

*PLANNING FOR EQUITABLE DEVELOPMENT AROUND TRANSIT:  
FOUR TIGER II PLANNING PROJECTS*

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**A VISION FOR PARKVIEW GARDENS  
CONNECTING PEOPLE, PLACES & PARKS**



**New Partners for Smart Growth Conference**  
FEBRUARY 9, 2013

**Raymond Lai, AICP**  
Deputy Director of Economic &  
Community Development  
*City of University City, MO*



# A VISION FOR PARKVIEW GARDENS

CONNECTING PEOPLE, PLACES & PARKS

## OUTLINE

Project Context

Study Purpose & Objectives

- *Project Inception*
- *Partners*
- *Consultants*
- *Public Engagement*

Draft Neighborhood Sustainable  
Development Plan

Significant Activities & Milestones  
Completed

Status of the Study & Next Steps

Challenges Encountered

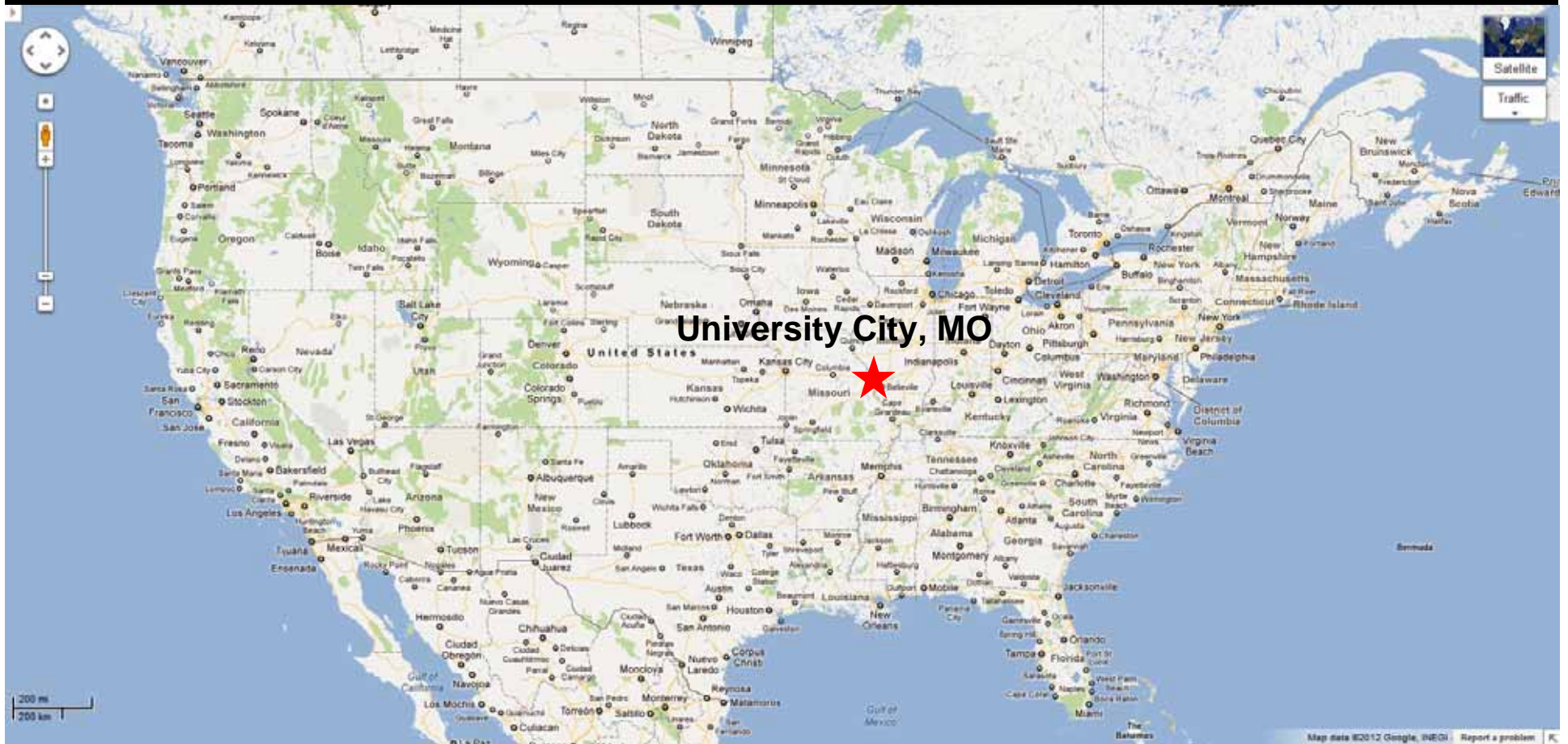




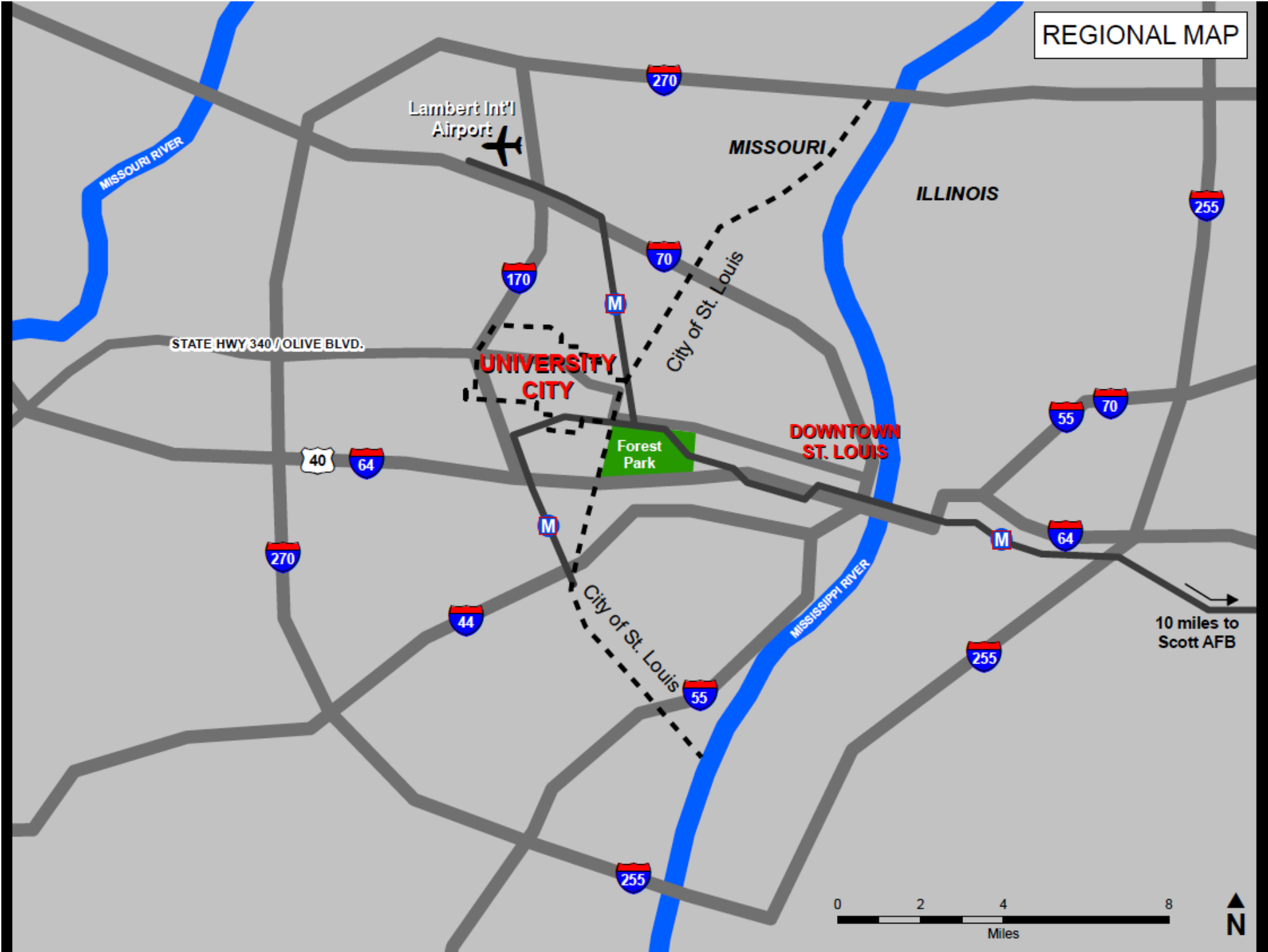


# A VISION FOR PARKVIEW GARDENS

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REGIONAL MAP



City of  
University  
City

# University City

## A VISION FOR PARKVIEW GARDENS

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- ❑ Diverse Inner-Ring Suburb in Bi-State St. Louis Metropolitan Area
- ❑ 2010 Census – 35,371
- ❑ Land Area Today: 5.9 Sq. Miles (landlocked)
- ❑ Founded by Edward G. Lewis (1902)
- ❑ City incorporated (1906)
- ❑ Model City (City Beautiful Movement)
- ❑ Zoning Ordinance adopted in 1922
- ❑ One of the first adopted Housing Occupancy Inspection programs in country



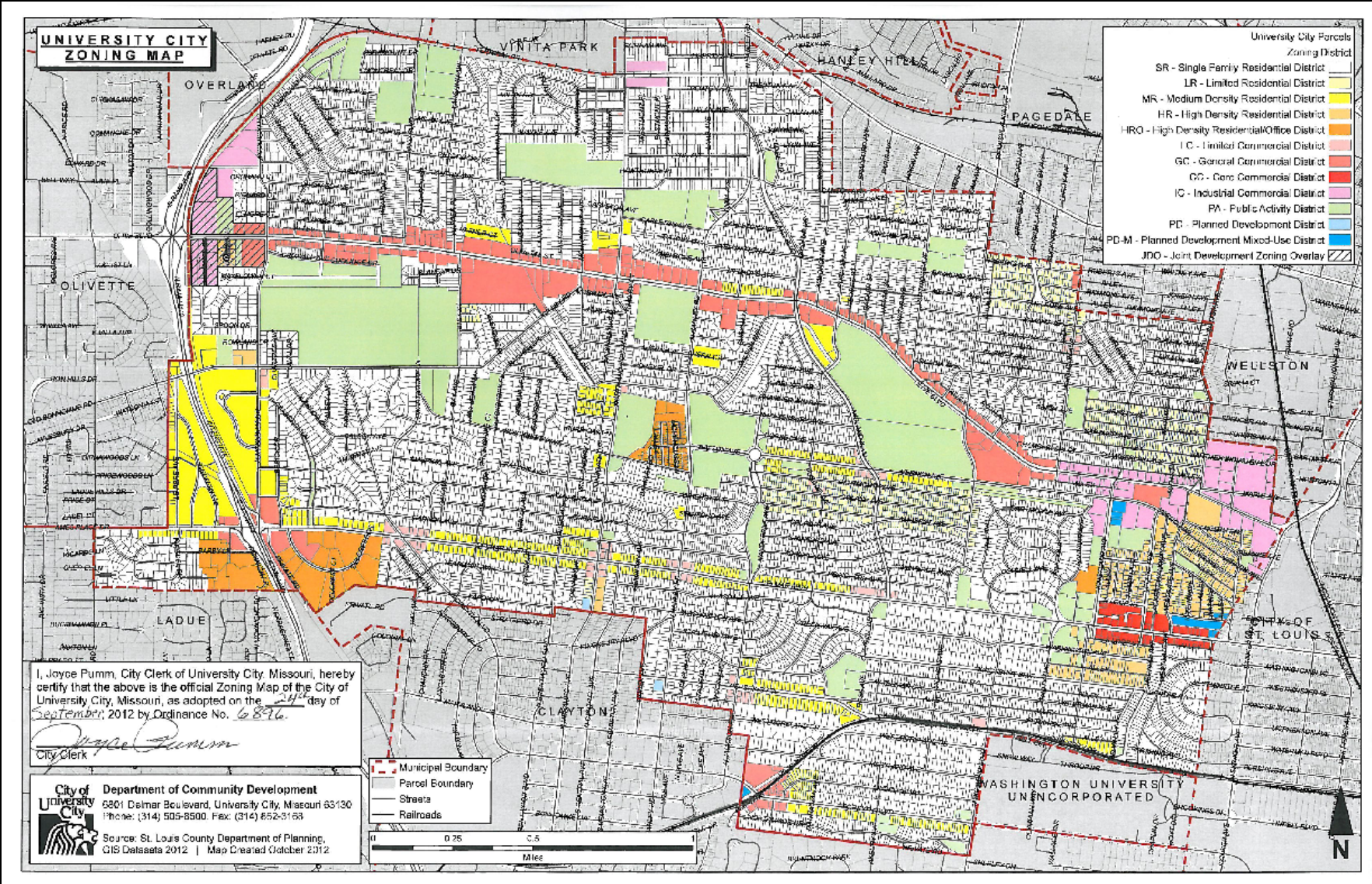




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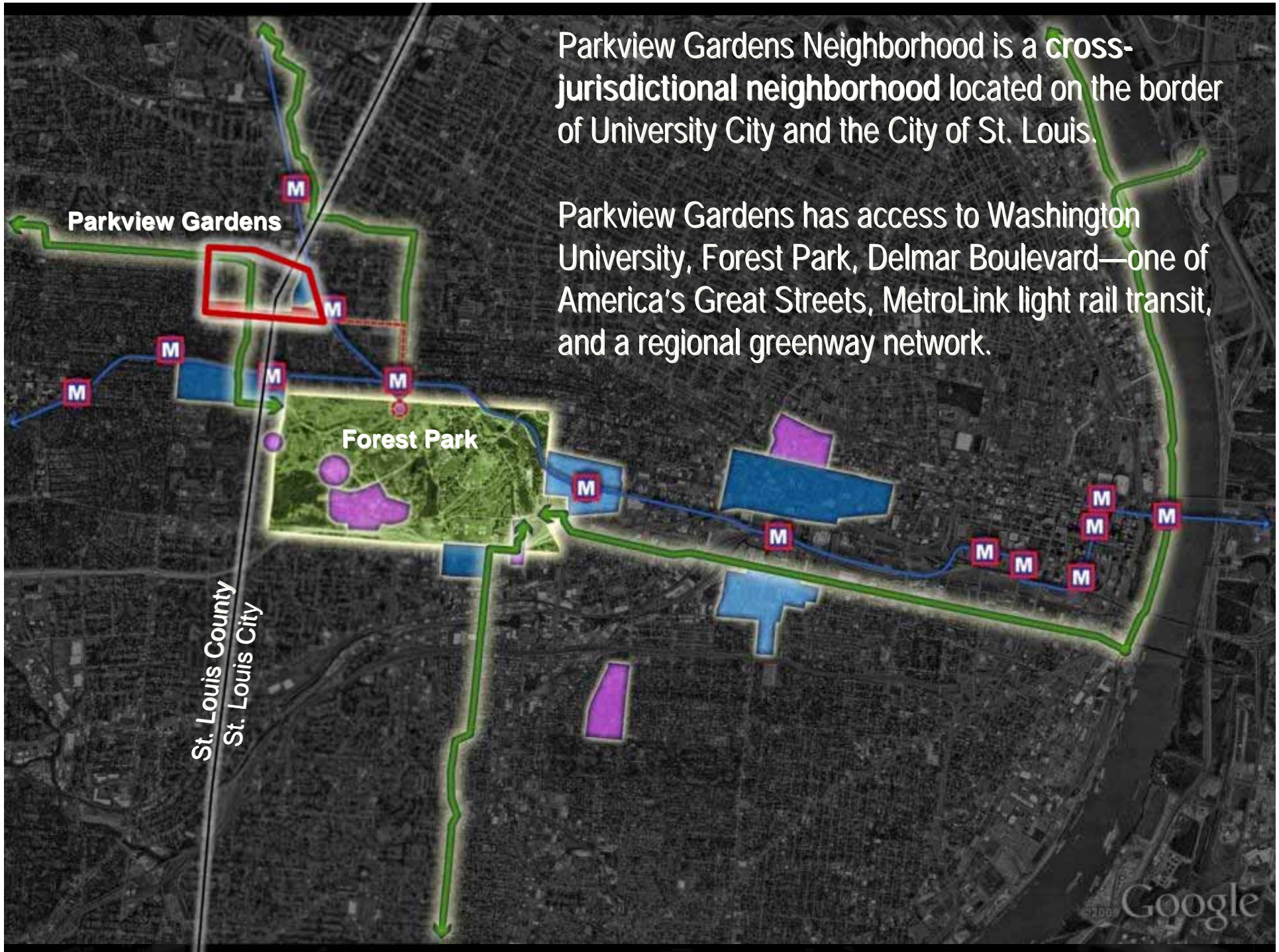
## City Zoning Map





Parkview Gardens Neighborhood is a cross-jurisdictional neighborhood located on the border of University City and the City of St. Louis.

Parkview Gardens has access to Washington University, Forest Park, Delmar Boulevard—one of America's Great Streets, MetroLink light rail transit, and a regional greenway network.





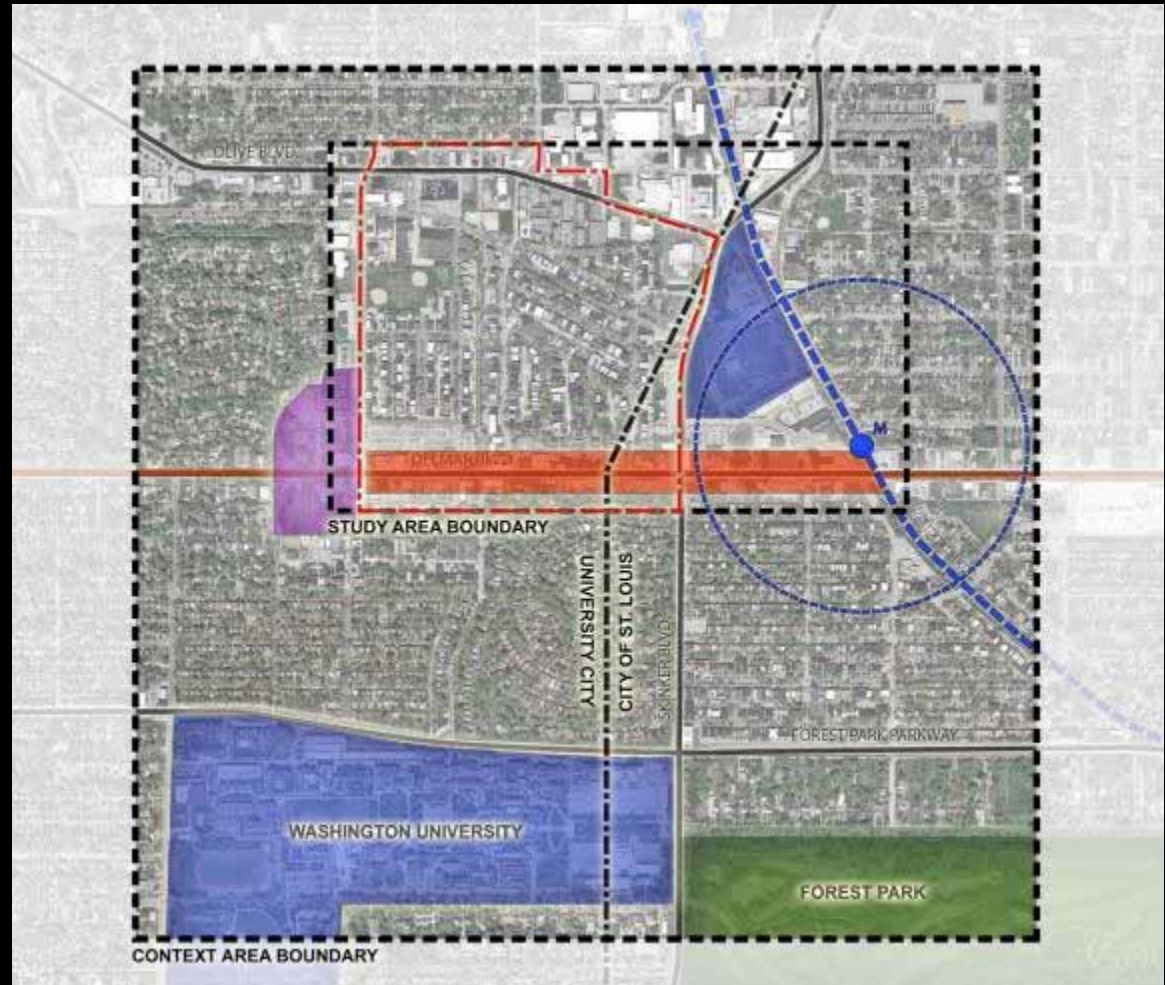


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## STUDY AREA EXISTING CHARACTERISTICS

- Area: **162 acres**
- Block Area: 121 acres
- Street area: 25.8 acres
  
- Street Length: **25,000 feet**
  
- Entrances: **11**
  
- Buildings: **421**
- Site Coverage: 33.3 acres
- Housing Units: 1,700
  
- Park area: **14.5 acres**
  
- Population: **3,300**







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## ISSUES TO BE ADDRESSED

- ❑ Lack of neighborhood connectivity
- ❑ Need for additional affordable housing
- ❑ Need to improve quality of existing open spaces for recreation and transportation



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## Delmar Loop







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## Annual Ice Carnival





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# STUDY PURPOSE & OBJECTIVES





# A VISION FOR PARKVIEW GARDENS

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## PROJECT INCEPTION

### *HUD-DOT PARTNERSHIP FOR SUSTAINABLE COMMUNITIES*

The City of University City, in partnership with Washington University, the Parkview Gardens Association, Great Rivers Greenway, Trailnet, RHCD, developed a grant proposal entitled ***"Parkview Gardens: A Sustainable & Accessible Community"*** for a HUD-DOT Partnership for Sustainable Communities grant. On October 20, 2010, University City was notified of their receipt of the grant award.

**Key goals of the grant include enhancing neighborhood connectivity, walkability, and access to transit and neighborhood amenities.**



*The grant application and this planning process is one of **the early-action implementation items specified in the Parkview Gardens Parks and Open Space Plan**, adopted by the University City, City Council on February 22, 2010, and extends the intent of the **Sustainability Strategic Plan for The City of University City** dated *October 2010**





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## PARTNERS

*The City of University City*  
*Washington University In St. Louis*  
*The Parkview Gardens Association*  
*Great Rivers Greenway District*  
*St. Louis Regional Arts Commission*  
*Regional Housing & Community Development Alliance (RHCA)*  
*Arcturis*  
*Trailnet*

## ADVISORS

*The City of St. Louis*  
*Gateway Foundation*  
*University City Parks Commission*  
*University City Arts and Letters Commission*  
*Metro*





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## CONSULTANTS

**H3 Studio** *Prime Planning Consultant*

• **Development Strategies**

*Economic Development Sub-consultant*

• **David Mason & Associates**

*Engineering Sub-consultant*

• **CH2M Hill Circulation and Parking Sub-consultant**

• **Trailnet** *Bike/Walk Sub-consultant*

**501 Creative** *Communication & Marketing*

**RHCDA** *Evaluation & Outcome Measurement*







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## OBJECTIVE

The overall objective is to continue to revitalize and redevelopment Parkview Gardens neighborhood in a manner that **builds upon its history, diversity and character** so that new housing, parks and public spaces, green infrastructure, and economic development projects complement existing and planned public transportation resources to **increase community & environmental sustainability and improves the quality of life and access to employment opportunities.**

The intent is that this plan is implemented over the long-term (15-20 years) in a manner that does not require the use of eminent domain.





## PROJECT & PUBLIC ENGAGEMENT SCHEDULE

**June 8, 2011: PPP Committee Meeting/  
Public Workshop 01**

**August 30: PPP Committee Meeting/  
Public Workshop 02**

Week of September 19: PPP Committee Review Session, Phase 3.0

September 28: Plan Commission Presentation 01

**November 9: PPP Committee Meeting/  
Public Workshop 03**

January 25, 2012: Plan Commission Presentation 02

**February 1: PPP Committee Meeting/  
Public Workshop 04**

**February 13: City Council Study Session**

**April 25: Parkview Gardens Sustainable Development Plan Public Hearing**

May 23: Plan Commission Public Comment Session

June 27: Plan Commission Public Comment Session

**July 10: Plan Commission Study Session**

**Fall  
Early 2013** Additional Draft Plan Revisions  
Revised Draft Plan to Plan Commission /City  
Council for Adoption





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## PUBLIC OUTREACH & CONTACT

### PUBLIC MEETINGS & PUBLIC HEARINGS

- City website
- Project website
- Selected City Boards & Commissions
- Lawn Signs/Advertising Signs
- Media Announcements
- Flyers
- Mass mailings
- Email blasts through Constant Contact
- Facebook Page Updates
- Outreach to special interest groups (Loop SBD, churches, etc.)

### STAKEHOLDER INTERVIEWS

- Business leaders, City Officials, Washington U, neighborhood association, etc.

### PROJECT GALLERY

- January 17 – February 11, 2012
- April 21, 23, 24, and 25, 2012





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THE CITY OF UNIVERSITY CITY, MISSOURI

## ISSUES:

- ENVIRONMENT
- ECONOMY
- EQUITY



### LIVABILITY PRINCIPLES

**Provide more transportation options:** Coordinate with state and local transportation agencies to improve transit service and provide more options for walking and biking.

**Promote equitable, affordable housing:** Encourage a mix of housing types and densities to meet the needs of all income levels.

**Enhance economic opportunities:** Support local businesses and create jobs.

## IDEAS:

- ENVIRONMENT
- ECONOMY
- EQUITY

**Support existing communities:** Encourage development that complements existing neighborhoods.

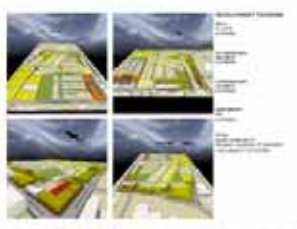
**Coordinate and leverage federal policies and investments:** Explore opportunities for federal funding and support.

**Value communities and neighborhoods:** Preserve and enhance the unique character of the area.

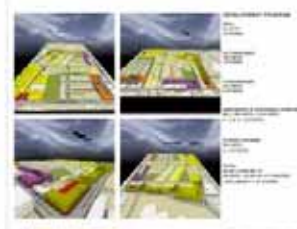
PUBLIC WORKSHOP BY HOKUARDING  
**DRAW IT & SEE IF IT WORKS!**

A VISION FOR PARKVIEW GARDENS  
THE CITY OF UNIVERSITY CITY, MISSOURI

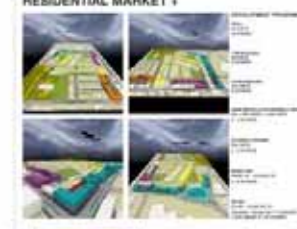
### OPTION 1: MARKET



### OPTION 2: MARKET +



### OPTION 3: MIXED-USE + RESIDENTIAL MARKET +



PUBLIC WORKSHOP BY HOKUARDING  
**DRAW IT & SEE IF IT WORKS!**

PREFERRED OPTION: NEIGHBORHOOD SUSTAINABLE DEVELOPMENT PLAN  
A VISION FOR PARKVIEW GARDENS

#### GOALS

Provide a vision for the future of Parkview Gardens that is sustainable, equitable, and economically vibrant.

#### REGULATORY CODE

#### VISION

#### COMMENTS

#### SUSTAINABILITY

Ensure the development is sustainable and resilient to climate change.

PUBLIC WORKSHOP BY HOKUARDING, PUTTING THE PIECES TOGETHER  
**TELL US WHAT YOU THINK!**



DRAFT NEIGHBORHOOD SUSTAINABLE DEVELOPMENT PLAN  
A VISION FOR PARKVIEW GARDENS

#### PRINCIPLES

Guide the development with clear principles and standards.

#### REGULATORY CODE

#### VISION

#### COMMENTS

#### INITIATIVES

Key actions and programs to implement the vision.

#### IMPLEMENTATION

#### MANAGEMENT DISTRICTS

PUBLIC WORKSHOP BY HOKUARDING, PUTTING THE PIECES TOGETHER  
**TELL US WHAT YOU THINK!**







## TRIPLE-BOTTOM-LINE SUSTAINABILITY PLANNING

### ENVIRONMENT

- Storm Water
- Water Quality
- Air Quality
- Renewable Energy
- Energy Use Reduction
- Greenhouse Gas Reduction
- Green Infrastructure
- Placemaking / Character
- Parks & Open Space
- Green Buildings
- Bio-diversity
- Native Species
- Tree Canopy
- Planning
- Land Use
- Waste Minimization
- Mobility
- Transportation

### EQUITY

- Education Opportunity
- Diversity
- Neighborhood Vitality
- Community Empowerment
- Self-Governance
- Active Living

### ECONOMY

- Health & Safety
- Food Systems
- Market Development
- Job Opportunities
- Local Business Support

**TRIPLE-BOTTOM LINE INTEGRATED SUSTAINABILITY**  
AN ACTION OR POLICY THAT SUPPORTS ALL 3 "E's" OF SUSTAINABILITY  
**ECONOMICS EQUITY ENVIRONMENT**







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# **DRAFT NEIGHBORHOOD SUSTAINABLE DEVELOPMENT PLAN**





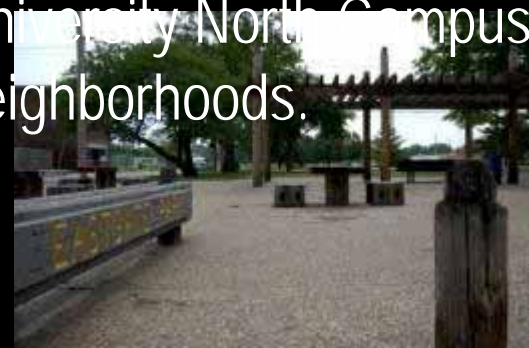
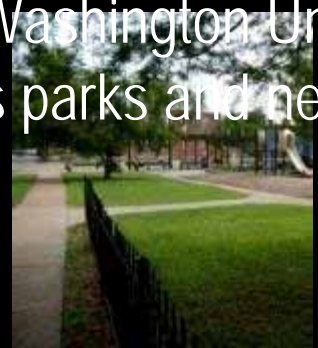
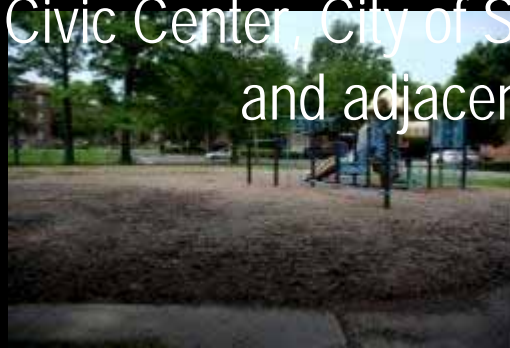
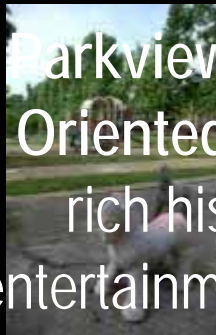
# A VISION FOR PARKVIEW GARDENS

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# VISION

Parkview Gardens will become University City's premier Transit-Oriented, Sustainable, and Smart Community by building upon its rich history; unique assets of parks, the arts, and the culture and entertainment corridor of the Loop; and its adjacency to University City's Civic Center, City of St. Louis, Washington University North Campus, and adjacent business parks and neighborhoods.







# A VISION FOR PARKVIEW GARDENS

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## SUSTAINABILITY PRINCIPLES

- 
- 1|0 Increase economic development opportunities, choice & neighborhood prosperity** by growing a diverse job market, promoting innovation and creative industries with easy access to educational opportunities and high-tech smart infrastructure, expanding housing and transportation choices, and creating equitable access to neighborhood resources such as libraries, schools, and parks.
  - 2|0 Revitalize Parkview Gardens as a walkable, compact, transit-oriented, and car-optional neighborhood** by increasing the transportation options and creating an active pedestrian network to reduce household transportation cost, reduce environmental impact of personal mobility, increase access to neighborhood amenities and transit, build community identity, and promote public health.
  - 3|0 Build upon existing community qualities and characteristics** to bolster community identity, ownership, and inclusiveness by leveraging public amenities such as the historic architecture, proposed parks and greenways, and signature arts, culture, and retail establishments.
  - 4|0 Expand existing arts, culture, and education assets and partnerships** by increasing collaboration among the neighborhood participants, attracting new creative and educational enterprises, and establishing the neighborhood as a unique arts and culture district.
  - 5|0 Promote community health, safety, and empowerment** by expanding housing and transportation choices for people of all ages, incomes, races, and ethnicities and creating equitable access to neighborhood resources such as libraries, schools, and parks.
  - 6|0 Protect, support, and expand healthy urban environmental systems** by developing policies and projects, and buildings programs and networks that promote recycling, energy-use reduction, water cleanliness and conservation, waste management, and habitat preservation.
  - 7|0 Organize for implementation success, civic engagement and community leadership** by coordinating implementation between University City and the City of St. Louis with non-profit management, form-based regulations, sustainability impact assessment, and on-going community collaboration.









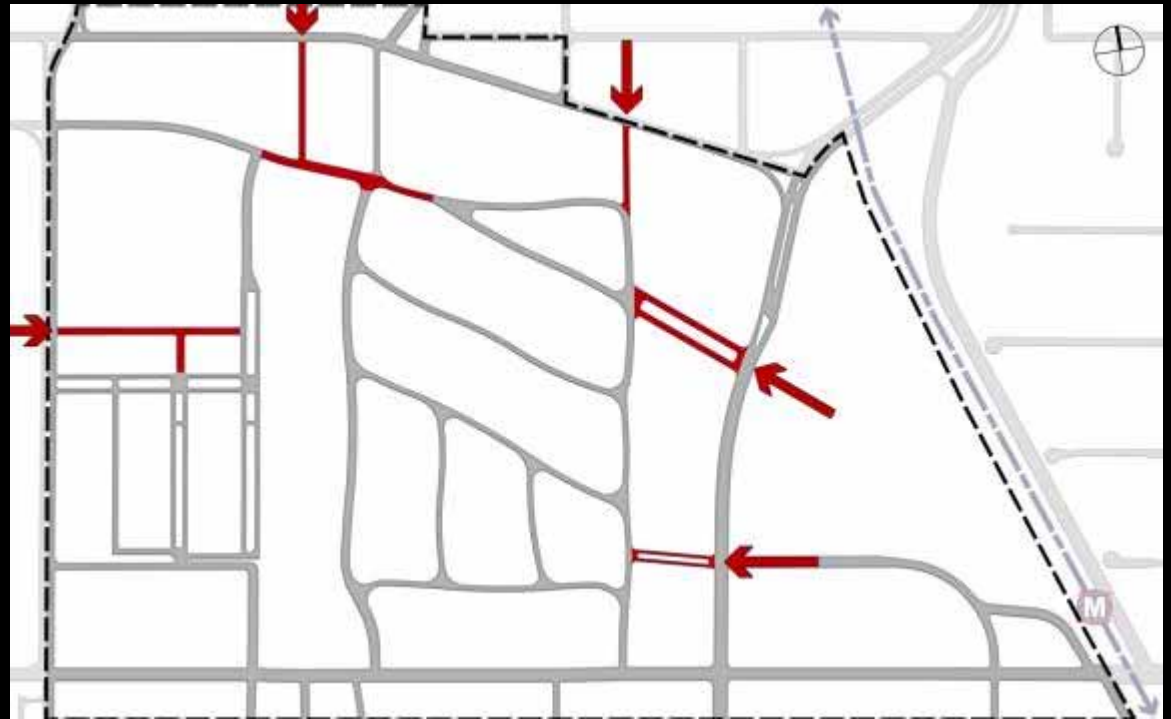
# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Increase street connectivity and neighborhood accessibility by extending Enright Avenue East to Skinker Blvd.; redesigning Cabanne St. to extend to Skinker Blvd.; extending Eastgate Ave. and 66th St North to Olive Blvd.; and creating a new street directly South of Metcalfe Park linking Leland Ave. and Kingsland Blvd.

Modifications strengthen connections East to the Delmar MetroLink Station, North to residential neighborhoods north of Olive, and increases connections to Metcalfe Park.





# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Relocate and redesign neighborhood parks that are centrally-focused and surrounded by redevelopment.

New park locations increase the overall acreage of neighborhood parks to meet national standards for the proposed population; increase the number of 'eyes on the park' making them safer and more suited to the changing population demographic; and ensure that 95% of residents are within 1/4 mile walking distance of a park.







# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Develop the pedestrian and bike network for increased mobility and easy access to alternative transportation options.

An extended bike and pedestrian network will provide safe and high quality routes through the neighborhood for improved access to Delmar MetroLink Station, Forest Park, The Loop, neighborhood parks, Washington University, and Centennial Greenway.





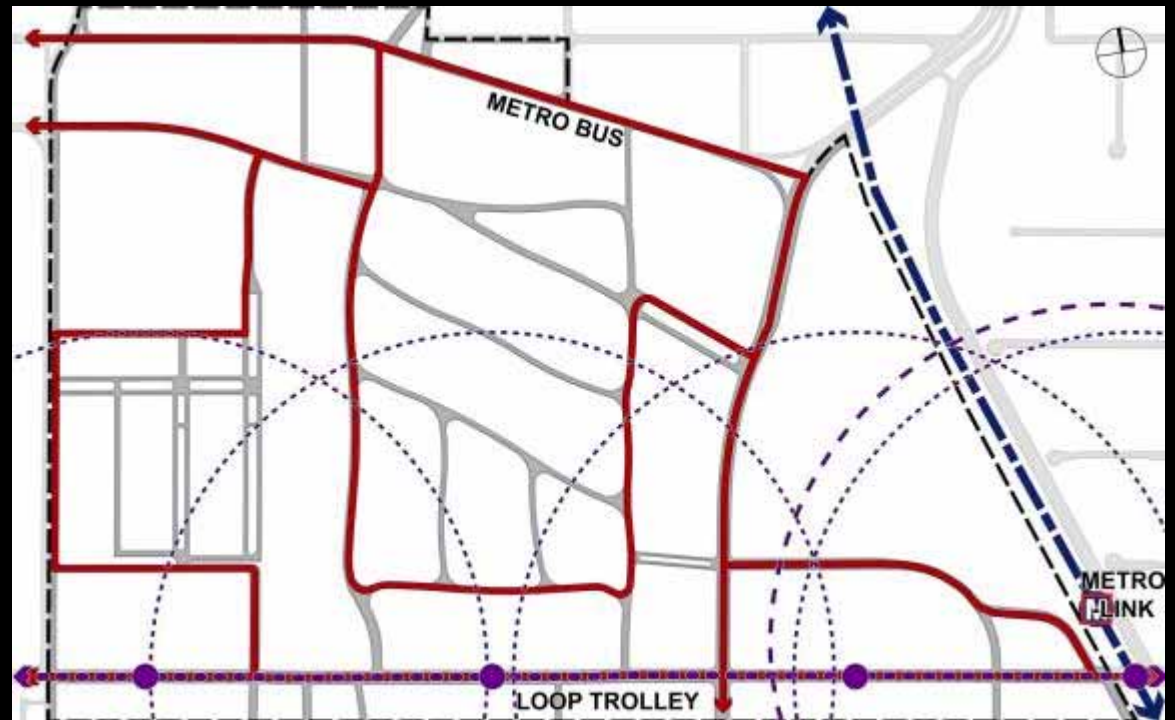
# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Increase accessibility and ridership of all modes of public transit to create a transit-oriented and car-optional neighborhood.

The existing Delmar MetroLink Station and MetroBus Routes will be enhanced with the new Loop Trolley, improved pedestrian network, and expanded bicycle network to ensure that residents have increased access to multi modal transit so Parkview Gardens will be a more accessible local and regional destination.







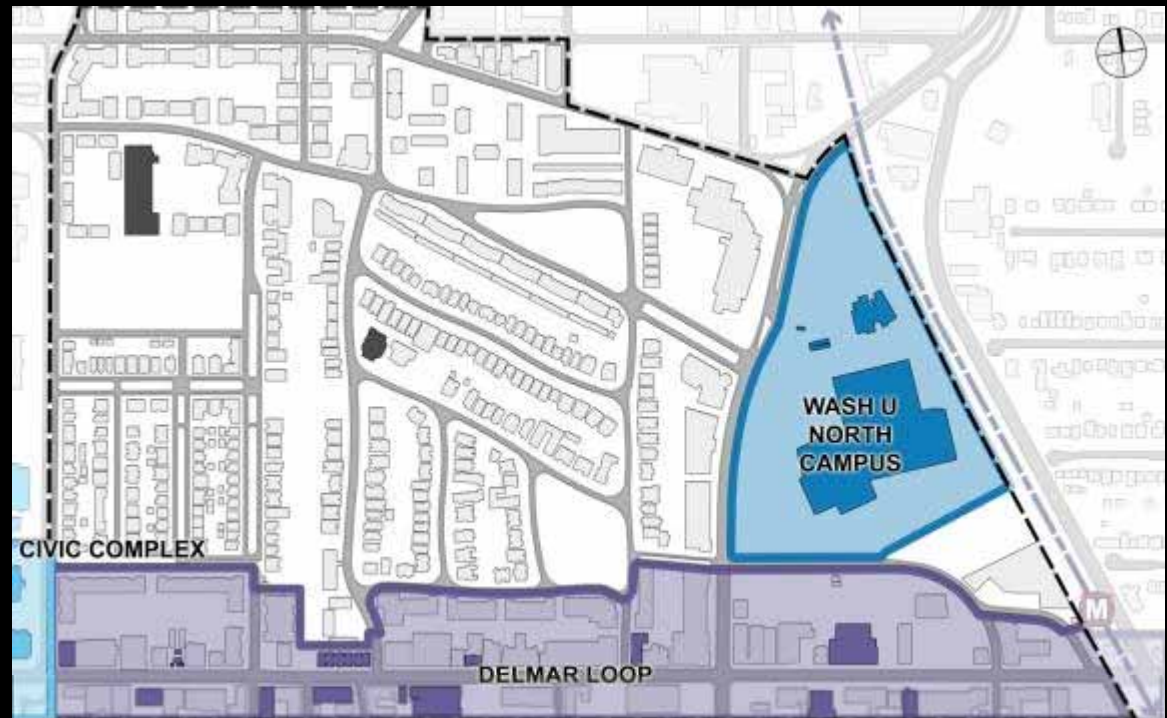
# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Support continued development of arts, culture, and education amenities.

Parkview Gardens is regionally and nationally renowned for its vibrant cultural arts identity. Continued physical and programmatic development of these amenities in the University City Civic Center, the Delmar Loop, and Washington University North Campus will strengthen neighborhood identity and anchor economic and cultural development for the future.





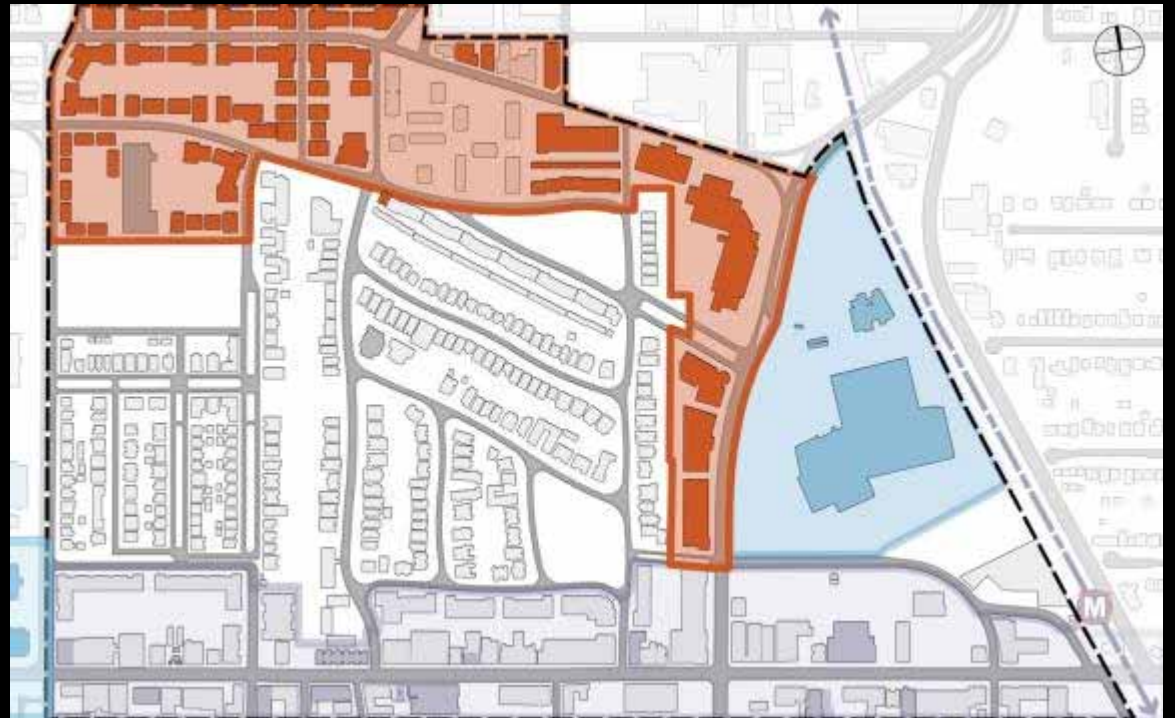
# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Redefine the East and North edges of the neighborhood with residential and mixed-use development that is vibrant, identifiable, and sustainable.

Mixed-use buildings along Skinker Blvd. will create a strong edge to support the continued growth of North Campus. Mixed-used and residential buildings along Olive Blvd., Kingsland Ave., and Vernon Ave will provide diverse housing and commercial types.







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## THE DRAFT PLAN

Infill housing and encourage renovation and rehabilitation in the residential core of the neighborhood and near transit.

Maximize market potential and development value; increase density; and enhance character, walkability, and historic urban fabric with new and renovated rental and for-sale residences. New housing types include 2-4 story walk-ups consistent with existing typologies; townhomes; condominiums; and high-density apartments.





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## THE DRAFT PLAN

Encourage economic development along neighborhood edges with smart community infrastructure and mixed-use buildings.

Introduce fiber-optic infrastructure on Delmar Blvd. and Skinker Blvd. with new mixed-use buildings to attract creative industries and encourage North Campus development. Extend infrastructure into the neighborhood to provide high-speed internet to all residents. Create a neighborhood services corner at Kingsland Ave. and Olive Blvd.







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## THE DRAFT PLAN

### DEVELOPMENT PROGRAM

- 1,900 new residential units
- 130,000 g.s.f. retail development
- 250,000 to 500,000 g.s.f. mixed-use & office

#### Parkview Gardens Residential Development Program

| Product Type                             | Unit Size | Phasing    | Density (Units/Acre) | Annual Absorption | Units | Development Value/Acre |
|--|-----------|------------|----------------------|-------------------|-------|------------------------|
| Infill Housing                           | 850       | 0-15 Years | 25                   | 60                | 90    | \$4,000,000            |
|  | 1,200     |            |                      |                   |       |                        |
| Single Family   Townhome                 | 1,600     | 5-10 Years | 10                   | 50                | 80    | \$3,700,000            |
|  | 2,100     |            |                      |                   |       |                        |
| High Density Condominiums                | 750       | 5-15 Years | 100                  | 30                | 210   | \$25,100,000           |
|  | 1,200     |            |                      |                   |       |                        |
| High Density Apartments   TOD Apartments | 650       | 0-10 Years | 45-90                | 100               | 670   | \$6,000,000            |
|  | 950       |            |                      |                   |       |                        |
| Affordable Apartments                    | 650       | 0-10 Years | 45-90                | 200               | 350   | \$1,200,000            |
|  | 950       |            |                      |                   |       |                        |
| Student Housing                          | 650       | 0-5 Years  | 45-90                | 200               | 500   | n/a                    |
|  | 950       |            |                      |                   |       |                        |

#### Parkview Gardens Commercial Development Program

| Product Type              | Phasing     | Leasable Area (Square Feet) |
|---------------------------|-------------|-----------------------------|
| Delmar Loop Retail        | 0-5 Years   | 90,000                      |
| Delmar Loop Grocery Store | 0-5 Years   | 30,000                      |
| Olive Retail              | 5-15 Years  | 10,000                      |
| Mixed-Use   Office        | 10-15 Years | 250,000 to 500,000          |



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## THE DRAFT PLAN

### BUILDING TYPES

- Apartments & Affordable Apartments
- High Density/T.O.D. Apartments
- High Density Condominiums
- 3 Flat/4 Flat/6 Flat
- Infill/Conversions
- Attached Townhomes
- Small Lot Single-Family Infill







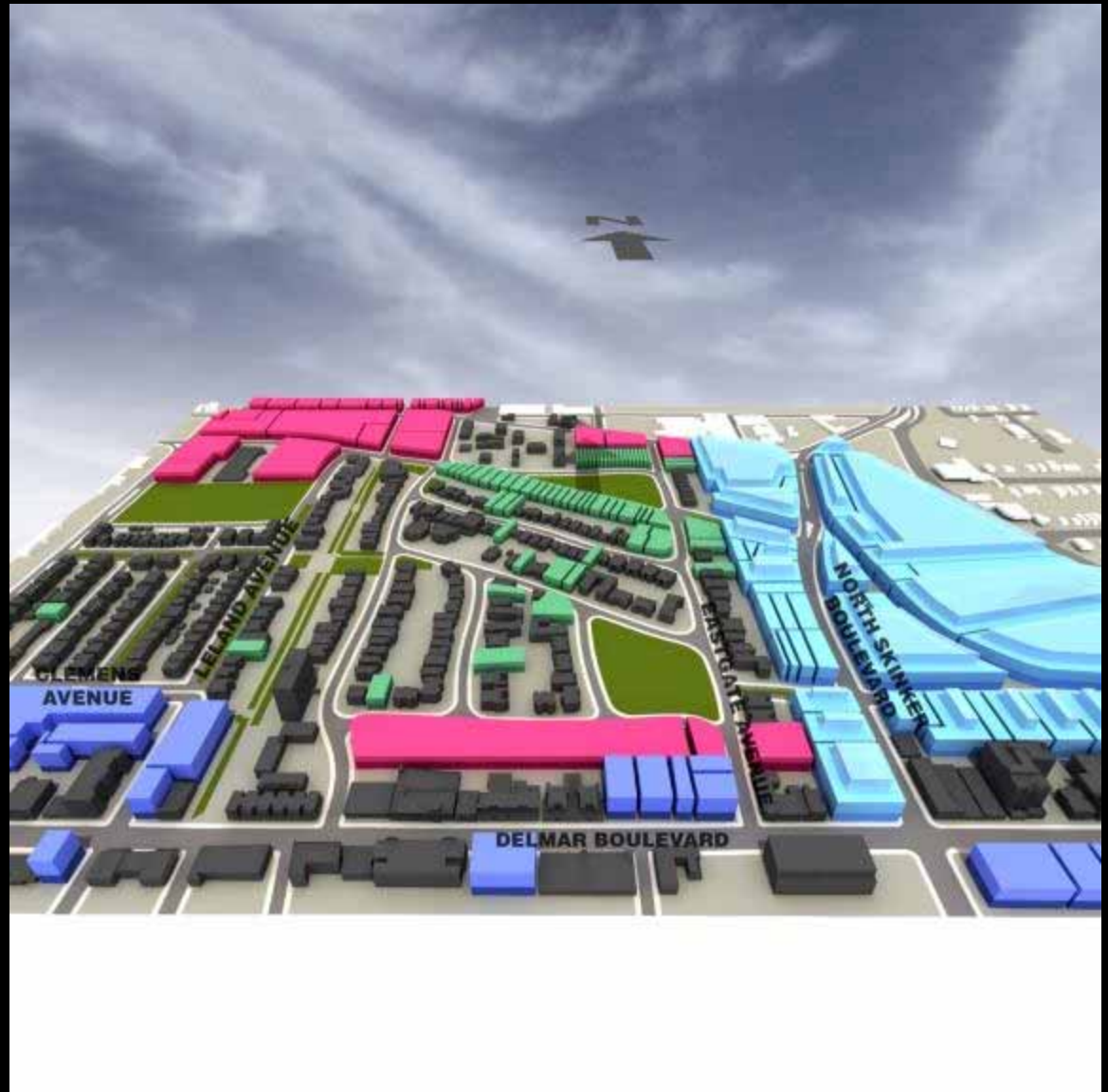
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## THE DRAFT PLAN

### PROPOSED NEIGHBORHOOD MASSING: LOOKING NORTH

- All Neighborhood
- Buildings
- 2-4 Stories
- 3-5 Stories
- 3-8 Stories
- 3-12 Stories





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## THE DRAFT PLAN

Implement overall streetscape and pedestrian network improvements.

Streetscape improvements including street trees, permeable paving, native plantings, new sidewalks, ADA accessible crosswalks, and increased bike and pedestrian signage will help increase walkability and neighborhood character.







# A VISION FOR PARKVIEW GARDENS

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## THE DRAFT PLAN

Implement holistic green infrastructure improvements for social, economic, and environmental benefits.

Green infrastructure such as parks, community gardens, and pedestrian and bike pathways contribute to the mobility, outdoor accessibility, and use of the neighborhood. Green infrastructures such as reforestation, green alleys, permeable parking, etc. improve stormwater management, air quality, urban heat island effect, biodiversity, etc. All of these qualities contribute to the latent economic value of the neighborhood.





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## Draft Neighborhood Sustainable Development Plan



**To Plan Commission and City Council For  
Adoption in Early 2013**





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# **SIGNIFICANT ACTIVITIES & MILESTONES**

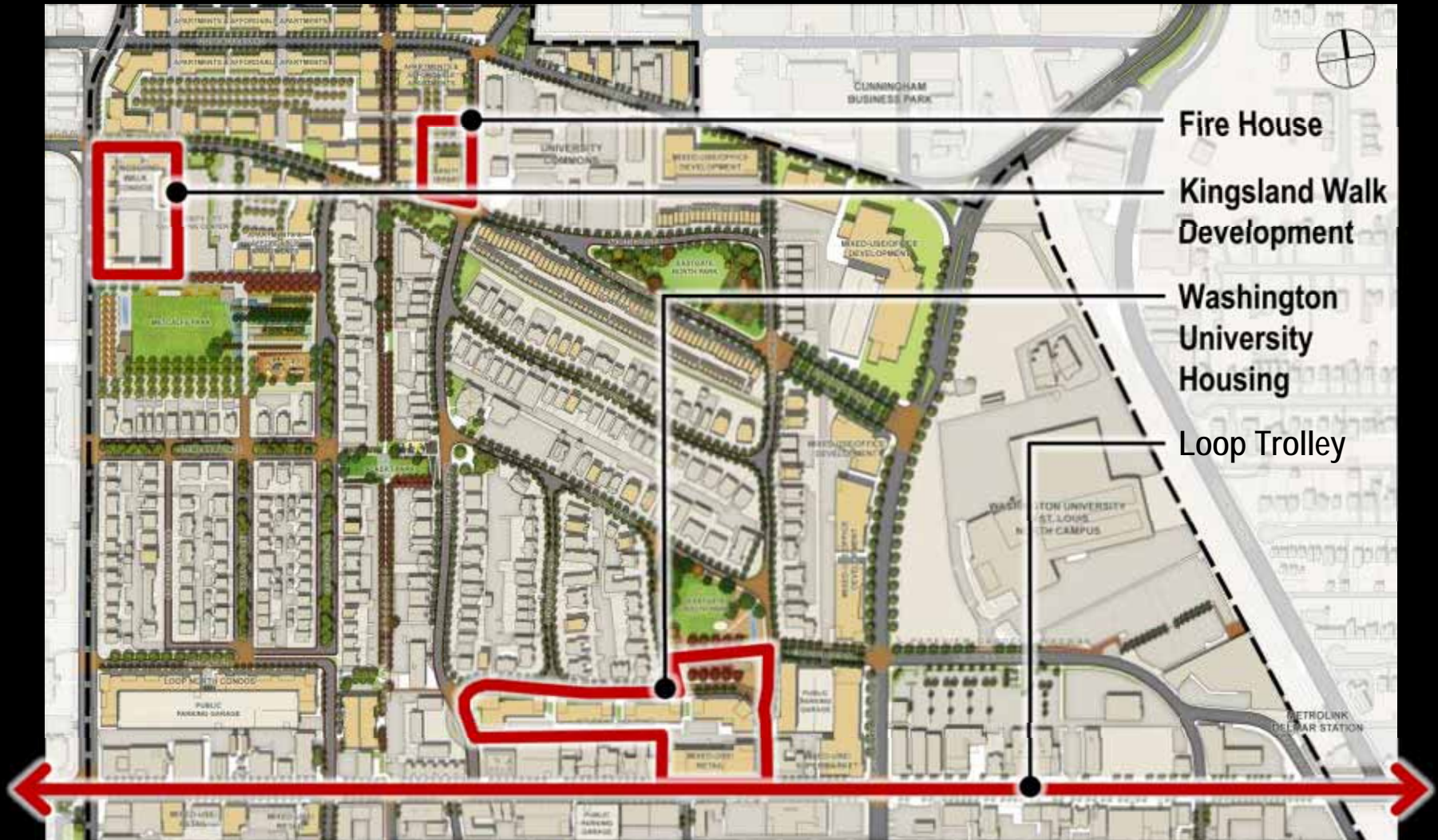




# A VISION FOR PARKVIEW GARDENS

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## SIGNIFICANT ACTIVITIES & MILESTONES







# A VISION FOR PARKVIEW GARDENS

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## UNIVERSITY CITY FIRE HOUSE



East Elevation



South Elevation



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## KINGSLAND WALK MIXED-USE DEVELOPMENT







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## WASHINGTON UNIVERSITY COMMERCIAL & STUDENT HOUSING MIXED-USE DEVELOPMENT





# A VISION FOR PARKVIEW GARDENS

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## WASHINGTON UNIVERSITY COMMERCIAL & STUDENT HOUSING MIXED-USE DEVELOPMENT







# A VISION FOR PARKVIEW GARDENS

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## Washington University in St. Louis – Approved Mixed-Use Development

- ❑ \$80M Redevelopment Project fronting Delmar Loop in Parkview Gardens neighborhood
- ❑ 5 new buildings in two phases (250 apartment units for about 550-600 students with 22,000 sq. ft. street-level commercial)
- ❑ **Reduced residential & commercial parking requirements**
- ❑ LEED Silver or Gold, with other sustainability features
- ❑ In keeping with the Draft Neighborhood Sustainability Plan
- ❑ In addition to \$20M renovation program for existing University apartments in the neighborhood
- ❑ Planning partners for Parkview Gardens planning project
- ❑ Completion/Opening – Summer 2014





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## LOOP TROLLEY





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## LOOP TROLLEY



### Proposed Loop Media Hub Project:

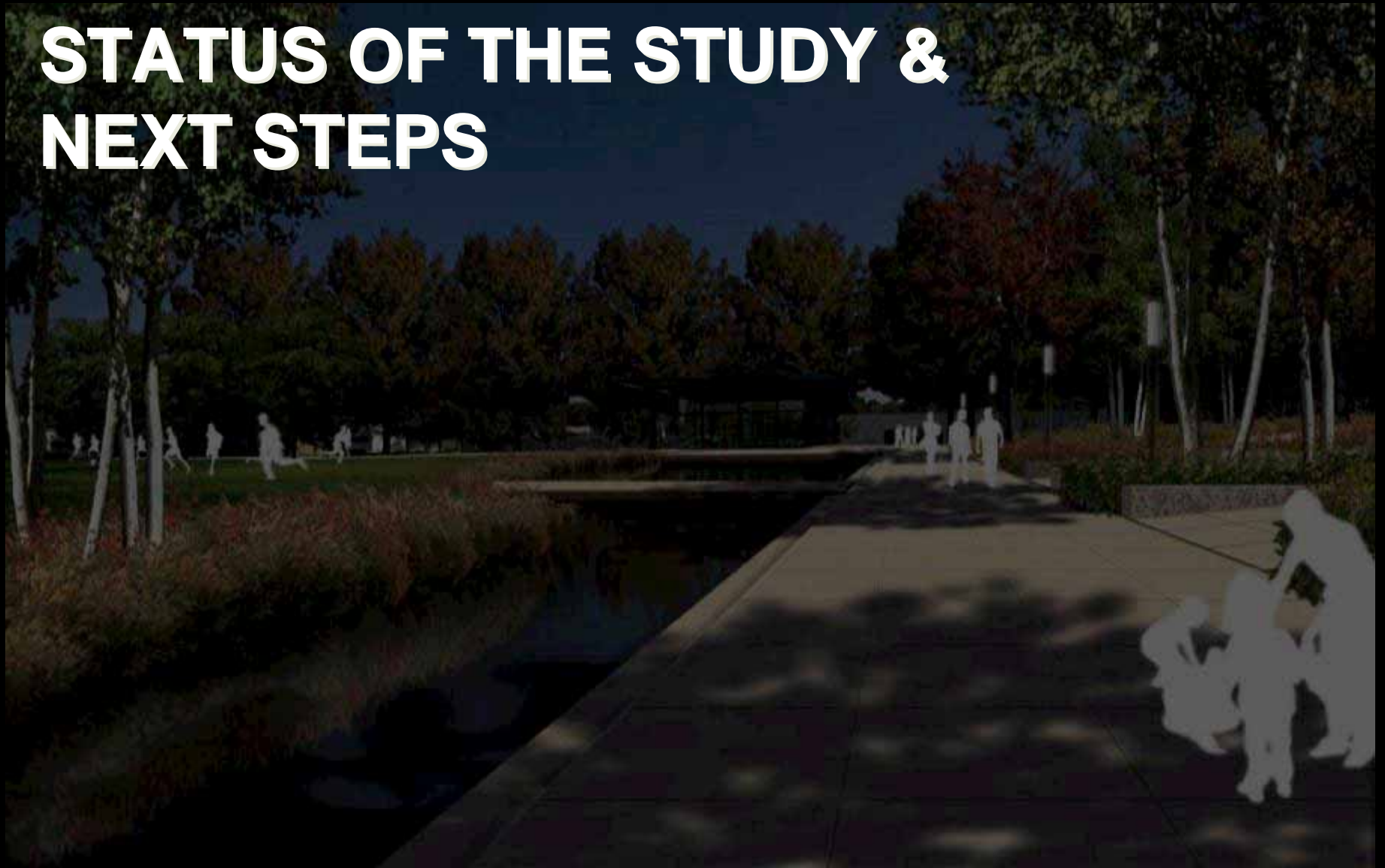
- Separate from Trolley project
- Super Hi-Speed Internet Fiber Optic installation during construction of trolley tracks
- “Smart” neighborhood ?





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# STATUS OF THE STUDY & NEXT STEPS





## STATUS OF THE STUDY & NEXT STEPS

- The Preliminary Draft Neighborhood Sustainability Plan has been **completed and submitted for review** by the City of University City
- The Draft Plan is **currently being revised** based on University City staff, commission, and resident feedback
- The Final Draft Plan is scheduled for Plan Commission & City Council **review and adoption in early 2013**





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# CHALLENGES ENCOUNTERED





## CHALLENGES ENCOUNTERED

- *Parkview Gardens was fundamentally redeveloped as a car-centric district in the 1960's through urban redevelopment planning.*

**How do you shift the mindset from auto- and parking-dominated development to a walkable and transit-oriented model for future development? How do you get residents and business owners to embrace this change?**

- *Parkview Gardens is located in two municipalities, each with different codes and ordinances.*

**How do you ensure that the Plan works identically in two different jurisdictional frameworks?**

- *The Plan contains a number of functional sustainability system recommendations.*

**How do you implement a sustainable development in a municipality with no existing legal framework for sustainability?**





## A VISION FOR PARKVIEW GARDENS

CONNECTING PEOPLE, PLACES & PARKS



# THANK YOU !

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