

5 YEAR VISION PLAN

**South Grand Community
Improvement District
and South Grand Cultural Alliance**

2023-2027



SOUTH GRAND COMMUNITY IMPROVEMENT DISTRICT



MISSION

To cultivate a robust and supportive business climate on South Grand to establish the Tower Grove community as the premier urban lifestyle district in the Saint Louis Metropolitan area.

VISION STATEMENT

Further enhance the South Grand Community Improvement District to become a thriving self-sufficient and vibrant community that emphasizes safety, cleanliness, community engagement, quality tenant attraction and retention, and infrastructure improvements.

VALUES

Community Engagement We believe it is our responsibility to engage our surrounding business districts and neighborhoods to foster a positive relationship to better serve the Tower Grove Community.

Economic Development We are committed to increasing our foot traffic through economic development and through capital improvements to create a greater return to the property and business owners within the district.

Public Safety We believe that in order to create a robust business climate, it is our responsibility to foster a safe and inviting environment for those who live, work, and play within the district.

Maintenance We are committed to ensuring a clean environment through ongoing maintenance of the streetscape of the district. In addition to ensuring that infrastructure improvements are well maintained, we plan to keep our commercial buildings clean through programs and/or ordinances. Also, ensuring infrastructure improvements are maintained.

SOUTH GRAND CULTURAL ALLIANCE



MISSION

We are here to make our community an even better place to live, work, and play. Together, we are boosting our local businesses, encouraging community engagement, and sprucing up our district to create a warm, welcoming environment for everyone. Through unique community events and partnerships with our neighbors, we're not just transforming our area; we're building a close-knit community where everyone belongs.

VISION STATEMENT

We envision a thriving and inclusive community district where small businesses flourish, property owners find the support and resources they need to thrive, the streets are safe and alive with activity and art, and the community is recognized as a dynamic and desirable destination. Our commitment to creativity, sustainability, and unity will drive us to build a district that serves as a model for urban revitalization and community empowerment. Together, we will shape a brighter future for all who call our community home.

VALUES

Community-Centered We prioritize the interests and well-being of our community, striving to create an environment where all residents and businesses feel supported and included.

Sustainability We are committed to implementing sustainable practices that ensure the long-term health and vitality of our district, considering environmental, economic, and social impacts.

Collaboration We recognize the importance of cooperative efforts and partnerships, actively seeking collaboration with business owners, property owners, and the surrounding neighborhoods to fulfill our mission.

Inclusivity Inclusivity is at the heart of our community, where diversity is celebrated and respected. We believe that every individual, regardless of their background or identity, should have an equal opportunity to thrive, succeed, and contribute to the vibrant tapestry of our neighborhood.

District Boundaries



5 Year Vision Objectives

1. Create Initiatives to Increase Foot Traffic

**2. Identify Short-term and Long-term
Needs of Property Owners**

3. Improve the Appearance of the District

4. Improve Street Life

**5. Improve the Perception of the South Grand
Business District**

Outcomes:

2022-2023 Fiscal Year Outcomes:



South Grand Community Improvement District

- Exterior Camera Program five grants awarded
- Jasper Paul Marketing was hired to assist with the promotion of South Grand businesses and South Grand Events
- AARP Grant submitted and awarded for a bus shelter with the support of Metro Saint Louis
- Metro Lighting and Lighting Associates assisted on lighting selection for uplighting project
- The Urban Land Institute was hired to conduct a Technical Assistance Panel and to produce a study on the exploratory redevelopment of the South Grand Parking lot
- Secured \$5,000 Kerr Foundation Grant-assist on cost for rain garden maintenance
- South Grand Ironwork was painted
- Brightside Naturscaping Grant awarded
- 5 Year Anniversary of the South Grand EcoCrew
- New trash can liners and lids were purchased
- South Grand Traffic Signals were resynchronized to be more pedestrian friendly
- Hired KATSAM and Metro Main Haul to conduct sweeping and porter service for district
- La Crazy Margarita opened

South Grand Cultural Alliance

- Events Planned and Hosted:
 - South Grand Movie Night: Respect: Find Out What It Means** July 15
 - MO Coalition for the Environment (MCE): Documentary** August 19
 - South Grand Fall and Music Fest** September 17
 - South Grand Chalk Walk** October 8
 - South Grand After Dark** October 29
 - South Grand Tree Lighting** November 26
 - South Grand Grinchmas** December 3
 - South Grand Brew Hop** May 13
 - South Grand Dine Around** June 15
 - South Grand Maker's Pop Ups in Ritz Park** May 20 and June 17
- Sponsorship funds raised from 2022 and 2023 events totaled \$20,442.35.
- AARP Grant received for South Grand Bus Shelter: \$25,000
- Missouri Arts Council \$1900 grant received for the South Grand Fall and Music Fest



OBJECTIVE 1

Create Initiatives To Increase Foot Traffic

Our goal is to better the district by engaging customers patronizing our businesses. We will do this through support of the neighborhood associations, media, realtors and visitors staying in the neighborhood. Promoting our district in this way will increase revenue which will in turn increase overall tax revenue earned by the district. Attracting more patrons to the district will help designate South Grand as a thriving hot-spot in St. Louis. BENCHMARK: survey businesses on what time of day they receive their top sales

Strategy 1.1: Install art installations that matches the Brand & Identity the District

- Form a focus group on the placement, style, and identity of an entry marker
- Form a focus group on the placement, style, and identity of wayfinding directory/kiosk
- Obtain a grant to fabricate and install a shade structure in the Ritz Park

Strategy 1.2: Improve relationship with media on creating positive stories

- Provide media kit to South Grand businesses
- Social Media Consultant to assist with promotion of businesses,

events and engaging with visitors

- Invite media to events
- Live radio and influencers
- Promote events on news

Strategy 1.3: Create a relationship with Associations dealing with Homes and Stays

- Establish a relationship with the Realtors Associations and short-term rentals: provide promotional material

- Encourage surrounding neighborhoods to be Ambassadors of South Grand

Strategy 1.4: Increase use of the Ritz Park throughout the day

- Outreach for nonprofit organizations to use the Ritz Park



OBJECTIVE 2

Identify Short-Term and Long-Term Needs of Property Owners

It is vital to understand the short and long-term goals of property owners in order to improve the district. By doing so, we will be able to grow in a positive direction with input from all stakeholders. We will achieve this objective through streamlining of the system including building code requirements, ensure Special Use District code is enforced, as well as regular maintenance. BENCHMARK: by keeping record of the number of new businesses open: hours of operations, involvement with zoning, Saint Louis Development Corporation, planning department and South Grand's applications for exterior improvements.

Strategy 2.1: Explore Expansion of District North and/or South:

- Evaluate needs and perform cost analysis
- Develop unique identity for North and South districts

Strategy 2.2: Explore New Construction with density:

- Retail first floor and apartments above (3-7 floors)
- Work with Property Owners on Request for Proposals

Strategy 2.3: Façade Improvements

- Communicate with property owners on programs to help improve the façades of their buildings
- Liaison to City Hall for business assistance, permits, building division and zoning

- Work with Property Owners on Request for Proposals

Strategy 2.4: Maintain list of available properties and list of desired tenants, maintain demographics profile

- Make the list of properties available to prospective buyers



OBJECTIVE 3

Improve the Appearance of the District

Improving the appearance of South Grand will attract prospective businesses and more customers. This includes: capital improvements, regular cleaning services, and development of the area to better the overall appearance of the district. BENCHMARK: before and after photos of projects and results and implementation of windshield survey. It is important to engage with the business owners, residents and visitors on their spending and safety measures taken to the street after improvements have been made.

Strategy 3.1: Encourage the development of underdeveloped areas

- Identify underdeveloped areas: reuse of the South Grand Parking Lot, redesign of Jay's Parking lot (Juniata)
- Increase the number of new commercial buildings in the district
- Encourage the development of an Event/Arts Space
- Educate about Tax Increment Financing and/or tax abatement

Strategy 3.2: Improve Lighting

- Replace light standards with LEDs
- Encourage property owners to install dusk to dawn sensors around their building using LED lighting
- Upgrade LEDs or new product for buildings' outline

Strategy 3.3: Improve Street

- Facilitate Improvements of Streets with Stakeholders
- Replace crosswalks to be Thermoplastic as well as stripe using a ladder style
- Replace pervious concrete with pavers, Project Clear Grant
- Repave South Grand and restripe the district as well as parking lanes
- Extend road diet past beyond the district to Chippewa
- Improve safety of crosswalks at Connecticut and Humphrey

Strategy 3.4: Improve Appearance of Business

- Conduct Windshield Survey
- Provide Grant opportunities for improvement
- Provide Consultant to assist with improvements



OBJECTIVE 4

Improve Street Life

Improving street life is a very important aspect of South Grand. Because the District is in an urban area, it is important to have good street life that will make customers feel safe, but also feel the culture of the area. By doing this, it will increase the street traffic to the area. In addition, it will garner more customers and, in turn, more revenue for the businesses. BENCHMARK: track sales of businesses on a quarterly basis compared to the previous year as well after events are held.

Strategy 4.1: Increase Artists and Performers

- Allow Busker Program
- Create a directory of performers, artists, and bands to be a part of South Grand

Strategy 4.2: Increase amount of public art in the district

- Form a committee tasked with creating a plan to increase amount of art throughout the district
- Investigate grant/donation opportunities for art
- Collaborate with Greater STL Inc. to increase the amount of public art throughout the City of Saint Louis and Saint Louis County within our business district

Strategy 4.3: Create Daytime Events

- Walking Tours
- Parent and Child Meetup Groups
- Partner with Senior Retirement Communities

Strategy 4.4: Increase Engagement with Events

- South Grand businesses
- Surrounding neighborhoods
- Create sidewalk sales, restaurant week, increase maker's events



OBJECTIVE 5

Improve the Perception of the South Grand Business District

The district will improve the perception of the South Grand Business District through marketing and public safety initiatives that will increase the number of visitors to the district. BENCHMARK: crime reports from the SLMPD that occurs on South Grand as well as promotion by hiring a market analysis to identify the results of the marketing campaign.

Strategy 5.1: Unified Marketing Campaign

- Reach out to employers within 2 miles of the district to provide South Grand brochures
- Establish partnership with 6 surrounding neighborhood associations to post about South Grand businesses and events
- Work on program to get restaurant owners to stop using Styrofoam, possible grant?
- Place advertising ads for district-wide events that occur on South Grand
- Continue partnership with local nonprofit organizations

Strategy 5.2: Public Safety

- Implement Homeless Outreach Pilot Program
- Safer Crosswalks:
 - Synchronize traffic signals
 - Work with SLMPD for the installation of solar speed signs
 - Extend road diet to Chippewa
- Continue fostering relationship with the SLMPD though:
 - Maintenance of Cameras
 - Secondary foot beat
 - Appreciation Events

5 Year Vision Timeline

	2023	2024	2025	2026	2027
Increase the Number of Customers Patronizing Businesses Throughout the Day	<p>Apply for grant(s) for shade structure for Ritz Park</p> <p>Increase number of SG businesses to use Ritz Park</p> <p>Increase social media reach</p>	<p>Obtain grant(s) for shade structure for Ritz Park</p> <p>Outreach for nonprofits to use Ritz Park</p>	<p>Install Shade Structure in Ritz Park</p> <p>Form focus group for entry marker</p> <p>Design wayfinding directory/kiosk</p>	<p>Installation of wayfinding directory/ kiosk within the district two locations</p> <p>Research grants for entry marker</p>	<p>Increase sales tax revenue by 15% (on average 3% a year)</p> <p>Apply for grants for entry marker</p>
Understand the Short-term and Long-term Goals of Property Owners	<p>Hire a consultant to draft an Request for Proposal for new development</p>	<p>Review Request for Proposals to select a new development for South Grand</p> <p>Host public charrettes</p>	<p>Start working on re- renewal of SGCID</p> <p>Select new developer</p>	<p>Acquire signatures for SGCID renewal</p> <p>Permits to be acquired by new developer</p>	<p>SGCID renewal to go into effect</p> <p>Construction to begin of new development</p>
Improve Appearance of the District	<p>Conduct a windshield survey</p> <p>Apply and receive grant for sustainable bus shelter (Grand and Juniata)</p> <p>Install up-lighting (6) buildings</p>	<p>Replace light standards with LEDs</p> <p>Repave South Grand</p> <p>Replace crosswalks with Thermal plastic material</p>	<p>Extend road diet to Chippewa</p> <p>Install up-lighting (6) buildings</p> <p>Apply for Project Clear Grant: pervious pavers</p>	<p>Increase the number of façade grants</p> <p>Install pervious pavers</p>	<p>Add one new commercial building to the district</p> <p>Install up-lighting (6) buildings</p>
Improve Street Life	<p>Form a committee on ways to increase art throughout the district</p>	<p>Partner with art organizations to use the Ritz Park</p>	<p>Increase the number of businesses that have live music, trivia, etc.</p>	<p>Design an additional placemaking location within the district</p>	<p>Implement an additional placemaking location within the district</p>
Improve the Perception of the Development of the Tower Grove Community	<p>Reach out to daytime employees within a two-mile radius to increase daytime traffic</p> <p>Continue relationship with Trail-net to slow down traffic speeds</p> <p>Apply for funding for thermal crosswalks</p> <p>Improve traffic signals synchronization with Streets Department</p>	<p>Work with the SLMPD to bring back community policing with a day-time foot beat officer</p> <p>Foster relationship with Human Services to align with homeless outreach programs</p>	<p>Maintenance/upgrade of cameras</p> <p>Work with Earth Day 365 to acquire grant to abolish Styrofoam on South Grand</p>	<p>Obtain grant to assist SG businesses not to use Styrofoam</p>	<p>Increase daytime foot traffic by 15% (on average 3% a year)</p> <p>Abolish the use of Styrofoam on South Grand</p>



THE ORGANIZATION

South Grand Community Improvement District

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South Grand Community Improvement District

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