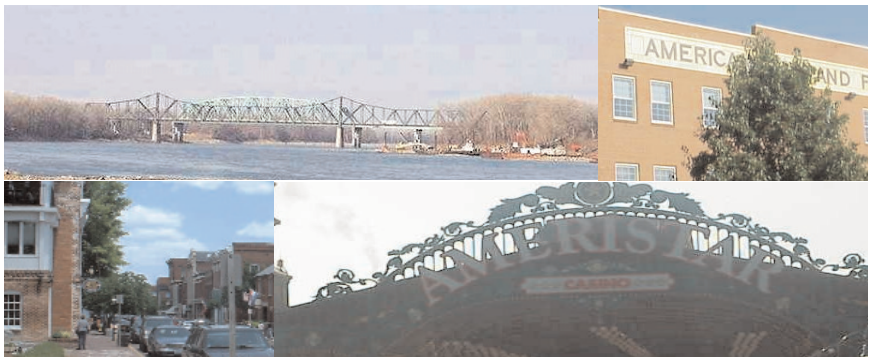
Riverfront Concept Plan | St. Charles, Missouri



Prepared for:
Community Planning and Development Department

Prepared by:
Gould Evans Goodman Associates

In Partnership with:
George Butler Associates, Inc.

May 2004

Missouri Riverfront Concept Plan

City of St. Charles, Missouri

Acknowledgements

The Missouri Riverfront Concept Plan is intended to provide a general vision and guidance for physical design and development associated with future investments. The plan sets the basic framework for improvements to enhance the appearance of the area, fostering pride in the St. Charles community, strengthen access and connections to, along, and through the riverfront, promote quality redevelopment, and provide a foundation for future cooperative efforts among departments, jurisdictions, and the private and public sectors.

The Missouri Riverfront Concept Plan was developed through a community process, which sought input from citizens and 'stakeholders' along the riverfront. In addition, the Missouri Riverfront Concept Plan Steering Committee assisted in providing guidance, ensuring that the community-based vision was carried-forth.

Mayor
Patricia M. York

City Council
Rory Riddler, Ward 1
Larry A. Muench, Ward 2
Mark B. Brown, Ward 3
Bob Kneemiller Ward 4
Michael T. Weller, Ward 5
Jerry E. Reese, Ward 6
Dorothy 'Dottie' Greer, Ward 7
John Gieseke, Ward 8
Joe Koester, Ward 9
C.R. Bob Hoepfner, Ward 10

Parks and Recreation Board
Jackie Yaser, President
Ed Underwood, Vice-President
Roger Albers, Secretary
Don Chamberlain, Treasurer
Barbara Holloway, Board Member
Barbara Clark, Board Member
Don Morgan, Board Member
Jim Pound, Board Member
Thomas Smith, Board Member
C.R. Bob Hoepfner, Council Liaison
John Scherr, Alternate Council Liaison

Public Works Department
Michael W. Pratt P.E., Director

Community Development Department
Tom Ashburn, AICP - Director
Bruce Evans, AICP - Project Manager

Acknowledgements

Special thanks to the citizens of St. Charles, community and business leaders, staff from various jurisdictions and agencies who provided their time and input throughout the planning process. Participation from the County of St. Charles, City Council of St. Charles, and the Missouri Riverfront Concept Plan Steering Committee provided guidance and insight that help further a plan that enhances the St. Charles Riverfront.

The Missouri Riverfront Concept Plan represents only a beginning: True success will ultimately be achieved by the citizens and leaders of St. Charles through on-going cooperation, meaningful partnerships, communication, and along-term commitment to the riverfront.

Missouri Riverfront Concept Plan Steering Committee

Patricia M. York - Mayor, City of St. Charles
Rory Riddler - City Council, City of St. Charles
Larry Muench - City Council, City of St. Charles
Dan Nieland - City Council, City of St. Charles
Kevin Riggs - City Council, City of St. Charles
Richard Ash - Director of Parks, City of St. Charles
Steve Lauer - Director of Planning, St. Charles County
Jim Unger - American Car Foundry
Denice McKeown - Ameristar Casino
Jim O'Nell - Boeing
Nadine Boon - Director of Economic Development
Jim Didion - Economic Development Corporation
Tammy Lawing - Frenchtown Preservation District
Phyllis Muresan - South Main Preservation Society
Brian Hill - Historic Downtown District
Charlsie Floyd - C&V Communications
Cathy Kirkwood - Beautification Commission
Mary Ann Oelklaus - Beautification Commission
Anne Klein - Director of Policy Development, St. Charles County
Archie Scott
Anne Zerr

Special thanks to the County of St. Charles and especially County Executive Joe Ortwerth for their participation in the study.

Table of Contents

Introduction 1
- Project Area 1

History 2
- River Towns 2
- The Missouri River and St. Charles 3

Planning Process 6
- Inventory 6
- Alternatives Charrette 6
- Alternatives 7
- Charrette Summary 11

Existing Conditions 12
- Opportunities and Assets 12
- Challenges 13

Concept Plan 14
- Key Principles 14
- Concept Plan Components 15
- Riverfront Villages 16
  - Page Avenue Village 17
  - Arena Village 18
  - Lewis and Clark Village 19
  - Main Street Village 20
  - Frenchtown Village 21
  - Point Dusable Village 23

Land Use 24

Urban Design 25
- Icons 26
- Enhanced Roadways 27
- Gateways 29
- Trails 32
- Trailheads 36

Parks 38
- Frontier Park 39
- Blanchette Landing 40
- Frenchtown Square 41
- Frenchtown Greenway 41
- Point Dusable Park/Eco Park/Area-Wide Mitigation Area 41
- Page Avenue Village Square 42

Public Transit 43

Comprehensive Plan 2002 44

Implementation Strategies 49
- Policy Considerations 49
- Financial Tools, Resources, and Partnerships 50
- Critical Path Initiatives 56
- Implementation Opportunities Matrix 58

Budgeting 70

Executive Summary

While many cities have embraced their riverfronts, other communities have fostered a tradition of turning their back to the river. The benefits of active riverfronts should not be overlooked as cities continue to grow and initiate redevelopment efforts. New investments, such as parks, casinos, and entertainment venues, have brought about a general rethinking of the role of riverfronts within the community.

The Missouri Riverfront Concept Plan for St. Charles, Missouri furthers a community-based vision that promotes the integration of neighborhoods, parks, open space, and development as an accessible and connected riverfront corridor. The plan provides the framework and criteria that outlines general strategies for land use, public amenities, and private development so that future investments may be evaluated with regard to achieving that vision. ***An active and valued riverfront is a key component to the future sustainability and sense of identity for St. Charles.***

The St. Charles' Missouri Riverfront Concept Plan establishes a vision that promotes an active and viable environment in which private and public initiatives can succeed. The concept plan envisions a distinctive and recognizable image for the entire riverfront that establishes a greater sense of cohesiveness and access to, along, and through the corridor and the various environments that are adjacent to the corridor.

Key Riverfront Principles

Connection
Enhanced connections can improve linkages to, along, and through the riverfront corridor. Defined vehicular and pedestrian access can help link the riverfront corridor as a cohesive system. Connections should also extend into the greater St. Charles community, linking neighborhoods and activity centers to the riverfront.

Diversity
An environment of diverse experiences should be encouraged through development practices, urban design features, and implementation strategies along the riverfront corridor.

Identity
A strong sense of identity that thematically celebrates the history, heritage, and activities associated with the St. Charles riverfront should be created. In addition, existing areas along the corridor should also be enhanced to promote a distinctive and cohesive sense of 'place'.

Practicality
A vision for the riverfront corridor should be furthered through sound solutions that represent real-world opportunities and implementation strategies. Positive momentum should be created that achieves short-range 'victories', carries forth long-range goals, and balances responsibilities and investment among representatives from both the private and public sectors.

People and Water
Not only is the perception of public ownership and access to the river important, getting people to actually experience the amenity of water is critical as well. Opportunities should be sought where at certain points along the riverfront, people have the chance to embrace the rivers' edge.

Riverfront Villages

The concept plan envisions the St. Charles Riverfront to develop as a series of defined activity centers or riverfront 'villages'.
Many of these villages build upon the established framework, strengths, and assets of a particular area. Others, however, may create new opportunities that change an existing environment.

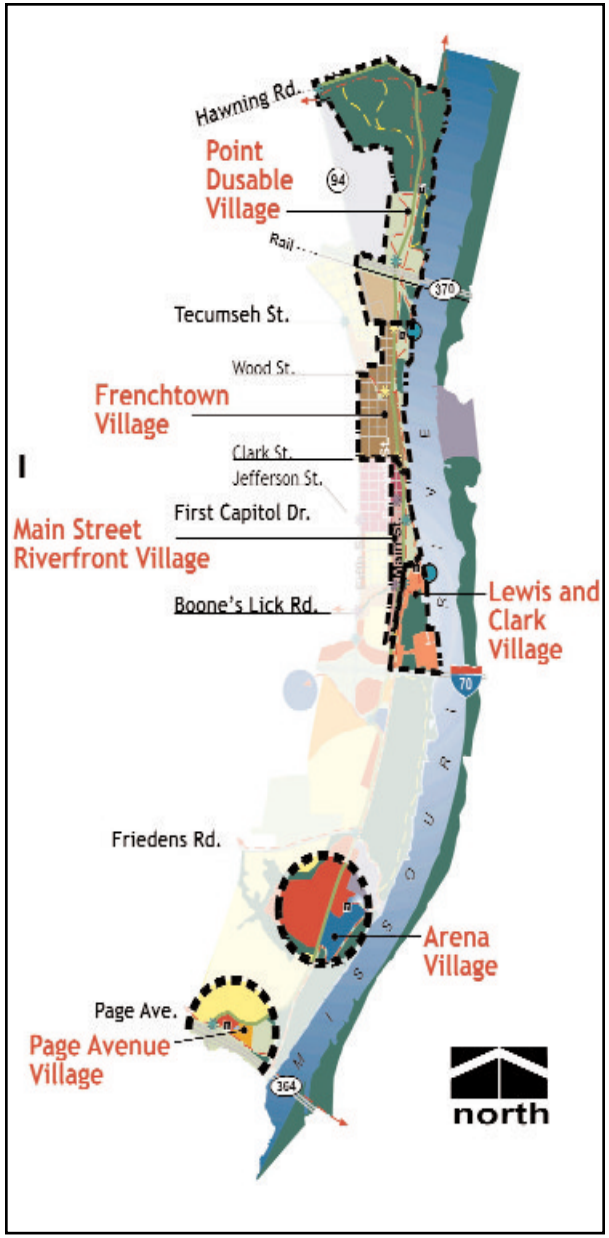
Each village is built upon established assets, such as proximity to the river's edge, existing centers of activity, access to transportation corridors, the natural environment, and opportunities for redevelopment.

Between riverfront villages, existing land use patterns are generally preserved, such as conservation areas and established neighborhoods. Enhanced vehicular and pedestrian connections for these areas to riverfront villages and through the riverfront corridor create a fully integrated riverfront environment for the City of St. Charles.

Frenchtown Village

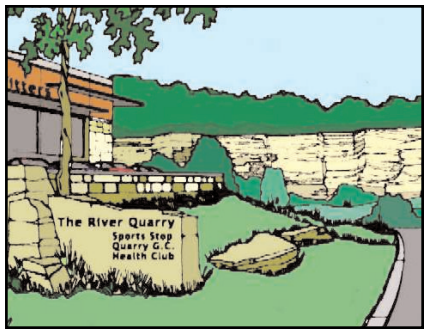
Main Street Village

Page Avenue Village



Point Dusable Village

Lewis and Clark Village

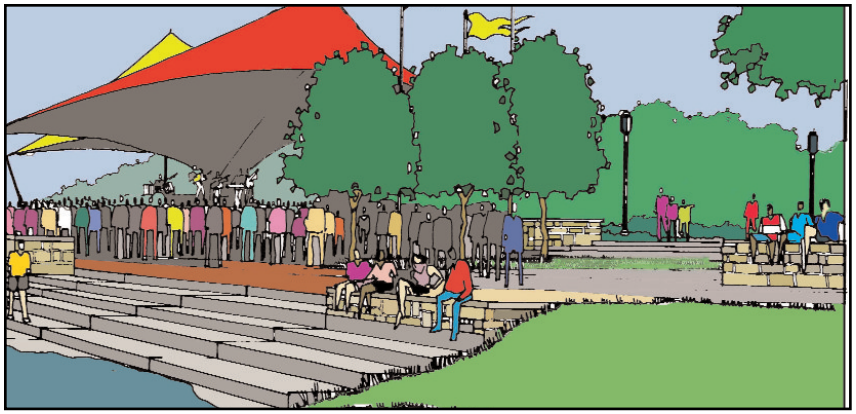


Arena Village

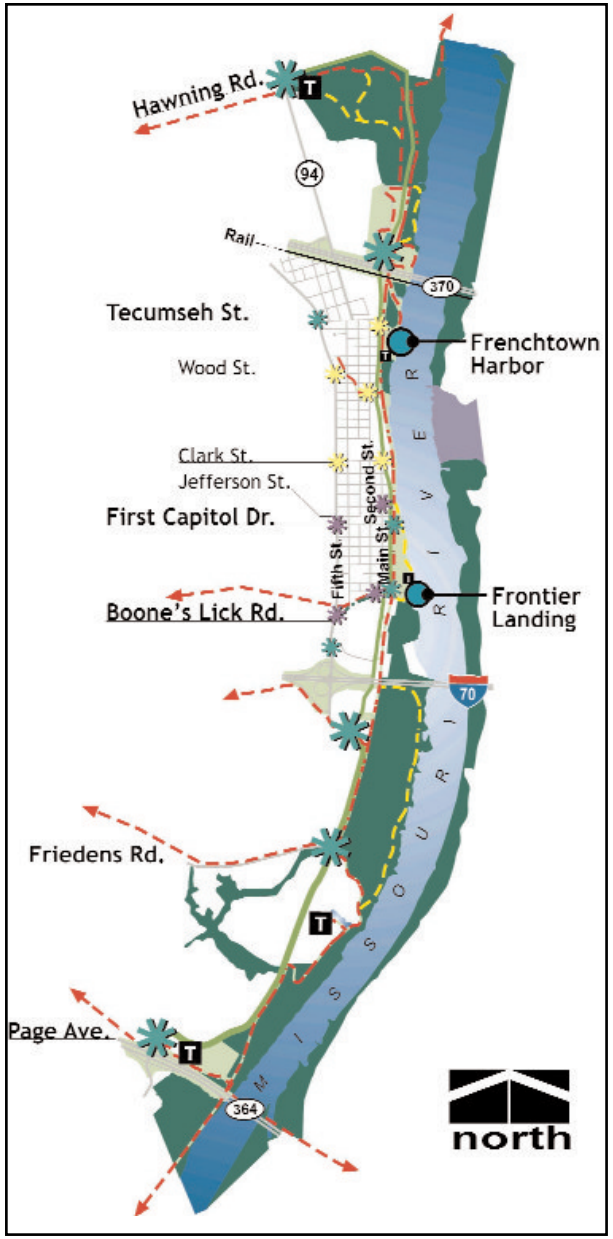
Executive Summary

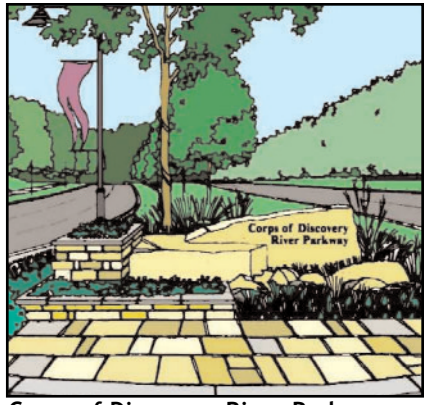
Urban Design

The concept plan envisions that a hierarchy of urban design amenities is incorporated to create a defined sense of identity and a cohesive thread that holds the riverfront corridor together. In some instances, these elements my be publically driven while others may be somewhat dependent upon the success of private initiatives and projects. As an overall concept, urban design amenities are based upon a historical interpretation of St. Charles to enhance the riverfront and Historic St. Charles not only as a local and regional draw, but a national destination place.



Park Enhancements, Riverfront Access and Environmental Education





Corps of Discovery River Parkway

Riverfront Trails

Riverfront and Village Gateways

Missouri Riverfront Concept Plan

City of St. Charles, Missouri

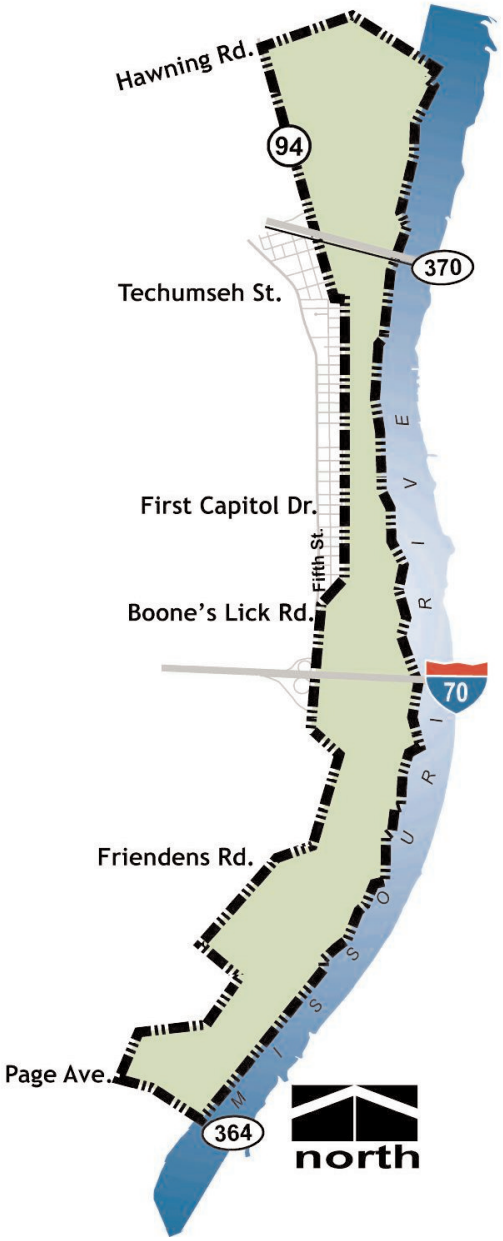
Introduction

While many cities have embraced their riverfronts, other communities have fostered a tradition of turning their back to the river. The benefits of viable and active riverfronts should not be overlooked as cities continue to grow and initiate redevelopment efforts. New investments, such as parks, casinos, and entertainment venues, have brought about a general rethinking of the role of riverfronts within the community. An active and valued riverfront is a key component to the future sustainability and sense of identity for St. Charles.

The Missouri Riverfront Concept Plan for St. Charles, Missouri furthers a community-based vision that promotes the integration of neighborhoods, parks, open space, and development as an accessible and connected riverfront corridor. The plan provides the framework and criteria that outlines general strategies for land use, public amenities, and private development, so that future investments may be evaluated with regard to achieving that vision.

Project Area

The riverfront project area is approximately an 8-mile stretch along the Missouri River from Hawning Road to the north, Page Avenue to the south, Main Street to the west, and the Missouri River to the east.



History

River Towns

Riverfronts and river communities have traditionally responded to a variety of factors. Economics, social patterns, and advancements in technology are some of the factors that have influenced the riverfront environment. Generally, riverfront communities have experienced five basic phases of riverfront development to varying degrees.

The **first phase** is typically associated with the founding or the 'landing' that created a new settlement. For New York, the Hudson River provided a relatively deep-water estuary to harbor ships, transporting goods and people between the old and new-worlds. For New Orleans, the Mississippi River provided an avenue into the American interior for French explorers, as well as a relatively safe inland harbor for ocean-bound vessels of commerce. The **Missouri River** provided a vital arterial to exploration, settlement, and commerce into the heart of an expanding nation. Settlements such as St. Louis, Les Petites Cotes (St. Charles), and the Town of Kansas (Kansas City) provided staging points for westward expansion.

The **second phase** is generally associated with a time when the riverfront was the focus of community prosperity. Riverfronts were typically centers of activity, aligned with commerce and transportation. For St. Charles and other river towns along the Missouri and Mississippi Rivers, the steamboat utilized these natural river highways to transport goods or bring people westward to the frontier of an emerging nation. During this time, river communities were highly dependent and connected to their rivers and the activity that took place upon them.

The **third phase** of riverfront development is associated with the coming of the railroad. Communities competed heavily for rail bridges to traverse a river in their particular region. Communities understood that future prosperity was dependent upon the interrelationship of river and rail. Railroads tended to locate along the relatively flat river's edge. Typically, riverfronts became more industrial in nature, with goods, services, and expanding populations moving away from the riverfront. For many river towns along the Missouri River, this trend may also have been fostered by the necessity to develop on higher ground, mitigating the loss of life and property due to flooding of the untame river.

The **fourth phase** can be associated with yet another change in transportation technology and society - the automobile. As communities expanded with the flexibility that the personal automobile afforded, many Americans had the freedom to move further away from the urban core. With the increasing affluence of the middle-class, the creation of the Interstate Highway System after World War II, suburban developments and regional shopping centers, a new American suburban culture was formed.

For Midwest river towns, this meant that the traditional commercial roles along the river's edge changed yet again. Many riverfront environments lost diversity, evolving to more warehousing and industry, while residential and basic services located yet further away to the peripheral areas of the city.

Recent St. Charles' riverfront investments include the Lewis and Clark Boathouse, which houses replica keelboats from the Corps of Discovery expedition and a interpretive center.

Some communities attempted to preserve some of their traditional riverfront fabric through the preservation of buildings and significant features, however, they typically served as a single function or destination such as entertainment or specialty retail shops. Other communities pursued revitalization strategies that were predominantly public oriented, such as parks or event facilities, but they never fully capitalized on the concept of diversity once found in riverfront areas.

The **fifth and current phase** is associated with new thinking about riverfronts and traditional core areas. 'Reinventing' the riverfront has become an active concept along American rivers today. A general sense of a community's connection to its past, as well as developing the riverfront as a bridge to its future, appears to be the next evolution in river towns.

With initiatives such as the America's River Program, a new awareness of the riverfront as a community asset is emerging. Riverfronts are re-establishing themselves as diverse environments, with a mixture of destination uses, regional entertainment centers, goods and services, specialty retail, office, and, most importantly, residential activities. Cities are striving to recapture '24-hour' environments that represent opportunities to live, work, and play along the riverfront.

The Missouri River and St. Charles

St. Charles is a distinct community along the Missouri River. Much of its heritage can be experienced along the Historic Main Street and other historic districts that parallel the river's edge. These are valuable assets that many cities lack.

Community growth in St. Charles during the post-war era of suburban development, like in other American cities, has changed the nature of the way the St. Charles riverfront functions today. Given this context, what is the future prospect for the St. Charles riverfront? To plan effectively for the future, a better appreciation of the riverfront's past will allow for a greater understanding of its future.

Frontier Gateway

Historically, waterways were natural 'highways' connecting the early settlement of the United States, and today, they have great significance in the redevelopment of great American river towns. This relationship is embodied in the connection between the Missouri River and the City of St. Charles.

For Native Americans, the Missouri River or 'Mine Sose', which meant muddy river, was a vital arterial for commerce and trade. During the 17th and 18th Centuries, the Mississippi and Missouri Rivers provided natural routes into resource-rich lands for explorers, trappers, and tradesmen.

The beginnings of exploration along the lower Missouri River is generally associated with the French. Louis Jolliet and Jacques Marquette led the first French expedition along the Mississippi River in hopes of finding a route to the Pacific Ocean, and, along their route, they passed the confluence of the Missouri and Mississippi

Completed in 2003, the Lewis and Clark statue will be a centerpiece in Frontier Park during the Lewis and Clark Bicentennial celebration in St. Charles.

Rivers in the late 1600's. Founded near the confluence of the Missouri and Mississippi Rivers, St. Charles' location was ideal as a natural gateway to the western frontier. The trading post, originally founded in 1769 by Louis Blanchette as Les Petites Cotes (The Little Hills), grew to a population of over 200 by 1790.

In 1803, Napoleon Bonaparte, Emperor of France, deeded previously acquired Spanish lands from the Mississippi River to the Pacific Ocean to the emerging Republic of the United States. The 'Louisiana Purchase' nearly doubled the size of the country, and a new American frontier was born. St. Charles and the Missouri River played an important part in the history of exploration. In 1804, Lieutenant William Clark met with Meriweather Lewis in St. Charles.

The Corps of Discovery expedition embarked on the Missouri River for their journey, which would lead them to the Pacific Ocean. Two years later, they returned through St. Charles. That same year, General Zebulon Pike embarked from St. Charles on an expedition to the Rocky Mountains and the southwestern lands of the Louisiana Purchase. St. Charles, the oldest city on the Missouri River, was dedicated as the capitol of the new State of Missouri in 1821 and served in this capacity until 1826.

The Age of Steamboats

Over the next few decades, steamboat travel became the dominant means of transportation along the Missouri River. With the 'age of steamboats', St. Charles became better connected with western settlements such as Independence, The Town of Kansas, and Westport (now Kansas City), where links could be made with the overland routes of the Santa Fe, California, and Oregon Trails.

Further upstream in St. Joseph, the famed Pony Express expedited mail to the West. Navigation along the Missouri River was possible, although at times treacherous, but it provided a natural route to developing communities along the river in Missouri, Kansas, Nebraska, and Iowa.

Transportation Revolution

By the mid-19th Century, the locomotive changed the landscape of western travel, replacing the steamboat as the principal means for transporting goods and people. In 1856, freight and passenger train service arrived in St. Charles, however, with no bridge, people and freight had to be ferried across the Missouri River to and from St. Charles. The Wabash Railroad Bridge was constructed in 1871. At the time, it was the longest railroad span in the nation. Other innovations in transportation began to further shape American cities, such as inner-city trolley lines. Trolleys ran in St. Charles until the 1930's. With the advent of the automobile in the early 20th century, transportation preferences further changed.

The personal automobile became more readily available to the masses. In 1904, the St. Charles Rock Road Toll Bridge was constructed over the Missouri River. During this period, the impact of the Corps of Engineers began to shape the future of the Missouri River. Previously, the Missouri River had been an untame channel that meandered and reshaped itself over time.

From steamboats to barges, the Missouri River has has been a vital transportation and economic arterial in the region.

Erosion, deposition, and debris routinely posed dangers to navigation. The Missouri River consisted of ever shifting and numerous islands, sandbars, and channels. In 1912, efforts were undertaken to stabilize the river channel by revetment of banks, closing minor channels, and other modifications to secure a permanent 6-foot deep channel from the confluence to Kansas City. In 1925, a 200-foot wide channel was authorized.

The New Deal

During the Great Depression of the 1930's, America's 'New Deal' impacted the Missouri River. Millions of dollars were channeled into American infrastructure for projects deemed to be for the good of the people and the nation. The Works Progress Administration (WPA) was one of many initiatives leading to nation-wide improvements. St. Charles County benefited from the construction of roads, public facilities, and control dikes. In 1937, the U.S. Highway 40 Bridge was completed, connecting St. Charles with counties east of the river. By 1945, the Corps of Engineers had modified the Missouri River to develop a 9-foot deep channel, almost 300-feet in width.

Post War

As with the rest of the country, the end of the Second World War brought new prosperity and changed St. Charles and the American landscape forever. The car became 'king' and communities responded to new infrastructure projects and a new form of development.

In 1957, the Interstate 70 bridge was completed, spanning the Missouri River south of Downtown St. Charles. This bridge opened the county for development, making St. Charles one of the fastest growing counties in the nation during the next several decades. In 1993, St. Charles was subjected to a great flood, along with many other areas in the Mississippi River Drainage Basin. This flood devastated communities along the Missouri and Mississippi Rivers. Fortunately, St. Charles escaped with relatively minor damage.

Today

Many cities throughout the United States have embraced their waterfronts as active public areas and opportunities for private development. Over the past several years, however, the City of St. Charles has had a relatively passive relationship with the Missouri River and the riverfront area.

Understandably, the physical characteristics of the Missouri River differ from many other developed waterways in the nation. The benefits that active and viable riverfronts bring to a city, however, should not be passed over as St. Charles assesses its community wide development and revitalization efforts. Past investments, such as public parks, the KATY Trail, the St. Charles Family Arena, and the Ameristar Casino, along with recent initiatives such as the Lewis and Clark Boathouse, have fostered a general rethinking about the Missouri Riverfront and its role within St. Charles.

The Riverfront Concept Plan represents a commitment by the St. Charles community to its riverfront, furthering recommendations of the St. Charles Comprehensive Plan.

Planning Process

The planning process for the St. Charles' Missouri Riverfront Concept Plan involved the City, St. Charles County, a Riverfront Steering Committee, neighborhoods, advocacy groups, public agencies, property owners, businesses, and the community-at-large. There were four primary components in the planning process.

Inventory

A preliminary investigation of the study area and adjacent areas was undertaken. The analysis provided a more comprehensive understanding of the dynamics impacting the Missouri River, Downtown St. Charles, adjacent neighborhoods, existing development patterns, and transportation characteristics along the corridor. In addition, the investigation was utilized to enhance community awareness and understanding of the corridor.

Alternatives Charrette

Community input represented an important foundation for the plan. During the first week of March 2003, a week-long charrette, or intensive work session, was held in St. Charles. In public workshop #1, a public meeting was facilitated in order to understand the community's issues, concerns, goals, and visions for the area.

Between Workshops 1 and 2, key person interviews were conducted during a two-day period. This allowed community members, who were unable to attend the larger group meetings, to meet with the charrette team and discuss specific issues, facts, initiatives, and concerns in greater detail.

Key Issues and Concerns

A variety of issues were identified in the public workshops and interviews. Overall, issues tended to be directed at the visual and functional qualities of the riverfront. They included the lack of visual and public access to the river, the natural characteristics of the Missouri River, lack of opportunities for recreation along and on the the river, and the perception of inadequate parking for the Historic Main Street District.

Opportunities

Workshop participants identified several opportunities that were to be explored in the charrette. Generally, opportunities identified were enhancements for public activity along the riverfront. They included better connections to the KATY Trail, park enhancements for recreation and environmental education, boating, and redevelopment of the Frenchtown Neighborhood.

Goals and Vision

Workshop participants expressed numerous ideas and concepts for the riverfront. Primarily, the visions included better access, people living, working, and playing on the riverfront, more entertainment or destination activities, economic development, the opportunity to engage the river's edge, and activities along the river.

Key Priorities

Key priorities identified in the workshop included connection along

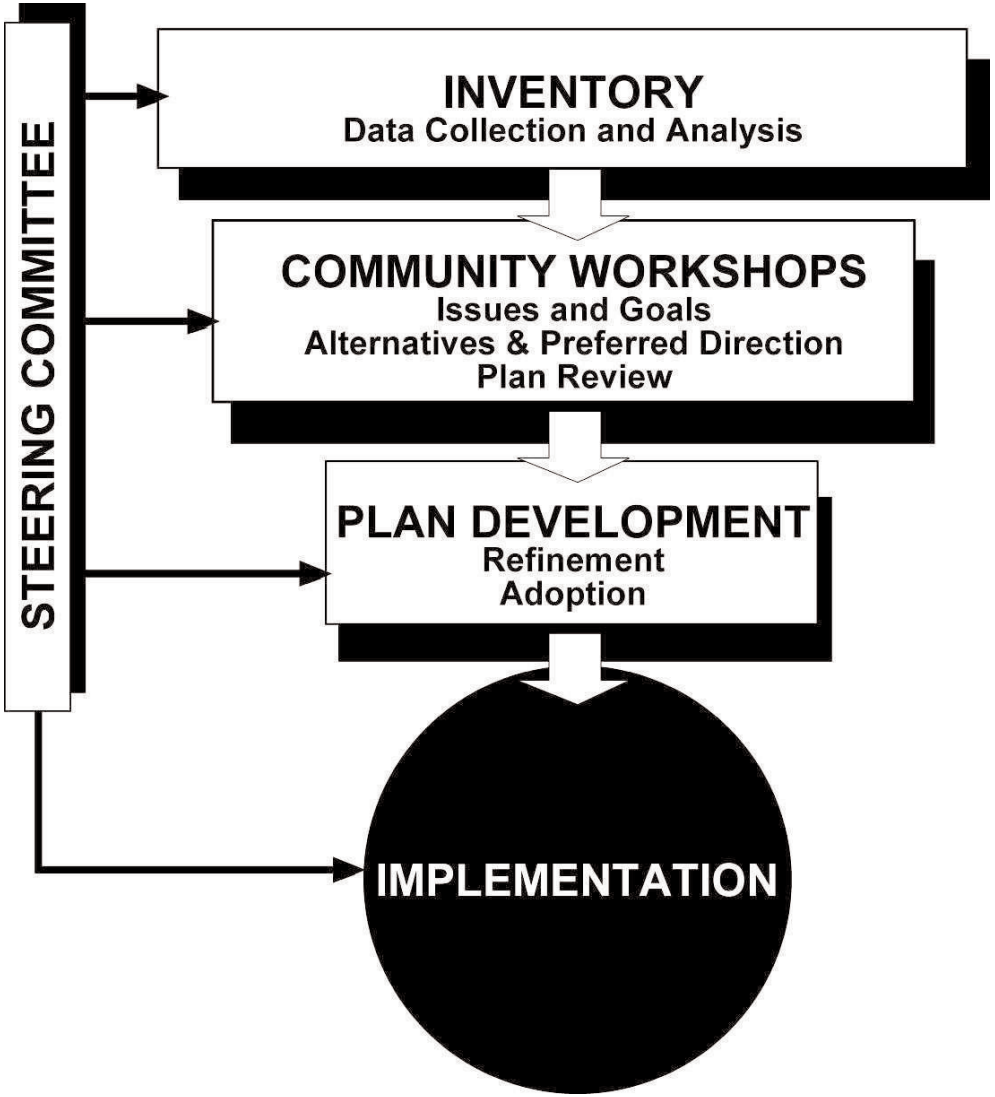
In public workshop #1, participants identified issues, concerns, opportunities, challenges, and established a series of goals for the riverfront vision.

the riverfront, entertainment and a variety of experiences, preservation of established assets along Main Street and views to the river, improvements to the visual quality on the river side of Main Street, redevelopment of Frenchtown, and enhanced parking.

Alternatives

The next step was the development of several alternative scenarios or riverfront concepts. Alternatives were prepared that presented a wide-range of options for land use, infrastructure, urban design, public amenities, and development characteristics. These alternatives were presented in workshop #2 in a manner that no single concept comprised an absolute solution. Each alternative included elements that may have been desirable or undesirable to workshop participants. The goal was for participants to discuss a variety of components and directions, so they could begin to 'build' a unique plan for the St. Charles' riverfront, as well as foster a sense of 'ownership' for all participants.

In public workshop #2, participants reviewed alternatives and help establish the framework and direction of the concept plan.



The foundation of the planning process was built upon community participation.

Riverfront Boulevard Alternative

This alternative explores the concept of creating a greater sense of connection north and south along the riverfront. Key components include:

+ A continuous high amenity roadway along the riverfront, linking Page Avenue to Interstate 370, with a future extension that links to the proposed New Town development northwest of the project area.

+ The core area and historical districts essentially remain the same, with policies focused on preservation, rehabilitation, and infill development.

+ The American Car Foundry (ACF) property redevelops as a mixed-use destination center, incorporating residential, office, limited retail, and entertainment venues.

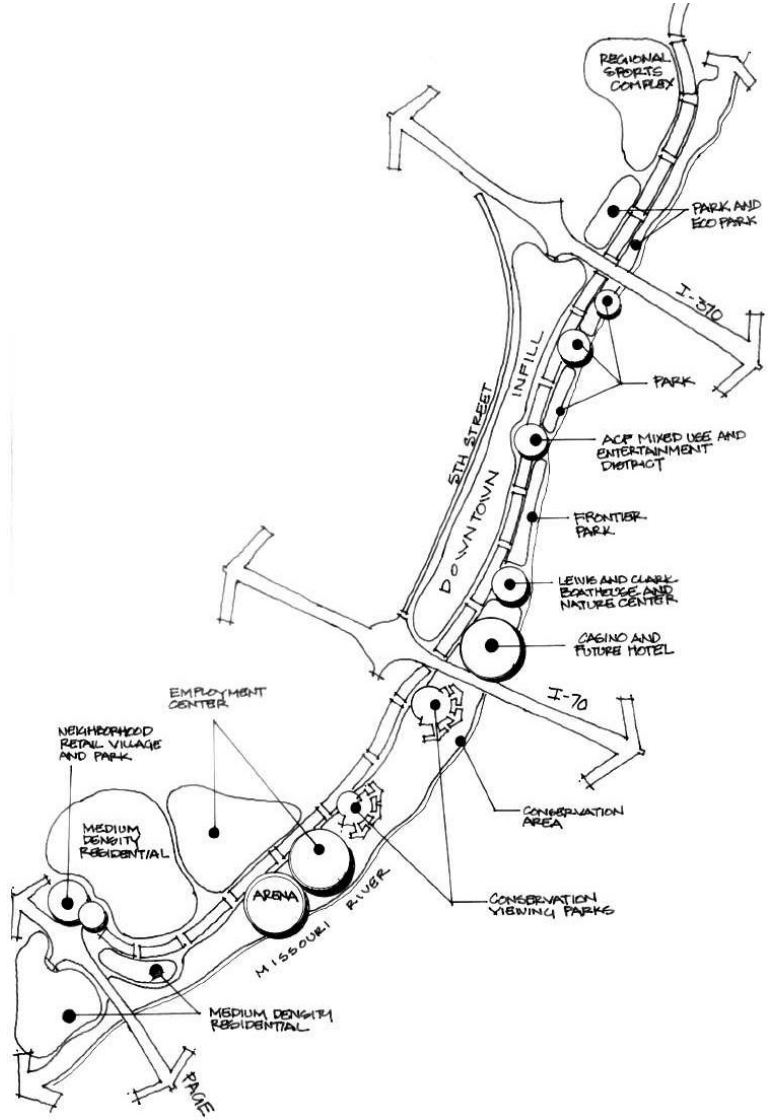
+ Parkland is consolidated to create open space, trails, and other amenities from the Lewis and Clark Boathouse to Blanchette Landing.

+ North of Interstate 370, City owned property is developed as a regional sports park, which may include athletic fields and other recreational and sports venues.

+ A continuous conservation and mitigation area north of the proposed Eco Park and to the south of the Lewis and Clark Boathouse with nature parks or viewing parks/platforms to Interstate 70.

+ The Quarry and cement operations facility is strategically positioned as an employment center, which could include additional light industrial and manufacturing, warehousing, or office park development.

+ South of the quarry remains as residential development opportunities for medium density residential, with a neighborhood village retail center at the interchange of Page Avenue and the proposed Riverside Drive.



Central Park Alternative

This alternative explores the concept of a greater focus along the riverfront in the heart of the Main Street District. Key Components include:

+ Most all of the parks, amenities and functions are consolidated into an expanded Frontier Park. This includes trail expansion to the riverfront, an amphitheater, and marina or boat dock facility.

+ The ACF property and an expanded area along the riverfront redevelops as mixed-use, primarily residential lofts, support retail, office, and the concept of an expanded Cultural and Arts Destination District.

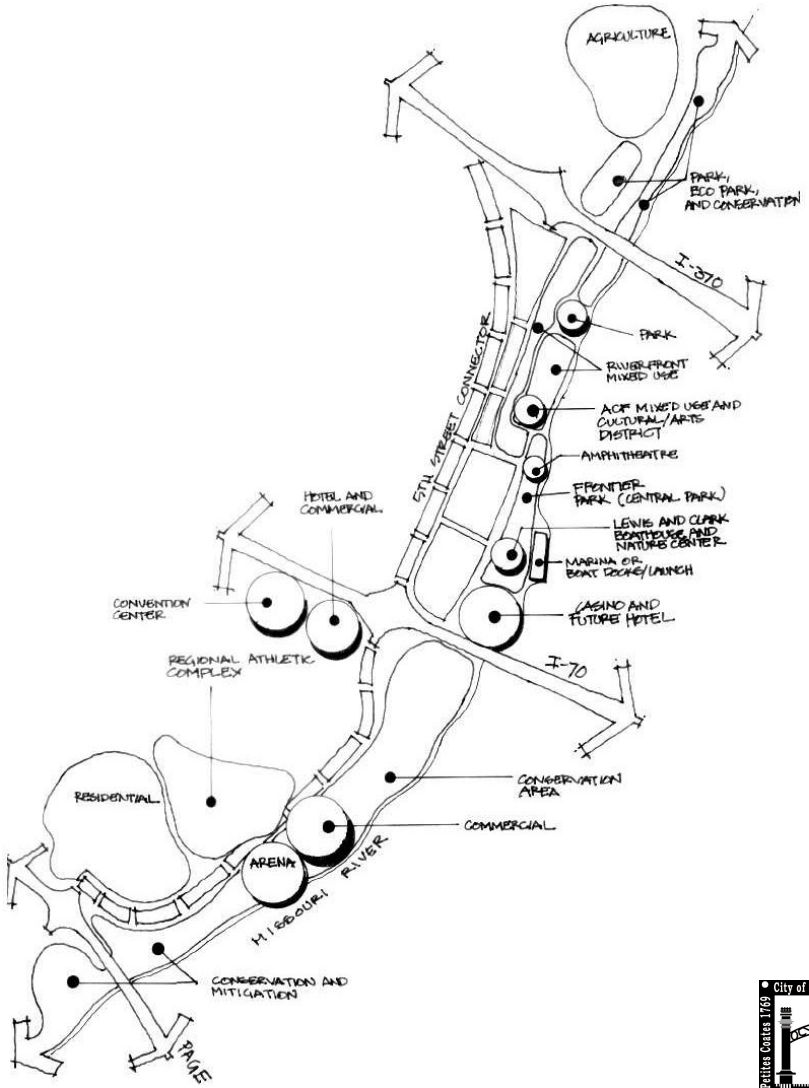
+ Along Riverside Drive, the east portion of the Main Street blocks facing the river redevelops as mixed-use or residential town homes. Parking alternatives include on-street parking on both sides of Riverside Drive or a strategically located mixed-use parking structure.

+ 5th Street evolves into the primary through-traffic corridor, which may change the nature of the face blocks along 5th Street from Interstate 370 to Interstate 70. Wayfinding gateways are located along 5th Street, identifying the direct entry into the various historic districts and the riverfront corridor.

+ North of Interstate 370, the City owned property is reserved for leased agricultural use.

+ The quarry area complements a significant event and recreational venue anchored by the Arena, through development of a regional athletic complex. Other alternative uses include a executive golf course, essentially building a sports and entertainment district around the Arena.

+ Redevelopment of the Noah's Ark site as a hotel and commercial center is also explored. Another possibility is the integration of a consolidated park and ride site, with support retail functions and a future multi-modal transit station for regional light-rail and other transportation modes.



‘On The River’ Alternative

This alternative explores the concept of a greater development presence along the riverfront, creating stronger nodes of uses and links to the river's edge. Key components include:

+ Development nodes along the river are created, providing a variety of commercial, residential, and recreational venues.

+ Within each development node, a series of village parks are proposed. Essentially, these 'riverfront neighborhood' parks are surrounded by development and have a strong sense of perceptual ‘ownership’ and observation by residents.

+ Historic Districts remain relatively unchanged, with the exception of infill opportunities and parking enhancements.

+ The City owned land north of Interstate 370 is reserved for the Eco Park expansion and as a mitigation area. It may be possible to generate revenue or funding if the site serves as a central 'holding' area for area-wide developments that are required to provide mitigation solutions.

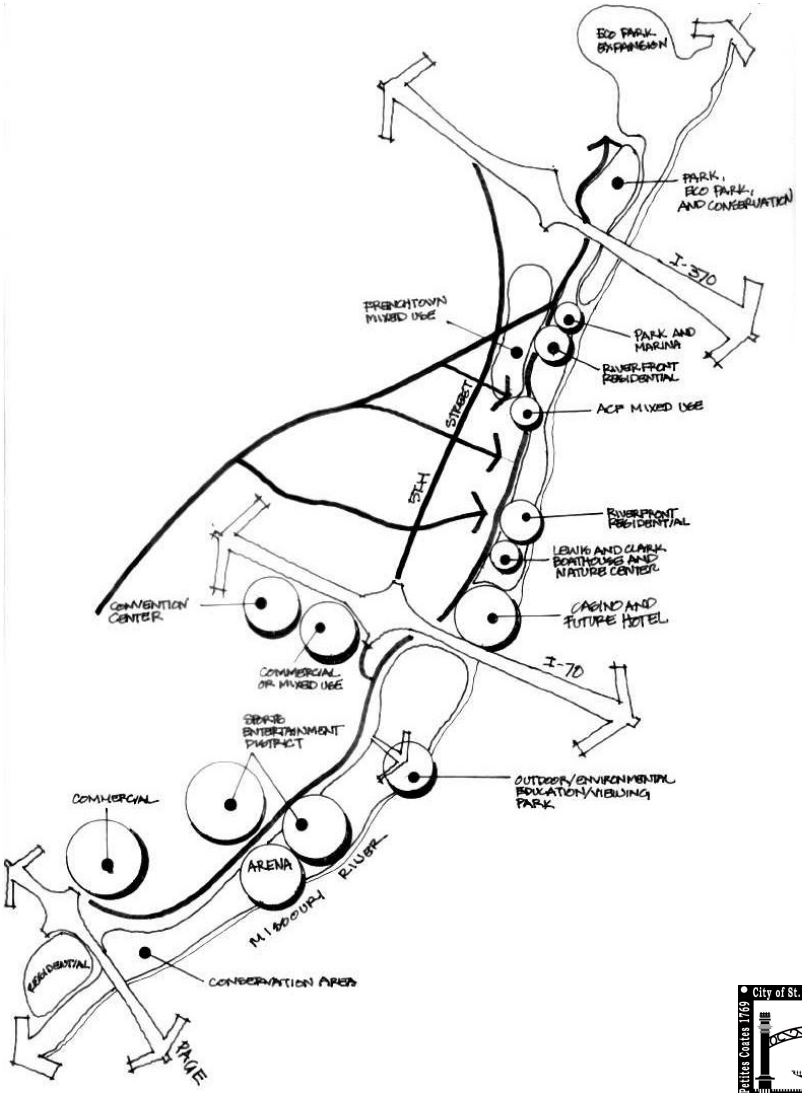
+ Within conservation areas south of Interstate 70, a series of parks are developed. These are nature oriented, providing educational venues and interpretive programs about the Missouri River environs, wildlife, and river habitat.

+ The Noah's Ark site develops as a mixed-use project, incorporating retail, office, and higher density residential.

+ The quarry site and the concrete operations are redeveloped as a sports and entertainment district, with large-scale recreational commercial entities.

+ At Page Avenue, larger scale retail and residential are developed.

+ Regular and dedicated trolley line that connects anchors and districts is developed.



Charrette Summary

Based upon the community input workshops, steering committee review sessions, several key themes surfaced as preferred elements to be further investigated in developing a preliminary master plan draft.

Riverfront Connector

A stronger connection along the riverfront is proposed, with a continuous roadway facility that links the Page Avenue interchange through the core area and the ACF properties to the proposed Eco Park. This concept should be expanded to the planned New Town development north of the study area.

The roadway may be enhanced through minor improvements, such as key intersection enhancements, roadway identification and wayfinding, and beautification.

Don't Fight the River

Given the characteristics of the Missouri River, building along the river's edge will likely pose considerable challenges. Engaging the river's edge with development, however, may be appropriate in selected areas, such as the Lewis and Clark Boathouse, ACF and Frenchtown areas.

The former mobile home properties acquired by the City should not be redeveloped, nor should funds be utilized to modify it's 100-year floodplain. Appropriate strategies may include the expansion of the Eco Park or the sites designation as a local/regional mitigation area.

Frenchtown is Ready

Significant redevelopment opportunities to 'reinvent' Frenchtown have been primed, given the recent momentum of residents and by the nature and character of Frenchtown's existing physical framework. The opportunity exists in Frenchtown for planned mixed-use and infill development with strong connections to the riverfront.

Trails and Experiences

Expanding the trail network from the KATY Trail is an opportunity to engage the river's edge and provide a variety of recreational experiences. This includes linking elements in established parks, educational/interpretive opportunities within conservation areas, and enhanced connections into and through commercial, historical, and destination-oriented districts. Strong linkages to and from neighborhoods should be considered, furthering the concepts of neighborhood enhancement and interconnected multi-modal transportation.

Complement the Arena

The quarry site provides a variety of opportunities that enhance the sense of connection with the Arena and the development of destination-oriented recreational entertainment venues. This includes larger scale commercial or entertainment uses that support Arena events, recreational activities, and in some instances, create new residential opportunities.

Frenchtown affords a unique opportunity to reinvent a riverfront neighborhood along the Missouri River.

Main Street Sensitivity

Riverfront development strategies should be sensitive to the historic qualities along Main Street, particularly public parking, view corridors, and access to South and North Main Street.

Existing Conditions

A visual analysis was conducted by the charrette team to supplement previous area analysis and facilitate a more detailed investigation of areas that were previously identified as opportunities, challenges, and concerns.

The north portion of the riverfront corridor (north of Interstate 370) is generally flat, low level ground within the floodplain that extends approximately to Highway 94. Overall, the land remains vacant, with notable exceptions that include a salvage yard along the levee near Hawning Road, the Boeing facility, and park facilities. In addition, former mobile home parks purchased after the 1993 flood by the City and County have almost been completely cleared.

The central part of the riverfront corridor (south of Interstate 370 to Interstate 70) is the most highly urbanized area within the corridor. Key components include Point Dusable Park, the Sundermeier RV complex, Blanchette Landing and boat ramp, the KATY Trail, and the core City historic districts (Frenchtown, Main Street, and Historic Downtown), the Lewis and Clark Boathouse, and the Ameristar Casino. Along the riverfront, wooded conservation and mitigation areas also exist.

South of Interstate 70 to Page Avenue consists primarily of conservation areas, the Arena, quarry and cement operation, various residential properties, and institutional development.

Opportunities and Assets

The historic districts of St. Charles create a distinctive environment and a unique physical framework. Over the years, the building fabric along Historic Main Street has remained relatively intact for the district. Unique retailers and restaurants have created a regional shopping and entertainment enclave. Other attractions, such as the First Capitol Building and the Lewis and Clark Boathouse provide historical and heritage venues. The Ameristar Casino, south of the Main Street District, provides a regional entertainment attraction.

The ACF property has retained a significant number of warehousing structures. With proximity to the riverfront and the historic districts of Main Street and Frenchtown, this property provides a rare redevelopment opportunity for the adaptive reuse of architecturally significant structures. Recent initiatives include the development of a cultural/arts center within within the AFC property.

The Historic Frenchtown District is primed for an infusion of redevelopment initiatives. Although lacking the critical mass of historic structures found to the south along Main Street, Frenchtown provides a framework in proximity to the riverfront that can be mar-

Brick structures at the ACF present a prime opportunity for redevelopment of a mix of uses along the riverfront.

keted for significant reinvestment. In addition, it appears that community momentum is rising, with the recently adopted ***Frenchtown Neighborhood Economic Enhancement Strategy (2003)***.

A variety of recreational destinations along the riverfront can be found throughout corridor.

The **KATY Trail State Park** traverses through the corridor, providing pedestrian and bicycle access eastward to the Corps of Engineer's Riverlands and the Department of Natural Resource's Confluence State Park, and to the KATY Trail terminus at the western end of the state.

The **Mississippi River Trail (MRT)** traverses the City's northern edge and travels through Point Dusable Park until it crosses the Missouri River at the Interstate 370 Bridge. The MRT provides a greater regional trail system which runs from Minneapolis to New Orleans.

The **Great Rivers Greenway District** is evolving. Opportunities for trail connections over the Interstate 370 and 364 bridges would link the St. Charles Riverfront to the North Missouri River Greenway which is planned to travel from the Columbia Bottoms Area at the Missouri and Mississippi Rivers confluence to St. Louis County's Creve Coeur Park. Additional connection opportunities for the St. Charles riverfront would contribute to a fully integrated system of greenways, linking the Dardeene Greenway, KATY Trail, MRT, and routes to the Illinois trails via the Golden Eagle and Grafton Ferries or on the Alton Bridge.

Challenges

There are perceptual barriers between many of the parks along the riverfront and with adjacent neighborhoods. Generally, parks on the riverfront tend to be isolated, disconnected, and lack a sense of 'eyes' upon them. Features such as dense vegetation and the wrought iron fence along Frontier Park present a physical and perceptual barrier to the sense of public 'ownership'.
The roadway framework along the riverfront also lacks cohesiveness. Roadway names change, awkward intersections exist, and the lack of wayfinding signage tends to weaken the vehicular connection and circulation from north to south along the corridor.

With the exception of parkland, a clear view of the Missouri River is not prevalent. Floodplain boundaries, the levee in the northern portion of the corridor, and conservation and mitigation areas all contribute to a sense of disconnection between the amenities of the river and the core area of St. Charles. In some instances, overgrowth and debris also detracts from the natural environment along the Missouri River.

Other than the ACF property in the Frenchtown District, existing parks, and the Lewis and Clark Boathouse, opportunities to engage the riverfront are lacking.

The characteristics of the Missouri River, floodplain, and multiple jurisdictions are some of the issues that effect riverfront initiatives.

Public parking along Main Street provides retail patron parking, which helps preserve a strong pedestrian environment, as well as the historic quality and experience of the district. In several instances, however, it was observed that these parking lots are utilized as trailhead parking for the KATY Trail. 'Back door' service areas, trash receptacles, and the lack of screening elements detract from the environmental quality between Main Street and the riverfront.

Beyond the physical elements of the area, there are multiple public agency jurisdictions or agency ownership issues along the riverfront. This can pose a potential obstacle to achieving a cohesive and connected development strategy.

Concept Plan

The St. Charles' Missouri Riverfront Concept Plan establishes a framework that promotes an active and viable environment in which private and public initiatives can succeed. The concept plan envisions a distinctive and recognizable image for the entire riverfront that establishes a greater sense of cohesiveness and access to, along, and through the corridor and the various environments that are adjacent to the corridor.

Key Principles

Several key principles provide the foundation that guides the planning, design, and development recommendations for the riverfront.

Connection

Enhanced connections can improve linkages to, along, and through the riverfront corridor. Defined vehicular and pedestrian access can help link the riverfront corridor as a cohesive system. Connections should also extend into the greater St. Charles community, connecting neighborhoods and activity centers to the riverfront.

Diversity

An environment of diverse experiences should be encouraged through development practices and urban design features along the riverfront corridor.

Identity

A strong sense of identity that thematically celebrates the history, heritage, and activities associated with the St. Charles riverfront should be created. In addition, existing areas along the corridor should also be enhanced to promote a distinctive and cohesive sense of 'place'.

Practicality

A vision for the riverfront corridor should be furthered through sound solutions that represent real-world opportunities and implementation strategies. Positive momentum should be created that achieves short-range 'victories', carries forth long-range goals, and balances responsibilities and investments among both the private and public sectors.

Connections to and through the corridor will be critical for a successful and active riverfront environment.

People and Water

Not only is the perception of public ownership and access to the river important, getting people to actually experience the amenity of water is critical as well. Opportunities should be sought where, at certain points along the riverfront, people have the chance to embrace the rivers' edge.

Concept Plan Components

The recommendations of the concept plan are organized as a series of plan components.

Land Use and Development

Land Use and Development addresses the physical uses along the riverfront. This component outlines the general character and development theme envisioned to be carried throughout the corridor.

Urban Design

Urban Design addresses aesthetic and functional elements envisioned for the area. Elements include enhanced roadways, corridor identity and pedestrian and bicycle mobility.

Parks

Parks addresses the open space and conservation aspect of the riverfront corridor. Activities, uses, and amenities within parks vary, and can be often utilized as catalysts for redevelopment initiatives.

Public Transit

Although the concept plan is not a transit study, this component addresses transit-oriented aesthetics and suggests how transit may be integrated within the overall riverfront concept.

Comprehensive Plan 2002

This component provides a brief overview on goals of the City of St. Charles Comprehensive Plan and outlines general qualities of the Missouri Riverfront Concept Plan furthers those community-based goals and objectives.

Implementation Strategies

Implementation Strategies provides a general guide for actions regarding short-range 'quick victories' and long-range initiatives, potential partnerships, policy considerations, financial tools and resources in furthering the vision. Critical path initiatives identify strategies which can be immediately pursued. An implementation matrix is provided that outlines projects, likely actions to occur in the short, medium, and long-range time frames, potential partnerships and participants, and funding sources and tools to consider.

Budgeting

Order-of-magnitude cost estimates are provided as a preliminary budgeting tool for public initiatives along the riverfront.

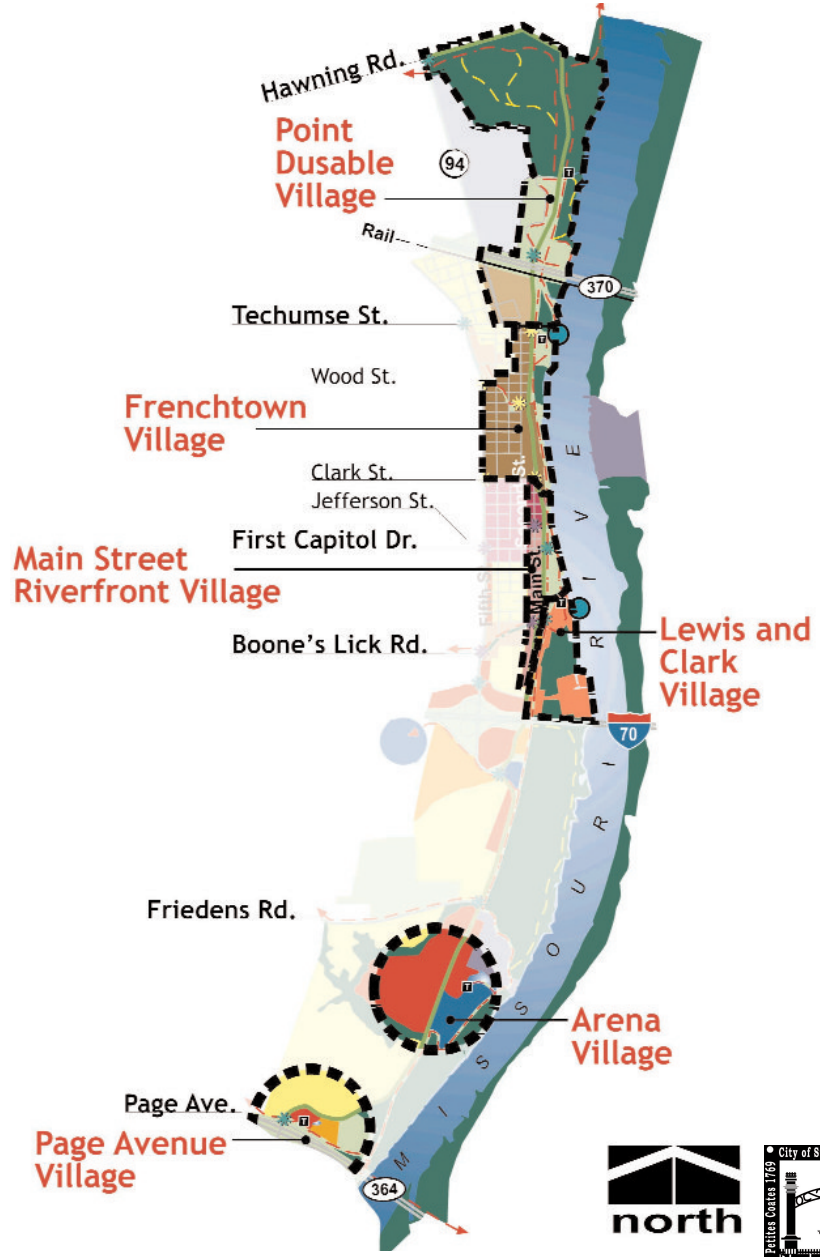
Making stronger community connections and access to the river's edge is a key component of the plan.

Riverfront Villages

The concept plan envisions the St. Charles Riverfront to develop as a series of defined activity centers or riverfront 'villages'. Many of these villages build upon the established framework, strengths, and assets of a particular area. Others, however, may create new opportunities that change an existing environment.

Each village is built upon established assets, such as proximity to the river's edge, existing centers of activity, access to transportation corridors, the natural environment, and anticipated opportunities for redevelopment. In some instances, a riverfront village may be more urbanized or mixed-use and promote a diverse array of uses and experiences. This would be the case for Frenchtown, Page Avenue, and Historic Main Street Villages. In other instances, a village may be more destination-oriented, focusing uses and experiences that provide a particular draw of activities such as entertainment, educational, recreational, or commercial. This would include the Arena and Lewis and Clark Villages. In the case of Point Dusable Village, a greater environmental emphasis is recommended to complement desired recreational-retail uses through the development of the Eco Park, Area-Wide Mitigation Area, and interpretive Eco-Trails.

Between riverfront villages, existing land use patterns are generally preserved, such as conservation areas and established neighborhoods. Enhanced vehicular and pedestrian connections for these areas to riverfront villages and through the riverfront corridor create a fully integrated riverfront environment for the City of St. Charles.



Page Avenue Village

The Page Avenue Village is envisioned as a mixed-use neighborhood-oriented center. Characteristics of the village include:

+ Neighborhood-oriented retail center, with predominantly neighborhood commercial goods and services. Building and site development should reflect a more neighborhood or pedestrian scale and design, with strong pedestrian connections to surrounding residential areas.

+ New multifamily residential, including town houses, patio homes, and other medium-density development can be integrated with commercial and residential development in the area.

+ Stabilize and enhance existing single family residential through defined pedestrian and bike connections to the village and the the KATY Trail, neighborhood gateway markers, continued code enforcement, and promote strong neighborhood organizations and activities.

+ Neighborhood-oriented open space, square, or plaza incorporated within the development. Provide defined linkages from the neighborhood commercial center to the KATY Trail.

+ In the commercial component of the neighborhood village, a trailhead is recommended to be incorporated in the development mix that allows for access to the KATY Trail.

Page Avenue Village

Land Use and Development Policies

Work with the County of St. Charles to strategically implement land use and zoning practices that promote the Page Avenue Village Concept.

Land Use:

+ Neighborhood-Scale Commercial
+ Medium-Density Residential
+ Single Family Residential

Development Types:

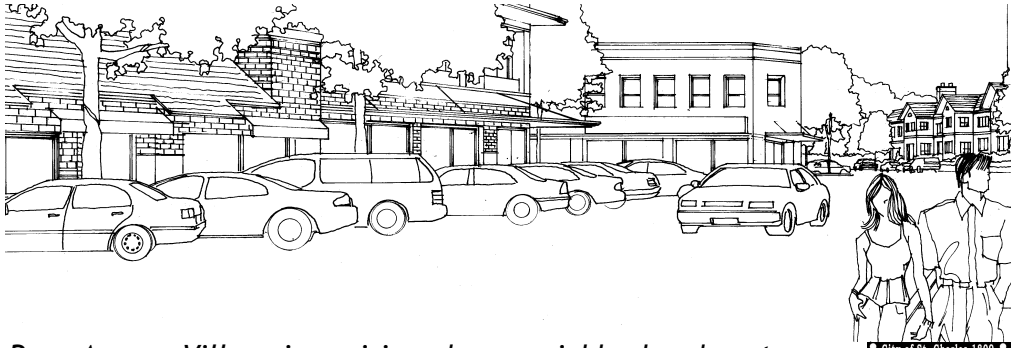
+ Neighborhood Retail and Services
+ Small Office and Professional Services
+ Town Houses and Patio Homes
+ Single Family Homes

Zoning:

Similar to the City of St. Charles C-1 Zoning District (Neighborhood Business District), which primarily provides for a restricted mixture of retail shopping, personal services, and residential on a comparatively small scale.

Other:

Acquire rights-of-way or easements, or require developer to provide adequate area for trailhead and trail connections to the KATY Trail.



Page Avenue Village is envisioned as a neighborhood center with strong pedestrian connections between commercial and residential.

Arena Village

The long-range goal within the Arena Village should include the redevelopment of the quarry site as a destination recreational and entertainment retail center. Characteristics of the village include:

+ Large-scale outdoor sporting goods, general sports and recreation businesses, and recreational venues, such as golf, rock climbing/repelling, athletic fields, amphitheater, and other recreational activities that are revenue driven.

+ Near the Arena, support retail services, such as restaurants and retail goods and services, should be pursued that complement the draw of events and activities associated with the Arena. Modifications to the existing detention lake and additional buffering of the concrete operations' site are recommended should redevelopment occur on that site.

+ Create infill residential opportunities, taking advantage of views and vistas over looking the river.

+ An opportunity exists to utilize a portion of the existing Arena parking lot to incorporate a trailhead, accessing the KATY Trail.

Arena Village

Land Use and Development Policies

Work with the County of St. Charles to strategically implement land use and zoning practices that promote the Arena Avenue Village Concept.

Land Use:

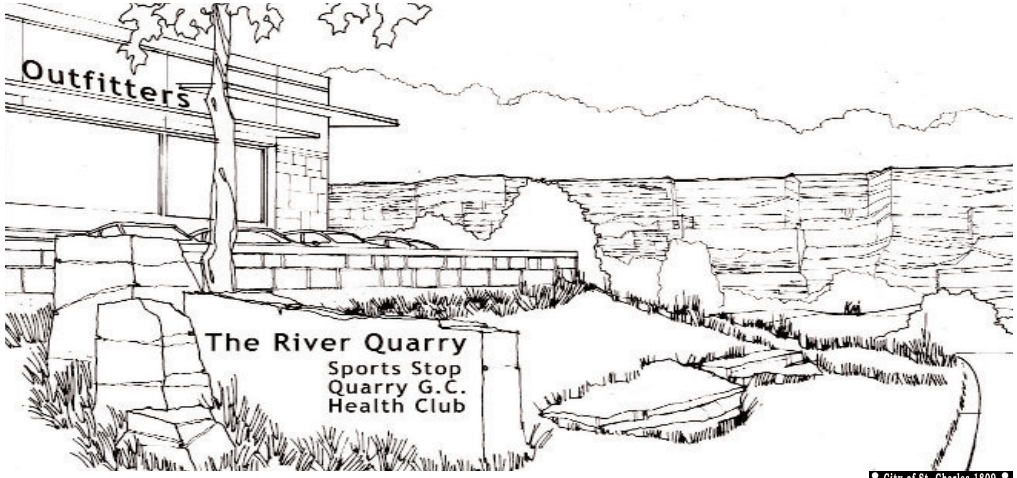
+General Commercial (entertainment, sports, and outdoor recreation)
+Parks and Recreational Facilities
+Multifamily Residential

Development Types:

+Recreational Commercial
+Fitness/Health Facilities
+Outdoor Recreational Facilities
+Restaurants/Support Commercial

Zoning:

Similar to the City of St. Charles C-2 Zoning District (General Business District), which primarily provides for a variety of commercial and service activities to be themed around recreation, sports, and entertainment.



New development in the Arena Village can complement activities associated with the St. Charles County Family Arena.

Lewis and Clark Village

The Lewis and Clark Village is envisioned as a entertainment and educational destination node along the riverfront, building upon existing assets such as the Ameristar Casino and Lewis and Clark Boathouse. Characteristics of the village include:

+ A mix of development in the village to include cultural and heritage venues, retail, and restaurants. These commercial initiatives can be linked with the development of piers, boat docks, or a marina to create strong visual and functional access to the river. A detailed investigation will need to be undertaken to determine the feasibility of elements that are developed along and into the rivers' edge.

+ Future plans by the Ameristar Casino call for the development of a hotel. Location and the visual characteristics of the hotel should complement the overall image of the riverfront corridor and the historical qualities found in the core portion of the City. Hotel development initiatives at the casino should incorporate significant views and vistas of the river with opportunities for outdoor uses such as restaurant patios and courtyards. Service areas and additional parking should be carefully designed as not to disrupt views of the river.

+ At the peripheral areas of this village, riverfront residential, such as recent initiatives at the former Water Works site, should be further promoted.

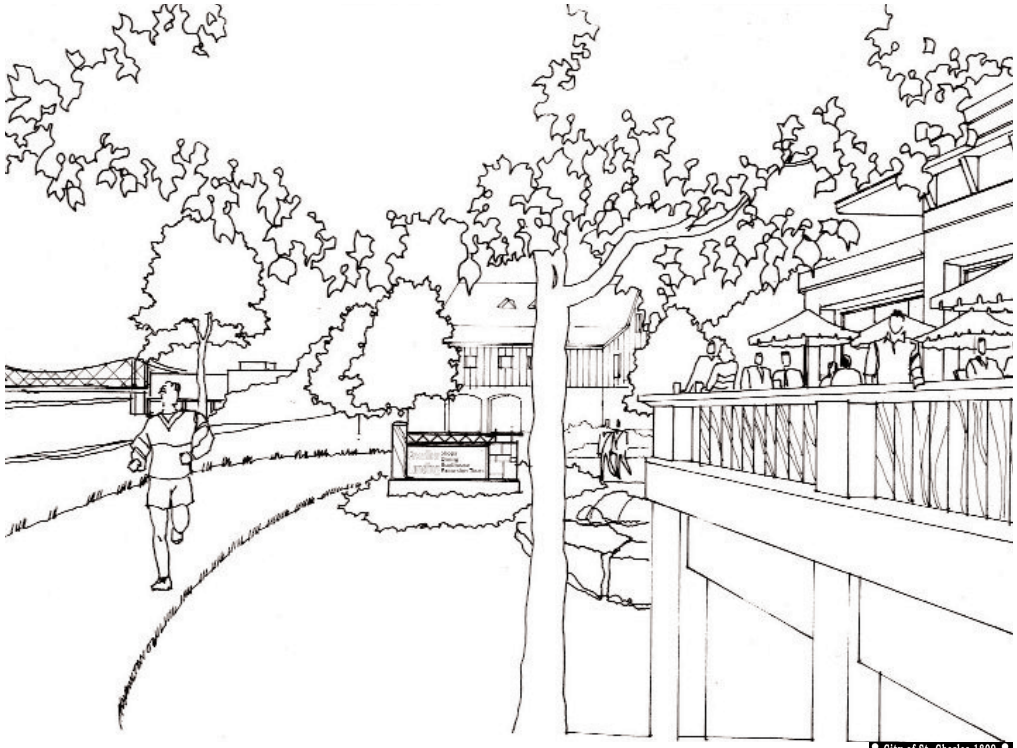
+ Encourage waterfront restaurants, which allow indoor and outdoor dining along the rivers' edge at locations such as the former casino dock or next to the Lewis and Clark Boathouse. Any development initiatives that extend directly on, near, or into the Missouri River, however, will need approval from the Corps of Engineers.

Lewis and Clark Village
Land Use and Development Policies
Target destination entertainment and support retail services .

Land Use:
+Commercial-Entertainment
+Parks
+Public/Institutional

Development Types:
+Casino
+Hotel
+Cultural/Educational
+Commercial Entertainment
+Retail and Restaurants

Zoning:
PD-RF(Planned Development Riverfront Zoning District).



Restaurant patios overlooking the Missouri River and Lewis and Clark Boathouse

Main Street Village

The Historic Main Street Corridor provides a distinctive environment and represents much of the history and heritage of St. Charles and its relationship to the Missouri River. The plan encourages continued rehabilitation and restoration of traditional properties and new investments reflect the scale and character exhibited along Main Street. Characteristics of the village include:

+ Behind Main Street, from Boone's Lick Road to Madison Street, views of the river should be preserved and enhanced. This strategy may include carefully selecting, modifying, and framing view corridors through landscaping materials.

+ Existing public parking lots that serve the Historic Main Street District from Boone's Lick Road to Madison Street should be enhanced through landscaping, signage systems, and buffering of private properties and their service areas. If an existing property on Main Street expands toward the river, it should not to impede view corridors of other properties to the river.

+ For the portions of Main Street north of Jefferson Street to Clark Street, redevelopment of the river view side may be considered, which includes multifamily town houses, mixed-use structures (ground level retail and upper level office or residential lofts) , and mixed-use parking structures that have retail incorporated at the ground level. In addition, parking may be considered via alleyways and surface lots behind the development, but not in front of development facing the river, unless incorporated as on-street parking.

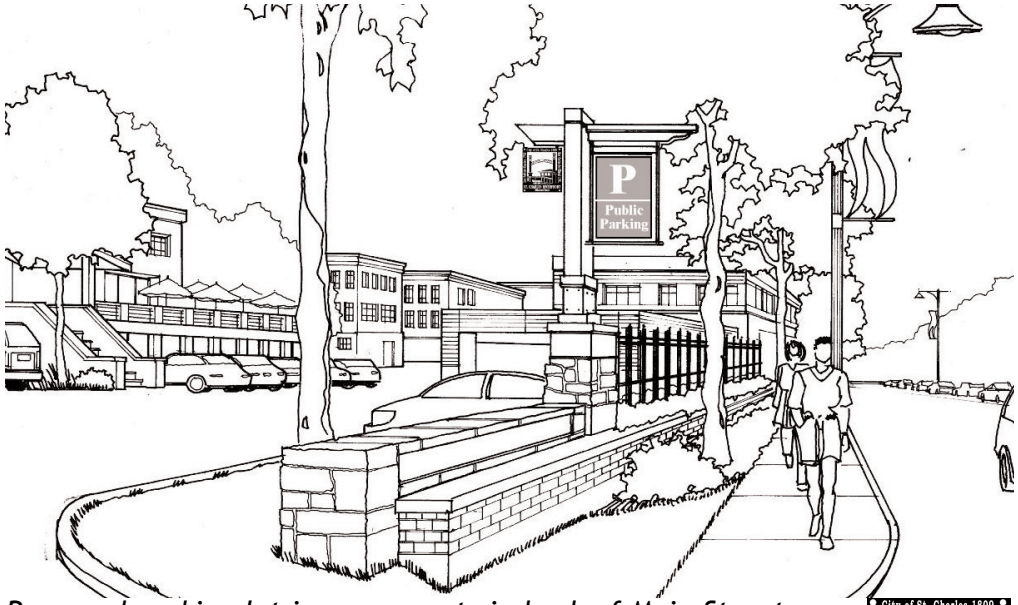
+ Scale and architectural style of any redevelopment initiative should carry-forth the visual qualities and image found along Main Street. An alternative is to continue with surface parking lots, which could be enhanced in a manner similar to lots south of Jefferson Street.

Main Street Village
Land Use and Development Policies
Preserve and enhance existing historic character along Main Street. Consider enhancement and development initiatives for surface parking lots facing the riverfront.

Land Use:
+Commercial
+Medium-Density Residential
+Public/Institutional

Development Types:
+Neighborhood Support Retail
+Specialty Retail
+Office
+Town Homes
+Residential Lofts
+Single Family Homes

Zoning:
Preserve existing HCD (Historical Commercial District) and CBD (Central Business District Zoning District).



Proposed parking lot improvements in back of Main Street help define public lots and enhances the visual quality facing the riverfront.

Frenchtown Village

Frenchtown provides a distinctive opportunity to 'reinvent' itself as a mixed-use, riverfront neighborhood. Recent planning initiatives such as the ***Frenchtown Economic Enhancement Strategy*** have initiated momentum within the community. This concept will be further strengthened by the recent redevelopment of the Cultural Arts Center in the ACF property. Strategies include:

+ Frenchtown should carry-forth recommendations of the ***Frenchtown Economic Enhancement Strategy*** and further promote the redevelopment of a diverse environment through single and multifamily residential, retail, office, and employment centers.

+ Within the neighborhood, the uses should also include mixed-use structures with ground level retail and upper level office or residential lofts. Many of the ACF buildings could provide a distinctive opportunity for redevelopment that has a strong visual connection to the Missouri River.

+ Employment centers may be contributors to the overall health of the Frenchtown Neighborhood and ideal for some of the ACF buildings. Employment centers contribute to daily activity within the area and may help support many of the commercial enterprises envisioned for the area. Employment centers should be 'clean' businesses, such as office, warehousing of clean products, high tech businesses, research, and light product assembly.

+ Much of the redevelopment of the ACF property should be targeted toward mixed-use. Besides the typical commercial and residential activities, this area affords the opportunity to build upon the area's cultural and arts concept through a more eclectic mix of uses, which include:

Frenchtown Village

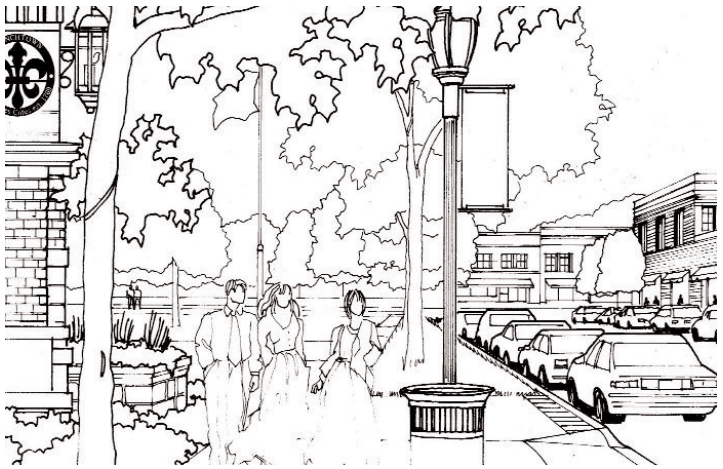
Land Use and Development Policies

Downzone commercial districts from C-3 (Highway Business District) to more appropriate neighborhood oriented commercial use. Preserve established FPD (Frenchtown Preservation District) and promote mixed-use development.

Land Use:
+Commercial
+Medium-Density Residential
+Single Family Residential
+Office
+Public/Institutional
+Light Industrial

Development Types:
+Neighborhood Support Retail
+Specialty Retail
+Art Studios and Galleries
+Live and Work Units
+Office
+Town Homes
+Residential Lofts
+Public Service
+Clean Industry/Employment
+Warehousing
+Single Family Homes

Zoning:
FPD (Frenchtown Preservation District)
C1 (Neighborhood Business District)
C2 (General Commercial)
R-1E (Single Family Residential)
I-1 (Light Industrial)



Frenchtown Square creates a community and neighborhood-oriented space within the historic district.

-Art galleries
-Photography and other fine art studios
-Live and work studios
-Specialty retail shops
-Home furnishing and antiques
-Restaurants, with potential decks and patios overlooking the Missouri River
-Neighborhood support goods and services

+ Within the Frenchtown Village, a distinctive thematic approach should be undertaken through architecture that reflects the heritage and connection of St. Charles and the founding French explorers.

+ The development of community open space, such as a Frenchtown Square, which serves neighborhood functions and events. The Frenchtown Square is envisioned as one of the redevelopment catalysts for Frenchtown. In the tradition of 'town squares' that can be found throughout midwest communities, the Frenchtown Square should be developed in a manner that is surrounded by mixed-use development. Neighborhood functions envisioned include:
  -Neighborhood-scale events
  -Art festivals
  -Special Frenchtown business promotions
  -Neighborhood playground or tot-lot
  -Pedestrian/bicycle trail that connects the Frenchtown Greenway to the KATY Trail.

+ Develop a stronger sense of connection with Blanchette Landing by opening-up views of the park and river from the neighborhood.

+ The concept of 'Frenchtown Harbor' or 'Frenchtown Landing' should be further explored. The concept should create a water amenity that directly engages restaurants and shops with a public boardwalk or esplanade to create another point where people can directly experience the River. If feasible, the harbor would function with working docks for boats.

+ A further detailed investigation to determine the feasibility of this concept will need to be undertaken. Given the characteristics of the Missouri River, issues such as water level fluctuations, sediment loads, navigation channel, and flood events will need to be identified. Should a working harbor with landing craft prove to be not feasible, the 'spirit' of the concept should be pursued. This may include a 'ceremonial' harbor or landing, incorporating river overlooks, interpretive elements, wetlands, and other features that celebrates the connection of the river and Frenchtown. This concept will require the close coordination and involvement of the Corps of Engineers, the Missouri Department of Natural Resources (DNR) and the Missouri Department of Conservation (MDC), as with other improvements and projects throughout the riverfront corridor.

+ Other development concepts may include investigations to determine if any of the former rail bridge foundations exist that can be reused for waterfront restaurants or retail south of the ACF property near the end of Monroe Street.

Re-use of ACF buildings provides the opportunity for a dynamic environment that is adjacent to the river.

Point Dusable Village

Point Dusable Village is envisioned as a recreational retail node, providing a less intensive redevelopment environment along the riverfront. Uses such as the RV Park, conference center, and restaurant provide the foundation to build upon complementary initiatives, such as businesses that cater to a recreational clientele. Strategies include:

+ The development of a significant trailhead facility, which provides a notable 'trail junction' that enhances the intersection of the KATY Trail, the MRT, and the possible connections to the Great Rivers Greenway District's North Missouri River and Dardeene Greenways. This facility should be developed at a more intensive level than other riverfront trailheads (refer to trailheads, page 36), which may include expand parking areas, regional and national trails informational center, and other amenities that complement a trails and environmental interpretation theme. Potential location to consider is at the intersection of Highway 94 and Hawning Road (Corps of Discovery River Parkway, page 27), which provides established vehicular access, visibility, and complement the eco-tourism concept with the development of the proposed Area-Wide Mitigation Area.

+ The Eco Park, when completed, will afford a significant environmental educational experience. As a long-range strategy, the Eco Park could expand along the river. This expansion could also be facilitated in the envisioned Area-Wide Mitigation Area, utilizing the former mobile home park acquired by the county and city as a mitigation area for development along the river. This area, located within the floodplain could be developed into wetlands, habitat areas, and as a mitigation or natural holding area for new projects along the riverfront and throughout the St. Charles' community.

Point Dusable Village
Land Use and Development Policies

Promote a mix of uses that include parks and recreation, recreational retail, general retail goods and services, and residential.

Land Use:
+Commercial
+Medium-Density Residential
+Single Family Residential
+Public/Institutional
+Park

Development Types:
+Recreational Retail
+Town Homes
+Single Family Residential

Zoning:
PD-RF (Planned Development Riverfront District)
C2 (General Commercial)
R-1E (Single Family Residential)
I-2 (Heavy Industrial District) - Existing Boeing Armaments Facility

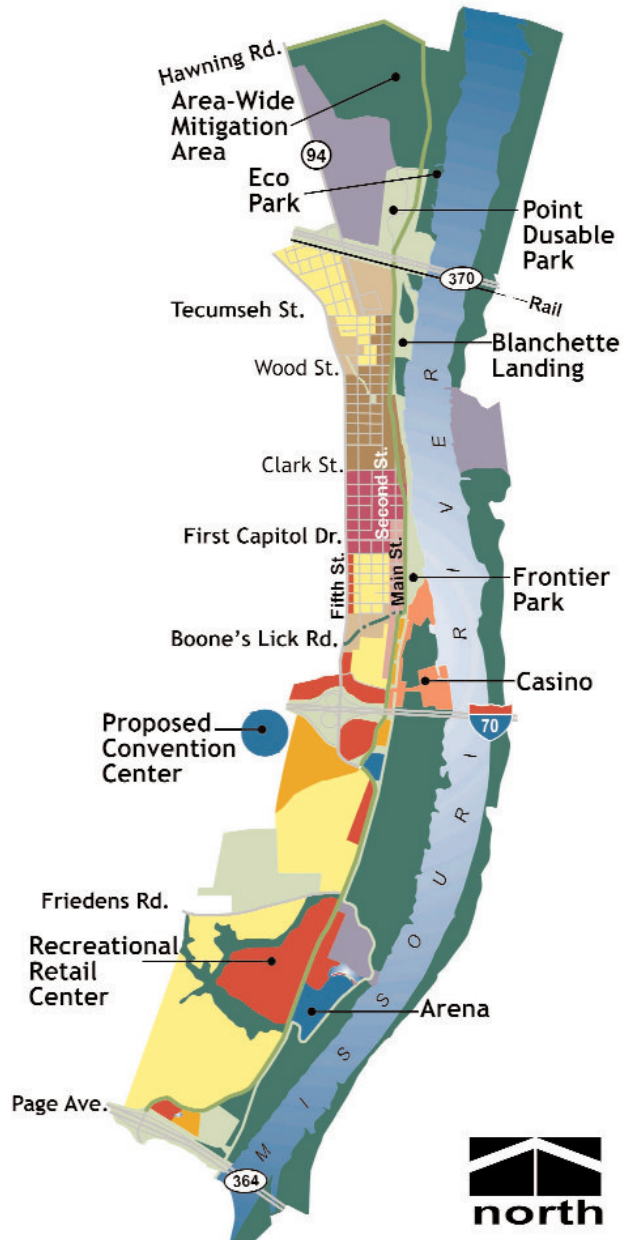
Recreational retail can complement adjacent uses, such as the KATY Trail, Point Dusable Park, and the Eco Park.

Land Use

Generalized land use patterns along the riverfront are intended to reflect desired uses and activities throughout the corridor. Recommended land use patterns promote mixed-use development in riverfront/downtown core areas, focus like-uses in destination areas, accommodate new redevelopment opportunities, and preserve established neighborhoods.

Generalized Land Use

- **Historic Main Street** Mixed-Use and Historic Corridor
- **Frenchtown** Mixed-Use and Historic Neighborhood
- **Central Business District** Mixed-Use and Historic District
- **Educational and Entertainment Destination**
- **General Mixed-Use** Commercial and Residential Sites
- **Public or Institutional**
- **Industrial**
- **Low-Density Residential**
- **Medium-Density Residential**
- **Park and Open Space**
- **Conservation/ Environmental**

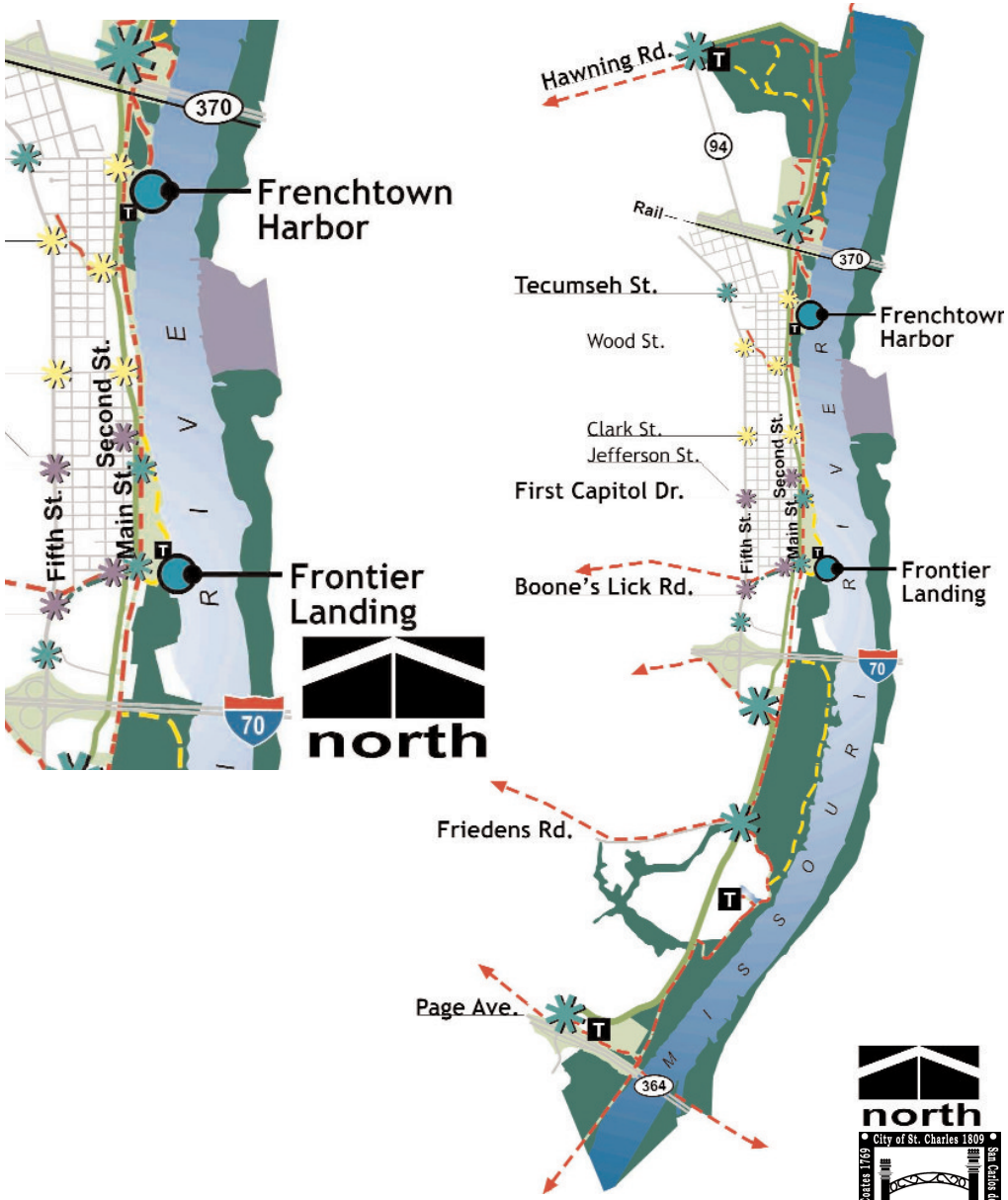


Urban Design

The concept plan envisions that a hierarchy of urban design amenities are incorporated to create a defined sense of identity and a cohesive thread that holds the riverfront corridor together. In some instances, these elements may be publically driven while others may be somewhat dependent upon the success of private initiatives and projects. As an overall concept, urban design amenities are based upon a historical and heritage interpretation of St. Charles. This enhances the riverfront and Historic St. Charles not only as a local and regional draw, but also as a national place of destination.

Urban Design Features

- Corps of Discovery River Parkway
- Boone's Lick Road
- Riverfront Gateway
- Historic St. Charles Gateway
- Frenchtown Gateway
- Recreational Trail
- Interpretive Trail
- Trail Head
- Harbor/Watercraft Landing



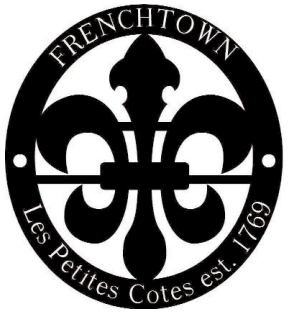
Icons

Icons or logos help reinforce the identity and image of a particular place, development, or amenity. Within the riverfront corridor, six distinctive icons are proposed to complement recommended urban design components (icon designs for illustrative purposes):

St. Charles Riverfront Logo
Embodies the relationship and interdependence of the Missouri River and the prosperity of St. Charles. Incorporate on St. Charles Riverfront gateways (refer to Gateways 29).

Corps of Discovery River Parkway
Icon which reinforces the thematic image of the riverfront, history of St. Charles, Lewis and Clark, and the Missouri River. Place on street lighting fixtures along the Corps of Discovery River Parkway (refer to Enhanced Roadways, page 27).

Historic St. Charles
Utilize or modify existing Historic Main Street icon that enhances the unique historic and heritage qualities prevalent throughout Main Street.



Frenchtown
Celebrates the distinctiveness of the Frenchtown heritage and its connection to the French influence in St. Charles, Louis 'Le Chasseur' Blanchette, and the settlement of Les Petitis Cotes. Incorporate on Frenchtown Neighborhood markers.

KATY Trail - St. Charles
Further define the KATY Trail and the St. Charles segment, as well as the importance of the Missouri Kansas Texas Railroad to the area. Incorporate on Katy Trail (St. Charles segments) wayfinding elements (refer to Trails, page 32).

Eco Trail
Embrace the natural characteristics and riverfront environs, while reinforcing trail hierarchy and functions. Incorporate on Eco Trail wayfinding and interpretive elements (refer to Trails, page 35).

Enhanced Roadways

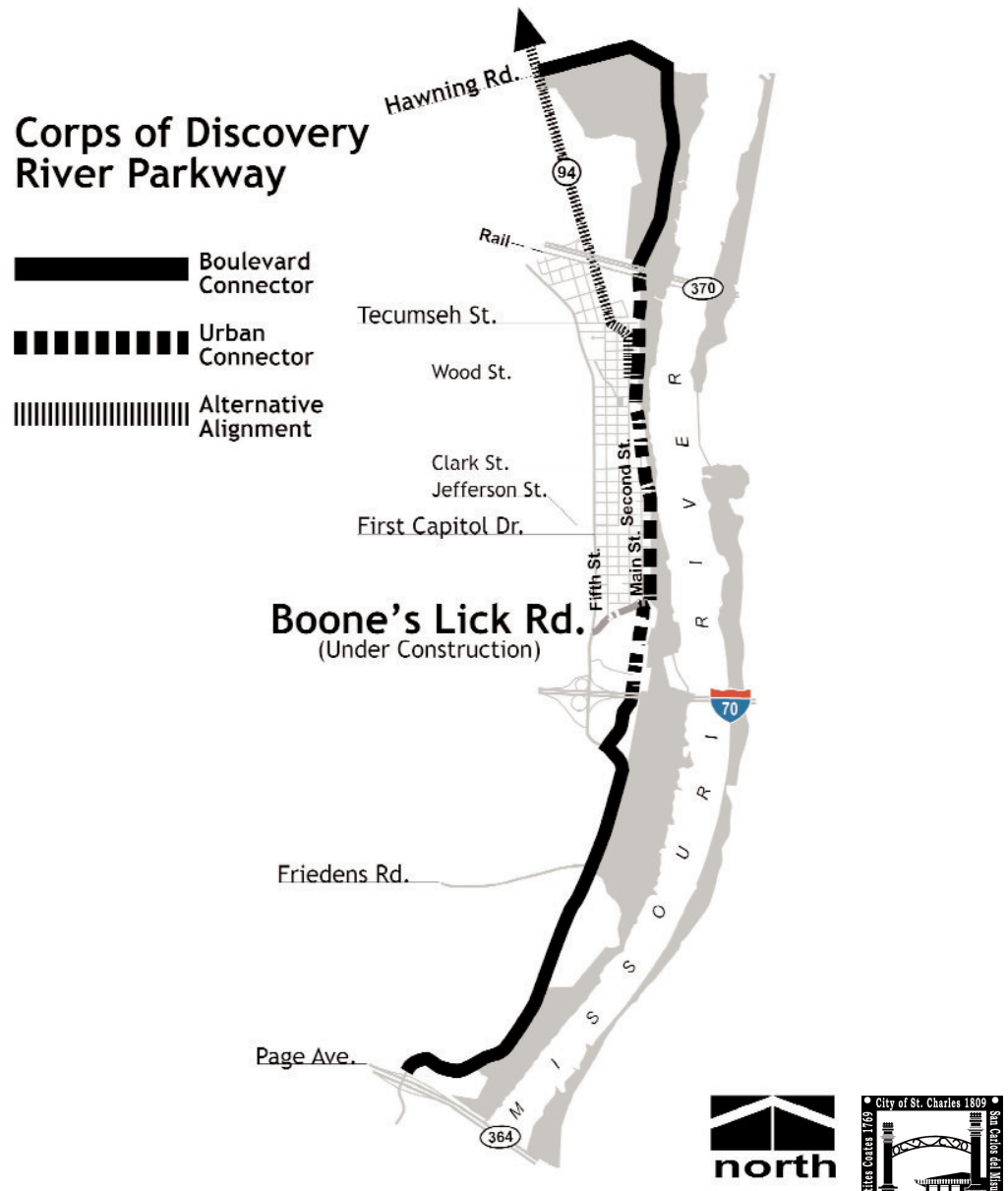
The character of roadways often sets the initial image for entering and accessing a riverfront corridor, establishing a precedent for the overall experience. The plan proposes two primary roadway enhancement components: Corps of Discovery River Parkway and the Boone's Lick Road.

Corps of Discovery River Parkway

The Corps of Discovery River Parkway celebrates and draws on the Lewis and Clark Expedition, which originated in the area. The concept plan envisions that the existing South Riverfront Drive/Arena Parkway from Page Avenue to South Main Street, south of Interstate 70, and Riverside Drive be re-designated as the Corps of Discovery River Parkway. In addition, this designation should be continued with future roadway improvements though the ACF property, re-connecting Main Street to North River Road, Hawning Road, and Highway 94. This concept should also be considered to be incorporated on Highway 94 to New Town.

The Corps of Discovery River Parkway provides a river view driving experience as well as direct access to all riverfront villages. It furthers the historical and heritage theme of the plan. For portions of the parkway from Page Avenue to South Main Street, south of Interstate 70, and from Point Dusable Park to Highway 94, the preferred roadway treatment is to incorporate a landscape median separating north and south-bound traffic lanes ***(Boulevard Connector)***.

Between South Main Street and Point Dusable Park, the parkway should reflect the intended land use and development recommendations. This infers that the parkway is



more urban in character, possibly with on-street parking without a median that serves the mix of uses within the core-area riverfront villages ***(Urban Connector)***.

Careful consideration during schematic design should be undertaken as not to adversely impact existing assets along the riverfront. Should the alignment bisect the existing Point Dusable Park, pedestrian safety should be of the highest priority. Design options include:

+ Traffic and pedestrian signalization for defined and safe access across the parkway from ball fields to the playground.

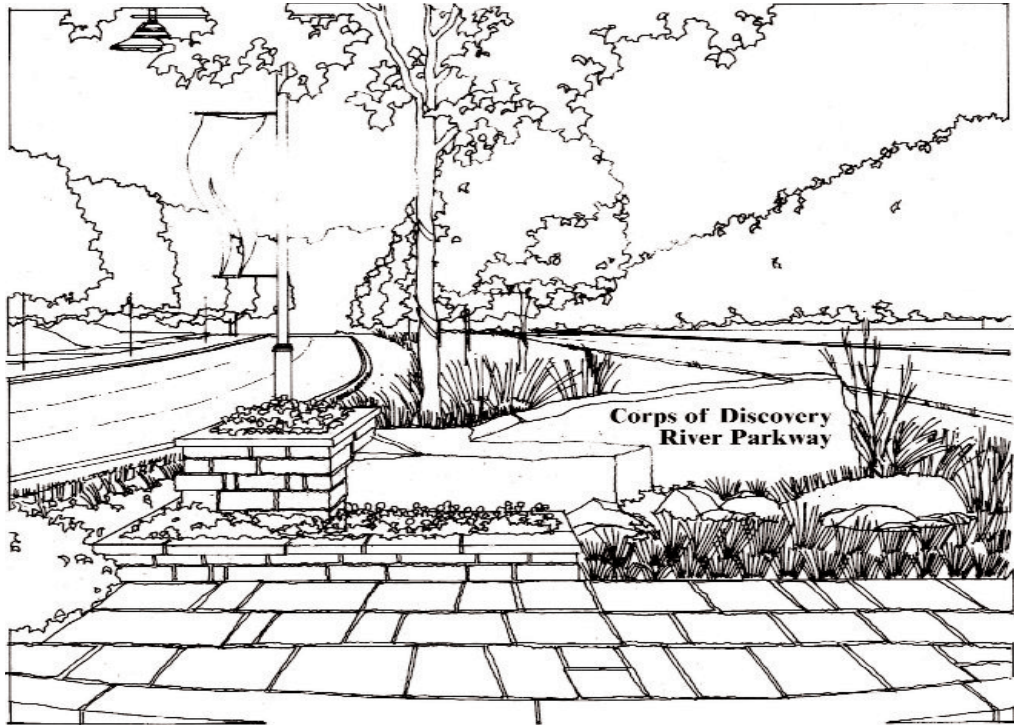
+ Relocation of the playground and the parkway alignment along the periphery of the park.

+ An alternative alternative alignment for the parkway for this portion of the parkway includes a connection to Second Street south of Olive Street along Highway 94 to New Town.

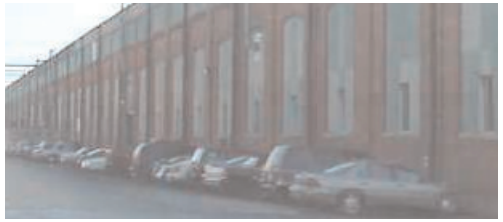
Along with street tree plantings, the parkway should incorporate a distinctive street lighting standard. In addition, the parkway icon should be incorporated on the street light standards, affixed to a standard at least every 1/8th of a mile and at roadway intersections.

Boone's Lick Road

Boone's Lick Road is currently under construction and provides a strong historical and heritage theme that links the riverfront. At the intersection where this road meets the Corps of Discovery River Parkway, careful consideration should be given to blend their themes together.



Boulevard connector concept for portions of the Corps of Discovery River Parkway outside of the core area (concept for illustrative purposes).



Urban connector portions of the Corps of Discovery River Parkway is envisioned to respond to existing development patterns and limited rights-of-way. Landscaping, street light standards, and the parkway icon icon can continue the parkway concept. In some instances, such as redeveloping areas, on-street parking may also be incorporated to further promote riverfront development.

Gateways

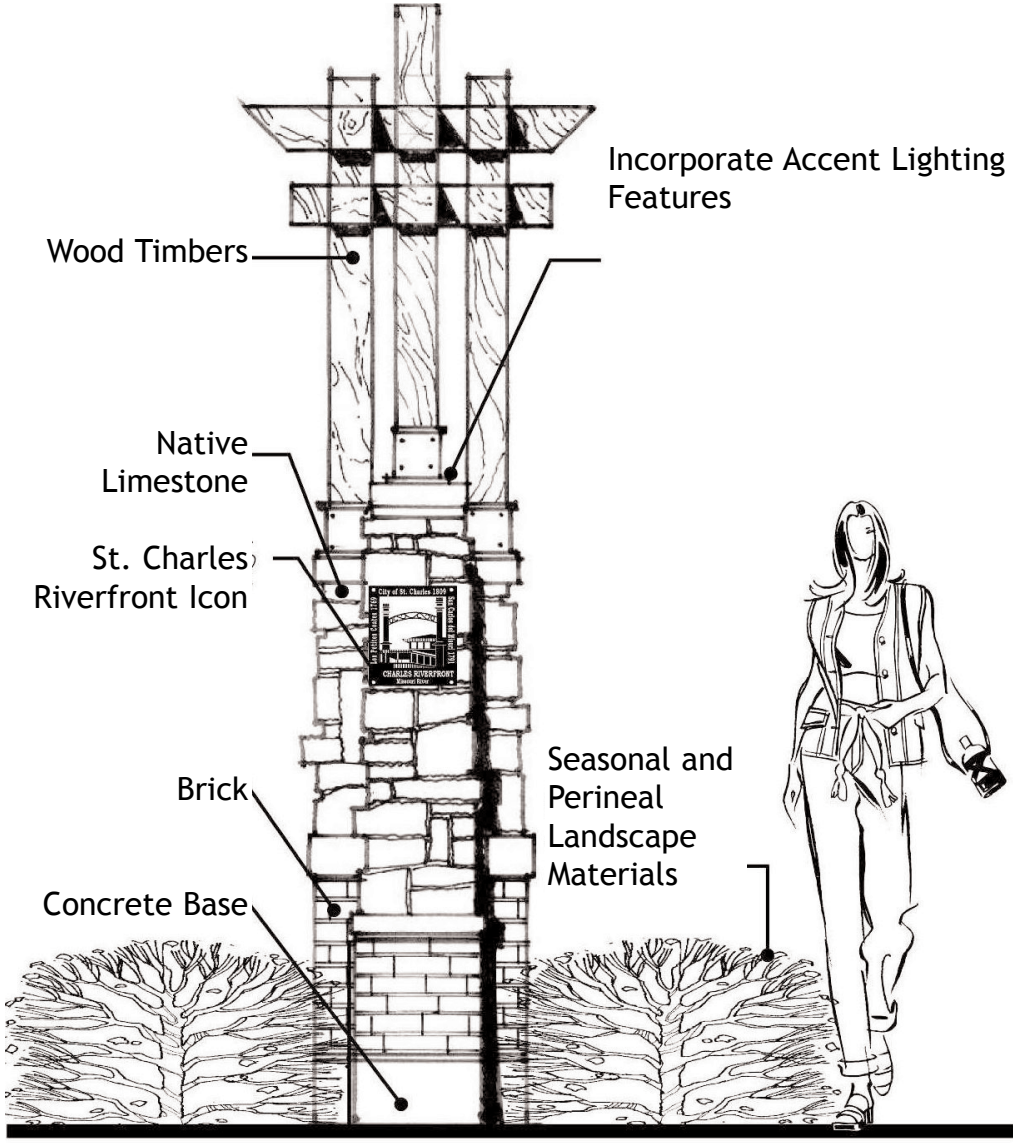
Gateways are intended to help celebrate and perceptually define the riverfront corridor and riverfront villages. Many of these gateways are intended to enhance the historical theme, utilizing traditional materials such as natural timbers, native limestone, and brick cobbles. There are three distinctive gateway prototypes recommended for the area:

St. Charles Riverfront Gateway

This gateway prototype is intended to enhance the recognition of the Missouri River, contribute a cohesive element throughout the corridor, and promote the St. Charles Riverfront as a place of destination.

The gateway prototype is thematically intended to evoke an image of a trail marker, representing the heritage of the river from frontier trails and rail. The vertical element incorporates timbers, native limestone, and a St. Charles Riverfront Logo. Optional amenities may include illumination, providing repetitive beacons along the riverfront. Recommended locations for the St. Charles Riverfront Gateways include:

+ Corps of Discovery River Parkway and Page Avenue
+ Corps of Discovery River Parkway and Friedens Road
+ Corps of Discovery River Parkway and South 5th Street
+ South 5th Street and Interstate 70 off-ramp
+ Corps of Discovery River Parkway and Boone's Lick Road



Riverfront gateways help define the riverfront corridor (concept for illustrative purposes).

+ Corps of Discovery River Parkway and First Capital Drive

+ South 5th Street and Tecumseh Street

+ Corps of Discovery River Parkway and Point Dusable

+ Corps of Discovery River Parkway and Highway 94

Historic St. Charles Gateway
The Historic St. Charles gateway is intended to celebrate the Historic Main Street environment and create a strong connection with the St. Charles Riverfront Gateways.

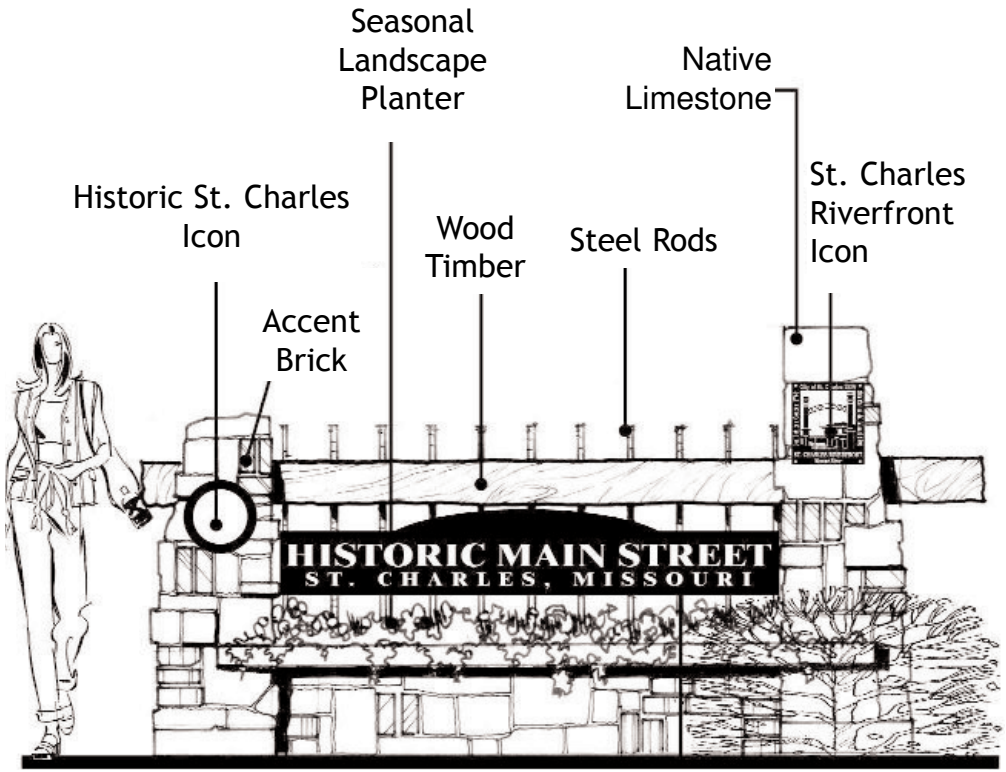
The gateway prototype is thematically intended to represent an old building foundation, remnants of a river town structure. The gateway incorporates timber, steel rods, native limestone, brick cobbles, Historic St. Charles and Riverfront icon, as well as room for signage identifying Historic Main Street. Modifications to the size and orientation may be necessary to accommodate a particular site. Recommended locations for the Historic St. Charles Gateways include:

+ South 5th Street and Boone's Lick Road

+ Boone's' Lick Road and Main Street

+ South 5th Street and First Capitol Drive

+ Main Street and Jefferson Street



Historic St. Charles Gateways reflect materials of other riverfront gateway features and may incorporate a variety of icons that promote a strong connections between the core of the city and the Missouri River (concept for illustrative purposes).

Historic St. Charles gateways are intended to reinforce and announce the historic districts within the core area of St. Charles. Design and materials reflect riverfront gateway features, creating a strong and cohesive visual element that connects the historic district to the riverfront.

Frenchtown Gateway
The Frenchtown Gateway is intended to provide a strong visual cue and define perceptual boundaries of the neighborhood and its connection to the riverfront.
There are two gateway prototypes envisioned within Frenchtown.

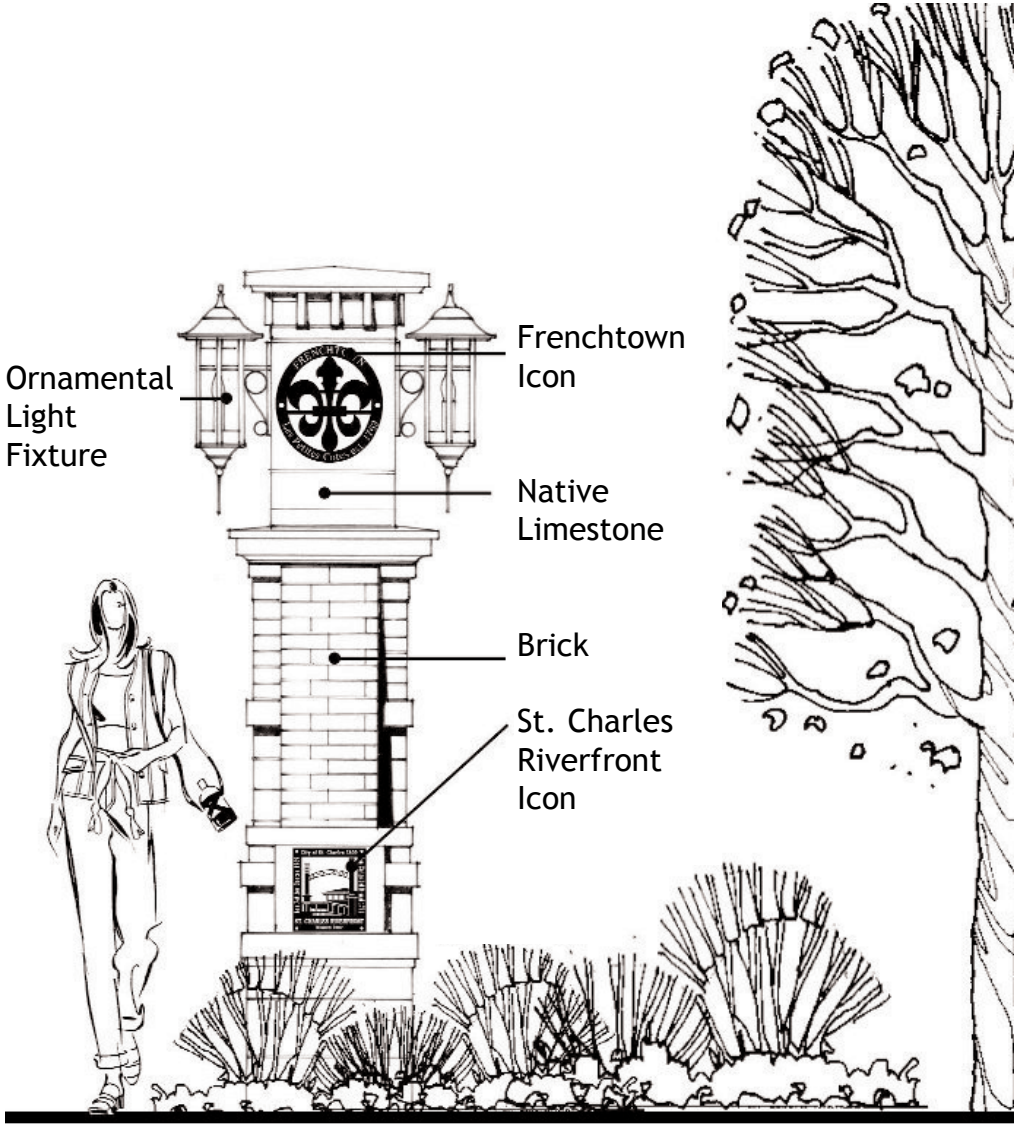
The ***Frenchtown Neighborhood Gateway*** is designed to thematically celebrate the French heritage and namesake of the neighborhood. A more refined, urban style and materials reflect the cultural theme of Frenchtown. This would include smooth finished native limestone or colored concrete, brick, ornamental lighting, and a Frenchtown icon. Additional neighborhood markers can be incorporated throughout Frenchtown, depending on the level of interest and investment of the Frenchtown Neighborhood community. Potential locations for Frenchtown Neighborhood Gateways include:

+ North 5th Street and Clark Street

+ North 5th Street and Wood Street

The ***Frenchtown Riverfront Gateway*** constructed of rough quarried and finished limestone, provides the base for a flag pole that flies the 15 Star American Flag and a French Napoleonic Flag, both circa 1803 representing the ownership transition of St. Charles through the Louisiana Purchase.

This gateway element may be even more dramatic incorporated into a roundabout or traffic circle along the Corps of Discovery River Parkway between Frenchtown and Point Dusable Park. ***The Frenchtown Neighborhood Economic Strategy*** recommends a potential roundabout at Third



Frenchtown Neighborhood Gateways should reflect the historical and heritage theme of Frenchtown (concept for illustrative purposes).

Street and Tecumseh, with sculpture, fountain or signage. Recommended Frenchtown Riverfront Gateway locations include:

+ Corps of Discovery River Parkway and Tecumseh Street

+ North 5th Street and Clark Street

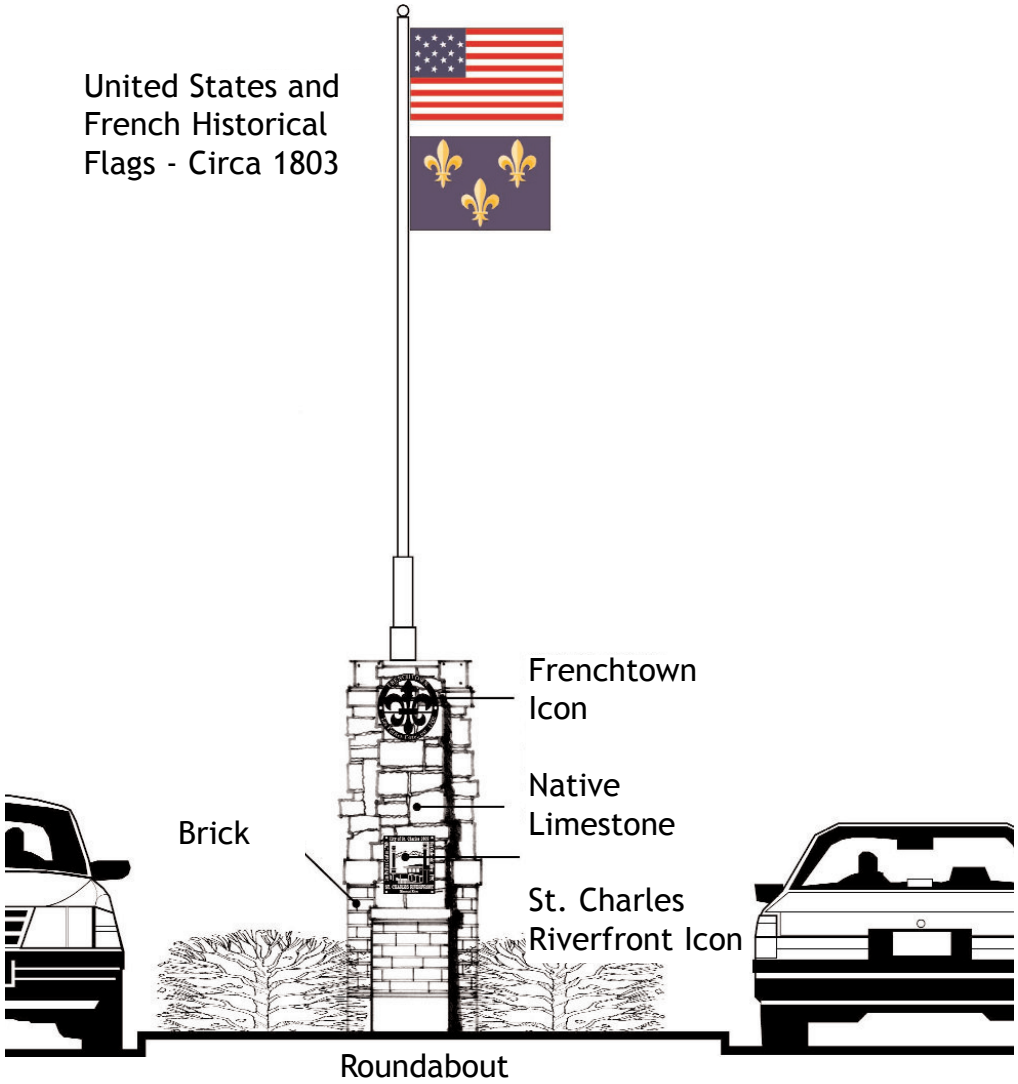
Trails

Trails provide the opportunity to access a variety of recreational and educational aspects along the Riverfront. There are two distinctive trail systems envisioned:

Recreational

Recreational trail systems are designed to provide fitness, leisure, and general recreational experiences. The trail system should generally facilitate a variety of user groups. At a minimum, recreational trails should be a width to accommodate two-way traffic for pedestrian and cyclist. These trails are typically constructed of a permeable surface type, such as crushed and compacted limestone or gravel.

To facilitate a greater diversity of user groups within the riverfront corridor, the plan recommends that trails may become multi-use, incorporating impermeable surfaces, such as concrete or asphalt. This will allow for greater flexibility of uses such as in-line roller skating, wheelchairs, joggers, walkers, and bicyclist. Different user groups will often prefer different trail surfaces. An option to consider is a multi-surface trail that consists of a crushed limestone (often favored by runners) with a separate asphalt or concrete trail adjacent (typically preferred by strollers in-line skaters, and some cyclists).



Frenchtown Riverfront Neighborhood Gateways reflect materials of other riverfront gateways (concept for illustrative purposes).

Trail widths may vary, however, minimum standard should be established based upon the anticipated user groups and the American Association of Highway Transportation Officials (AASHTO) Standards. In addition, signage standards incorporated along trails should meet the requirements of the Manual for Uniform Traffic Control Devices (MUTCD).

KATY Trail (Recreational)

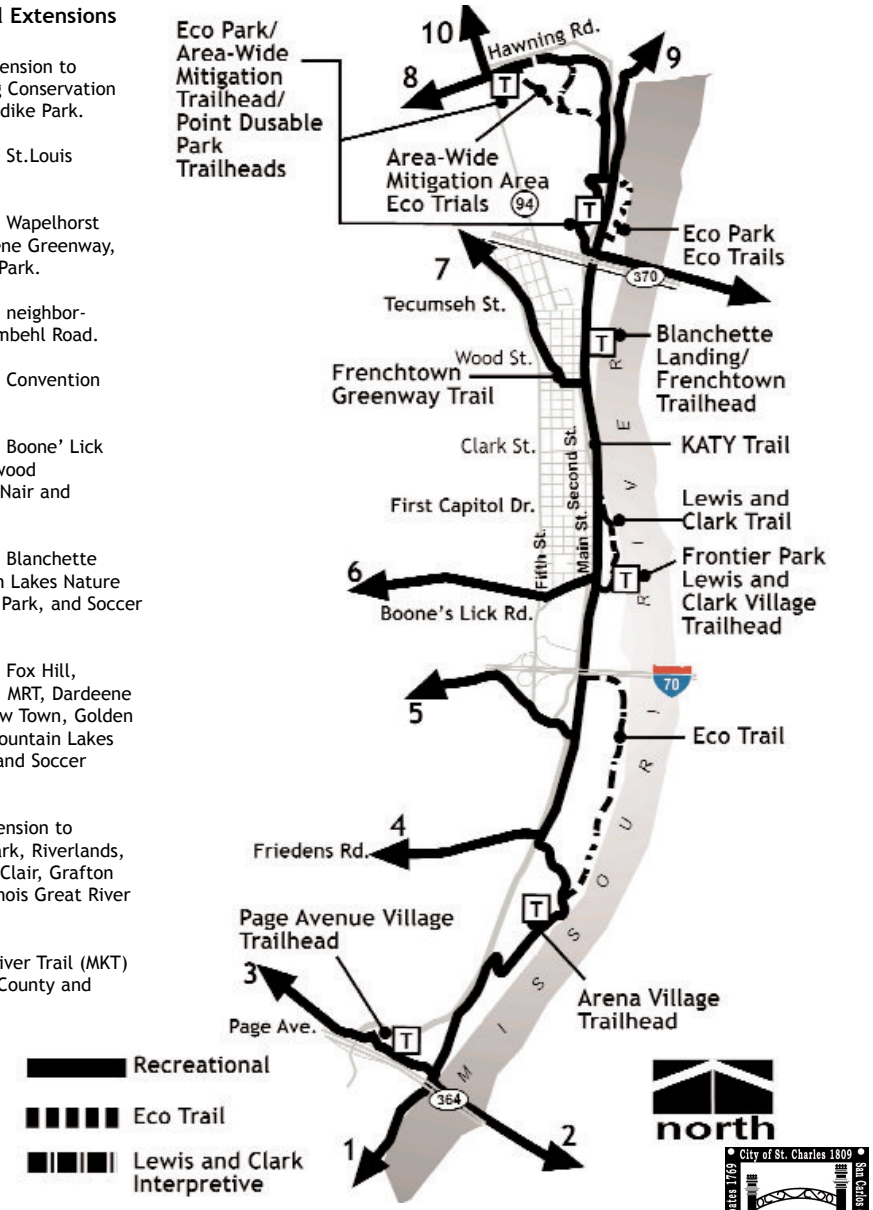
The KATY Trail is a distinctive asset to St. Charles and the State of Missouri. Constructed in the former MIssouri Kansas Texas (MKT) railroad rights-of-way, it provides an existing pedestrian and bicycle access corridor throughout the riverfront.

The KATY Trail in St. Charles should be preserved and improved. Enhancements may include distinctive wayfinding elements or modest realignment in parks to create more visual appeal and a heightened experience.

The plan envisions enhancing the rails-to-trails history along the KATY Trail with custom wayfinding signage within the City of St. Charles. These components would reflect the rail history, constructed of rail tracks, rail ties or heavy weathered timbers, steel, and the KATY Trail - St. Charles icon. In addition, the wayfinding systems could incorporate interpretive or educational information about the Katy Trail, the western expansion of the railroad, and the history of rail in St. Charles. All modifications would require a close partnership and working relationship among the City, Parks and Recreation Board, North County Levee District (NCLD), and the Missouri Department of Natural Resources (DNR).

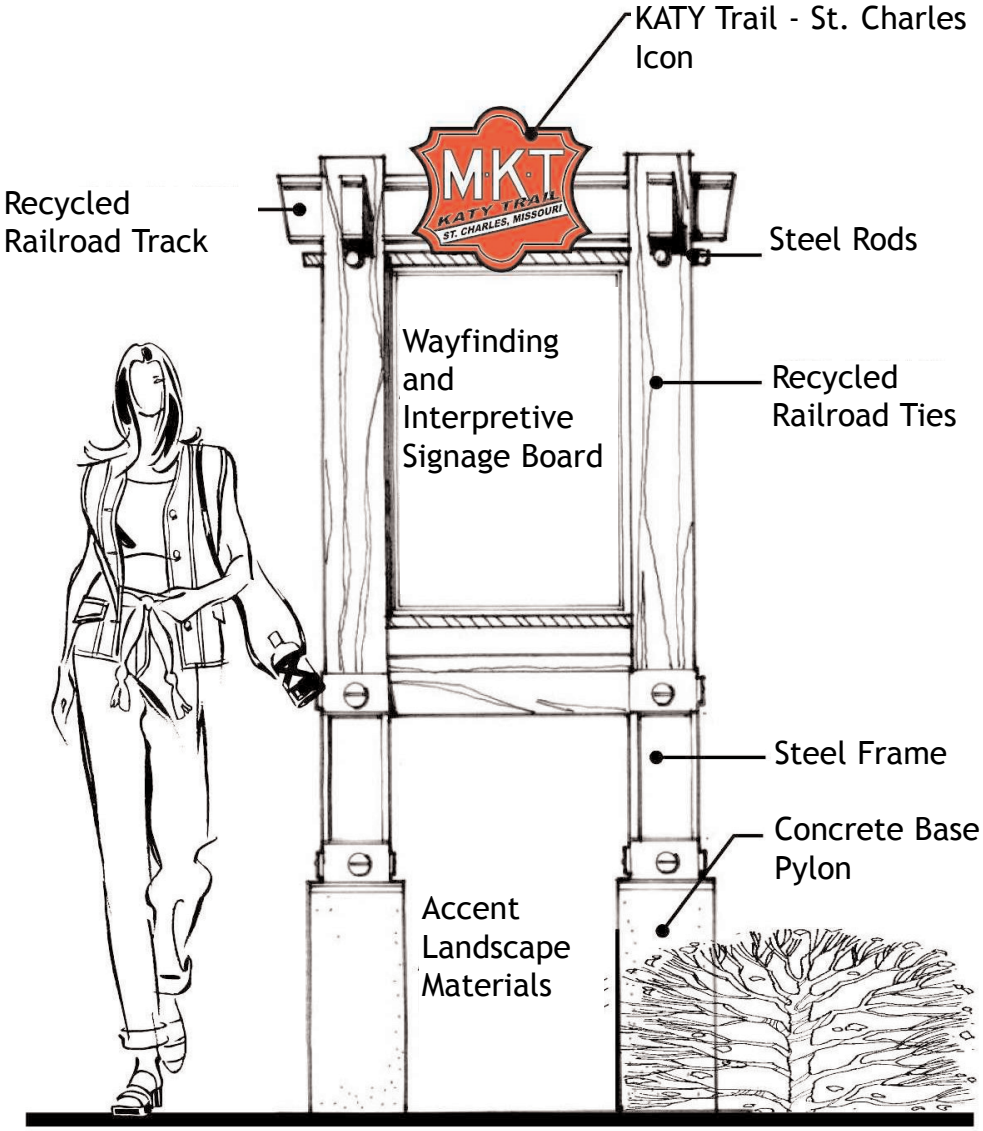
Potential Trail Extensions

1. KATY Trail extension to Weldon Spring Conservation Area and Klondike Park.
2. Connection to St.Louis County.
3. Connection to Wapelhorst Park, Daredeene Greenway, and Schaefer Park.
4. Connection to neighborhoods and Zumbehl Road.
5. Connection to Convention Center
6. Connection to Boone' Lick Road, Lindenwood University, McNair and Jaycee Parks.
7. Connection to Blanchette Park, Fountain Lakes Nature Park, Fox Hill Park, and Soccer Complex.
8. Connection to Fox Hill, Kiwanis Parks, MRT, Dardeene Greenway, New Town, Golden Eagle Ferry, Fountain Lakes Nature Park, and Soccer Complex.
9. Katy Trail extension to Confluence Park, Riverlands, Marais Temps Clair, Grafton Ferry, and Illinois Great River Road Trail.
10. Mississippi River Trail (MKT) to St. Louis County and Illinois Trails



Mississippi River Trail (Recreational)
The Mississippi River Trail (MRT) affords the opportunity to connect into a greater regional system. The MRT is in process to link over 2000 miles along Minnesota, Wisconsin, Iowa, Illinois, Missouri, Kentucky, Tennessee, Arkansas, Mississippi, and Louisiana. Route markers, such as the ones that can be found near Highway 94 and Hawning Road, mark segments completed and eventually will designate the entire system. From Lake Itasca, Minnesota to the Gulf of Mexico, the MRT will allow bicyclist to experience the heritage of the Mississippi River and the communities throughout the Mississippi Valley. St. Charles, located ideally in the middle of the route, affords the opportunity for a significant destination point along the route.

Great Rivers Greenway District (Recreational)
Initiated in the fall of 2000, voters in St. Louis, St. Louis County, and St. Charles County approved the Clean Water, Safe Parks, and Community Trail Initiative. Funded by a one-tenth of one cent sales tax, the Great Rivers Greenway District is responsible for developing an interconnected system of greenways, parks, and open space system that will contribute to the economic growth, improved community resources, natural resources, and help stabilize neighborhoods throughout the area. The St. Charles riverfront is part of the Missouri River Greenway system. Connections to proposed Dardeene, River Des Peres, Gravois Creek, Missouri River, Meramec, and Confluence Greenway systems to the St. Charles riverfront will ultimately provide a strong metropolitan pedestrian and bicycle network and further the concept of the riverfront as a regional destination.

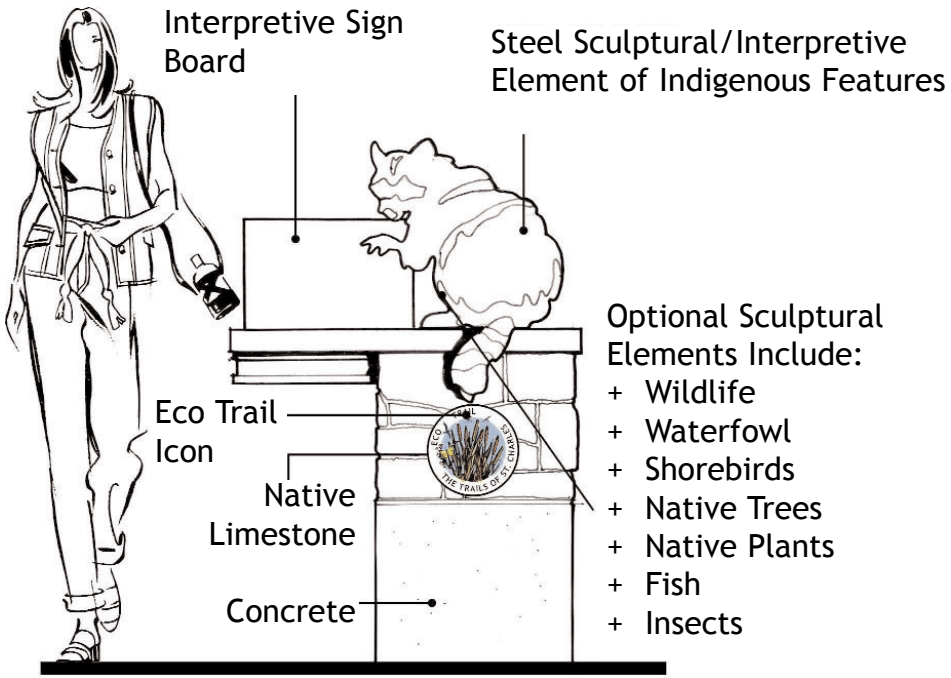


KATY Trail - St. Charles wayfinding trail sign concept. (Concept for illustrative purposes).

Community Connectors (Recreational)
Community connectors are intended to function as systems that link other trails, neighborhoods, or other destination centers. These systems typically follow natural greenways, link parks, or traverse built areas in shared-use lanes on roadways. The plan supports trail connections linking from the KATY Trail throughout St. Charles and the region. To date, the City of St. Charles is undertaking a Community-Wide Trail Master Plan, in which connections will be identified.

Interpretive/Educational
Interpretive or educational trail systems may be designed for recreational uses such as strolling, jogging, and hiking. In some instances, bicycle access may be considered. Their primary function, however, is to experience a distinctive environment and to educate the user based upon a particular theme. There are two interpretive/educational trails envisioned along the riverfront corridor:

Eco Trail (Interpretive and Recreational)
The Eco Trail provides access to natural areas, such as the anticipated Eco Park, conservation areas, and the proposed Area-Wide Mitigation Area. In some instances, the trails will not go through an area, but around it, such as wetlands or identified wildlife habitats. In these instances, viewing stations may be provided with limestone seating boulders. In addition, interpretive kiosks or signs may be provided to educate the trail user. For the Eco Trail, the plan envisions blending art and education into signage systems. Steel sculptures of native wildlife, insect, vegetation, and other figures anchor an interpretive sign placed on native limestone columns.



Eco Trail interpretive sign concept (concept for illustrative purposes).

Interpretive trail in Frontier Park tells the story of the Corps of Discovery journey (concept for illustrative purposes).

Lewis and Clark Frontier Park (Interpretive)
This interpretive trail is envisioned to celebrate the Lewis and Clark expedition and provide yet another attraction for the Lewis and Clark Boathouse. The intent is to enhance the local, regional, and national draw to the St. Charles riverfront for historians, Lewis and Clark enthusiasts, school tours, as well as enhance the use of the Lewis and Clark Boathouse and Frontier Park.

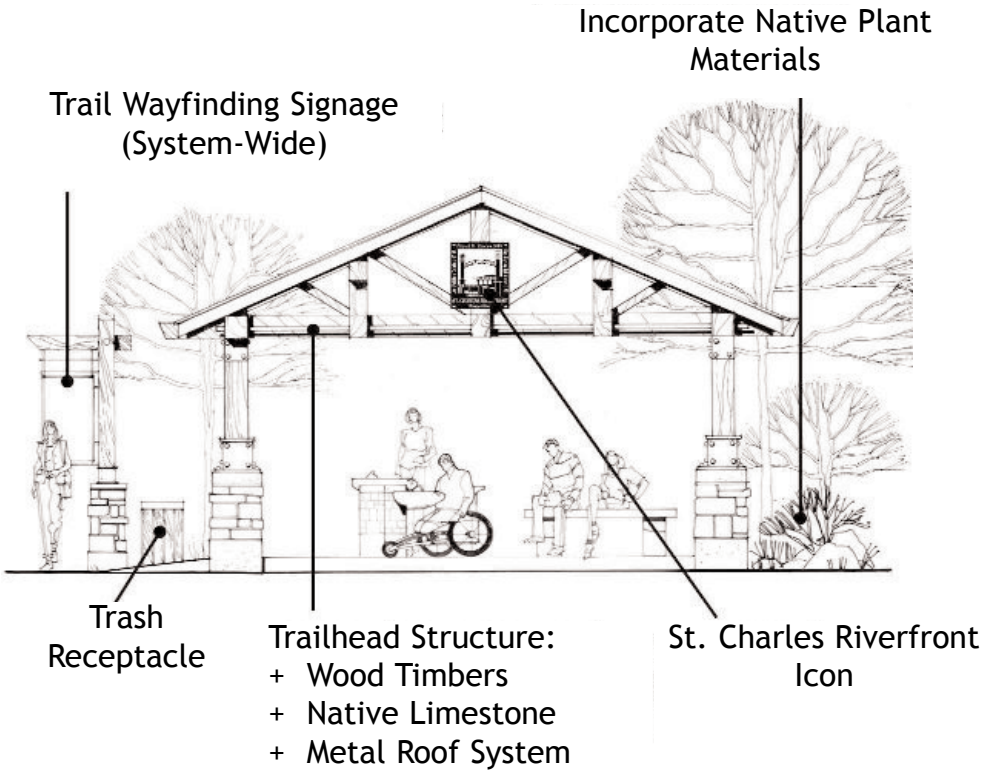
The trail would begin at the Lewis and Clark Boathouse and extend to the north end of Frontier Park. The trail connects with the Katy Trail and branches-off back to the Lewis and Clark Boathouse.

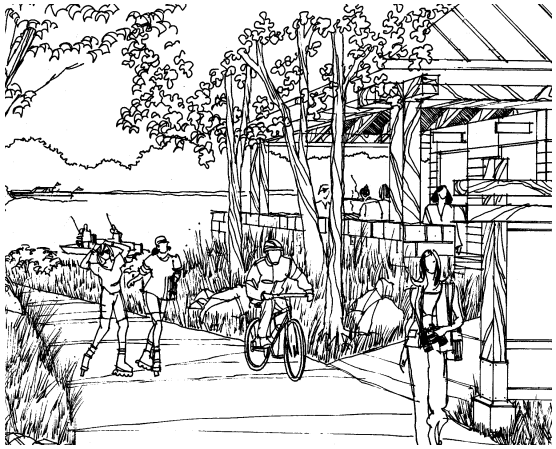
The trail is 'scaled out' to represent the Corps of Discovery journey. The east-side of the trail represents the upstream portion of the voyage, where sculpture figures encountered along the journey or interpretive plaques tell the story of the upstream portion of the expedition. Along the Katy Trail and back to the Lewis and Clark Boathouse, interpretive plaques or sculpture figures reflect the downstream journey.

Trailheads

Trailheads allow for a defined location for user groups to transition from automobile to pedestrian. Trailheads serve a variety of functions, which include:

+ Parking/Trail Access
+ Wayfinding/location information
+ Shelter stations
+ Restrooms, security and first aid stations.
+ Public safety access (ambulance, etc,)





Trailheads help define trail entrances throughout the riverfront corridor. Size, amenities, and parking will be dependent upon location (concept for illustrative purposes).

Trailheads at a minimum should include:

+ Parking stalls (number of spaces, including accessible spaces, will be dependent on the anticipated use of the facility.)

+ Turn-around radius that accommodates public safety vehicles.

+ Open air structure, with roof system, wayfinding signage, trash receptacle, and drinking fountain.

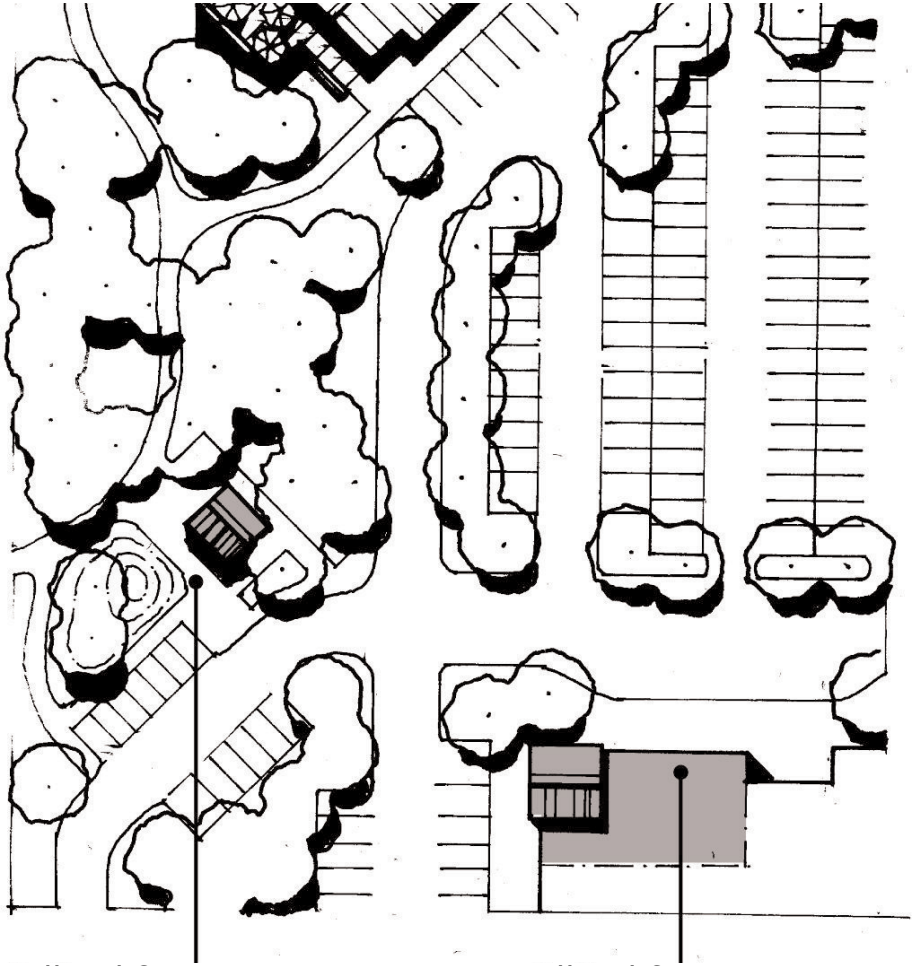
The plan envisions to carry-forth the general Riverfront visual theme, incorporating native limestone, wood timbers, and the St. Charles Riverfront icon.

Optional trailhead amenities may include:
+ Safety/panic phone
+ Evening illumination
+ Restrooms
+ Built-in advertising display cases
+ Misting stations

Trailheads are strategically located along the riverfront corridor, providing a choice of access points and convenience for users. Trailhead locations include:

Page Avenue Village
Incorporate trailhead in conjunction with private development initiatives and PAge Avenue Square (page 42).

Arena Village
Trailhead may be developed as a stand-alone structure or incorporated into development, such as a multi-modal transit stop or retail.



Trailhead Option:
Freestanding trailhead in park, existing parking lot, or incorporated adjacent to development.

Trailhead Option:
Trailhead incorporated into development such as trails center or multi-modal transit center.

Lewis and Clark Village
Incorporate trailhead in existing parking lot of the Lewis and Clark Boathouse.

Blanchette Park
Trailhead developed with existing parking facilities or as part of the potential Frenchtown Harbor.

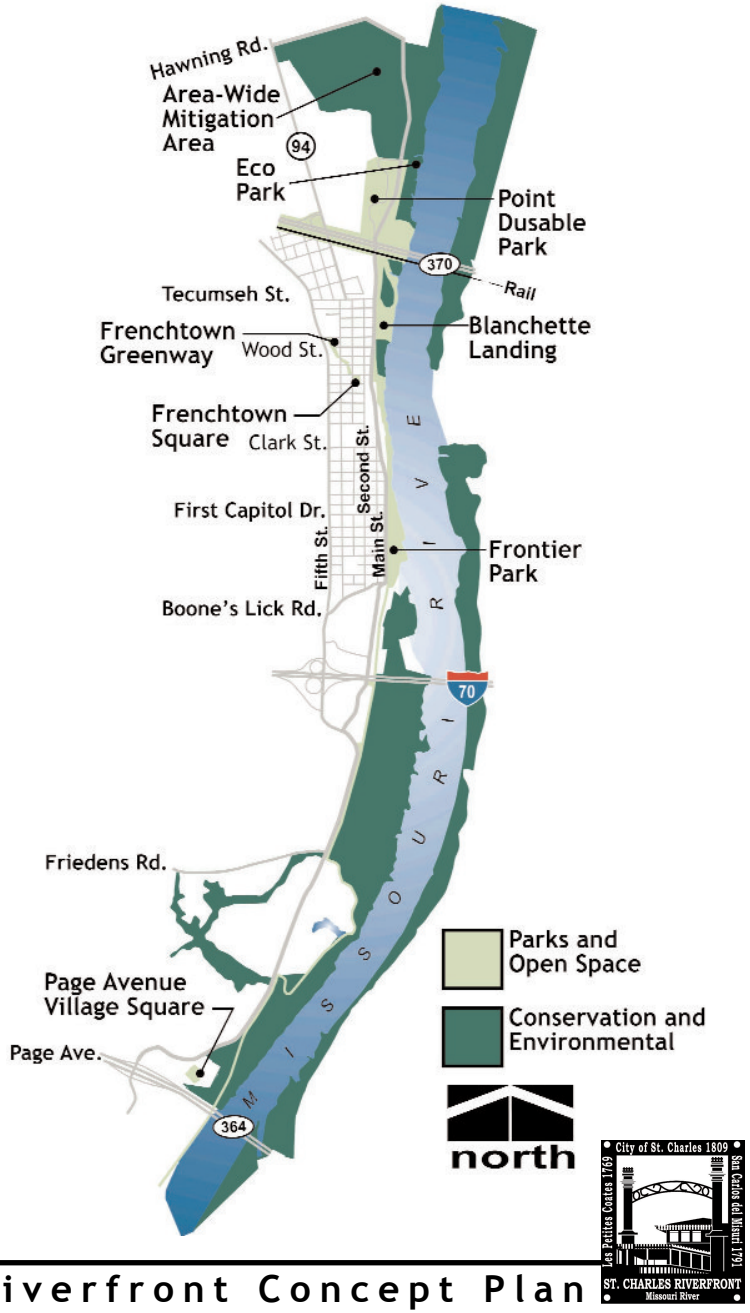
Eco Park/Area-Wide Mitigation Area/Point Dusable Park
Trailheads and parking developed with potential trails center near Highway 94 and Hawning Road (Corps of Discovery River Parkway).

Parks

Park improvements are envisioned to enhance the visibility of the River, create a better connection or 'ownership' among the St. Charles community and adjacent neighborhoods, and increase their role as viable year-round destinations.

The parks system along the Riverfront is envisioned to visually connect continuously along the Missouri River. Functionally, these parks systems are connected by the KATY Trail State Park, with feeder trails that access each park and engage the river's edge.

Opening views to the Missouri River is key, however, preservation of natural vegetation and environments should be balanced with park improvements. A primary consideration is to create usable and defined spaces with river views within the core of St. Charles, while enhancing environmental, conservation, and habitat areas north and south of the core.



Jurisdictional issues will need to be resolved for development and maintenance of Riverfront park lands. The Board of Parks and Recreation of St. Charles, St. Charles County, the DNR, MDC, North County Levee District, Corps of Engineers and MoDot should continue to investigate strategies of coordination and on-going communication that ensure appropriate investments and maintenance of open space and natural areas along the riverfront are balanced.

For all public park investments, long-term operational costs and funding sources will need to be determined before construction.

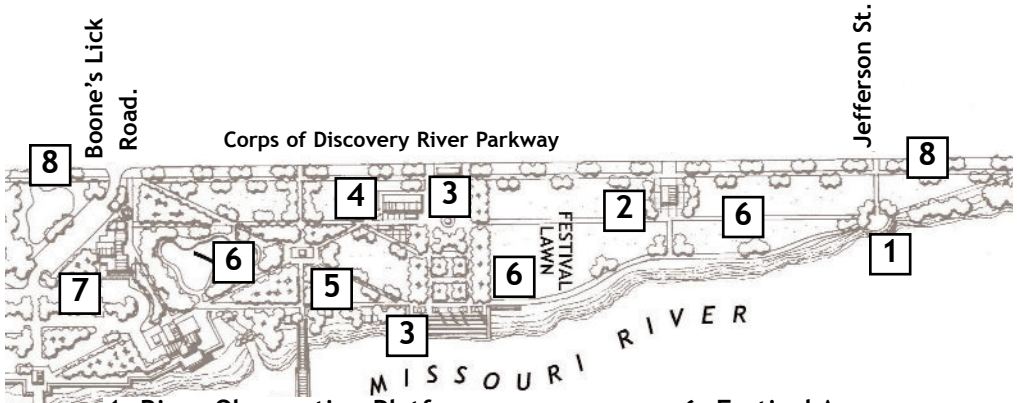
Frontier Park

Frontier Park is the primary riverfront core park. It serves not only for recreational purposes, but accommodates community-wide special events and festivals. Along the riverfront, Frontier Park is envisioned to facilitate a variety of events. Concepts to consider include:

+ Incorporate Lewis and Clark Interpretive Trail and amenities, which link the Lewis and Clark Boathouse with an internal park circulation loop.

+ Develop a KATY Railroad/Trail interpretive plaza with the St. Charles Depot, creating a special destination place and celebrating the heritage of the Missouri Kansas and Texas Railroad and its relationship to St. Charles.

+ A multilevel riverwalk that enables people to get to the water's edge. Options include terracing Frontier Park with a grand esplanade that connects Frenchtown and the Lewis and Clark Boathouse, steps that graciously cascade into the river itself, and/or fishing piers or platforms. A detailed investigation will identify the



1. River Observation Platform
2. Events Gazebo
3. Grand Esplanade and River Steps
4. Depot and MKT Interpretive Plaza
5. Festival Area and Lewis and Clark Statue
6. Festival Areas
7. Lewis and Clark Village
8. KATY Trail
9. Historic Steamboat Landing

Frontier Park is envisioned as a multi-functional urban park, facilitating special events, destination amenities, and day-to-day recreation (concepts for illustrative purposes).

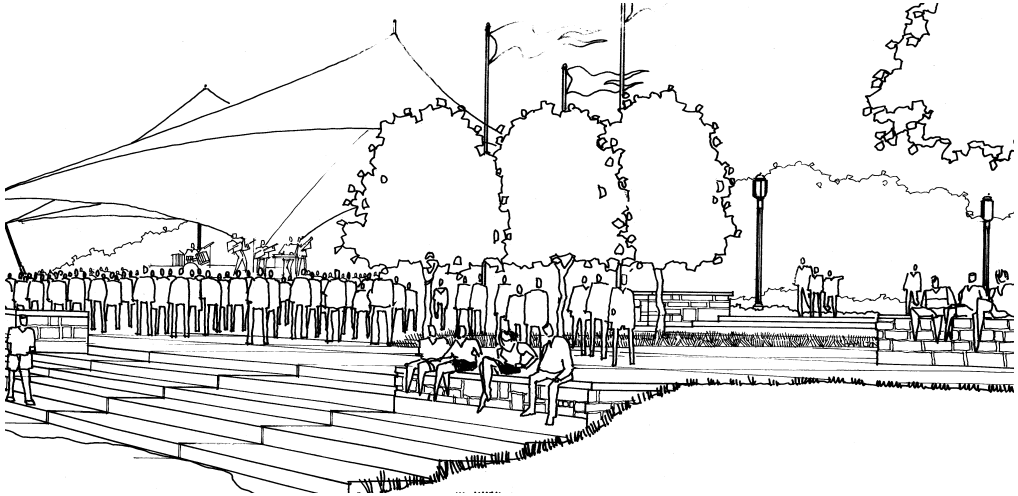
appropriate elements that would be feasible to construct along the edge of the river.

Blanchette Landing
Blanchette Landing is envisioned to have a closer perceptual connection with Frenchtown and contribute as a development catalyst for the neighborhood. Concepts include:

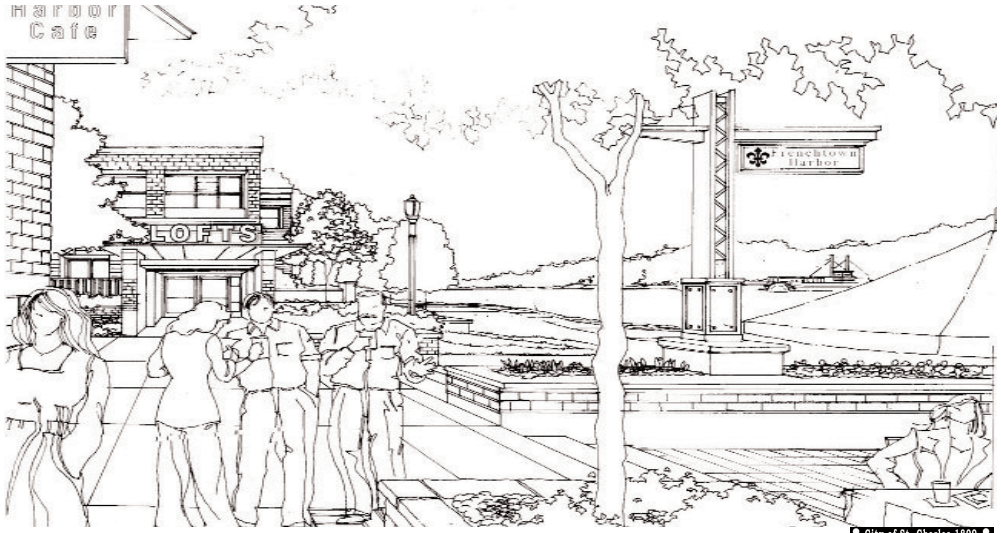
+ Development of a 'Frenchtown Harbor' or 'Frenchtown Landing', lined with mixed-use development that creates strong views and access to the Missouri River. Depending on the feasibility of the concept, the harbor could include boat docks or launches. If a working harbor landing is not feasible, enhancements should include strong physical and visual connections to the Missouri River, such as trails, boardwalk, overlooks, or potential terracing up to redevelopment initiatives.

+ Where appropriate, selectively open areas to visually link Frenchtown, Blanchette Park, the Missouri River, and the KATY Trail. Careful considerations will need to be undertaken in design in relation to previous mitigation requisites and will require Corps of Engineer approval due to the conservation status of City land along portions of the riverfront.

+ Incorporate interpretive sculpture of Louis Blanchette to provide an educational element, celebrate the history of St. Charles, and provide a stronger connection or sense of ownership with Frenchtown.



Steps and terraces at the river's edge in Frontier Park allow people to engage the waters of the Missouri River (concept for illustrative purposes).



Frenchtown Harbor overlooking the Missouri Rive (concept for illustrative purposes)..

Frenchtown Square
Frenchtown Square is envisioned to create a central square that enhances a sense of community, place, and provides a gathering place for Frenchtown neighborhood activities and events. This could connect into a larger trail system, such as the abandoned rail rights-of-way or ***Frenchtown Greenway***. Actual size and location should follow the recommendations of the ***Frenchtown Neighborhood Economic Strategy***, located at Lawrence and Second Street, where the railroad tracks intersect.

Frenchtown Greenway
A linear park is proposed in former railroad rights-of-way, creating stronger pedestrian and bicycle connections through Frenchtown and the riverfront. Initiatives to consider include:

+ Pedestrian and bicycle trail, linking the riverfront with a larger regional-wide trail system.

+ Enhanced landscaping, neighborhood buffering, trail amenities, such as a neighborhood-scale trail station with wayfinding kiosk and benches.

Point Dusable Park/Eco Park/Area-Wide Mitigation Area
These parks are envisioned to develop as a significant recreational and interpretive venues. The diversity of the City's park prototypes provides a variety of environments to be explored and experienced. Initiatives to consider include:

+ Expand trail network and create strong connections between Point Dusable and the future Eco Park.

The Frenchtown Greenway provides a linear park environment and links Frenchtown with the riverfront and St. Charles community (concept for illustrative purposes).

+ Where appropriate, selectively clear areas that perceptually link Point Dusable with the Missouri River and Blanchette Landing along the KATY Trail.

+ Expand Eco Park and the trail network in conjunction with Area-Wide Mitigation Area.

+ Further the development of the Area-Wide Mitigation Area as an eco-tourism attraction with wetlands, nature viewing sites for waterfowl and shorebirds, and other environmental interpretive elements.

+ Incorporate major trailhead facility and create a 'central station' or trails center for the junction of the KATY Trail, MRT, St. Charles County, and the Great Rivers Greenway District's (GRGD) trail systems.

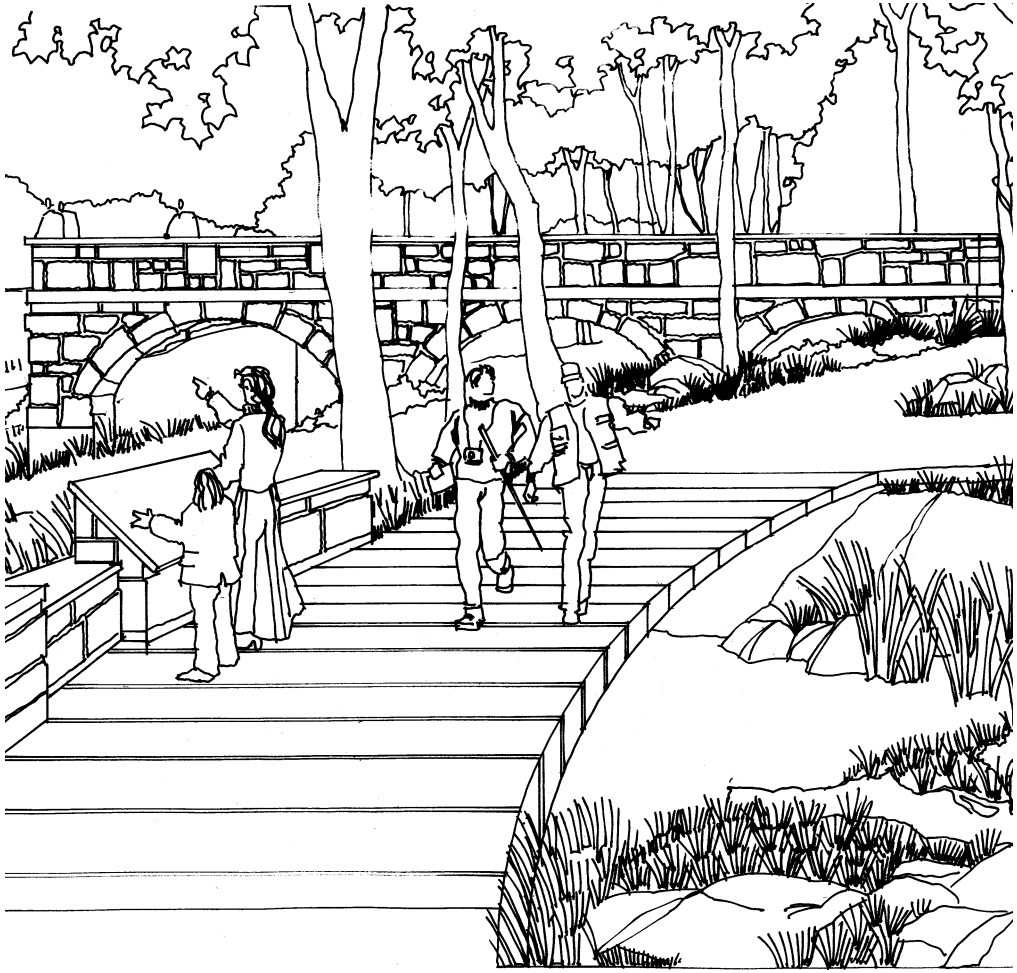
+ Continue investments and maintenance in Point Dusable Park, which provides a diverse array of recreational experiences, such as playgrounds, athletic fields, trails, and other community-oriented venues.

Page Avenue Village Square

Park or open space is envisioned in conjunction with Page Avenue/Highway 364 improvements and private development. Initiatives to consider include:

+ Open space integrated within future development, with linkages to the KATY Trail.

+ Neighborhood amenities such as playground and other small-scale, neighborhood-oriented amenities.



Eco Park and the Area-Wide Mitigation Area present opportunities for trails that provide interpretive experiences and education on the natural environs and habitats of the Missouri River.

Public Transit

Providing a comprehensive and diverse system of access to the riverfront corridor is one of the keys to a vital and successful riverfront. The plan recommends that as initiatives become realities along the riverfront, public transit systems respond to provide convenient and ample service to, through, and along the riverfront, connecting other activity centers throughout the community. For the riverfront, concepts include:

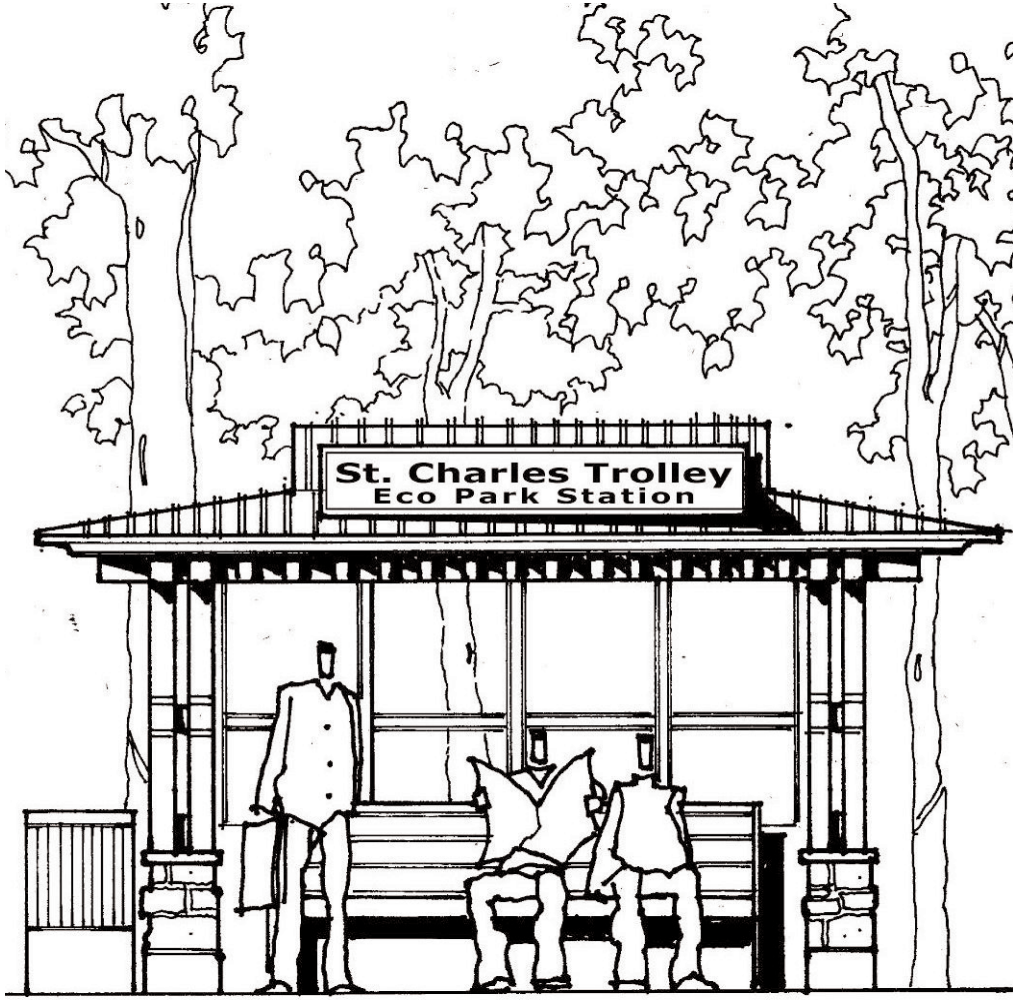
+ Consider modifying timing and routes of a Historic St. Charles Trolley to run along the Corps of Discovery River Parkway linking Riverfront villages.

+ Consider modifying timing and routes of a Historical St. Charles Trolley, connecting riverfront villages, Downtown, and Historic Main Street with the Convention Center.

+ Consider affixing bike racks to buses or trolleys that service the Riverfront.

+ Should light rail transit (LRT) become a reality in the future, provide one LRT station on the Riverfront if possible. Station design should be distinctive for St. Charles, and reflect the traditional qualities of Historic Main Street and urban design recommendations of the plan.

+ Provide custom designed transit shelters throughout the riverfront corridor. Shelter designs may be consistent throughout the Riverfront corridor, or designed specifically to reflect the image of each riverfront village.



Distinctive transit shelters throughout the corridor reinforce the Riverfront as a cohesive and connected environment (concept for illustrative purposes).

City of St. Charles St. Charles Comprehensive Plan 2002

Vision Statement
The City of St. Charles' long-term growth and quality of life shall be guided and determined by these principles:

+ *To preserve and enhance our rich historical heritage*
+ *To maintain and expand the economic vitality of our city and its progressive business environment*
+ *To develop and promote a strong sense of community spirit*

These principles establish Saint Charles as one of America's most livable communities.

Riverfront Concept and the Comprehensive Plan

The Missouri Riverfront Concept Plan of St. Charles furthers the goals and objectives outlined in the City of St. Charles Comprehensive Plan 2002, approved by the City Council on October 15, 2002 (Resolution No. R02-07).

Comprehensive Plan Goal: Strengthen the City's existing historic districts.

Supporting Riverfront Initiatives:
+ Preserves qualities of Historic Main Street
+ Promotes redevelopment in Frenchtown that is sensitive to the existing historical qualities and promote a distinctive heritage theme in buildings and urban design amenities.

Goal: Enhance the historical heritage of the City through neighborhood preservation efforts and specialized neighborhood or corridor planning.

Supporting Riverfront Initiatives:
+ Development and adoption of a comprehensive plan for the Missouri Riverfront.

Preservation and building upon the historical qualities of St. Charles is a key goal of the Comprehensive Plan and the Riverfront Concept.

Goal: Increase the public's understanding of participation in and appreciation for the City's heritage and historic preservation efforts.

Supporting Riverfront Initiatives:

+ Enhances community awareness of historical districts and the heritage of the Missouri River through the public planning process and urban design recommendations.

Goal: Adopt a land use philosophy that recognizes the activity centers as points of greatest density and/or most intense in use, with land uses that are less dense and intense located in proportion to their distance from the nearest activity center.

Supporting Riverfront Initiatives:

+ Enhances the concept of Frenchtown as a mixed-use, live, work, and play neighborhood.

+ Expands the activity and destination uses around the St. Charles County Family Arena with recreational retail and complementary retail development.

+ Clusters commercial and medium-density residential at Page Avenue, creating a neighborhood center. Promote strong connections between commercial, townhomes, and single family residential.

+ Less-intensive commercial and residential development in areas outside of the core, along with enhanced parkland, open space, and conservation areas.

Goal: Rewrite the City's zoning ordinance to reflect the Comprehensive Plan and act as a tool to achieve the vision.

Supporting Riverfront Initiatives:

+ Modifications to land use and zoning practices reinforce the over all strategy of creating riverfront villages, guiding diverse development types in appropriate locations to further strong historic districts, neighborhoods, activity centers, and recreational spaces.

Goal: Create a transportation network that provides for the smooth movement of people, goods, and services the City, especially between the activity centers.

Supporting Riverfront Initiatives:

+ The development of the Corps of Discovery River Parkway, which provides an higher-amenity facility that connects Page Avenue to Highway 94 along the riverfront. This connection creates higher visibility of the riverfront and stronger connections among riverfront villages, activity centers, and recreational spaces.

+ Develops an interconnected pedestrian and bicycle trail system that links the community to the KATY Trail and the riverfront.

+ Supports initiatives for public transit and other modes of transportation that link activity centers to the riverfront.

Improvements in roadways and the trail network is envisioned to create an accessible multi-modal riverfront corridor.

Goal: Use the City's existing assets as catalysts for new development and redevelopment that complements and enhances those assets.

Supporting Riverfront Initiatives:

+ Encourages uses and activities along the riverfront.
+ Strengthens the concept of an entertainment district among Frontier Park, the Ameristar Casino, and builds upon the destination activity at the Arena.
+ Promotes enhancement, preservation, and redevelopment of Frenchtown
+ Enhances the environment behind Main Street
+ Enhances parks and conservation areas for recreation, environmental education, and access to, along, and on the Missouri River.
+ Creates neighborhood center and development opportunities at the new Page Avenue/Corps of Discovery River Parkway interchange.
+ Creates an higher-amenity parkway (Corps of Discovery River Parkway) that links parks, Frenchtown, Historic Main Street, CBD, Lewis and Clark Boathouse, Ameristar Casino, Arena, and the Page Avenue Village.

Goal: Adopt and enforce land use and development standards that promote public health and safety, protect the natural environment and provide the City leaders with the flexibility to accommodate the changing nature of private sector growth.

Supporting Riverfront Initiatives:

+ Development initiatives along the riverfront represents an opportunity for a variety of development types, such as mixed-use, residential, larger-scale destination retail, and neighborhood support goods and services.
+ Park and open land is balanced, incorporating defined recreational destinations while preserving, enhancing, and expanding environmental zones, such as the Area-Wide Mitigation Area.

Goal: Adopt policies that facilitate the development or redevelopment of properties that are either vacant, abandoned, deteriorated or may no longer be economically productive.

Supporting Riverfront Initiatives:

+ Creates higher and better uses for development opportunities in Frenchtown, Page Avenue Village, Lewis and Clark Village, and around the St. Charles Family Arena.

Underutilized areas within the corridor are envisioned to be redeveloped, either through parks and open space or a mix of economically productive uses.

+ Develops vacant and former mobile home park, located in the floodplain, to a conservation and mitigation area that can be a community asset for environmental education and experiences.

Goal: Provide new areas in the City for development and job creation through an aggressive annexation program.

Supporting Riverfront Initiatives:

+ Although annexation is not a specific recommendation of the plan, Riverfront initiatives are planned for areas
o outside of the St. Charles City jurisdictional boundaries.

+ Should future annexation occur, the Riverfront plan outlines land use and urban design strategies that encompasses the riverfront form Page Avenue to Hawning Road.

+ Should annexation not occur, the plan recommends close coordination and review of initiatives along the riverfront among the City of St. Charles, the County of St. Charles, and all other agencies that are 'stake holders' of the corridor.

Goal: Adopt policies that foster a wide variety of housing types and affordability to meet the needs of a diverse population.

Supporting Riverfront Initiatives:

+ Recommendations infer a variety of residential opportunities, such as townhomes and lofts in Frenchtown, preservation of single family neighborhoods, townhomes, patio homes, and other medium-density residential at Page Avenue and throughout the corridor.

Goal: Assure that adequate public infrastructure is provided to meet the City's future needs in terms of both new development and redevelopment.

Supporting Riverfront Initiatives:

+ The Corps of Discovery River Parkway provides a strong north-south connection along the riverfront that links established districts, new redevelopment, and incorporates an aesthetic quality that enhances the image of the City.

Goal: Improve the appearance of the City through landscaping, street trees, beautification campaigns, uniformed signage and expanded green space.

Supporting Riverfront Initiatives:

+ Redevelops Frontier Park as a premier urban park along the Missouri River.

+ Creates gateway features.

+ Promotes Corps of Discovery River Parkway.

+ Suggests park and conservation area enhancements.

The Riverfront Concept Plan carries-forth Comprehensive Plan goals to improve the appearance of the visual environment.

Goal: Ensure that public facilities are adequate to serve the population and that they provide for a variety of community activities.

Supporting Riverfront Initiatives:

+ The Corps of Discovery River Parkway provides a strong north-south connection along the Riverfront that links established districts, new redevelopment, and incorporates an aesthetic quality that enhances the image of the City.

+ Expands activities around the Lewis and Clark Boathouse to enhance the riverfront as a destination draw.

Goal: Create a network of parks and trails to provide opportunities for social interaction, encourage healthy lifestyles, and add to the natural environment.

Supporting Riverfront Initiatives:

+ Expands trail connections to the KATY Trail along the riverfront to neighborhoods, and connect activity centers. Create a variety of trail experiences, including recreational, historical interpretation, and environmental education.

+ Develops new parks such as the Frenchtown Square and Frenchtown Greenway.

+ Physically and perceptually links parks along the riverfront. Redevelop parks to expand opportunities of activities, such as boating, interpretive and education, community-wide special events, neighborhood festivals, and general recreation.

Goal: Encourage the continuation and expansion of Festivals, celebrations, commemoration and ceremonies that add to the City's character and define its spirit.

Supporting Riverfront Initiatives:

+ New investment in Frontier Park adds to the variety of its draw, envisioned to facilitate community-wide festivals with permanent and temporary structures for large and small-scale amenities.

+ Proposes Frenchtown Square, where smaller-scale of neighborhood events such as music, art festivals, and other events may occur.

+ Promotes educational venues such as the MKT interpretive plaza and Lewis and Clark Interpretive Trail, and outdoor classrooms.

+ The development of Frenchtown Harbor and Frontier Landing for festivals or watercraft, if determined to be feasible.

The Riverfront Concept Plan envisions gathering spaces, bringing people together and create a strong sense of 'ownership' of the Riverfront.

Implementation Strategies

Success of the Missouri Riverfront Concept Plan will be dependent upon achieving short-term projects or 'quick victories', while sustaining long term momentum in achieving the complete vision.

Short-Range or 'Quick Victory' strategies are primarily public in nature, with an emphasis on organization, policy development, and forming public and private partnerships to promote activity along the riverfront. These strategies primarily address the methods, timing, and funding in which improvements should take place, as well as some tangible project milestones that can 'showcase' the resolve of the St. Charles community in regards to it's commitment to the riverfront. This period of time builds momentum in support, enthusiasm, and awareness for investment opportunities within the corridor. Quick victory actions should move forward within the first one to two years.

Medium-Range strategies build upon the initial public investment and success achieved in the short-term strategies. Significant 'high impact' public projects should be initiated and help stimulate private sector activity. Depending on the level of success in marshalling funds and resources, medium-range projects should occur within the next two to ten years.

Long-Range strategies are primarily actions that continue enhancement of previous successes. In many instances, these are initiatives that respond to previous efforts, re-evaluated, or modified to reflect current market-demands, development trends, and community-wide planning efforts. Long-range strategies ultimately should include actions and efforts that carry-forth the underlying vision of the plan and create an active and viable riverfront environment in St. Charles that is a physical and economic asset for the community.

The implementation section is intended to provide a resource to initiate dialogue, foster partnerships, pursue funding opportunities, evaluate phasing strategies based upon available resources, and assist in directing courses of action towards tangible results.

Policy Considerations

Policy considerations are those actions that the City may initiate in terms of establishing the planning, land use, and zoning criteria for initiatives within the riverfront corridor.

Superimposed Districts (SD) and Special Review Districts Zoning Overlay (SRD)

The Zoning Ordinance of St. Charles has several Superimposed District designations. This includes South Main Preservation District (SMPD), Extended Historic Preservation District (EHP), Historic Downtown District (HDD), and the Frenchtown Preservation District (FPD). Primarily, these district designations protect historic structures, monuments, historic features, and their surroundings from non-compatible land uses. In addition, they provide some measure of protection for these areas through an application and review process to ensure construction, alterations, and additions complement the established character.

For much of the riverfront corridor, the riverfront is zoned as a Planned District (PD-RF), which provides the means for flexibility in development that encourages creative design and promotes desirable community environments.

Riverfront recommendations should be utilized by the City to supplement design review and decision making processes.

One of the challenges is that the riverfront corridor traverses through jurisdictional boundaries. This affords the opportunity for policy partnership with the City of St. Charles and St. Charles County. These entities may consider the creation of a Special Review District (SRD). An SRD is essentially a zoning overlay that supports the process of ensuring certain design characteristics are carried forth. Typically, design guidelines are adopted for an area and ensures new initiatives or modifications to existing properties conform to the design intent for the area. An SRD does not change the underlying zoning and use of properties, but addresses the physical appearance and character. For greater cohesiveness along the riverfront corridor, common design guidelines should be adopted for each independent SRD.

A special Riverfront SRD review committee may be desired, with representatives from the City, County, and other riverfront stakeholders. This allows for all participants to come together and discuss proposed initiatives so that they are closely coordinated with other projects in the area and provides an additional measure that riverfront initiatives are cohesive and furthering the community-wide vision. The review committee, which is advisory in nature, would help ensure compatibility throughout the corridor.

Downzoning and Rezoning

The plan recommends that some areas be downzoned to meet the objectives and vision of the plan. This is primarily within Frenchtown, where Highway Business Districts (C-3) and Heavy Industrial (I-2) should be considered downzoned to a district that is more conducive to neighborhood-oriented environments, such as a C-1 district. For greater flexibility, rezoning to a Planned Development District (PD-RF) may also be appropriate.

For the Arena Riverfront Village, should quarry operations cease in the future, the City may wish to consider downzoning all or portions of the site from Heavy Industrial (I-2) to Commercial Districts such as C-2 or C-3. This would protect and promote the site for more recreational retail development, as recommended by the plan.

St. Charles County should also review their zoning, land use, and development policies to determine if downzoning and rezoning is appropriate to meet the goals and vision of the plan.

Financial Tools, Resources, and Partnerships

Redevelopment financing often relies on a mix of public resources and private investment, typically derived from a variety of sources. Eligibility for funding often relies upon the intent and characteristics of a particular project. The following outline represents a general inventory of potential resources and partnerships that may be appropriate for projects within the St. Charles Riverfront Corridor.

This outline should be continually updated, as existing programs may be modified and as additional programs, policies, and grants present themselves. In addition, publications such as the ***'Restoring Riverfronts: A Guide to Selected Federal Funding Sources'***, published by the **American Rivers** provides and excellent summary of criteria on federal grants

and programs utilized for riverfronts throughout the country.

Capital Improvement Program and County Capital Plan

The City of St. Charles operates with a six-year Capital Improvement Plan (CIP). Project requests are made on an yearly basis. The CIP is designed to fund public improvements throughout the City. Similarly, St. Charles County operates a County Capital Plan. Both these programs may fund public enhancements along the riverfront in the respective jurisdictions. Priorities may vary, due to the fact that these resources must support community-wide initiatives on a year-to-year basis.

City of St. Charles Parks and Recreation Board and St. Charles County Parks and Recreation Department operate independent Capital Improvement Programs. St. Charles County Use Tax passed in 1997. This tax helps support the acquisition, development, and maintenance of County parks. Tax revenues are accrued from out-of-state-sales on goods purchased for more than $2,000. The tax may provide a resource for park development in the county portions of the riverfront. Projects typically are mandated to be over 100 acres in size, with exception to locations that exhibit unique characteristics and opportunities.

Great Rivers Greenway District (GRGD)

Great Rivers Greenway District (formally the Metropolitan Park and Recreation District) is one of the largest districts of its kind in the nation. Funded by sales tax, the Great Rivers Greenway is a potential resource in the development of greenways and trails which could enhance connections to and from the riverfront corridor throughout the metropolitan area.

Missouri Department of Natural Resources (DNR)

The DNR provides and administers a variety of state and federal programs that assist in initiatives for environmental, energy, historic preservation, and other resources that may be available for riverfront initiatives.

Missouri Department of Conservation (MDC)

The MDC owns Bangert Island and Blanchette Landing, which the MDC leases from the City. The MDC may also be a potential resource relative to the development of wetlands, wet-prairies, and natural and environmental interpretation features. The MDC would also be a resource in determining appropriate mitigation, conservation, and other issues pertaining to the bio-diversity within the riverfront corridor.

U.S. Fish and Wildlife Service

The Big Muddy National Fish and Wildlife Refuge was established in 1994 and has grown to over 10,000 acres in various places along the Missouri River from Kansas City to St. Louis. The U.S. Fish and Wildlife Service seeks innovative ways to return historic floodplain habitat of the Missouri River. Partnership and potential funding should be investigated for such initiatives as improving and restoring wetland habitat, wildlife resources, and opportunities for outdoor recreation and environmental education.

Environmental Protection Agency (EPA)

The EPA works for cleaner, healthier environments throughout the country. The EPA Brownfields Program encourages economic development and cooperation to

assess, safely clean up, and reuse brownfields in a sustainable manner. The Green Communities Initiative may provide informational resources which can help guide for planning and implementing sustainable projects.

U.S. Army Corps of Engineers

Partnerships among the Corps of Engineers may prove beneficial in specific projects along the riverfront. Among other missions, the Corps of Engineers carries out environmental and natural resource management programs.

Tax Abatement

The Urban Redevelopment Corporation Law (State Statute 353) provides incentives for redevelopment of areas deemed 'blighted'. Benefits include tax abatement, granted for up to 100% of the value of any improvements for 10 years and 50% abatement for the following 15 years on property taxes. In addition, the power of eminent domain is a tool associated with Chapter 353 redevelopment projects.

Special Assessment Districts (SAD)

A Special Assessment District is an area in which the property owners voluntarily tax themselves to provide projects for the public good to help enhance the area. There are a variety of districts or formats which can be created to further this goal, which include **Community Improvement Districts (CID), Neighborhood Improvement Districts (NID**), and **Business Improvement Districts (BID),** or **Special Business District (SBD).**

Community Development Block Grant (CDBG)

Federal funds are available at the Missouri Department of Economic Development for distribution among non-entitlement cities, for purposes of public improvements or housing development. These funds are distributed on an annual basis by the federal government, which implies little to no guarantee as a reliable source of public improvement funds. Competition for procuring these funds is usually high.

Neighborhood Assistance Program

The Neighborhood Assistance Program (1978) enables businesses to redirect their tax dollars to help finance local projects in endangered neighborhoods. The state tax credit stretches the amount a business might normally be able to give and does not involve transfer of state dollars to help finance local projects. The State's role is to approve projects and to offer tax credits up to 50 percent of the value of the contribution. Donations may be in the form of cash, materials, supplies, real estate, labor or technical assistance. This assistance can be extended to any type of community development project that improves the neighborhood in one of the following categories; community services; crime prevention; education; job training; physical revitalization; and economic development. The primary focus of NAP in downtown revitalization centers on organizational development, physical improvement, and downtown promotion. Applicants should consist of volunteers who have organized themselves for the purpose of improving or preserving the overall condition of the downtown. The tax credits can be used for staff salaries and benefits, consultant services, postage and stationery, training and conferences, travel, office equipment, landscaping, revolving loan fund to businesses; and downtown promotional material.

Revenue Bonds

Conventional revenue bonds are not applicable in the present instance, because municipal enterprises that would produce a dependable stream of revenues is not a given. There is significant advantage of public improvements financed from tax-free municipal debt. It is generally recommended that all uses of bonds be evaluated in terms of the City's short-term capacity to deal with default. Though default has no legal repercussions, it could affect the City's overall credit rating and ability to issue future bonds. The issuance of revenue bonds could require voter approval.

Revenue Bonds Secured by User Charges

The term "user charges" in the context of this discussion, refers to charges collected to secure 1933, 1941 and 1957 Act revenue bonds. These bonds are designed to finance facilities that provide services to a group of identifiable users. Debt service payments are met from charges placed exclusively on the users of the public facility.

Lease Revenue Arrangements

These are typically issued by public nonprofit corporations, redevelopment agencies, joint power authorities or parking authorities to construct or acquire a facility to be leased to a public entity in return for lease payments that secure the debt service. Security for the bond issue is provided by the lease agreement and subsequent lease payments. In addition, a reserve fund and insurance are usually required. Title to the lease facility passes to the public agency after the bonds are paid off.

Transportation Development District (TDD)

A transportation development district (TDD) functions like a political subdivision in financing a variety of public improvements related to transportation. Transportation Development Districts are different from TIF in that additional funding mechanisms are proposed for funding, planning, and development of the facility, rather than diverting taxes from other jurisdictions. As a special purpose political subdivision, and due to the procedural checks in place in forming the district, the financing decisions for the public improvement is more directly in the discretion of the voters and property owners within the district boundaries. TDD is more flexible than other economic development tools in that they can draw from any combination of sales tax, property tax, special assessments, or tolls. TDD also present a mechanism for innovative design standards, which are more consistent with a particular local planning effort, to be submitted for approval by the appropriate transportation jurisdiction (state or local).

Revolving Loan Fund

A revolving loan fund can be created to provide assistance in revitalizing properties throughout the riverfront corridor. Funds could be utilized for such investments as building improvements, signage, or other property improvements. Initial funding can come from a variety of sources such as grants, local banks, corporations, or a combination of resources. Essentially, the funds revolve because as the the initial loans are paid back, the funds are cycled to others within the corridor for similar purposes and stay as a permanent resource.

In some instances, portions of the interest from the funds are kept or added to the overall fund balance. Revolving loans are sometimes provided at a decreased interest rate, which will be dependent upon the motivation of the lender. A private lending consortium may be investigated, where financing

packages and loans are limited or have restrictive clauses, local lenders have in other cases created a 'pool' of funds for low interest loans to local businesses. These funds can be rotated among applicant businesses for business development purposes or physical improvement projects.

Business Development Loans

In an effort to support and promote small business development in the City, it will be important to provide small business loans, as well as fund local business development programs. This agency responsible for this task would need to be identified.

Historic Preservation

Properties individually listed on the National Register of Historic Places or within a National Register District are eligible for state and federal tax credits. The state investment credit provides a tax credit of up to 25% of rehabilitation costs and the federal investment credit equal to 20% of the rehabilitation costs. In a Facade Improvement Program, Expenses for improvements would include revolving loans in addition to the administrative costs for the program.

Transportation Equity Act for the 21st Century (TEA - 21)

TEA-21 provides funding on a 50/50 matching basis through a variety of programs. For transportation enhancements, TEA-21 may be used for such projects as pedestrian and bicycle facilities, landscape and beautification, and a variety of other elements associated with roadway facility development. In addition, TEA-21 may be applied to create and maintain recreational trails. For St. Charles, this program may be appropriate for trail development, and costs associated with the Corps of Discovery River Parkway such as addressing wetlands restoration and beautification.

National Endowment for the Humanities

The National Endowment for the Humanities provides a variety of programs that support educational and cultural project resources. Grants may be available for such projects along the St. Charles Riverfront such as cultural and historical interpretation signs in parks and trails along the riverfront.

Urban Park and Recreation Recovery (UPARR)

This program can provide grants to local government fro the rehabilitation of urban recreational facilities. Funds are intended for improvements and not maintenance or property acquisition. UPARR grant funds may be appropriate to renovate urban parks such as Frontier and Blanchette Landing.

Rivers, Trails, and Conservation Assistance Program (RTCA)

The primary purpose of RTCA is to provide technical assistance and support partnerships between citizens and government to increase protection of rivers, landscapes, and trails. This program may be appropriate for additional assistance for projects throughout the riverfront. Staff time is provided free to selected projects and the partner group must commit resources such donations of money and time.

Historic Preservation Fund Grants-in-Aid

One of the functions of this grant provides matching funds to identify, evaluate, and protect historic properties. Grants must be applied through the state historic preser-

vation office. This resource may be appropriate for initiatives to document, assess, and develop plans for repair of historic buildings along the riverfront.

Environmental Education Grants (EEG)

The EEG provides financial support for projects designed to demonstrate and educate on environmental practices. This may be a funding option for environmental eduction and interpretive signage for Eco Trails along the riverfront.

Brownfields Pilots Cooperative Agreements

This program objectives are to develop administrative and technical models to assist in establishment processes to respond to environmental conditions of the rehabilitation of brownfield site, site assessment activities, financial assistance for revolving loan funds for brownfield cleanups, and financial assistance for training in the procedures for handling and removal of hazardous waste substances. Should sites along the St. Charles Riverfront be found as brownfields, this program may provide assistance to help make urban redevelopment more attractive as greenfield development opportunities.

Grants for Public Works and Economic Development

This program supports long-term economic development and assists in the construction of public works facilities needed to initiate and support creation and retention of permanent jobs in the private sector. Grants have been made for such projects as tourism facilities, and infrastructure needed for business expansion. A loan match of 50% of project cost is requires. This program may be appropriate for related projects associated with riverfront revitalization such as parks, access infrastructure to business development and rehabilitation throughout the corridor.

Riparian and Wetland Restoration

There are numerous programs that provide opportunity for resources to restore and enhance wetlands, riparian environments, wildlife habitat, water quality, and flood plains. Projects for conservation areas and enhancements may be eligible for many of these. These include, but not exclusive to:

+ Project Impact
+ Emergency Watershed Protection
+ Watershed Protection and Flood Prevention
+ Community-Based Restoration
+ Habitat Conservation
+ National Fisheries Habitat Program
+ Americorps
+ Aquatic Ecosystem Restoration
+ Challenge 21 Initiative
+ Project Modifications for Environmental Improvements
+ Flood Mitigation Assistance
+ Water Quality Cooperative Agreement
+ Watershed Assistance Grants
+ Wetlands Protection Development Grants
+ Land and Water Conservation (LWCF)
+ Challenge Grant Cost Share
+ North American Wetlands Conservation Act

Critical Path Initiatives

Critical path initiatives are those actions which help establish many of they key components of the concept plan and to the success of the corridor. Although actual construction of a particular project may occur years later, key initiatives undertaken as a priority in the short-term will help establish the framework and will be critical in terms of creating momentum throughout the corridor and furthering the community vision. Critical path initiatives are those actions after adoption that can be undertaken by the public sector, creating the foundation for private sector investments. It is important to note that these priority critical path initiatives need to be assessed, balancing community-wide projects and other initiatives that have evolved from city-wide planning efforts, needs, and current private sector development trends.

Critical Path Initiative: Coordination and Communication

On-going communication will be key to a coordinated and successful riverfront. The concept plan should be distributed by the Community Development Department to all stakeholders within the corridor, which include, but not limited to:

+ County of St. Charles
+ Parks and Recreation Board
+ Public Works Department
+ Chamber of Commerce
+ Economic Development Corporation (EDC)
+ Missouri Department of Transportation (MoDOT)
+ Missouri Department of Natural Resources (DNR)
+ Corps of Engineers
+ Missouri Department of Conservation (MDC)
+ Great Rivers Greenway District (GRGD)
+ North County Levee District (NCLD)
+ Historic Downtown District
+ South Main Preservation Society
+ Frenchtown Preservation District
+ Ameristar Casino
+ American Car Foundry
+ Other stakeholders identified by the City

Once distributed, the City should determine the appropriate methods of communication and coordination. This may evolve from the Community Development Department identifying a sole-source contact within the department, responsible for coordinating staff and others in regards to initiatives within the riverfront corridor. The other approach is to identify a Riverfront Steering Committee, in which stakeholders of the riverfront may meet on a defined basis (regularly or as-needed) to coordinate and communicate issues and projects within the area. This may include key staff from the affected departments and jurisdictions.

In addition, citizens groups may be appointed or volunteer to serve as an additional resource to the committee. This latter model was utilized for the Steering Committee during the planning process of the concept plan.

The primary key to this initiative is to ensure that projects undertaken by various departments and jurisdictions are reviewed, discussed, and coordinated in regards to their merit in achieving the long-range community vision. Communication and coordination will help promote a greater sense of cohesion among various projects undertaken within the corridor.

Critical Path Initiative: Corridor Preservation

Corridor preservation will establish the long-term development of key riverfront elements. This may include items such as rights-of-way, easements, and accessing proposed development projects in terms of their impact to the long-range vision.

Preliminary master planning and alignment for the proposed Corps of Discovery River Parkway should be pursued. This will identify the likely alignment, and identify traffic-related issues and ramifications to public and private development initiatives along the parkway. A schematic design process should provide the tool for the City to make critical decisions until the parkway is funded for construction.

Critical Path Initiative: Land Use and Zoning

The riverfront concept should be utilized to assess and revise appropriate existing land use and zoning designations so that redevelopment efforts reflect the riverfront vision.

Critical Path Initiative: Prioritization

Prioritization of projects should begin so that fund seeking and forming partnerships can be initiated and budgets within the Capital Improvements Program can be earmarked. Short-range initiatives should begin to move forward, as well as planning for medium and long-range projects.

Implementation Opportunities Matrix

The implementation opportunities matrix provides general guidance regarding timing, participation, and order of magnitude cost estimates for budgeting purposes. The matrix outlines:

+ Projects recommended from the plan.

+ Time frame or period of action in which initiatives should or likely to occur.

+ Project type that identifies the primary responsibility (public, private, or partnership).

+ Primary participants or partnerships that identify stakeholders likely needed or beneficial to implement the initiative.

+ Possible funding sources that identify candidate programs and sources to be investigated that can help support the initiative.

+ Estimated budget to assist in project prioritization, budgeting, and phasing.

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Policy								
Adopt Missouri Riverfront Concept Plan.	+ Adoption			+ Adoption		+ City + County		
Revise existing land use and other adopted plans to reflect the concept plan.	+ Revisions	+ On-going review	+ On-going review	+ Revisions		+ City + County		
Determine appropriateness of policy such as Special Review Zoning Overlay District.	+ Review + Revise	+ On-going review	+ On-going review	+ Review		+ City + County		
Affirm prioritization of projects and pursue funding.	+ Prioritize	+ Pursue funding	+ Pursue funding	+ Pursue funding	+ Pursue funding	+ City + County		
Pursue funding and evaluate new projects based on their merit in achieving the concept plan.	+ Pursue funding + Evaluate plans	+ Pursue funding + Evaluate plans	+ Pursue funding + Evaluate plans	+ Pursue funding + Evaluate plans	+ Pursue funding	+ City + County		

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Riverfront Villages (page 16)								
Page Avenue Village (Page 17)								
Determine appropriate redevelopment tools and proactively seek qualified developers for neighborhood-oriented projects.	+ Select tools + Pursue Funding	+ RFP + Develop	+ Develop	+ Pursue funding + Review proposals	+ Pursue funding + Develop	+ County + City + Private	+ Tax Abatement + Private + Private	Private development projects
Arena Village (Page 18)								
Develop re-use strategies and determine redevelopment tools. Proactively seek qualified developers.	+ Select tools + Pursue Funding	+ RFP + Develop	+ Develop	+ Pursue funding + Review proposals	+ Pursue funding + Develop	+ County + City + Private	+ Tax Abatement + Private	Private development projects
Lewis and Clark Village (Page 19)								
Investigate feasibility of pier extensions, marina, and waterfront retail.	+ Evaluate	+ Pursue funding	+ Develop	+ Study + Pursue funding	+ Develop	+ City + Corps + DNR + NCLD + Private	***Study:*** + CIP + Grants + Private	***Study:*** $100,000 to $200,000 Private development projects
Main Street Village (Page 20)								
Continue efforts for restoration and rehabilitation of historic properties.	+ Develop	+ Develop	+ Develop	+ Pursue funding + Review proposals	+ Develop	+ City + Historic Downtown District + Private	+ CBDG + SBD + CID + NID +Private +Tax Abatement	Private development projects

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Main Street Riverfront Village (continued)								
Determine appropriate redevelopment tools, proactively promote redevelopment initiatives that complement the character of the district.	+ Select tools + Pursue Funding	+ Develop	+ Develop	+ Pursue funding + Review proposals	+ Pursue funding + Develop	+ City + Historic Downtown District	+ CBDG + SBD + CID + NID + Tax Abatement	Private development projects
Public Parking Enhancements	+Pursue Funding	+Develop	+ Develop	+ Pursue funding + Develop		+ City + Historic Downtown District + South Main Preservation	+ CIP +TDD	$100,000 to $250,000
Parking Study Investigate strategies and seek solutions that mitigate parking concerns for village merchants.	+Evaluate	+Pursue funding + Develop	+ Develop	+ Study + Pursue funding + Develop		+ City + Historic Downtown District + South Main Preservation	***Study:*** + CIP + Grants ***Projects:*** + CIP + Grants	***Study:*** $50,000 to $100,000
Frenchtown Village (page 21)								
Pursue recommendations of the ***Frenchtown Economic Enhancement Strategy***.	+ Select tools + Pursue funding	+ Develop	+ Develop	+ Pursue funding + Review proposals	+ Pursue funding +Develop	+ City + Frenchtown Preservation District	+ CBDG + NID + Tax Abatement	Private development projects

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Frenchtown Village (continued)								
Main Street Extension (as part of the Corps of Discovery River Parkway) - refer to page 27								
Frenchtown Square and Frenchtown Greenway - refer to Parks, page 41								
Develop detailed design guidelines for Frenchtown.	+ Pursue funding + Develop			+ Pursue funding + Adoption	+Pursue funding + Develop	+ City + Frenchtown Preservation District	+ Grants	$25,000 to $50,000
Investigate feasibility of Frenchtown Harbor and associated riverfront development.	+ Evaluate	+ Pursue funding	+ Develop	+ Study + Pursue funding + Develop	+ Pursue funding + Develop	+ City + Corps of Engineers + Frenchtown Preservation District + ACF + DNR + MDC + Private	***Study:*** + CIP ***Projects:*** + CIP + Grants + Private	***Study:*** $100,000 to $200,000
Point Dusable Village (page 23)								
Determine appropriate redevelopment tools and proactively promote private redevelopment initiatives.	+ Select tools + Pursue funding	+ Develop	+ Develop	+ Pursue funding + Review proposals	+ Pursue funding + Develop	+ City + Frenchtown Preservation District	+ CIP + CBDG + SBD + CID + NID + Grants +Private	Private development projects

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Urban Design (page 25)								
Icons (page 26)								
St. Charles Riverfront	+ Design			+ Pursue funding + Design	+ Design process	+ City + County + Historic Downtown District +South Main Preservation + Frenchtown Preservation District	+ Private + CIP + Grants	***Icon Design:*** $5,000 to $10,000
Corps of Discovery River Parkway (Icon design included in Corps of Discovery River Parkway - refer to page 27).	+ Design							
Frenchtown	+ Design			+ Pursue funding	+Pursue funding + Design	+ City + Frenchtown Preservation District	+ CIP + Grants + Private	***Icon Design:*** $5,000 to $10,000
KATY Trail - St. Charles	+ Design			+ Pursue funding + Design	+ Design process	+ City + County + DNR	+ CIP + Grants	***Icon Design:*** $5,000 to $10,000
Eco Trail				+ Pursue funding + Design	+ Design process	+ City + County + DNR + MDC	+ CIP + Grants	***Icon Design:*** $5,000 to $10,000

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Enhanced Roadways (page 27)								
Corps of Discovery River Parkway Schematic design and planning (corridor preservation study) ***Segment A:*** Landscape median parkway from Highway 94 to Tecumseh. ***Segment B:*** New roadway facility from Tecumseh to ACF. ***Segment C:*** Main Street extension through ACF. ***Segment D:*** Amenity and roadway improvements from ACF to South River Road (Interstate 70 intersection). ***Segment E:*** Landscape median parkway from South Main Street to Page Avenue.	+ Select tools + Pursue funding + Master planning and corridor preservation	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Design process	+ City + County + MoDot + Corps of Engineers + Historic Downtown District + Frenchtown Preservation District + South Main Preservation + Casino + ACF	+ CIP + TEA-21 + TDD + Grants	***Study:*** $75,000 to $150,000 ***Segment A:*** $14.0 to $15.5 Million **Segment B:** $4.6 to $5.0 Million ***Segment C:*** $2.5 to 3.0 Million ***Segment D:*** $6.0 to 7.0 Million ***Segment E:*** $8.0 to $8.5 Million ***Total:*** $35.1 to $39.0 Million

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Enhanced Roadways (continued)								
Boone's Lick Road	+Develop							Under construction
Gateways (page 29)								
St. Charles Riverfront	+ Pursue funding	+ Develop		+ Pursue funding + Develop	+ Design Process	+ City + County + Historic Downtown District +Frenchtown Preservation Districts + South Main Preservation	+ CIP + Grants + TEA-21 + TDD	***9 Gateways:*** $270,000 to $325,000
Historic St. Charles	+ Pursue funding	+ Develop				+ City + Historic Downtown District +Frenchtown Preservation District + South Main Preservation	+CIP + BID + Grants + Private	***4 Gateways:*** $100,000 to $175,000

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Gateways (continued)								
Frenchtown	+ Pursue funding	+ Develop		+ Pursue funding + Develop	+ Pursue funding	+ City +Frenchtown Preservation District	+ CIP + CBDG + BID + NID + Grants + Private	***5 Gateways:*** $125,000 to $200,000
Trails (page 32)								
Recreational: KATY Trail Signage Area-Wide Mitigation Trail (KATY Trail to Highway 94) Frenchtown Greenway (Trail costs included in linear park estimate) - refer to page 41.	+ Pursue funding + Master planning and corridor preserva-tion	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Planning and design process	+ City + County + DNR + MDC + NCLD + Frenchtown Preservation District + NCLD	+ City + County + DNR + TDD + TEA-21 + Grants	***Katy Trail Signage:*** $60,000 to $84,000 ***Area-Wide Mitigation:*** $190,000 to $210,000 ***Frenchtown Greenway:*** Refer to page 41

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Trails (continued)								
Interpretive/Educational: Area-Wide Mitigation Area Conservation Area (Interstate 70 to St. Charles Family Arena Eco Park (Trail costs included in park estimate) - refer to page 63 Lewis and Clark Interpretive Trail (Frontier Park)	+ Pursue funding + Master planning and design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Planning and design process	+ City + County + DNR + MDC + NCLD	+ City + County + DNR + TDD + TEA-21 + Grants	***Area-Wide Mitigation Area:*** $215,000 to $240,000 ***Conservation Area:*** $215,000 to $240,000 ***Eco Park:*** Refer to Page 63 ***Interpretive Trail:*** $295,000 to $545,000
Trailheads (page 36)								
Page Avenue Village **Arena Village** **Lewis and Clark Village** **Blanchette Landing** **Eco Park/Area-Wide Mitigation Area/Point Dusable Park**	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop		+City + County + DNR + MDC + NCLD + Private	+ City + County + DNR + TDD + TEA-21 + Grants	***6 Trailhead Facilities:*** $1.2 to $1.5 Million

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Parks (page 38)								
Frontier Park Enhancements Entrance feature and Esplanade MKT Interpretive Plaza Riverfront steps Landscaping, lighting, and general enhancements	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Design process	+ City + DNR + Historic Downtown District + South Main Preservation + Frenchtown Preservation District + Corps of Engineers	+ CIP + Grants	$ 1.5 to 2.5 Million
Blanchette Landing Enhancements	+ Pursue funding + Design	+ Develop		+ Pursue funding + Develop	+ Pursue funding + Develop	+ City + DNR + Frenchtown Preservation District	+ CIP + Grants + Private	$150,000 to $250,000
Frenchtown Square	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ City + Frenchtown Preservation District + Private	+ CIP + CBDG + BID + NID + Grants + Private	$500,000 to $750,000
Frenchtown Greenway (ACF to Olive Street)	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Design process	+ City + Frenchtown Preservation District	+ CIP + CBDG + BID + NID + Grants	$1.5 to $2.0 Million

Action or Project	Time Frame: Short Range	Time Frame: Medium Range	Time Frame: Long Range	Public Initiatives	Private Initiatives	Primary Participants or Partnerships	Possible Funding Sources	Estimated Budget
Parks (continued)								
Area-Wide Mitigation Area and Eco Park	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop		+ City + County + DNR + MDC + NCLD + Corps of Engineers	+ CIP + Grants + DNR + MCDC	***Area-Wide Mitigation Area:*** $4.0 to 4.5 Million ***Eco Park:*** $1.5 to 2.6 Million
Page Avenue Square	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding	+ Pursue funding + Develop	+ City + County	+Private	Private development project
Public Transit (page 43)								
Transit Route Study and Transit Shelters	+ Pursue funding + Design	+ Pursue funding + Develop	+ Pursue funding + Develop	+ Pursue funding + Develop		+ City + County	+ CIP + TEA-21 + TDD + Grants	***Study:*** $50,000 to $100,000 ***6 to 8 Transit Shelters:*** $270,000 to $400,000

Order of Magnitude Budget

In addition to projects and polices it is important to understand the financial ramifications of implementing the concept plan. This section provides a rough estimate of anticipated costs associated with implementing this plan as conceptualized in this document. These cost are order of magnitude costs in order to assist with budgeting local public funds and the pursuit of funding sources (i.e. grants, donations, special funding mechanisms) identified previously. As such the intent is to provide a justifiable range based on the images and items portrayed in the plan. Understanding that this is a long range vision and plan is critical to successful implementation.

The total project estimate for public initiatives outlined in the Implementation Opportunities Matrix is approximately $44.7 to $56.6 million. It important to note that public improvements alone will not be to make the riverfront concept achievable. It is envisioned that with public commitment will come a variety of private / public partnerships and private investment. A typical goal for this type of project is to attract private investment into the area, possibly for every $1 of public investment that $2 to $3 of private investment will occur in the area as the concept is implemented

Through the use of an incremental implementation strategy over a number of years the impact of this estimate is manageable given the importance of the riverfront area to the community of St. Charles. Rediscovering the riverfront as the primary asset of St. Charles is critical. Making meaningful and sustainable improvements will reinforce this process.

Budget Summary (Public Initiatives)

Investigations

Harbor/Waterfront Development Feasibility Studies	
Lewis and Clark Village	$100,000 to $200,000
Frenchtown Harbor	$100,000 to $200,000
District-Wide Parking Management and Traffic Study	$50,000 to $100,000
Frenchtown Design and Development Guidelines	$25,000 to $50,000
Public Transit Study	$25,000 to $50,000
Corridor Preservation	
Corps of Discovery River Parkway	$75,000 to $150,000
Total	***$375,000 to $750,000***

Budget Summary (Public Initiatives)

Enhanced Roadways and Parking

Corps of Discovery River Parkway*	$35,100,000 to $39,000,000
Boone's Lick Road	Under Construction
Enhance Existing Parking Lots East of Main St.	$100,000 to $250,000
Total	***$35,200,000 to $39,250,000***

Icons and Gateways

Riverfront Gateways	$270,000 to 325,000
Historic St. Charles Gateways	$125,000 to $200,000
Frenchtown Gateways	$100,000 to $175,000
Icons	$20,000 to $40,000
Total	***$515,000 to $740,000***

** Reflects order of magnitude cost estimate for completion of all segments of the Corps of Discovery Parkway*

Parks, Trails, Trailheads, and Transit Shelters

Frontier Park	$1,500,000 to $2,500,000
Frenchtown Square	$500,000 to $750,000
Frenchtown Greenway	$1,500,000 to $2,000,000
Blanchette Landing	$150,000 to $250,000
Eco Park	$1,500,000 to $2,600,000
Area-Wide Mitigation Area	$4,000,000 to $4,500,000
Trails	$975,000 to $1,319,000
Trailheads	$1,200,000 to 1,500,000
Transit Shelters	$270,000 to $400,000
Total	***$11,595,000 to $15,819,000***