

Olive Boulevard Design Guidelines

University City, MO



IMPLEMENTATION
STRATEGY & FUNDING
APPENDIX - E



INTENT

The purpose of these design guidelines is to establish parameters for public and private improvements that enhance the aesthetic, market, and land values along the Olive Boulevard Corridor from I-170 eastward to Skinker Boulevard. Within this stated corridor, implementation of the guidelines includes:

- Acknowledgement of property ownership and responsibilities
- Recognition of the relationship between infrastructure and economic development opportunities
- The desire to set design standards that reflect the image and quality of life within the City
- Establishment of a process of submittal and review to facilitate preservation of existing investment and to stimulate new

PROPERTY OWNER RESPONSIBILITIES

It is the responsibility of the owner of any property, improved or unimproved, to maintain the exterior areas of the property and adjacent rights of way in a manner that complies with the requirements listed below. Maintenance of property enhances the entire corridor and encourages investment by others consistent with the design guidelines presented within this document:

1. Holes, tanks, and child traps: Remove, or fill where filling will abate the nuisance, all holes, cisterns, open cesspools, open or unsanitary septic tanks, excavations, open foundations, refrigerators, freezers, or iceboxes with unlocked attached doors and any other similar substance, material or condition which may endanger neighboring property or the health or safety of the public or the occupants of the property
2. Unsecured structures: Board over or otherwise secure, and keep boarded over or otherwise secured, all open or broken exterior doors, windows, or apertures of any structure so as to prevent access by unauthorized persons through such openings
3. Rat harborage: Remove or repair, and keep removed or repaired, any condition that provides a place where rats gain shelter, feed, or breed
4. Emergency access routes: Remove and keep removed all brush, vines, overgrowth and other vegetation located within 10 feet of a structure or within 10 feet of a property line which is likely to obstruct or impede the necessary passage of fire or other emergency personnel
5. Thickets that conceal hazards: Cut and remove and keep cut and removed all blackberry vines and other thickets when such growth is found to be:
 - a. Concealing trash and debris
 - b. Creating rat harborage



- c. Creating harborage for people involved in criminal activity or for products used for criminal activity
- 6. **Overgrown Lawn Areas:** Cut and remove and keep cut and removed all weeds and grass that are located in lawn areas and have a prevailing height of more than 10 inches
- 7. **Trash and debris:** Remove, and keep removed, unless specifically authorized by ordinance to do otherwise
 - a. All garbage, offal, dead animals, animal and human waste, and waste materials (All garbage shall be stored in appropriate containers)
 - b. Accumulations of litter, glass, scrap materials (such as wood, metal, paper, and plastics), junk, combustible materials, stagnant water, or trash will be collected and appropriately disposed of
 - c. All dead bushes, dead trees, and stumps with the exception of such material which:
 - 1. Is being maintained as part of a landscaped area
 - 2. Does not result in a nuisance as, and
 - 3. Is located on a property which is otherwise substantially in compliance with City ordinances
 - d. All trees which are dying and are determined by the City to require removal in order to safeguard people or property
 - e. Accumulations of dead organic matter and yard debris, with the exception of small accumulations of such material in a maintained compost area on the property and only if such material does not result in a nuisance, such as creating rat harborage, or other conditions described above
 - f. Accumulations of clothing and any other items not designed for outdoor storage
- 8. **Storage of non-trash items:** Remove, and keep removed, unless specifically authorized by ordinance to do otherwise:
 - a. Accumulations of wood pallets
 - b. All firewood that is not stacked and useable. "Useable" firewood has more wood than rot and is cut to lengths that will fit an approved fireplace or wood stove on the property
 - c. Accumulations of vehicle parts or tires



- d. All construction materials except those that are stored in a manner to protect their utility and prevent deterioration and are reasonably expected to be used at the site on which they are stored
 - e. All appliances or appliance parts except for storage of appliances that are reasonably expected to be used at the site and are stored in a manner to protect their utility and prevent deterioration
 - f. All indoor furniture except that which is stored in a manner to protect its utility and prevent deterioration and is reasonably expected to be used at the property on which they are stored
 - g. All recycling materials except for reasonable accumulations (amounts consistent with a policy of regular removal) that is stored in well-maintained containers
 - h. All other non-trash items which:
 - 1. Are of a type or quantity inconsistent with normal and usual use; or
 - 2. Are likely to obstruct or impede the necessary passage of
9. **Disabled vehicles:** Neither store nor permit the storing of a disabled vehicle for more than 7 days unless the vehicle is enclosed within a legally permitted building or unless it is stored by a licensed business enterprise dealing in junked vehicles lawfully conducted within the City
10. **Obstructions to sidewalks, streets, and other rights of way:** Keep the adjacent rights of way free of anything that obstructs or interferes with the normal flow of pedestrian or vehicular traffic, unless specifically authorized by permit or ordinance to do otherwise. This responsibility includes, but is not limited to, removal of earth, rock, and other debris, as well as projecting or overhanging bushes and limbs that may obstruct or render unsafe the passage of persons or vehicles
- a. ***Sidewalks:*** All sidewalks must be clear of obstructions by earth, rock, or vegetation from edge to edge and to an elevation of 7-1/2 feet above sidewalk level. For example, bushes that encroach on or over any part of a sidewalk area must be cut back or removed and limbs of trees that project over the sidewalk area at an elevation of less than 7-1/2 feet above the sidewalk level must be removed
 - b. ***Improved streets:*** All improved streets must be clear of obstructions to vehicle movement and parking from edge to edge and to an elevation of 11 feet above street level. For example, bushes that encroach on or over any part of a street must be cut back or removed; limbs of trees that project over a street at an elevation of less than 11 feet above street level must be removed;



- and no wires or other installations shall be maintained over the street level at any elevation less than 11 feet
- c. *Alleys and unimproved rights of way:* All alleys, unimproved streets, and other public rights of way must be clear of obstructions that may hinder the normal flow of traffic or render the right of way unsafe for its current and necessary use

ENCOURAGE ECONOMIC DEVELOPMENT

“Economic development project” include any properties, real or personal, used or useful in connection with a revenue producing enterprise. “Economic development project” also includes multiple unit residential housing development, commercial and retail development, land within a designated urban renewal or redevelopment area, land within an area designated as a Housing and Community Development target neighborhood pursuant to the Housing and Community Development Act of 1974, or projects which benefit low or moderate income tenants, or address slum and blight as defined by the 1974 Housing and Community Development Act.

“Qualified historic project” shall mean a project which includes the restoration or rehabilitation of a structure or structures designated as a City of University City Landmark. Such rehabilitation or restoration shall require the approval of the City of University City Landmarks Commission to assure conformance with the Secretary of the Interior’s standards for historic preservation projects.

POSSIBLE FUNDING OPTIONS

In order to address the diverse and varied investment along the Olive Boulevard corridor contained within the Olive Boulevard Design Guidelines, four (4) Districts are described:

- Industrial District – Skinker Boulevard to Kingsland Avenue
- Parkway District – Kingsland Avenue to Midland Avenue
- International District – Midland Avenue to Grant Avenue
- Interstate Commercial District – Grant Avenue to I-170

The City and its consultants are capable of attracting various funding sources based on the strategic planning of specific locations along the corridor. A plan that demonstrates the concepts, need, and cost of median design for instance can be achieved through this process. Or, the concept, need, and costs associated with streetscape may facilitate a statutory overlay district appealing to the land owners and the State of Missouri. The creation of public/private partnerships is of special interest to funding sources at this time due to the budgetary conditions in the State.

Therefore, the following sources of funding provided here are a reference point and represent possible funding sources which may be applied toward a concept



and strategic plan for various corridor development plans. In summary, in order to implement projects the following elements must be in place along this corridor:

- a. A desire by the City to plan and implement corridor improvements
- b. Participation of stakeholders, including specifically land owners and tenants willing to work with the city through various tax districts to improve their own property and the corridor
- c. The assembly of a small team, including the City, assigned land owners and planners capable of strategic planning to create financial proforma concepts, prepare costs, and present to State and Federal funding resources
- d. Identification and meetings with those political leaders capable of interpreting of the plan and willingness to work with the City as a team member to get funding sources secured for the City

The City may be able to attract various funding sources based on strategic planning of specific locations along the corridor. The suggestions provided here represent possible funding sources which may be applied toward streetscape improvements along the corridor.

Streets (Medians and Crosswalks)

The City of University City will participate with MoDOT to seek funding for the design, acquisition of land and easements and construction of alignment improvements

Sidewalks (Sidewalk Paving, Tree Grates, Curbs and Gutters, Accessible Sidewalk Ramps)

Public monies, private funding and donations may be used for sidewalk improvements. University City may elect to enact a special assessment fee which would be collected from each individual Property Owner at the time the Owners' development plan is approved to contribute towards the cost of the improvements.

Planting Material and Screens

Street trees will be planted by the City of University City as a part of any Streetscape improvement program. The City may initially be responsible for the maintenance of trees along the street. However, maintenance may be passed on to The Olive Link Business Association in the future.

Other planting materials, such as, shrubs and flowers in planter boxes shall be planted and maintained by the individual Property Owner. However, the selection of the planting material will be in accordance with the Design Guidelines as approved by the City.



Street Furnishings (Benches, trash containers, bicycle stands, light poles, planter boxes)

All street furnishing material listed above shall be installed by the City of University City as a part of the Streetscape improvement program. A special assessment fee will be collected from each individual Property Owner at the time the Owners' development plan is approved to contribute towards the cost of the Street Furnishings. The City shall initially be responsible for the maintenance of the street furniture. However, this maintenance may be passed on to Olive Link Business Association in the future.

Street Furnishings (Fences, Bollards, Signage)

All street furnishing material listed above shall be installed by individual Property Owner in accordance with the design guidelines.

Public/Community Art

Donations and creative sources, such as, partnership with local art and architecture schools, competitions, etc.; may be used for installation of public/community art.

Utility Poles and Equipment

The City of University City will meet with Ameren UE to develop a plan and strategy for the installation of utilities.

Property improvements

Individual Property Owners will be responsible for all property improvements on private property. Property Improvement Plans are subject to review by the City Planning Department and must be in compliance with all established codes and design guidelines.

PUBLIC FUNDING SOURCES

Federal Funding Opportunities

SAFETEA-LU

The Safe, Accountable, Flexible and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU) is a six-year \$286.4 billion program in place at this time and scheduled for expiration September 30, 2009 or similar and future programs

Reference website: www.fhwa.dot.gov/legsregs/legislat.html

Community Development Block Grant Program – CDBG



The Community Development Block Grant (CDBG) program is a flexible program that provides communities with resources to address a wide range of unique community development needs. Beginning in 1974, the CDBG program is one of the longest continuously run programs at HUD. The CDBG program provides annual grants on a formula basis to 1180 general units of local government and States.

Reference

website:

<http://www.hud.gov/offices/cpd/communitydevelopment/programs/>

State Funding Opportunities

Industrial Development Revenue Bonds

The City of University City economic development revenue bonds may be sold at public or private sale and the bonds may mature at any time or times within the useful life of the project. For public sales, special approval may be required.

Any bonds authorized which are to be sold by public sale must be rated by a nationally recognized rating agency as Investment Grade however; bonds sold through a private sale do not require rating. The City does not guarantee the bonds and is not subject to any liability for their payment although the buyer of the bonds must have the concurrence of the City.

Industrial Development Revenue Bonds are applicable to the development of residential rental property as well as commercial development however, construction of the project must begin nine months from the date of the bond issuance which means that the land, the plan, and the commitment to proceed must be in place and all permits issued prior to bond issuance.

Small Business Incubator Tax Credit Program

Small Business Incubator Tax Credit Program, Section 620.495 of the Missouri Revised Statutes proposed to generate private funds to be used to establish a “protective business environment” (incubator) in which a number of small businesses can collectively operate, fostering growth and development during business start up. The overall maximum amount of tax credits in one calendar year is \$500,000. Tax credits are sellable and carry forward for 5 years.

Quality Jobs Program

Missouri Quality Jobs Program, Section 620.1875 to 620.1900 of the Missouri Revised Statutes proposed to facilitate new quality jobs by targeted business projects. To qualify, the average wage of the new job being generated must equal or exceed the county average wage and the company must offer health insurance and pay at least 50% of the premium. To qualify, the company must create a minimum number of new jobs at the project facility prior to the “deadline” date, based on the type of project being developed.



Tax Incremental Financing

Tax Incremental Financing, Chapter 99 of the Missouri Revised Statutes provides for a portion of local property and sales taxes to assist funding the redevelopment of certain designated areas within a community. Areas eligible for TIF must contain property classified as "Blighted", "Conservation", or an "Economic Development" is or a combination of these categories.

Transportation Districts and Transportation Corporations

The establishment and maintenance of a Transportation District or Corporation is complicated and requires legal advice in doing so. The application along portions of the Olive Boulevard may however be worth considering. A district is created to fund, promote, plan, design, construct, improve, maintain, and operate one or more projects.

Whenever the creation of a district is desired, not less than fifty (50) registered voters from each county partially or totally within the proposed district may file a petition requesting the creation of a district. There are specific rules for the establishment and long term management of the district.

Local Funding Opportunities

Great Rivers Greenway District

The Great Rivers Greenway District was established in November 2000 by the successful passage of the Clean Water, Safe Parks and Community Trails Initiative ("Proposition C") in St. Louis City, St. Louis County and St. Charles County, Missouri and is funded on a yearly basis by a 1/10th of 1 cent sales tax.

Great Rivers Greenway (GRG) application for funding will be pursuant to a plan submitted by the City of University City and acknowledged by GRG as a project to be funded within their normal fiscal funding cycle.

GRG's interest in funding is usually comprehensive and although they are interested in trails, they also participate in funding for planning, water management projects such as rivers, lakes, and streams, infrastructure enhancement, lighting, and other enhancements that support and compliment trail projects.

Banking Consortium

Banks, insurance companies, and other lending institutions may be interested in community redevelopment and enhancement of existing conditions along the Olive Boulevard corridor in association with a well planned and strategically viable development and investment planning. The creation of a bank consortium of local, regional, and state banking institutions would have significant influence in creating development opportunities along the corridor and add to the quality and time required to implement new investment.