT ACTIVITIES

The City engages in three “best practice” components of economic development: retention, expansion and attraction (REA).

Several documents help to guide REA activities:

Comprehensive Plan Update, Development Subsidy Policy
University City Advisory Board for Economic Progress
Report, Olive Boulevard Business Survey

Several partners and entities help implement REA activities:

Land Clearance Redevelopment Authority, Tax Increment
Financing Commission, Economic Development Retail
Sales Tax Board

Chamber of Commerce

St. Louis Economic Partnership

U City in Bloom

U City Public Library

More...





PLANNING EFFORTS

2005 Comprehensive Plan Update

Status – Under Implementation/Revision Planned

- Establishes the vision for the built environment
- Establishes the physical and economic redevelopment of Olive Boulevard as the City's highest priority
- Establishes preferred uses and market feasible activities along Olive Boulevard
- Creates redevelopment areas, within which the City targets economic incentives
- Property acquisition/land banking
- Improve the appearance of Olive Boulevard – tandem improvement program, mural/art program, sign guidelines – be more inviting to shoppers
- Revise zoning codes to encourage mixed use development
- Support the Olive Business Association – encourage the creation of a SBD, CID
- Seek grant opportunities

**PUBLIC PLANNING PROCESS
TO BE INITIATED INPUT IS SOON CRITICAL – YOUR**



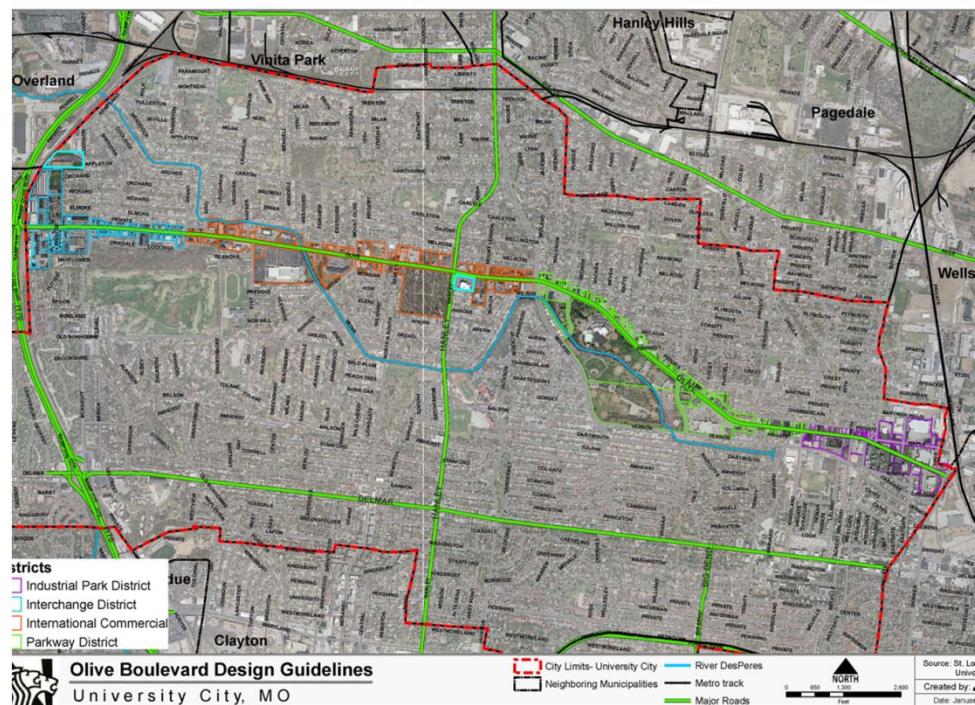
Olive Boulevard Design Guidelines Status – Under Implementation

Establishes the physical vision for the corridor, creates identity, physical image.

Divides corridor into four distinct districts – defines new development and redevelopment.

Recommends for building facades, compatible lighting, signage, building orientation, landscaping, scattered parking lots and/or parking facilities, and pedestrian connections.

Triggered when there is a new or substantial redevelopment project.



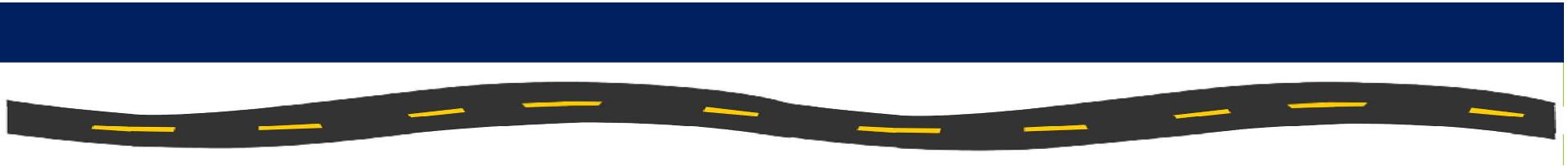


P-2.19: Before and After Pictures of Streetscape



Source ARCTURIS



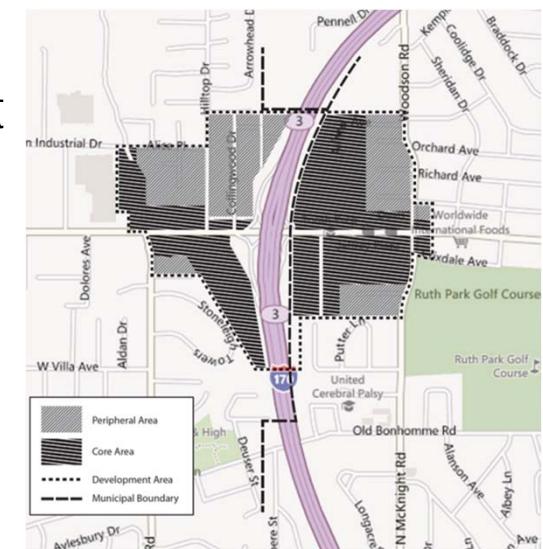


Joint Redevelopment Planning Effort for the Olive/I-170 Area: University City/Olivette

Status – On Hold Pending City Council Direction

Explored the possibility of partnering with the City of Olivette to develop joint mechanisms to encourage consistent redevelopment around interchange.

Establish an Intergovernmental Agreement to include economic incentives, marketing and promotion, revenue-sharing, common zoning regulations, complementary architectural design and development standards, and more...



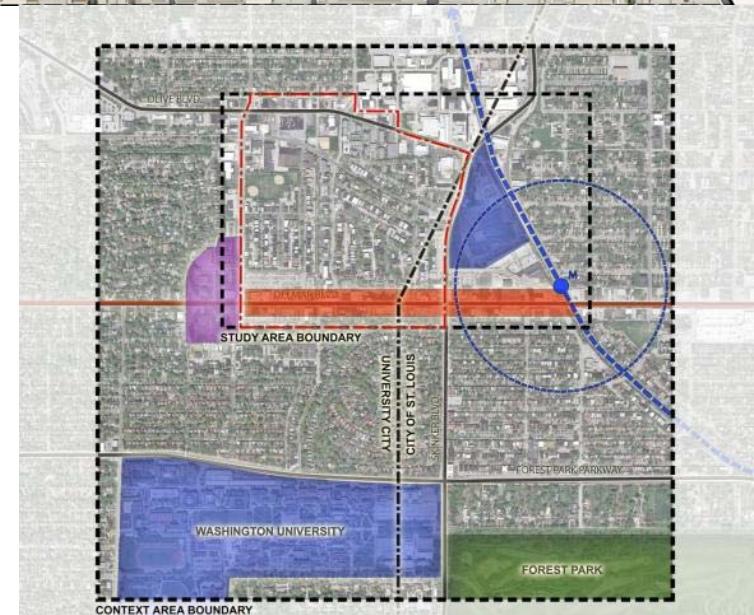


Parkview Gardens Neighborhood Sustainable Development Plan

Status – Endorsed by Plan Commission

Study area includes a portion of Olive Boulevard.

Establishes preferred land uses as multi-family residential, affordable apartments, and mixed-use/offices along Olive Blvd (between Kingsland and Eastgate) within the planning area.





PROJECTS AND PROGRAMS – (IN PROGRESS OR PLANNED)

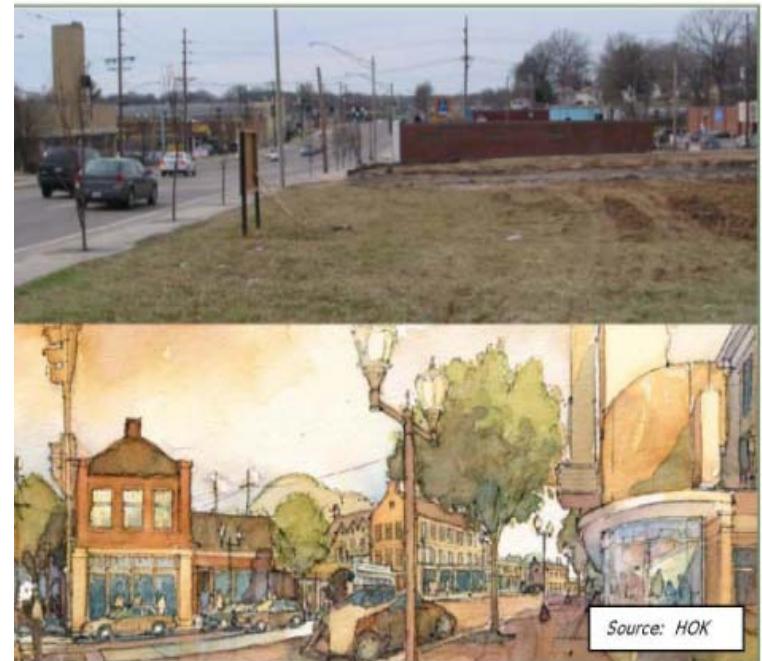
Northeast Corner of Olive Boulevard/North and South Road

City-owned property, acquired to landbank for redevelopment opportunities.

Currently vacant and for sale. +/- 2 acre site located at high traffic intersection. Multiple development opportunities.

Design charrette conducted on February 19, 2013 and in 2008 - preferred uses: ground-floor commercial with multi-family residential above, theater, specialty shops, and medical uses or uses complimentary to medical uses.

City receives multiple inquiries about the property, but none meet preferred use as established by residents/City.





New street trees planted



Sidewalk and streetscape improvements

Property inventories/marketing efforts

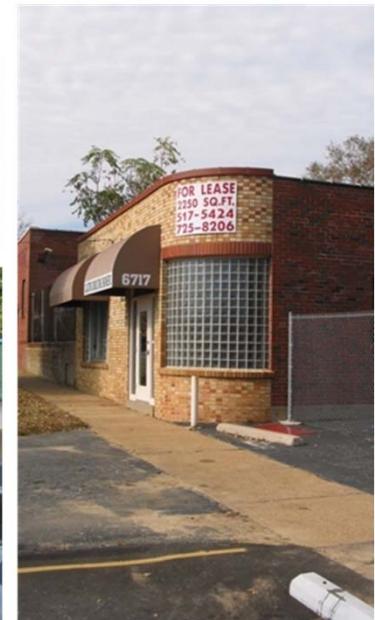
Outreach efforts/Workshops

Exterior Inspections

Site selection/site visit

Grant applications

Clean-up efforts





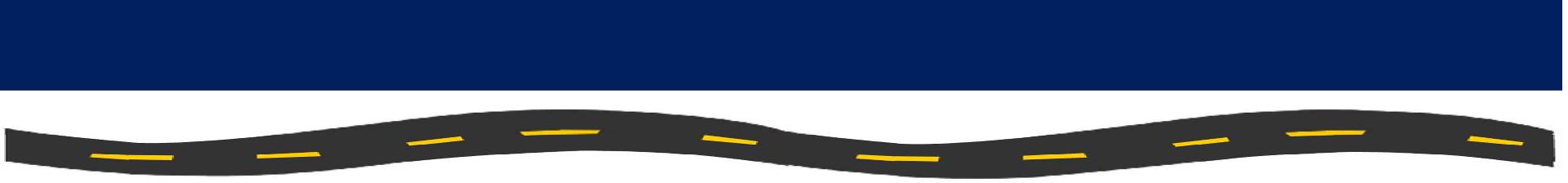
7700 Olive Boulevard

New Goodwill store under construction

Major expansion 122% - 1,570 square foot addition to the rear of an existing 1,285 square foot dental office.

Facade improvement to major building





Marketing efforts

Aggressive REA efforts for vacant/
underutilized sites

Continue partnership efforts with
Chamber of Commerce, U City in Bloom,
St. Louis Economic Development
Partnership



University City
6115 Olive Boulevard
Available Sq. Ft.: 3,000

Address: #6115 Olive Boulevard
University City, MO 63130 (St. Louis County)

Property and Area Description:



Building Details:

Year Built:	1970	Building Type:	Industrial
Number of Stories:	0	Year Built:	1970
Ceiling Peak (ft.):	0.0	Ceiling Eaves (ft.):	0.0
Exposure to Wind:	Unknown	Car Park:	Unknown
Construction Type:	Unknown	Zoning:	Unknown
Site Size (Acres):	0	Within City Limits:	Yes
Former use:			

Contact:

City Hall
Green Street Realty
6325 Olive Boulevard, Suite 305
St. Louis, MO 63105
Phone: 314-725-2500
Email: info@greenstreetstl.com
Web Site: <http://www.greenstreetstl.com>

Offering:

Sale Price:
Lease Rate Per (Sq. Ft. per Year):

Transpiration:

Nearest Interstate:	170	Distance (miles):	4
Nearest 4 Lane Highway:	Olive Boulevard	Distance (miles):	0
Nearest Commercial Airport:	STL	Distance (miles):	8
Rail Served:	Unknown		

Utilities:

Electric:	Distribution
Gas:	Distribution
Water:	
Sewer:	
Local Telecommunications Service	



UNIVERSITY CITY CHAMBER OF COMMERCE

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



International District

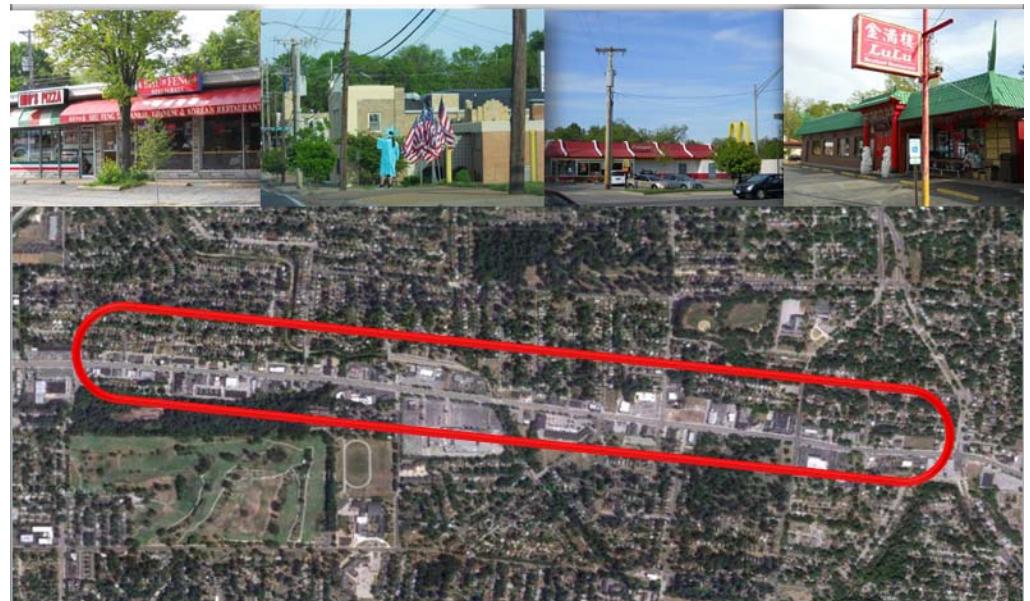


Target physical improvements in the International District including:

Planters along pedestrian lights

Landscape beautification efforts

...and announcing....





Façade improvement pilot program

Financial assistance for improving commercial business facades in the International District.

*painting*re-siding*tuckpointing*windows*canopies*awnings*lighting*doors* landscaping*

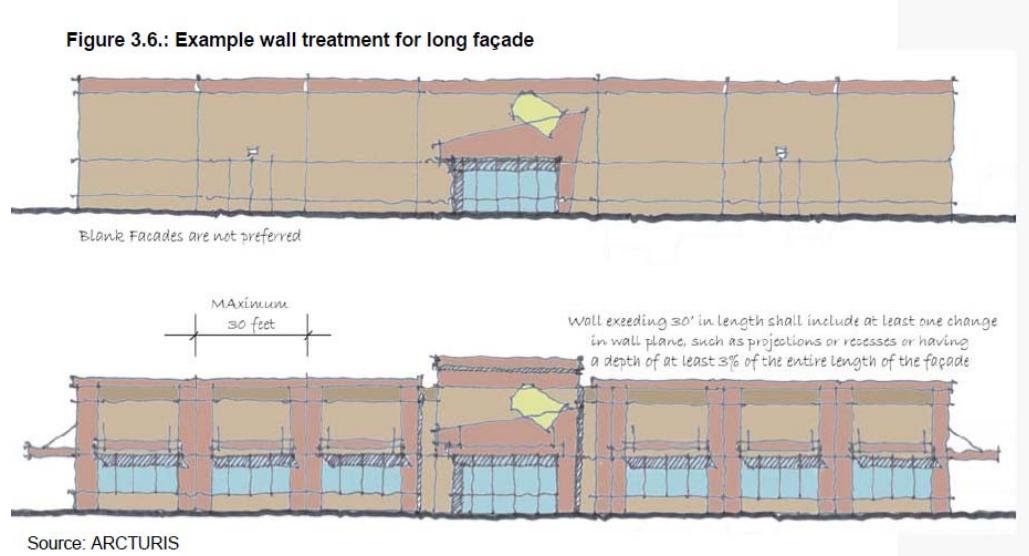
Matching grant of up to \$15,000 or 50% of project total

Project will be consistent with the
Olive Boulevard Design Guidelines

Projects will include a beautification
component (i.e. planters, landscaping)
to be designed by U City in Bloom

Funding is limited

Applications now available!





Before



After



Source: Portland Maine



Olive Commercial Corridor Website

Complements website for the Loop – “Lease the Loop”

ABOUT **LOCATION** **DEMOGRAPHICS** **AVAILABILITIES** **CONTACT** **NEWS** VisitTheLoop.com [F](#) [T](#)

RETAIL WITH ITS OWN *Voice*

6700 BLOCK 6600 BLOCK 6500 BLOCK 6300 BLOCK 6200 BLOCK 6100 BLOCK 6000 BLOCK

■ Restaurant/Entertainment ■ Bouques
■ Services ■ Hotel ■ Parking

THE LOOP IS RIPE FOR
Grocery, Lifestyle & Daily Necessities
TENANTS

ADDRESS	SF	DETAILS	FEATURES	PDF DOWNLOAD
5901 Delmar Blvd	SF Varies	View	Three Story Mixed Use Building Under Construction	PDF
6005 Delmar Blvd	SF Varies	View	Multiple Floors Available	PDF
6032 Delmar Blvd	SF Varies	View	Two Spaces Available; SF from 736SF - 742SF	PDF
6034 Delmar Blvd	SF Varies	View	Two Spaces Available; SF from 705 SF - 712SF	PDF
6036 Delmar Blvd	SF Varies	View	Retail and Office space available; Office: 701SF, Retail: 701SF	PDF
6038 Delmar Blvd	Varies	View	Multiple Suites available, SF from 557SF - 1,084SF	PDF
			Two Spaces Available;	PDF



6662B DELMAR BLVD
1,980 SF

Retail Space: 6662-B

Width & Depth of Space: 20'-0" x 99'-4"

Building Specifications: Contact realtor for details.

Description: Located in the heart of University City's Delmar Loop, an entertainment, cultural and restaurant district. This space is highly visible and benefits from heavy foot traffic.

Lease Rate: Contact John T. Beckman III at (314) 952 - 0687

Owner/Operator Info

Sierra U.S. (314) 952 - 0687 jbeckman@sierraus.com

[PDF Download](#)

SEND THIS LISTING TO A FRIEND



Your Name Your Email Friends Mail Message



Economic Development Retail Sales Tax

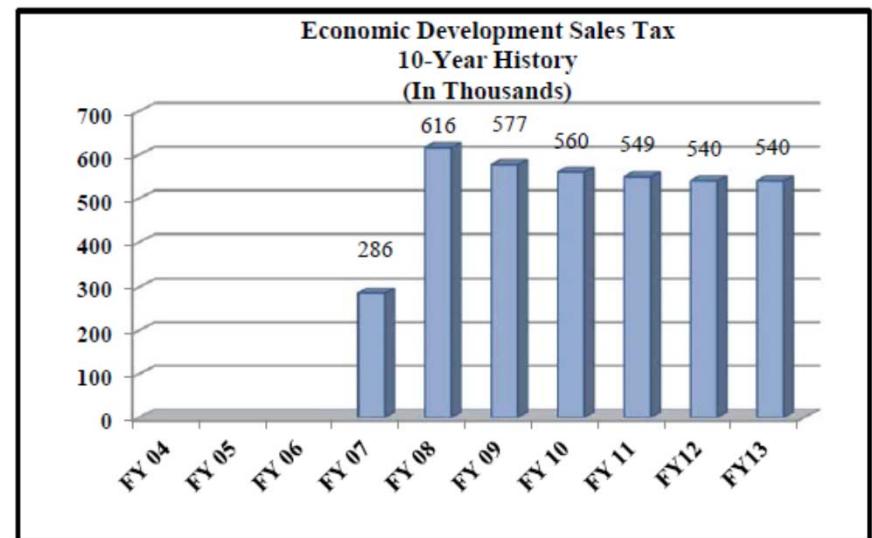
¼ ¢ sales tax approved in 2006 for economic development improvements along Olive and Delmar boulevards.

Generates approximately \$550,000 annually.

Funds can be used for land acquisition, infrastructure, matching federal/state grants, marketing, loans to companies for job training/site development/ equipment acquisition, training programs, and more.

Funds have been used for streetscape improvements, preparation of a draft Olive Boulevard Marketing Strategy, preparation of Olive Boulevard Design Guidelines, matching funds for grants.

FY15 budget planning cycle is underway. EDRSTB/City Council approves budget.





Improved and coordinated processes for business licenses

Security Audits

Partnership efforts/projects with the U City Chamber of Commerce...





Working for Business

University City Chamber of Commerce

Membership

- Membership demonstrates a commitment to your business & your community
- Take an active role in your chamber
- You get out what you put in
- Credibility
- Increased visibility
- Gain a voice
- Make business contacts

Marketing

- Welcome Wagon
- Group Advertising
- Social Media
- Small Business Workshops
- Chamber Website & Business Directory
- Member to Member marketing
- Ad page in the ROARS newsletter

Meetings

- Lunch & Learn
- Business tours
- Networking opportunities
- Happy Hours
- Events & Fund Raisers
- Speaking opportunities
- New Subcommittees

Olive Subcommittee

- Comprised of Chamber Members
- Leadership group for Olive development and improvements

QUESTIONS?



Thank you!





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Deputy Director of Economic and Community Development

(314) 505-8502

Jodie Lloyd,

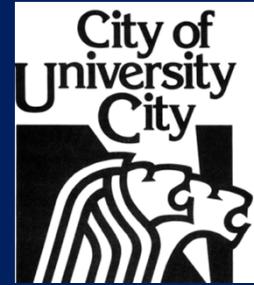
Manager of Economic Development

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