



City of Olivette  
Planning and Community Development  
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DEPARTMENT MEMORANDUM

**DATE:** MARCH 5, 2020  
**TO:** PLANNING AND COMMUNITY DESIGN COMMISSION  
**FROM:** CARLOS TREJO, AICP  
DIRECTOR OF PLANNING AND COMMUNITY DEVELOPMENT  
**RE:** 9514 OLIVE BOULEVARD  
PETITION FOR REZONING

**PROPERTY OWNER**  
9514 Olive, LLC (owned by John Cella)

**PETITIONER**  
City of Olivette

STAFF SUMMARY

With the consent of the above referenced property owner, the City is initiating rezoning of the 1.42 acre property grounds from "COR" Commercial/Office/Retail District to "CC" City Center District.

1. A redevelopment plan to construct a 2-story, 15,000 square foot commercial building, including an 8,800 square foot outdoor storage area and the associated site improvements including parking and streetscapes has been submitted by the property owner.
2. The site grounds are located on the southside of Olive Boulevard, midway between Dielman Road and Indian Meadows Drive.
3. Staff finds the rezoning consistent with the objectives of the 2006 Strategic Plan and the 2016 Catalyst Strategy.
4. Under the rezoning, the proposed redevelopment identified above would be able to proceed without any special permit authorizations and would also be able to pursue dining establishments.

**ATTACHMENTS**

- Legal Description

**SUGGESTED MOTION**

Motion to recommend the property addressed as 9514 Olive Boulevard, consisting of 1.42 acres of property zoned "COR" Commercial/Office/Retail District be rezoned to "CC" City Center District in accordance with the procedures outlined in Article XX Changes and Amendments of Chapter 400 Zoning Regulations.

**QUESTIONS/COMMENTS**

- None.

**RECOMMENDED CONDITIONS**

- None.

## S T A F F   R E P O R T

The City of Olivette Comprehensive Plan, adopted in 2006 as the Strategic Plan, envisions the Olive Boulevard corridor, between Dielman Road and Indian Meadows Drive as the City Center, as a:

- a walkable town center with pedestrian and streetscape improvements,
- a blend of businesses with outdoor gathering spaces,
- employment destinations,
- new horizontal mixed use buildings, and
- improve transportation connections.

Where in 2016, the Catalyst Strategy for the Economic Enhancement of Olivette recommended citywide goals to be achieved. These include:

- a. Creation of an authentic, identifiable town center for the entire community.
- b. Diversity of housing types that serve people in a broad range of life phases (i.e., seniors and young people).
- c. Expanded dining options.
- d. A new precedent for the quality, emphasis (people and cars, not just cars), and design of development along the Olive Corridor.
- e. Improved walkability and livability.
- f. Redevelopment of deteriorated, blighted, and underutilized commercial property along Olive.
- g. An improved front door image and gateway to the community along Olive.

In November 2019, the City Council adopted Ordinance #2681, which created the “CC” City Center District, with the intent to:

- a. Create a city center consistent with the concepts and key revitalization elements of the 2006 Strategic Plan.
- b. Create a walkable community center with pedestrian and streetscape improvements.
- c. Develop new horizontal mixed use buildings with higher density and presence at Olive Boulevard and Dielman Road to provide community as well as business and personal services.
- d. Develop new continuous street grid to improve access to and throughout City Center area.

Staff finds the rezoning of the property grounds consistent with the following objectives of both the City’s strategic plan and catalyst strategy. With the rezoning, the development, as submitted, would benefit from the “CC” City Center zoning designation, allowing for the outdoor gardening center to proceed without a special permit authorization, and allow for dining establishments to be located within the development.

**Proposal.**

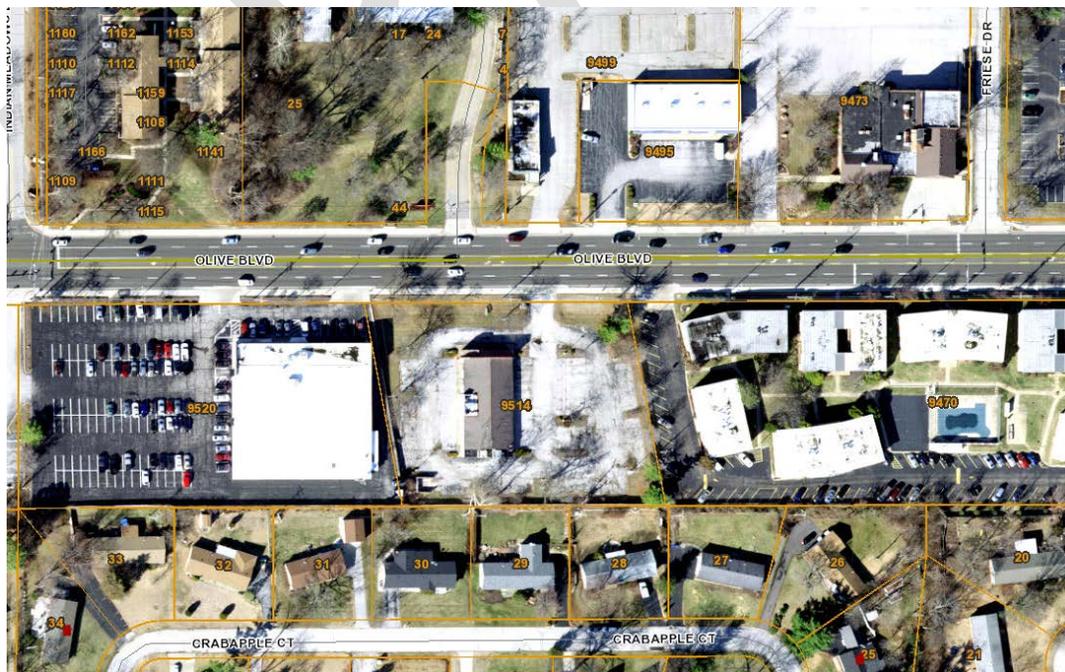
Redevelopment of a vacant 1.42 acre (61,745 square foot) site with a with a 2-level, 15,000 square foot multi-tenant commercial building. Approximately 3,600 square feet will be on the second level. An outdoor 8,800 square foot storage area is also proposed.



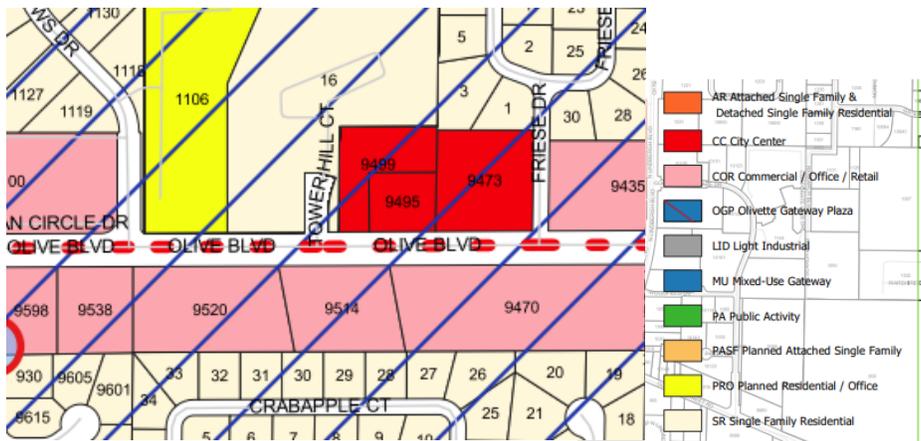
**Location.**

The site is located along the south side of Olive Boulevard, midway between Dielman Road to the east and Indian Meadows Drive to the west. It is directly across portions of the recently approved City Center Redevelopment Area, Tower Hill Lane, and the common ground area of Tower Hill Condominiums. To the east, the site abuts the Eden Rock apartment complex, zoned SR Single Family Residential. To the west, the site abuts Olivette Lanes, zoned COR Commercial/Office/Retail District. To the south, the site abuts single family homes addressed off of Crabapple Court.

**AERIAL MAP**



### ZONING MAP



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## Strategic Plan

The City of Olivette has changed its policy and attitude on redevelopment in the community. The City has a proud history of providing an outstanding quality of life for its residents and is committed to this tradition. The intent of the 2006 Strategic Plan is to layout a cohesive strategic plan and vision, guided by the community to provide a roadmap for the City to take a more proactive role in guiding redevelopment and fostering development in the community.

The vision constructed through the strategic planning process is best described as Olivette-Dynamic Sense of Place, which expresses the image and identity envisioned for Olivette by the community.

## DEFINE THE VISION **DYNAMIC SENSE OF PLACE**

*The City will proactively implement the strategic plan in order to achieve the Dynamic Sense of Place vision. The Dynamic Sense of Place vision portrays Olivette as a community with a well-defined character of its own. Driving into the city, a visitor feels a sense of arrival. The landmarks, high-point vistas, public art, gathering places, and civic activity centers make Olivette a unique and attractive destination. Olive Boulevard exhibits a mix of businesses, services and residential options developed collaboratively to meet the specific needs of the community. Whether they are working, relaxing, recreating, or gathering for a civic function, people here can access most everything they need right in their own community. Highway and regional transit connections provide convenience for residents and businesses and influence redevelopment function and scale.*



### DEFINE THE VISION

The Vision of a Dynamic Sense of Place includes the consideration and engagement of the following four Focus Areas, all of which must be addressed to fully realize the community's goals.

1. Community Development.
2. Economic Development.
3. Public Spaces.
4. Transportation Connections.

**Community Development.** Community development includes recognizing and defining the City's identity, balancing residential and residential needs of the community, encouraging a mixture of housing for all life phases, and developing a live, work, play atmosphere.

**Economic Development.** The City should influence development scale, strengthen employment opportunities and services, capitalize on the life and agricultural sciences, and catalize on development occurring along the I-170 interchange.

**Public Spaces.** The City should create public gathering spaces and a central activity area, "town center" to provide opportunities for dynamic community interaction. Access to the GRG greenways are critical to creating a dynamic sense of place. Along Olive, the City should connect to and across Olive Boulevard, balance the shallow depth of commercial properties, reduce the number of access points, and capitalize on the right-of-way or acquire as necessary to enhance the streetscape.

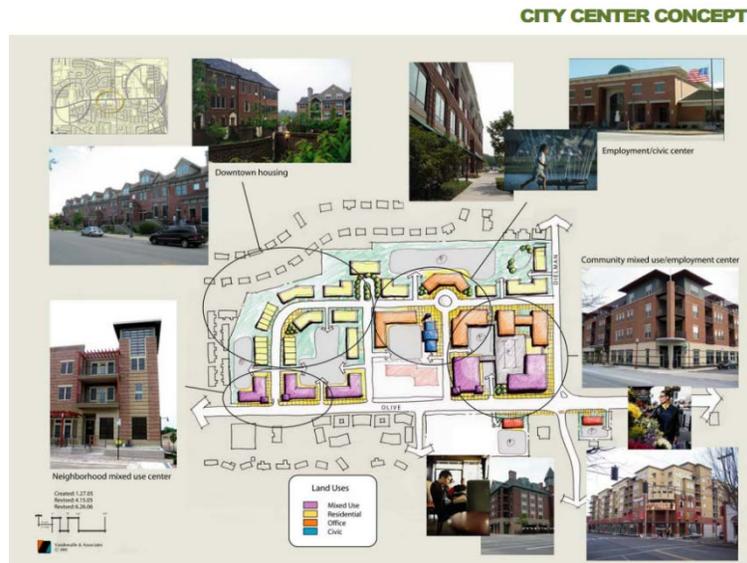
**Transportation Connections.** Create road and path networks to support all modes of transportation. Provide walking, cycling and pedestrian access to Olive Boulevard, activity centers, and public transportation from residential neighborhoods and workplaces.

Olivette's adopted Vision consideration of the four Focus Areas provides a guide for the long-term revitalization of Olive Boulevard, the industrial parks, and the community overall. To serve the immediate needs of the City in guiding and acting upon specific, more immediate redevelopment projects, the Plan provides parameters and recommendations in line with the community's Vision as a Dynamic Sense of Place. The use, form and arrangement of each redevelopment project are critical elements to achieving Olivette's vision of a Dynamic Sense of Place.

The area addressed as 9514 Olive Boulevard lies within the parameters of the City Center Concept area. The City Concept area extends from the western edge of the Mobil-on-the-Run facility at 9371 Olive Boulevard to the

intersection of Indian Meadows Drive and Olive Boulevard. Within the City Center Concept area, recommendations include the following:

- Create a walkable community town center with pedestrian and streetscape improvements.
- Blend community businesses with outdoor gathering spaces.
- Create employment destination that complements the local life science base and other existing businesses.
- Develop new horizontal mixed use buildings with higher density and presence at Olive Boulevard and Dielman Road to provide community as well as business and personal services
- Develop new continuous street grid to improve access to and throughout City Center area.



## Catalyst Strategy

Development Strategies was commissioned by the City of Olivette to better understand what development demand exists along the full extent of the Olive Corridor and the types of products that must be offered at two unique “opportunity sites” to capture this market demand. The opportunity sites in the Catalyst Strategy included the Olivette Gateway development area at the southwest corner of Olive Boulevard and I-170, and the vacated City Hall building at 9473 Olive and adjacent properties to the west.

The Catalyst Strategy for Economic Enhancement of Olivette considers market opportunity, the market strategy to leverage public and private investment to the fullest community benefit, the economic realities of development planning and the need for public-private partnerships, and the economic strategy to utilize tools to further the goals and vision established in the City’s Strategic Plan. The study focused on the two opportunity sites, the Olivette Gateway Center and the former City Hall building at 9473 Olive Boulevard.

The purpose is to catalyze private development by focusing on these two catalyst sites, and ways in which the City can participate to ensure the best possible outcomes—**ones that will set new precedents for the corridor and spur further development**. The study further focuses on the levers that need to be pulled in order to ensure that the development of these opportunity areas reach their full potential. In doing so, the City positions itself to self-determine its future, by being an active participant in the realization of a new vision of what the Olive Corridor can be.

A market strategy builds on the program derived from market analysis, molding it into a strategy that takes advantage of a community’s or site’s assets—resulting in a plan that is wholly unique and distinctive. By leveraging investments in place and the public realm, sound urban design and architecture, anchors to drive traffic, and coordination of complementary uses, a development, district, or community can be created that is greater than the sum of its parts.

Given the immense value that placemaking can have on a community, the market opportunities that are present at strategic sites, and the need for each community to adapt and evolve in ways that make them competitive places to live, work, and shop, several market-based strategies are needed that can benefit the entire community. Here, a virtuous cycle can be created where Olivette can do things that benefit the key sites in the corridor, and the key sites can be developed in ways that benefit the community.

In the subsequent sections of this study, site-specific market strategies are provided, and in later chapters, actions are identified that the city will need to do in order to realize its market and economic potential. The market strategy chapter is really about what the community should aspire to extract or get for its efforts from the key sites.

While this study primarily focused in detail on the two sites, a number of citywide goals can be achieved through effective leveraging of these sites. These include:

- The creation of an authentic, identifiable town center for the entire community
- Diversity of housing types that serve people in a broad range of life phases (i.e., seniors and young people)
- Expanded dining options
- A new precedent for the quality, emphasis (people and cars, not just cars), and design of development along the Olive Corridor
- Improved walkability and livability
- Redevelopment of deteriorated, blighted, and underutilized commercial property along Olive
- An improved front door image and gateway to the community along Olive

The Catalyst Strategy finds that where strong market opportunities exist, a city is in a position to self-determine its future course. Rather than being relegated to a passive role in which a community feels compelled to approve any new investment (a position all too many cities are in), Olivette can mold its future. It can craft developer requests for proposal (RFPs) and dictate a set of market-supported terms under which public participation is contingent. It can set forth zoning requirements that mandate a better physical form. In other words, it has leverage. Through proactive engagement with the development community—and transparency with residents that it is acting on their behalf to realize the City’s strategic/comprehensive plan—it can chart a direction that results in a better front door image for the community, better livability (through a more walkable, bikeable and visually appealing Olive corridor), and a more service-amenitized place.

Improvements to the streetscape and building facades along Olive will make the corridor a more inviting place to potential consumers, benefitting all businesses located there. The city may need to engage with owners, learning their specific needs and demonstrating how greater good can be accomplished through collective impact.

Real estate development is largely considered private enterprise by many; yet what is developed on private property can have a profound impact on the community, for better or worse. In order to engage in public-private partnerships

that ensure the best possible outcomes, the City may have several important roles to play. One is assisting with land assembly. The City may, prior to issuing a developer RFP, engage with property owners in a potential development district to determine their interest in being included. Where owners are recalcitrant to sell blighted commercial property at reasonable market prices, the City may need to exercise powers of condemnation in order to achieve a publicly-supported vision. Such activity need not be construed as heavy-handed state involvement, if it is used judiciously and as a tool of last resort.

While this strategy document necessarily focuses on catalyzing the development of two sites, it is also focused on the leveraging of these sites as catalysts. The purpose of engaging in partnerships to develop these sites is not development as an end in itself. It is about achieving a number of strategic goals, including setting a new precedent of development, improving the quality of life of residents, improving property values, fostering diversity, reinforcing community, attracting new services, and enhancing the marketability and image of the entire City. It is for these reasons that this effort is being undertaken and, ultimately, justify the City's energies and resources in realizing a transformation of the interchange and municipal sites.

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## LAND DESCRIPTION-SURVEY

A TRACT OF LAND BEING PART OF LOTS 1 AND 2 OF TOWER HILL, A SUBDIVISION IN ST. LOUIS COUNTY, MISSOURI, TOWNSHIP 45, RANGE 6 EAST OF THE FIFTH PRINCIPAL MERIDIAN, ST. LOUIS COUNTY, MISSOURI AND BEING MORE FULLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE INTERSECTION OF THE SOUTH LINE OF OLIVE STREET ROAD (MISSOURI STATE HIGHWAY E-340) AS WIDENED BY DEED RECORDED IN BOOK 4633 PAGE 312, WITH THE WEST LINE OF LOT 2 OF TOWER HILL SUBDIVISION; THENCE EASTWARDLY ALONG THE SOUTH LINE OF OLIVE STREET ROAD, AS WIDENED, NORTH 89 DEGREES 45 MINUTES 51 SECONDS EAST 279.88 FEET TO A POINT IN THE EAST LINE OF PROPERTY CONVEYED TO JAR INVESTMENTS, LLC. BY THE DEED RECORDED IN BOOK 16586, PAGE 41 OF THE ST. LOUIS COUNTY RECORDS; THENCE ALONG THE EAST LINE OF SAID PROPERTY CONVEYED TO JAR INVESTMENTS, LLC., SOUTH 09 DEGREES 22 MINUTES 39 SECONDS EAST 220.61 FEET TO A POINT ON THE NORTH LINE OF "CRABAPPLE COURT", A SUBDIVISION ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 66, PAGE 38 OF SAID RECORDS; THENCE ALONG THE NORTH LINE OF SAID "CRABAPPLE COURT", SOUTH 89 DEGREES 45 MINUTES 51 SECONDS WEST 279.87 FEET TO A POINT ON THE AFORESAID WEST LINE OF LOT 2 OF TOWER HILL SUBDIVISION; THENCE ALONG THE WEST LINE OF SAID LOT 2, NORTH 09 DEGREES 22 MINUTES 56 SECONDS WEST 220.62 FEET TO THE POINT OF BEGINNING AND CONTAINING 1.40 ACRES