

Olive Boulevard Design Guidelines

University City, MO



INTRODUCTION

CHAPTER - 1



PREFACE

The City of University City requires property owners and developers to use the information and guidelines attached as a planning tool to assist with the design of property improvements. The guidelines are to be used in conjunction with development proposed and planned along the Olive Boulevard corridor between Skinker Boulevard to the east side of the I-170 interchange and apply to all new development and any substantial redevelopment. For the purpose of these guidelines, substantial redevelopment means one or more of the following

- increase of twenty-five (25) percent or more in the gross floor area of any building
- Significant upliftment of the façade aesthetics by paint and or addition or replacement of façade elements
- Restoration of historic structures
- Significant changes in site design ex- landscaping, lighting ingress/egress etc.

It is intended that these guidelines will supplement and work with existing city documents such as Zoning Code, Comprehensive Plan and any other applicable standards. These guidelines are a required part of the building permit process.

DESIGN GUIDELINE GOALS

The intent of the guidelines is to encourage economic development, preserve historic buildings, and create useful and lasting improvements that attract new market interest and private investment. Further, the guidelines provide a framework for defining the scope of projects during preliminary planning and direct attention to those issues that impact development along the corridor. Specific goals include:

- Correct or Incorporate Infrastructure Improvements Within Streetscape Designs
- Maintain or Improve Mass and Space Relationships
- Enhance Pedestrian Experience
- Enhance Individuality within the Districts

HOW TO USE THIS DOCUMENT

This document is composed of the following Chapters:

- Chapter 1: Introduction
- Chapter 2: Streetscape and District Guidelines
- Chapter 3: Building Types and Signage Guidelines
- Chapter 4: Review Process
- Appendix A: Landscape Sections

Chapter 1 – establishes the goals of the document and sets out parameters for use and access to information related to the guidelines.



Chapter 2 – outlines streetscape guidelines and establishes and defines four districts along the corridor. These districts are defined by certain market strengths and physical conditions that are imposed on various locations throughout the corridor. These districts are defined within the document. *All guidelines stated in this chapter are subject to approval by MoDOT and St. Louis County for any planning and improvements that may occur along the right of way within MoDOT's and St. Louis County's jurisdiction respectively.*

Chapter 3 – outlines various building types and signage guidelines that are anticipated along Olive Corridor.

Chapter 4 – outlines the review process related to permitting along the corridor.

Appendix A – outlines various planting material for each landscape section based on landscape section Map (also included in the appendix).

The following is a point by point reference for use of this document:

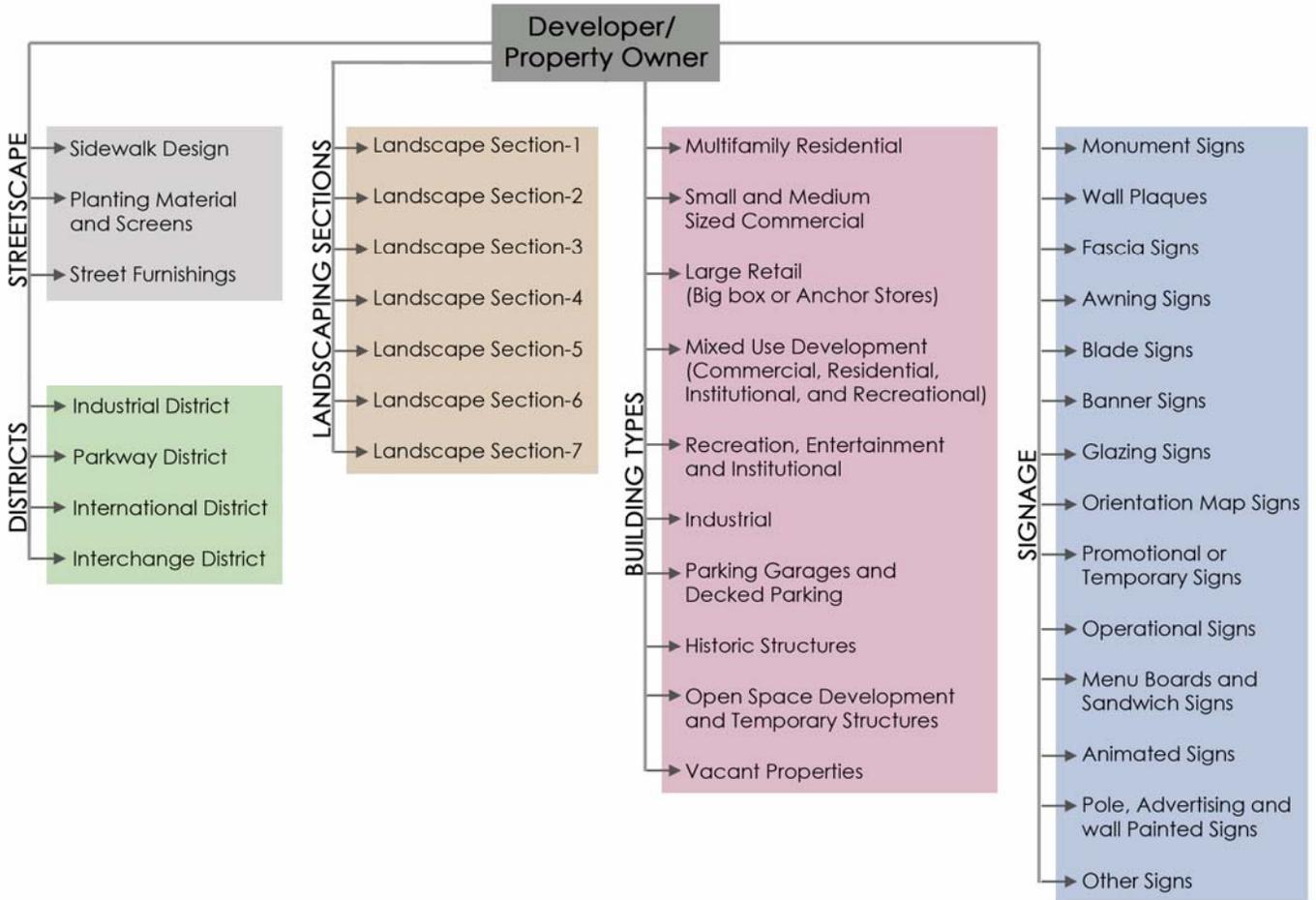
1. *Determine the District in which the development is to occur (Use Map VIII at the end of the Document).*
2. *Refer to Chapter 2 (Streetscapes and District Guidelines) to read specific guidelines for the determined District.*
3. *Determine the amount of Streetscape elements to be included in each project as required by the City.*
4. *Refer to Chapter 2 (Streetscapes and District Guidelines) to read specific guidelines for streetscape elements.*
5. *Determine the Landscaping Section in which the development is to occur (Use "Landscape Sections Map" in Appendix A).*
6. *Refer to the Landscaping Sections Table in Appendix A to determine the permitted plant species and plant types required for the landscaping and Planting Material and Screens section in Chapter-2 (Streetscapes and District Guidelines) for planting guidelines.*
7. *Determine the building type to be constructed.*
8. *Refer to Chapter 3 (Building Types and Signage Guidelines) to read specific guidelines for the determined building type.*
9. *In addition refer to the General Principles established in the beginning of Chapter-3 (Building Types and Signage Guidelines) for all building types.*
10. *Determine the types of signage desired for the development.*
11. *Refer to Chapter 3 (Building Types and Signage Guidelines) to read specific guidelines for signage needs.*



12. Refer to Chapter 4 – Review Process to read specific requirements related to the review process.

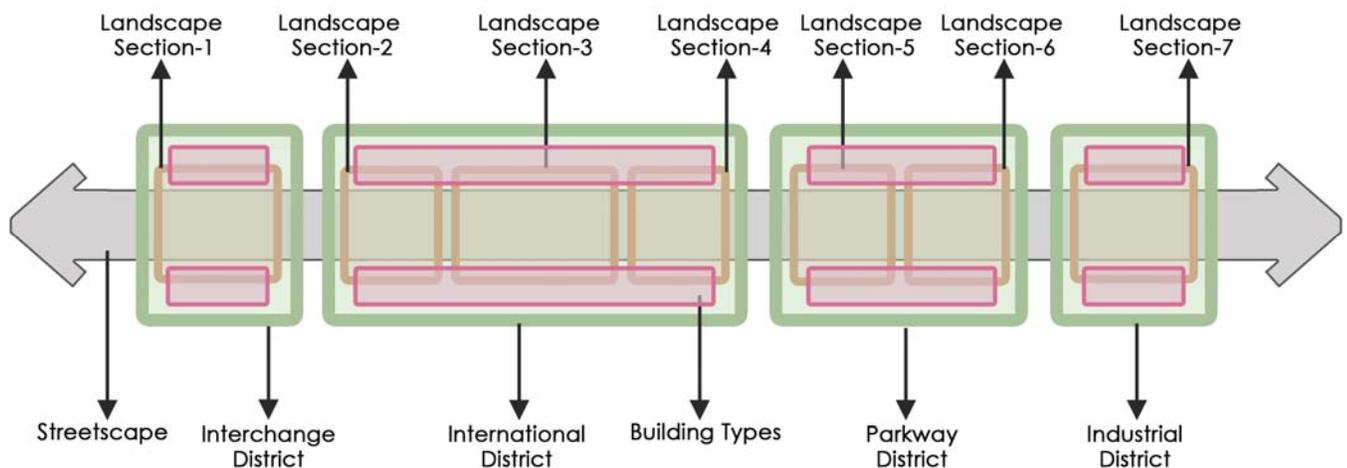
Please refer to the Table of Contents provided at the beginning of the document to read specific sections that apply to the Development as listed above.

Figure 1.1: Flowchart- How to use this document



Source: Arcturis

Figure 1.2: Conceptual Corridor Plan



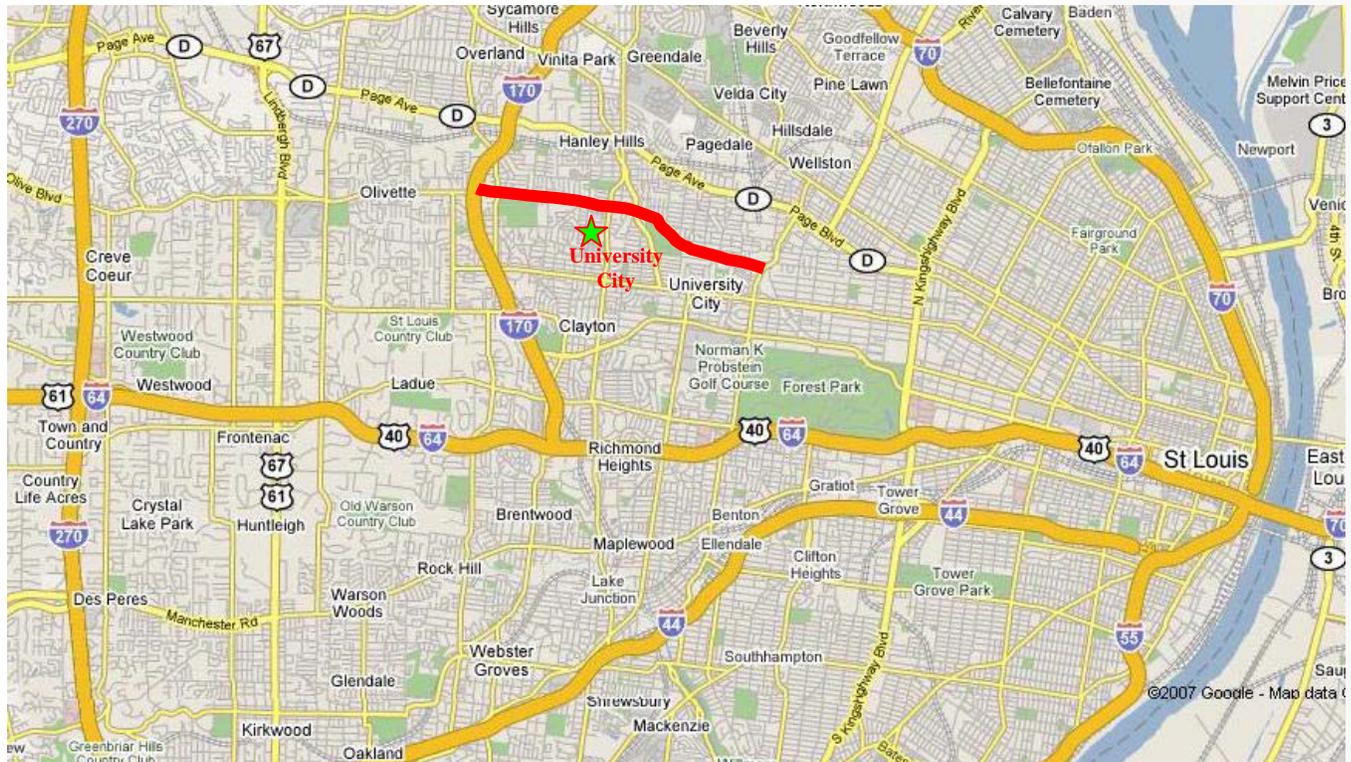
Source: Arcturis



DESIGNATED AREA

The Olive Boulevard corridor is a major arterial road stretching approximately four miles from Skinker Boulevard on the east to the east side of the interchange at I-170 on the west (See Map 1.1). The subject corridor is maintained by the Missouri Department of Transportation (MoDOT) from Ferguson Avenue westward to I -170 while the eastern portion of the corridor from Ferguson Avenue to Skinker Boulevard is maintained by St. Louis County.

Map 1.1: Site location in the Region



Source: Google Maps

The approximate traffic count along the corridor is 21,000 cars per day. The count varies depending upon access, use, and road configuration.

The City has begun implementation of a consistent “streetscape” program coordinated by the Department of Public Works (“DPW”) and pursuant to the “Olive Boulevard Standards”, an internal document created by the City that sets out certain guidelines for planning and development of corridor improvements. This manual prescribes use of pedestrian scale lighting; a consistent sidewalk section; screening and buffering for new parking areas, and landscaping.