

City of Olivette
Economic Development Commission

Meeting Agenda for

June 27, 2016, at 7:00 P.M.

in the Olivette Council Chambers at 9473 Olive Boulevard

1. Roll Call

2. Meeting Minutes

3. Discussion Items

Please note that the Economic Development Council may adjourn to closed session pursuant to the Revised Statutes of the State of Missouri to discuss sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed pursuant to Section 610.021(12).

3.I. City Hall Request-For-Proposals

Discussion for the City Hall Request-For-Proposals

3.II. I-170 Interchange Gateway Update

4. Other Business

4.I. Olivette Opportunity Areas Report

4.II. Draft Plant Science + Technology Area Master Plan

Staff update to the EDC regarding the current draft and outreach proposed for the Plant Science + Technology Area Master Plan. The Plant Science and Technology Area Master Plan is a vision to create a research and innovation district in west St. Louis County. The plan will establish a comprehensive framework to support a thriving and connected district which:

- Drives economic growth by promoting the St. Louis region's global leadership in plant and life sciences.
- Expands workforce opportunity and job creation at all levels.
- Encourages innovation and entrepreneurship.
- Promotes sustainable practices.
- Establishes a mix of active uses and promotes access to diverse housing options.
- Engages with local education and industry partners and local communities.

Documents: [PLANTBIOSCIENCETECHNOLOGYAREA-WORKSHOP5-PPT-JUNE7.PDF](#)

5. Reports

City Staff Reports
Council Liaison Reports
Commissioner Reports

6. Adjournment

AGENDA ITEMS WILL NOT NECESSARILY BE DISCUSSED IN ORDER. IF YOU HAVE ANY QUESTIONS, PLEASE CALL CITY HALL AT (314) 993-0444.

The City of Olivette hereby advises the public, employees and qualified job applicants that they are afforded an equal opportunity to participate in the programs and service of the City regardless of race, color, religion, sex, age, disability, familial status, national origin or political affiliation. If you are a person with a disability and have special needs, please call Barbara Sander, City Manager

are a person with a disability and have special needs, please call Barbara Sondag, City Manager at 314.993.0444 as soon as possible but no later than one day prior to the event or call 314.993.3610 VOICE TDD, 1.800.735.2466 RELAY MISSOURI. Thank you.

Posted this 24th day of June, 2016 at 12:00 PM.

Myra G. Bennett

Myra G. Bennett, CMC/MPCC

City Clerk

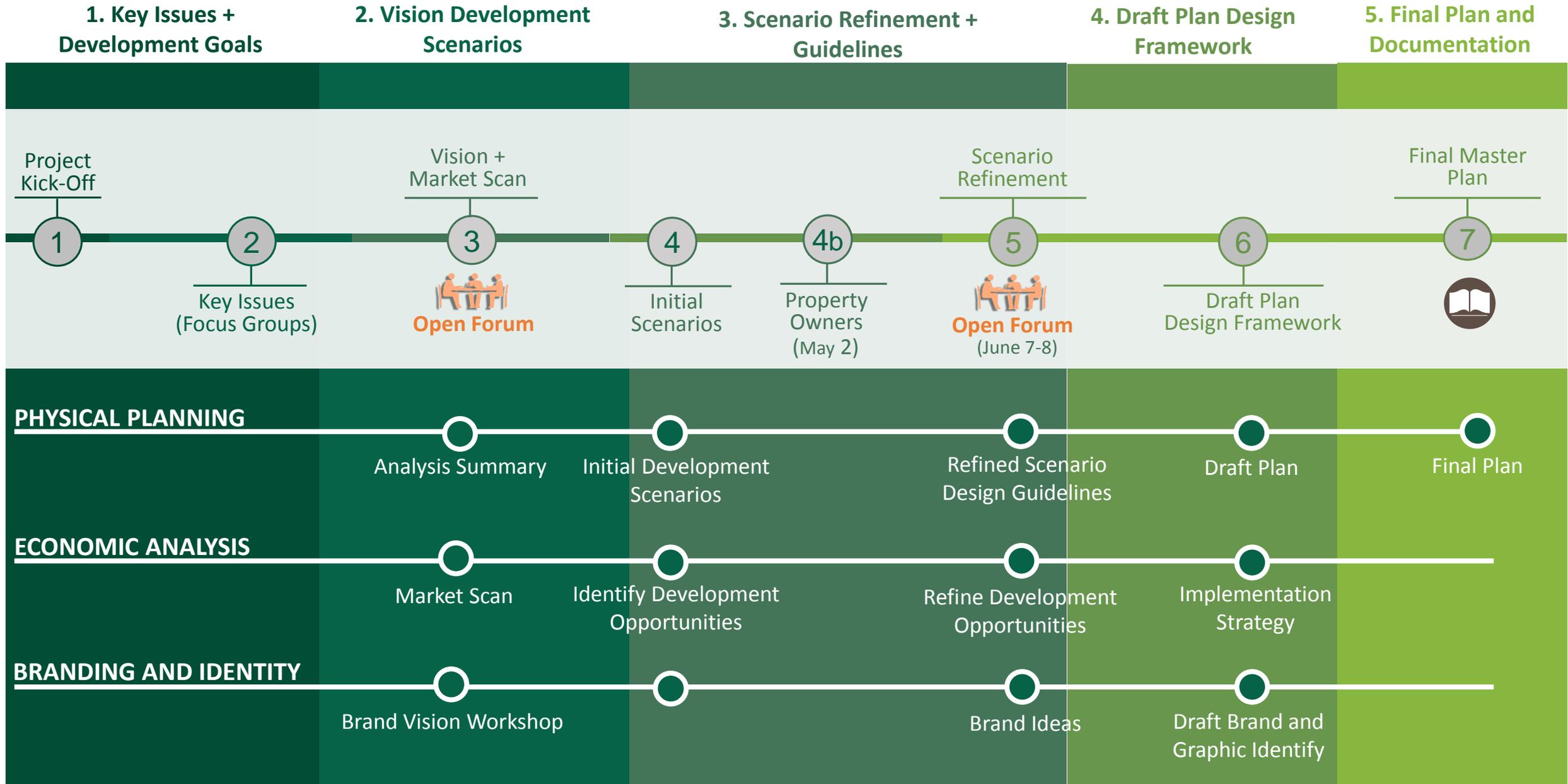
City of Olivette



Plant Science + Technology Area Master Plan

7 June 2016

1. Introduction and project overview
2. Market overview
3. Key issues and what we heard
4. Planning ideas and recommendations
5. Discussion questions



The Master Plan **builds on a culture** of innovation and entrepreneurship in the St. Louis region.

1 A Recognized Hub
for Plant Sciences

20,000

Regional Plant Science Employees

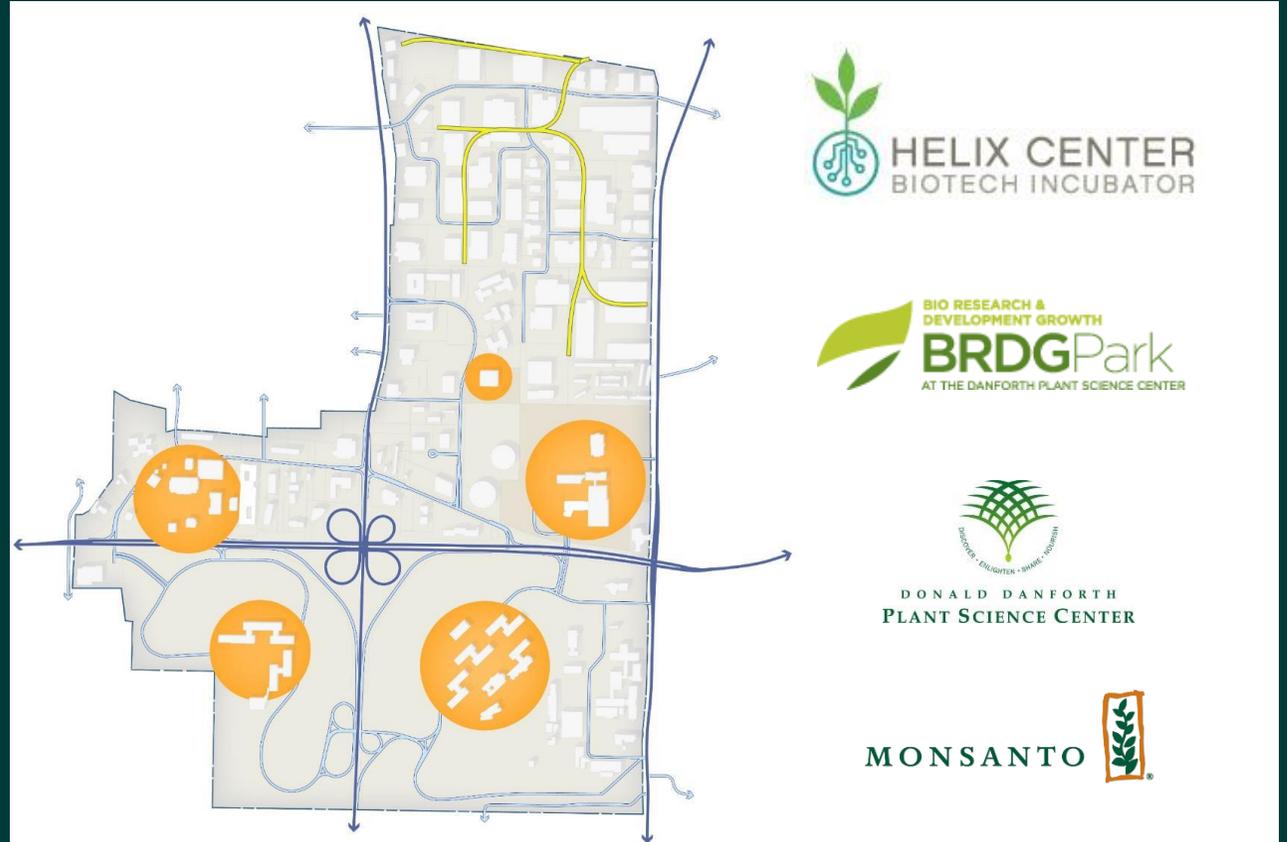
400

Regional Plant Science Ventures

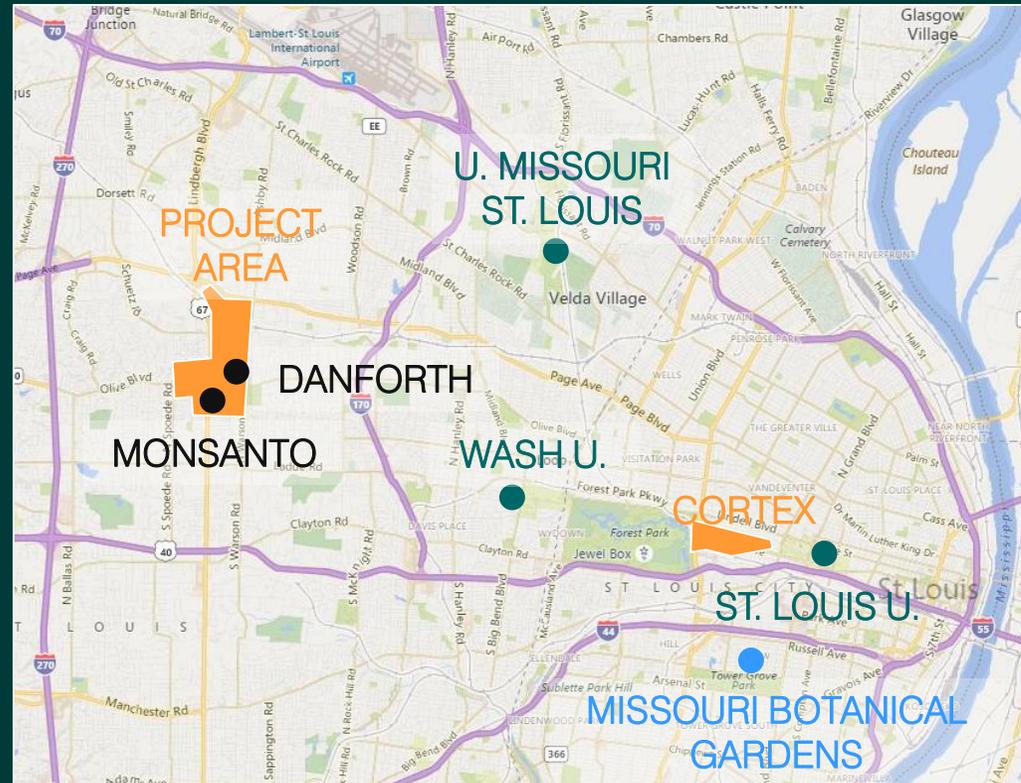
\$75B

Global Impact from Regional
Agriculture

- 1 A Recognized Hub for Plant Sciences
- 2 Major Anchors



- 1 A Recognized Hub for Plant Sciences
- 2 Major Anchors
- 3 Proximity to Cortex & Other Institutions

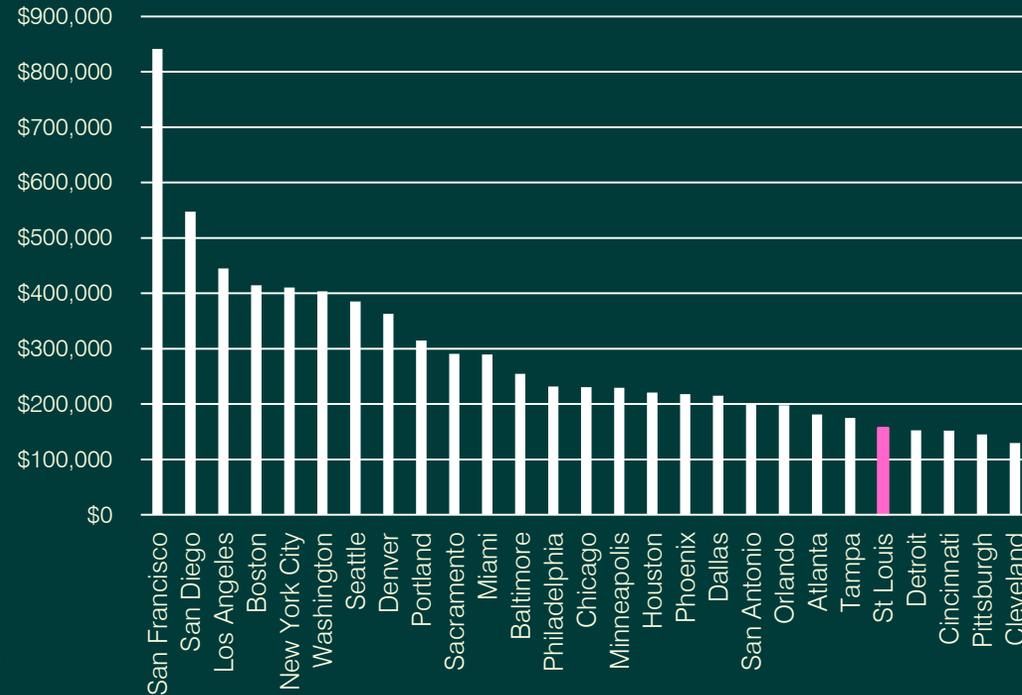


7th

- 1 A Recognized Hub for Plant Sciences
- 2 Major Anchors
- 3 Proximity to Cortex & Other Institutions
- 4 Quality of Life

Most Affordable City in U.S. (Forbes)

Median Home Price by MSA, 1Q2015



- 1 A Recognized Hub for Plant Sciences
- 2 Major Anchors
- 3 Proximity to Cortex & Other Institutions
- 4 Quality of Life
- 5 Access to a Skilled & Educated Workforce

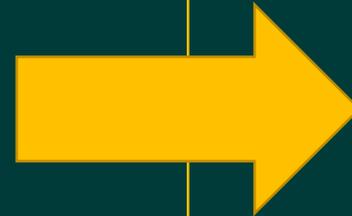
750

Local Plant Science PhDs – largest concentration globally

16%

Share of population with master's degree +, vs. 11% nationwide

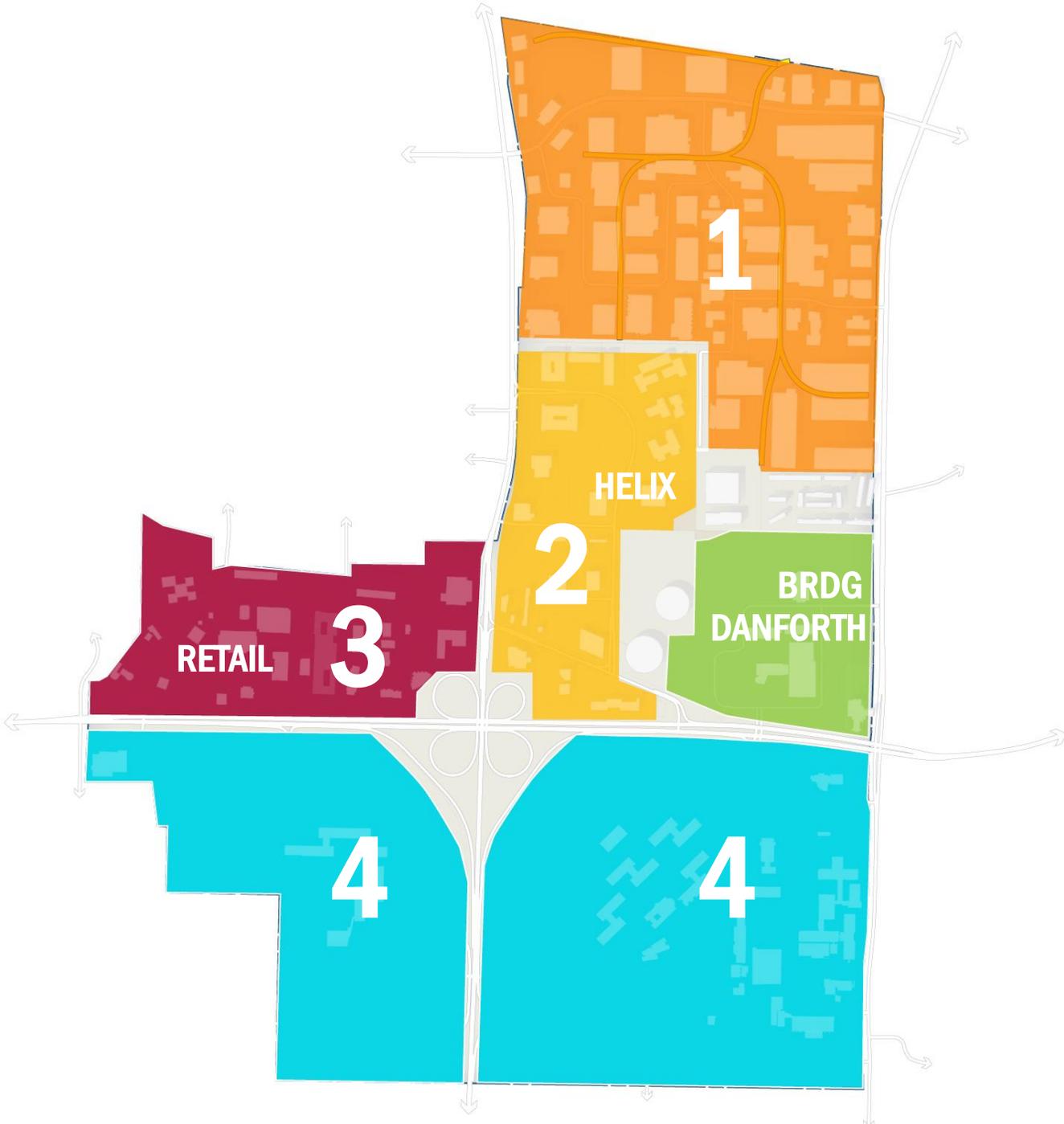
- 1 A Recognized Hub for Plant Sciences
- 2 Major Anchors
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- 4 Quality of Life
- 5 Access to a Skilled & Educated Workforce



People
Innovation
Place

Establish a **framework** for a thriving district of research activity, business and entrepreneurship.

Existing Conditions



Industrial Park

1



Office Park

2



Regional Retail

3



Monsanto Campus

4

The Old Paradigm

A New Paradigm

Research Park



Automotive
“Disintegrated”
Homogenous
Inflexible
Dull



Innovation ~~Park~~



Pedestrian
“Integrated”
Diverse
Adaptable
Inspiring



Community
District
Cluster
Village
Ecosystem
Hub

Advancing the opportunity

- **Connect the Anchors**
Municipal, Institutional + Commercial
- **A Place**
Where People “Want to Be”
- **Leverage A Mix of Construction**
New and Existing
- **Mixed-Use**
Residential with Retail
- **Great Public Spaces + Strong Landscape**
- **Enhance Mobility + Connectivity**



People ↔ Innovation ↔ Place

The Market Scan identifies **development opportunities and key growth drivers** for the district.

Key drivers of regional growth should be celebrated in the Master Plan:



1. **Strength of Existing Anchors**

Maintain robust connections between Danforth, Monsanto, & Cortex scientific communities

2. **Entrepreneurial Ecosystem**

Provide access to mentorship, capital funding, and appropriately-priced space to continue growth trajectory

3. **Diversity of Science Sector**

Attract a broad array of Science firms

4. **Regional Leader**

Continue public leadership to support healthy innovation ecosystem

5. **Quality of Life**

Promote access to diverse housing options and good schools

Market Scan Key Findings



Residential

- New multifamily and townhouse construction after years of stagnation
- High-end residential developments are catering to young professionals and empty nesters

Office

- Traditional new construction shows few signs of strength
- Need for affordable lab/R&D
- Potential for conversion of light industrial to “white box” flex office/lab space

Retail

- Demand for neighborhood services can be translated into nearly 150,000 square feet of new space within 3 miles of the study area

Hotel

- Potential development opportunity for new hotel offering, but cooling national market

Key Takeaways for the Master Plan

Science firms have a strong future in the St Louis region.

- Leading national start-up environment
- Significant cluster of related assets

There is a need for affordable lab/R&D space within the regional market.

- Leverage proximity to Danforth & Monsanto
- Potential demand at upper and lower ends of the market

A mix of uses will be necessary to drive demand for project area.

- There is a market for residential, lab/R&D, retail and potentially, hotel
- Suburban character is an asset within regional Science market

Provision of core resources can further drive demand.

Programmatic leadership is essential.

- Entrepreneurial supportive resources and mentorship
- University/ recruitment linkages
- Corridor-wide branding



We **heard many great ideas** through focus groups and public engagement.

Open House 1

community-oriented spaces **Improve walkability** public art installations

bus and bike connectivity

interface with local public schools and STEM programs

Graduate lab and office space for post-Helix companies

green building techniques

unifying and industry-inclusive Brand

Brew pub, Coffee Shops

Amenities welcoming to the public

utilizing the existing abandoned railway

community-inclusive activities

Communicating our successes

hotel with an innovation theme

multi-modal connections across Lindbergh

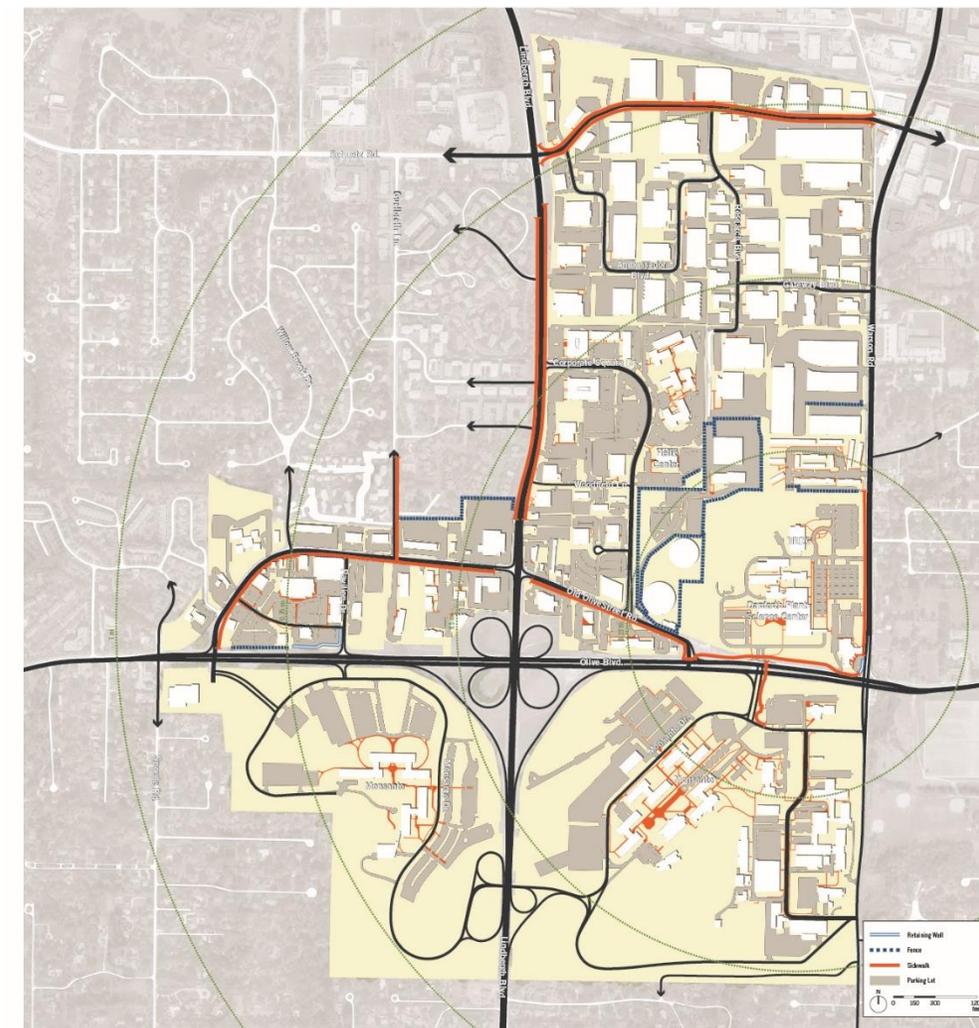
Incorporate academic institutions and complementary industries



Mobility and Connectivity

What we heard

- Improve **walkability** and establish new multi-modal connections within the study area.
- Strengthen **connectivity** to community assets, including Warson and Stacy Park, by improving multi-modal connections across Lindbergh, Olive and Warson Roads.
- Determine **short-term solutions** connecting the Helix and Danforth Centers. Explore Long-term opportunities that connect the study area to a potential Metrolink station stop to the north.
- Consider **utilizing the existing abandoned railway** that runs north/south through the site.
- Improve **bus and bike connectivity** to regional destinations such as Clayton and Metrolink stations.
- Mobility and connectivity issues are inter-woven with issues discussed and recorded on every board topic.



Brand and Identity

What we heard

- A central location in St. Louis County with close **proximity** to the airport and I-170/270 is conducive to a strong identity for the study area.
- A successful brand should be **unifying and industry-inclusive**, distinguished, and promote the cutting edge research currently being conducted.
- **Communicating our successes** both locally and globally to attract research and companies is an important characteristic of a successful brand.
- **Industrial architecture** unique in Creve Coeur serves as a visual identity.
- **Existing retail and new apartment development** can contribute to establishing a brand and identity.



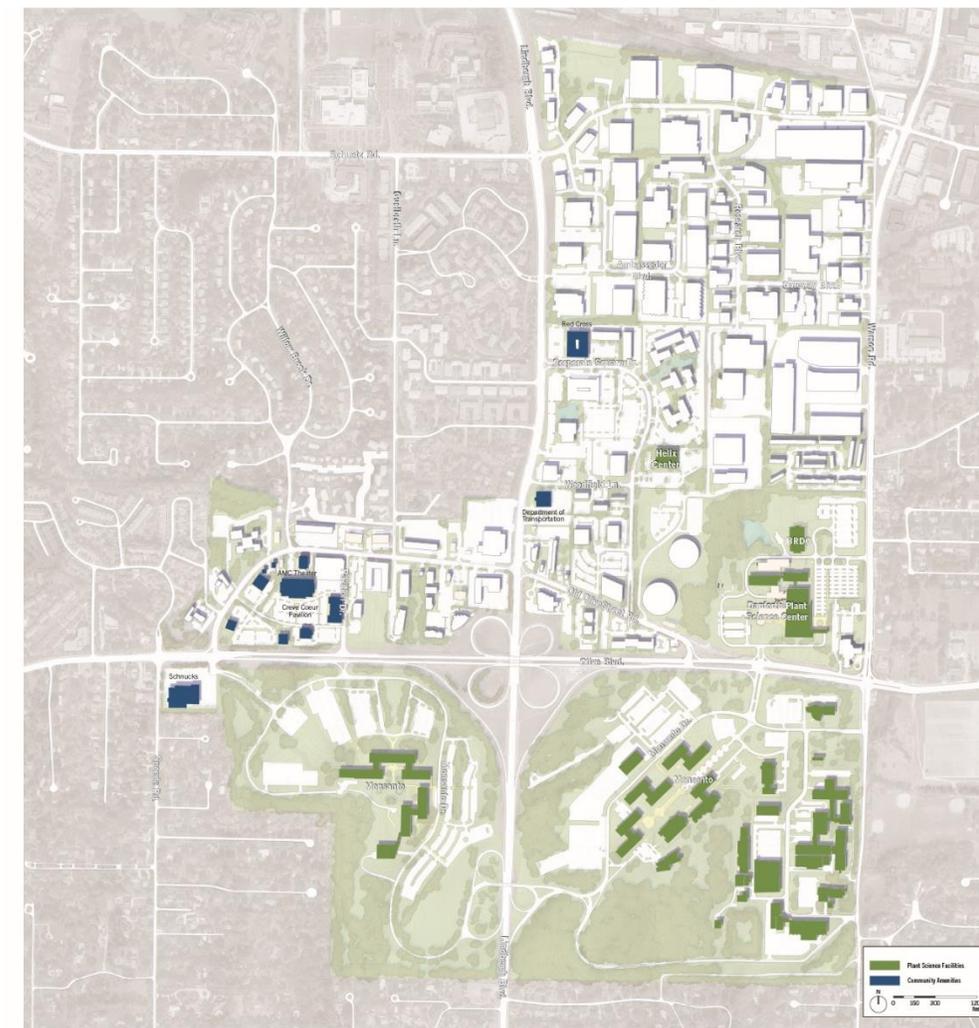
Distinctive Cohesion **Iconic** Biotech **Unity**
Agriculture **Identity** **Vision** Application



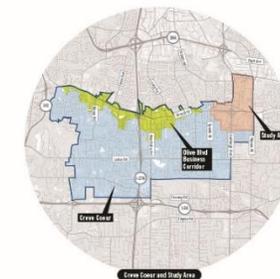
Placemaking and Amenities

What we heard

- Good schools, a high-quality, diverse range of housing options in the community and existing retail within the study area are important existing qualities to leverage. Affordable labs and office space existing on the site are assets.
- Amenities in the study area should be **welcoming to the public** and future development should promote socio-economic diversity. A need exists for community-oriented spaces and activities.
- Coffee shops, a brew pub, and a gym within **walking distance** of the study area are most desired.
- Explore opportunities for **satellite venues for museums and organizations** such as the Missouri Botanical Garden.
- Consider **public art installations** throughout the study area.
- Implement green building techniques and features.

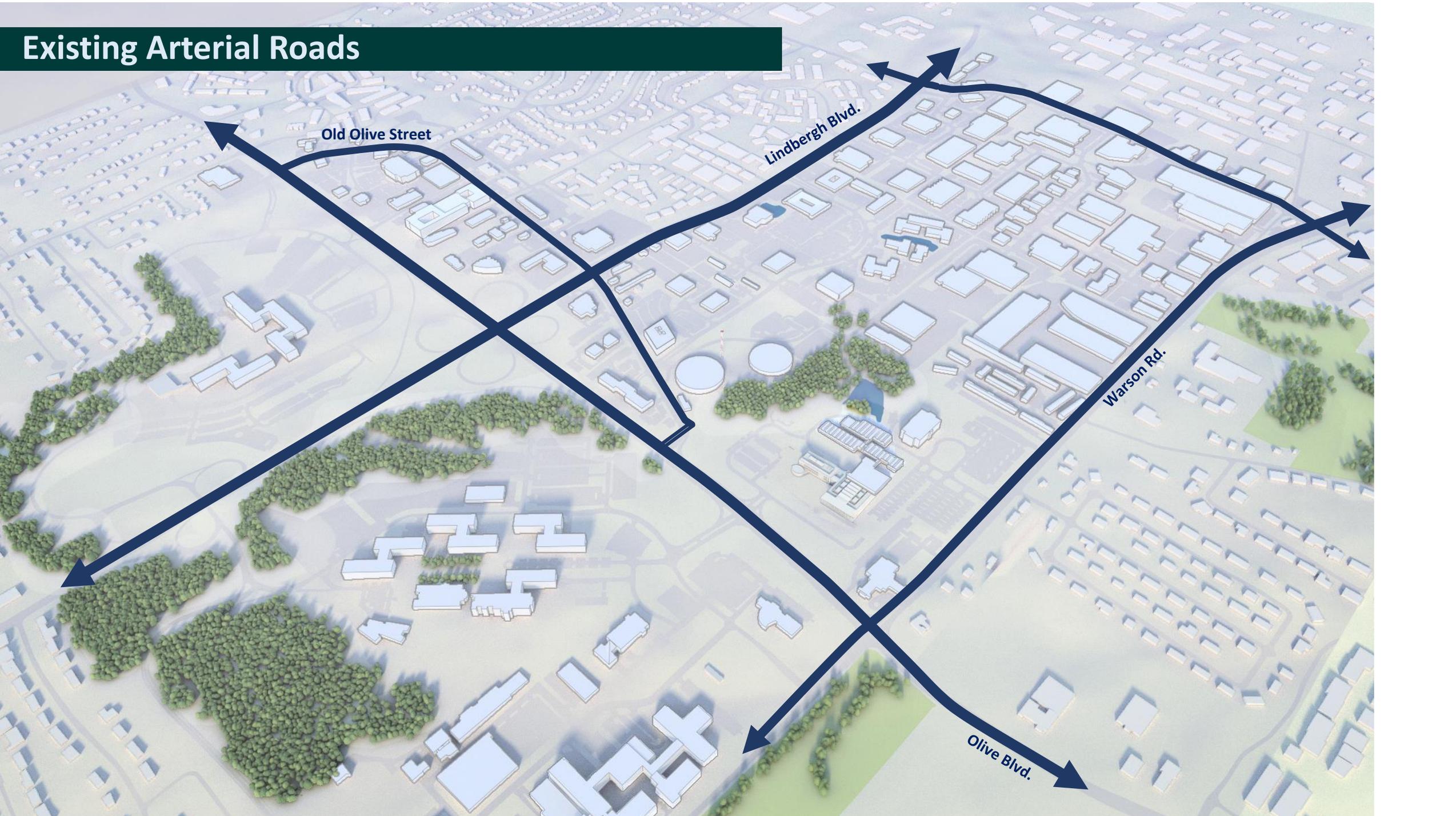


Research Eateries *Sense of Place* Housing **Open Space**
Identity *Partnerships* Community Streetscape Vibrancy



A culture of Innovation, the market scan and your ideas have shaped a series of **transformative ideas** for the district.

Existing Arterial Roads



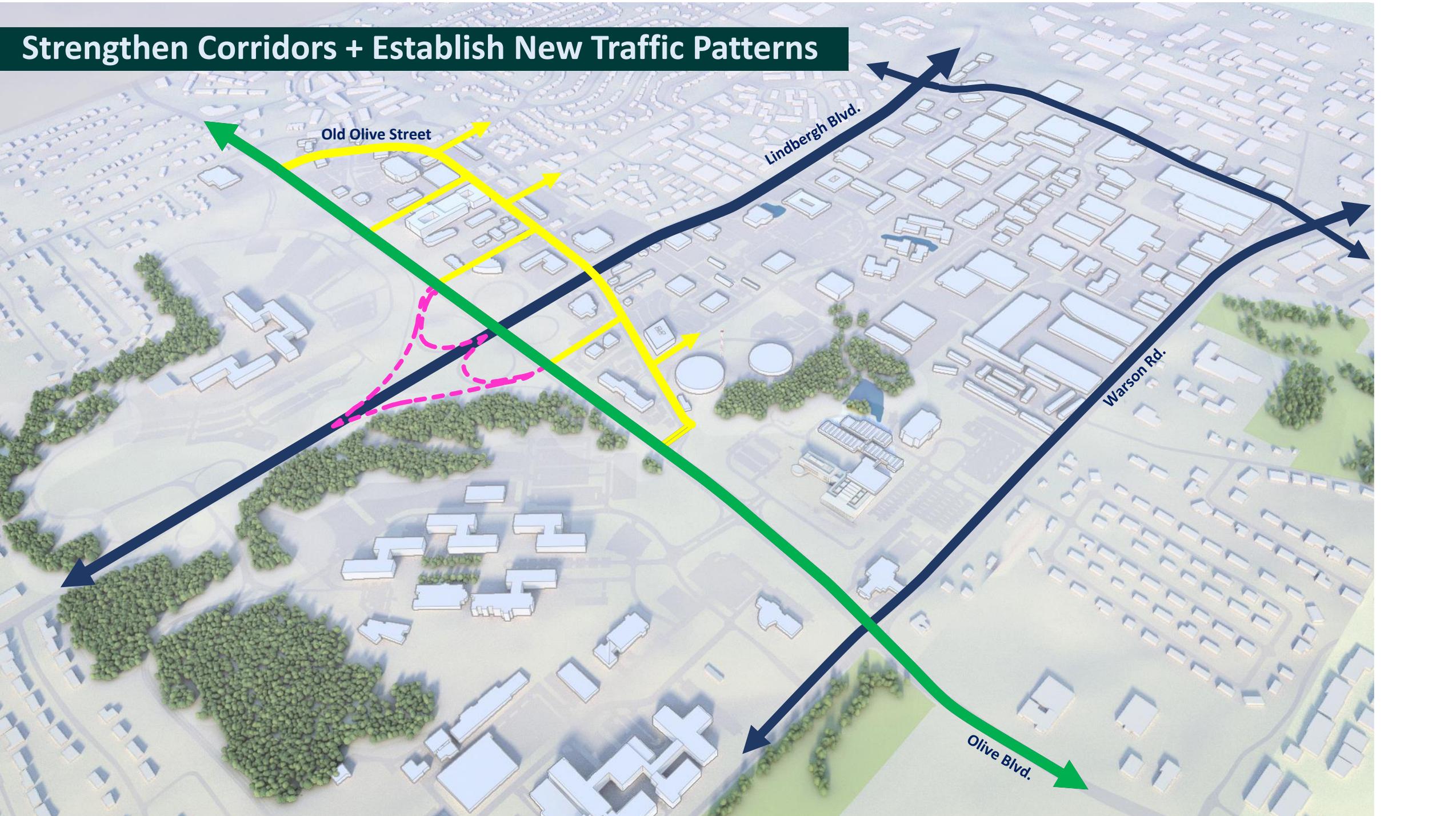
Old Olive Street

Lindbergh Blvd.

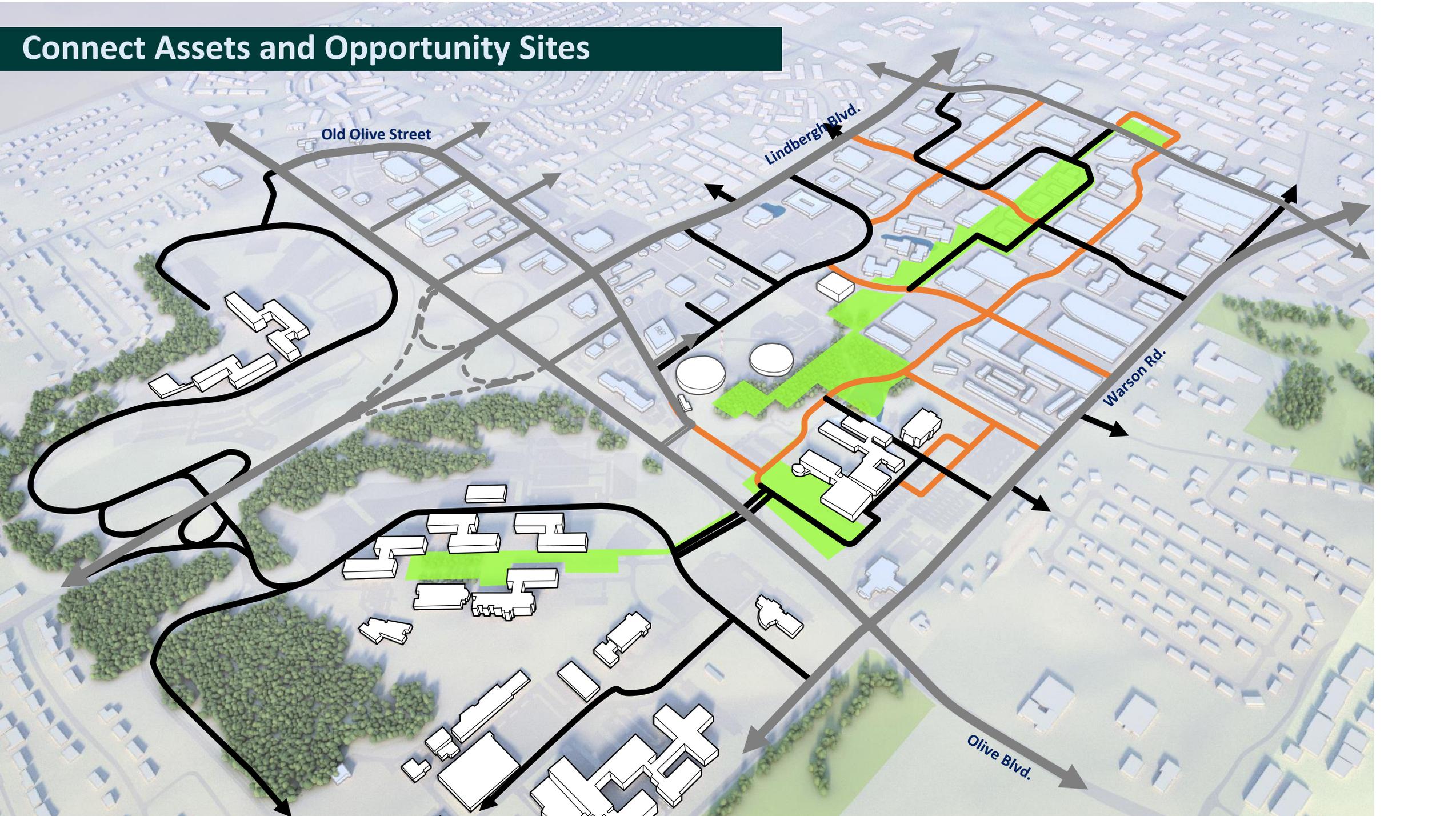
Warson Rd.

Olive Blvd.

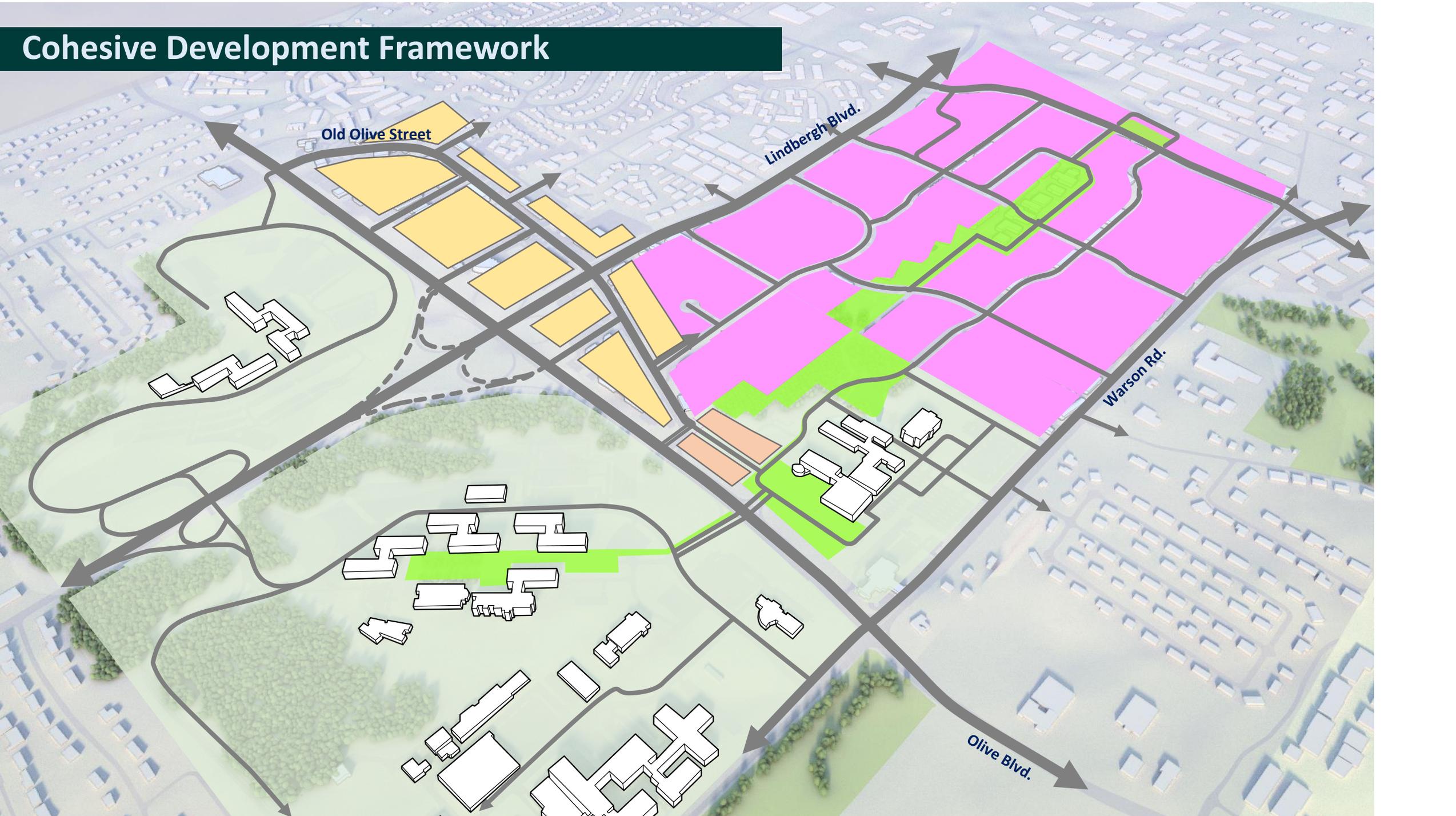
Strengthen Corridors + Establish New Traffic Patterns



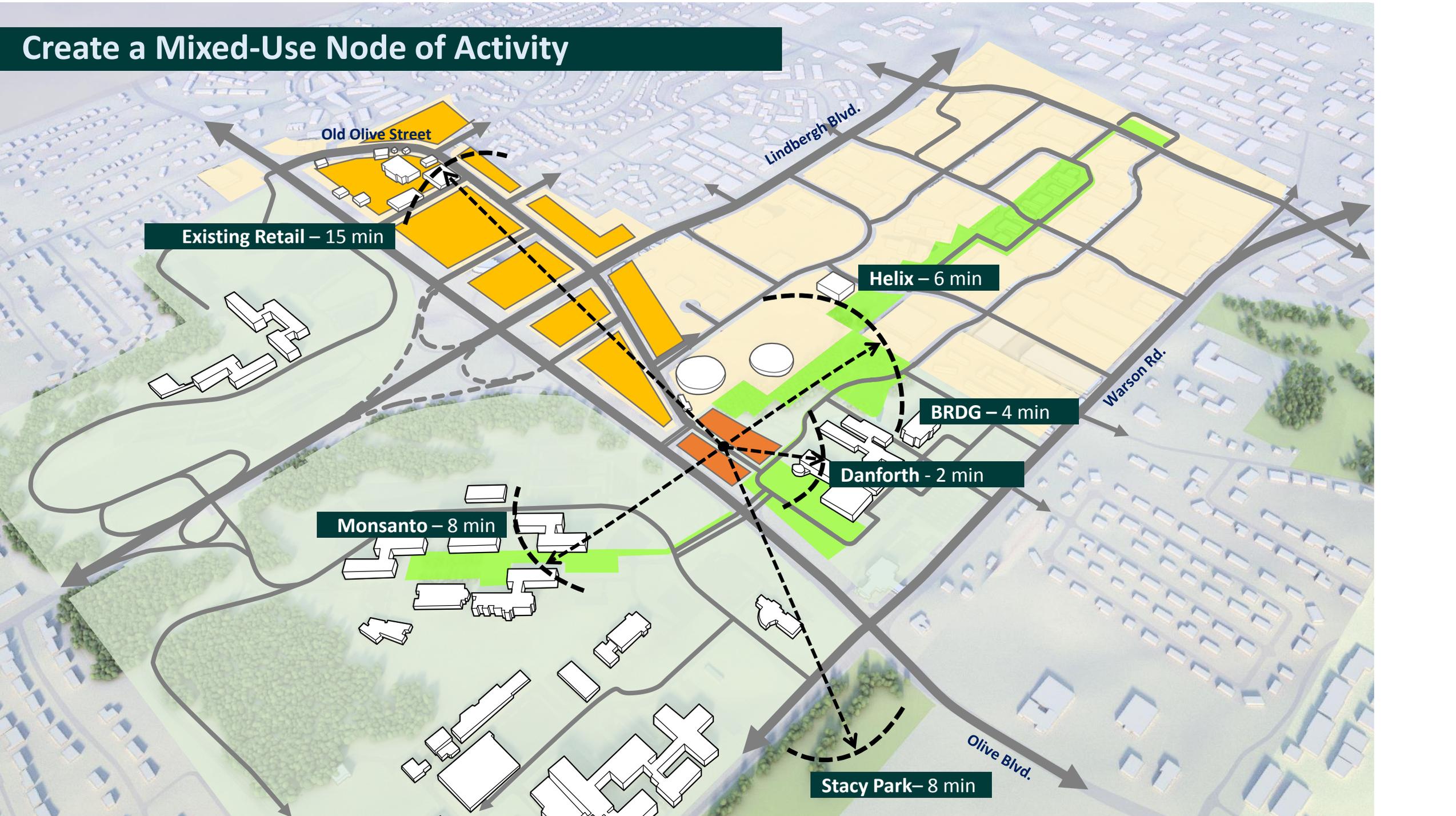
Connect Assets and Opportunity Sites



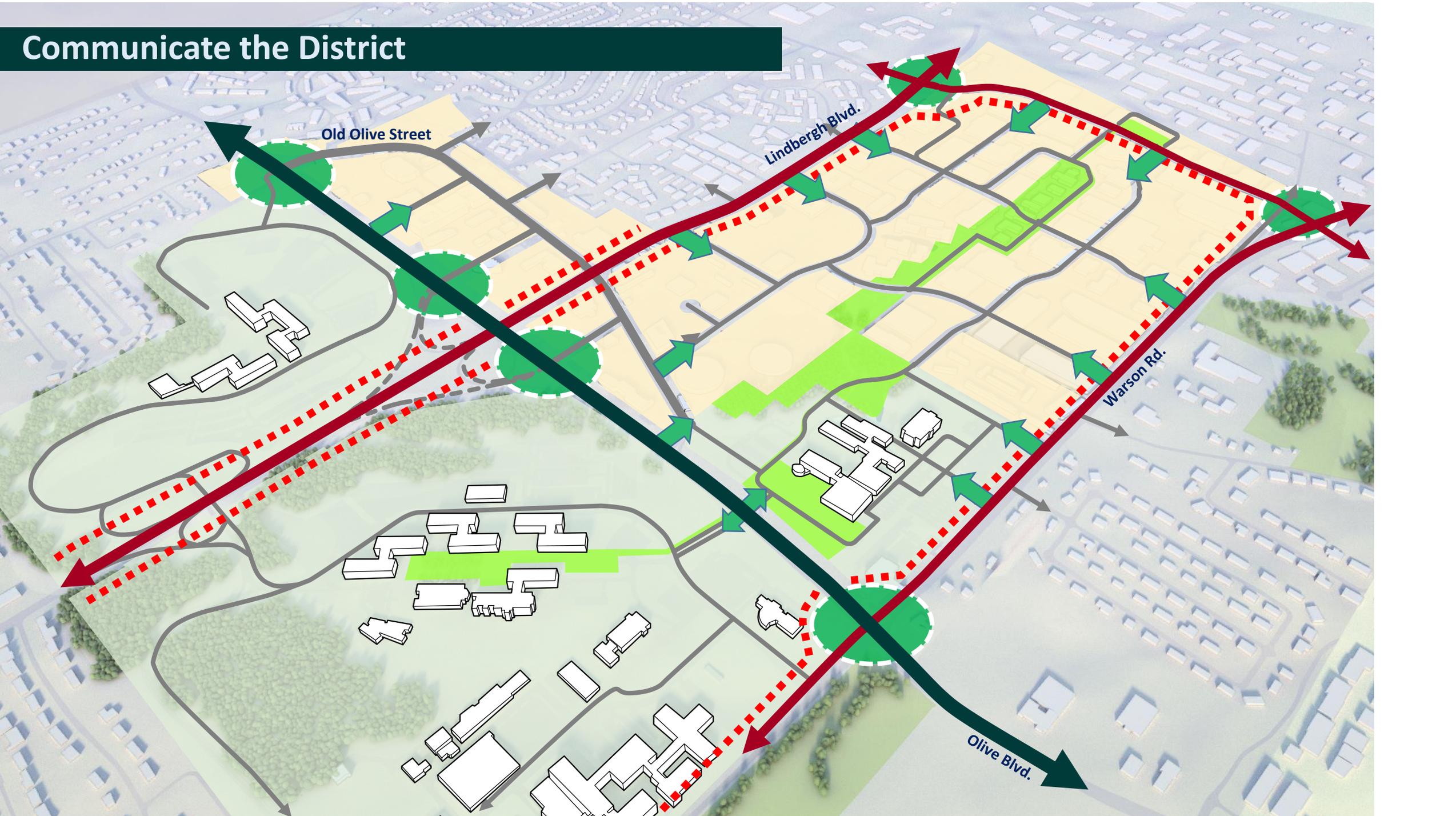
Cohesive Development Framework



Create a Mixed-Use Node of Activity



Communicate the District



Old Olive Street

Lindbergh Blvd.

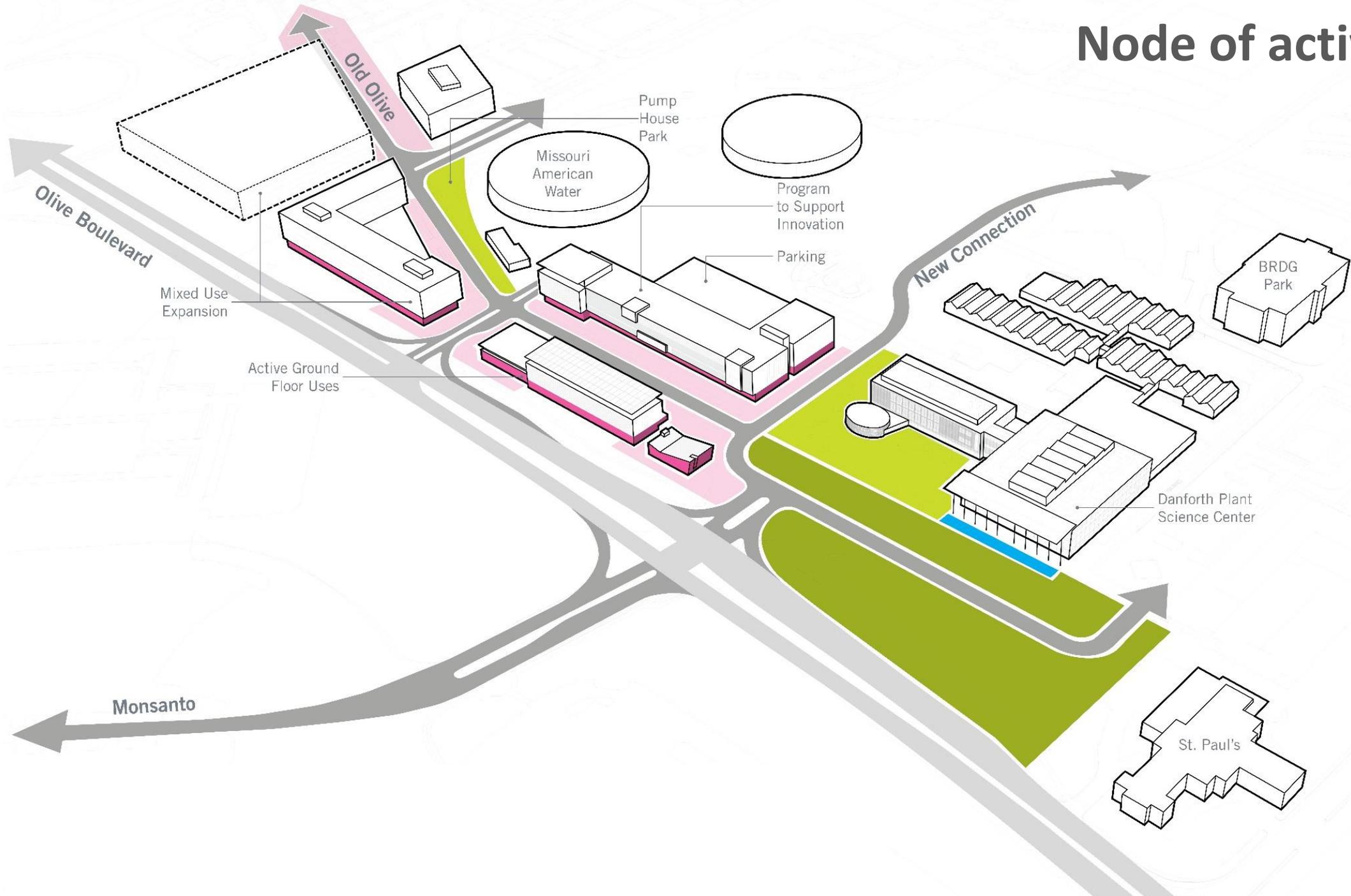
Warson Rd.

Olive Blvd.

Comprehensive Vision



Node of activity





Proposed Central Open Space

Transit Hub / Entry into Plant Bioscience
Innovation District

Rain Gardens / Dining Terrace / Productive
Green Space

Social / Event / Gathering Space

Existing Woodland

Multi Use Trail

Lake Amenities / Pavilion

Meadow / Native Plantings
"Front Door" to northern area

Open Lawn
Athletic Fields
Community Gardens
Leisure Activities



Internal Road Transformation



Internal Road Transformation



SIDEWALK
6'

ON STREET PARKING
8'

TRAVEL LANE
22'

ON STREET PARKING
8'

SIDEWALK
6'

STREET R.O.W
50'

Rail Spur Transformation



Rail Spur Transformation



ON STREET PARKING
8'

TRAVEL LANE
22'

ON STREET PARKING
8'

SIDEWALK
6'

STREET R.O.W
44'

1. Refine planning ideas based on feedback
2. Develop the draft plan
3. Develop an Implementation Strategy

Follow the project and sign up to receive updates: <http://plantsciencemasterplan.com>