

# City of Olivette Priority Redevelopment Action Plan

Last Revised: 6/15/2006

The following have been identified as the priority action items for implementation of the Olivette Strategic Comprehensive Plan. Although the planning timeframe for the Comprehensive Plan is five to ten years and beyond, the priority action items listed below are the steps to be taken in the next eighteen months to achieve the longer term goals identified in the Plan. Accordingly, this list is intended to be revised at least once every six months.

Each of the priority actions was selected because it meets one or more of the following criteria:

- Has identified partners who have indicated a willingness to participate;
- Has already been started, is making progress, and has established some momentum; or
- Has a critical element of timeliness that is out of the City of Olivette's control.

In addition, each of these priority actions result in either:

- Adoption of policies and procedures necessary for other implementation activities to be undertaken;
- Identification of additional studies or information necessary to develop more detailed implementation strategies and steps; or
- Implementation of catalytic private redevelopment or public improvements that will accelerate other redevelopment efforts recommended in the Comprehensive Plan.

The priority action items are organized around the seven Key Issues identified in the Comprehensive Plan. For each action item, the targeted achievable is listed along with the specific steps required to meet the achievable, the lead responsible party, and a time schedule for initiation and completion. All of the actions listed are of significant importance, but those shown to begin immediately are generally the highest priorities.

Targeted Achievable	Action	Lead Responsibility	Quarterly Timeline									
			2006		2007							
			3rd	4th	1st	2nd	3rd	4th				
<b>Key Issue 1: Community Image / Relations</b>												
Adopted policy and streamlined project management process that enables integration of project use and design review with the use of economic development tools	1	Adopt use of process as policy	PCDC, EDC & Council									
	1a	Recommend use of process as City policy	PCDC, EDC									
	1b	Adopt use of process as City policy	City Council									
	2	Develop a checklist of basic criteria and practices for financial evaluations of projects requesting City assistance	EDC									
	2a	Develop checklist	Vandewalle & Associates									
	2b	Review and adopt use of checklist in evaluating projects as EDC policy	EDC									
	3	Develop a policy directing the City's use of eminent domain	EDTF									
	3a	Develop policy	EDTF									
	3b	Review and recommend policy	EDC									
	3c	Review and adopt policy	City Council									
	4	Prepare "brochure" to describe the adopted project management process and general policies to developers and businesses	EDC									
	4a	Design and reproduce brochure	EDC, City staff									
4b	Distribute brochure to all developers and businesses that approach the City with a proposed project as well as the SLCEC.	EDC, City staff			Ongoing							
Active public involvement in redevelopment implementation	5	Identify funding sources to support the City's pursuit of economic development activities	EDC			Ongoing						
	5a	Examine use of local option economic development sales tax	EDC									
	5b	Determine availability of federal funding due to the effects on the community of the Overland federal government records center being affected by BRAC	City staff									
	5c	Identify additional potential funding sources and determine a strategy for seeking out sources	EDC, City staff									
	<b>Key Issue 2: I-170 Interchange Improvements</b>											
Active involvement in and oversight of projects underway	1	Continue monitoring/ coordination with MoDOT and Greenways Commission concerning construction schedule and design refinements	Director of Public Services			Ongoing						
Control of excess MoDOT right-of-way	2	Establish an issue-based I-170 PMT	City Council									
	3	Obtain control of excess MoDOT right-of-way	I-170 PMT									
	3a	Research recent transfer of I-70 right-of-way to local government in area near the airport	City staff									
	3b	Hold meeting with MoDOT District Engineer	City staff & Mayor									
	3c	Prepare offer to MoDOT as either first right of refusal, purchase option, or outright purchase	I-170 PMT									
	3d	Authorize offer to MoDOT	City Council									
	3e	Execute accepted offer	City staff									
Joint interchange plan with University City and the County in which consensus is reached with the Hilltop Neighborhood on future development	4	Obtain commitment for joint interchange plan with University City and County	I-170 PMT									
	4a	Meet with SLCEC to gain County's commitment to assist in facilitating a joint interchange plan	City staff									
	4b	Meet jointly with the SLCEC and University City to present Olivette's completed Strategic Plan and goals for the I-170 interchange, including the development of a joint interchange plan	I-170 PMT									
	4c	Gain commitment from University City to develop the joint interchange plan	I-170 PMT									
	4d	Execute written agreement among Olivette, County, and University City establishing funding commitments, timelines, and expectations for joint interchange plan	City Council									

Targeted Achievable	Action	Lead Responsibility	Quarterly Timeline					
			2006		2007			
			3rd	4th	1st	2nd	3rd	4th
(Joint interchange plan cont.)	5 Conduct interchange planning process as agreed with University City and County or independently if agreement is not reached	I-170 PMT						
	5a Develop the scope (both in terms of geography and content) of the plan	I-170 PMT						
	5b Identify and hire any consultant(s) that will be involved in plan	I-170 PMT, City Council						
	5c Conduct planning process, including active involvement of the Hilltop Neighborhood	I-170 PMT						
	5d Adopt plan	PCDC						
	5e Begin plan implementation	I-170 PMT						
Catalytic project developed to spur redevelopment to the west of the interchange	6 Identify opportunities for a catalytic redevelopment project	I-170 PMT	Ongoing					
	6a Continue discussions with SLCEC concerning potential development/business prospects for interchange area	City Manager	Ongoing					
	6b Based on results of plan, begin active recruitment of identified development types	I-170 PMT						
	6c If/when a prospect formally approaches Olivette with a proposal, establish a project-based PMT	City Council	Contingent on proposed project(s)					
Improved transportation and economic connectivity with government records center and surrounding development in Overland	7 Capitalize on opportunities to increase connectivity between Olivette and Overland	City Manager						
	7a Meet with SLCEC to discuss: (a) availability of federal funding due to effects of BRAC on the government records center and (b) potential for developing a street connection between the center and Olive Boulevard	City Manager						
	7b Work to access/apply for BRAC funds	City staff						
	7c Develop a plan for a roadway between Overland and Olive Boulevard	I-170 PMT						
<b>Key Issue 3: Olive Boulevard</b>								
A consistent community image created through public and private improvements	1 Revise development regulations to achieve consistency with use and design concepts identified in Strategic Plan	PCDC						
	1a Review and evaluate all City land development regulations and make recommendations for any necessary revisions. These include: zoning districts, permitted uses, density and intensity, bulk standards (setbacks, height, lot coverage, etc.), parking and access, landscaping and screening, signs, performance standards, stormwater management, subdivisions and condominiums, and procedures and processes	Vandewalle & Associates						
	1b Evaluate recommended revisions and determine: (a) which to pursue and (b) the mechanism(s) necessary for implementing revisions	PCDC						
	1c Develop draft revisions	To be determined						
	1d Review and recommend revisions to City Council	PCDC						
	1e Adopt revisions	City Council						
	2 Develop building and site design standards for Olive Boulevard	PCDC						
	2a Develop the scope (both in terms of geography and content) of the design standards	PCDC						
	2b Identify and hire any consultant(s) that will be involved in developing the design standards	PCDC, City Council						
	2c Develop design standards	To be determined						
	2d Recommend adoption of design standards	PCDC						
2e Adopt design standards	City Council							
Olive Boulevard beautification and streetscape plan	3 Investigate potential funding sources for Olive Boulevard beautification	City Planner						
	3a Identify funding sources	City Planner						
	3b Determine which funding sources to seek and when	City Council						
	3c Submit applications/requests for funding	City staff						
	3d Initiate funded projects	To be determined						
<b>Key Issue 4: Industrial Parks</b>								
Agreement with industrial park property owners on ownership of infrastructure and responsibility/funding of services	1 Establish an issue-based Industrial Parks PMT	City Council						
	2 Facilitate the improvement of infrastructure and common area maintenance	Industrial Parks PMT						
	2a Meet with property owners in all four industrial parks to: (a) review infrastructure and common area maintenance needs and (b) discuss potential options for improving maintenance including transferring ownership to the City in exchange for creation of a neighborhood improvement district	Industrial Parks PMT						
	2b Develop a plan for addressing identified industrial park maintenance needs	Industrial Parks PMT						
	2c Begin plan implementation	Industrial Parks PMT						
Updated industrial parks which integrate mixed uses where appropriate and are marketed as serving a clearly identified niche	3 Meet with SLCEC to discuss how best to position industrial parks for life and plant sciences-related industries and generally how to improve occupancy	Industrial Parks PMT						
	4 Conduct a survey to: (a) inventory all existing sites and buildings, current occupants and occupancy rates, lease rates, and availability of space and (b) determine future plans and potential expansion needs of existing occupants	Industrial Parks PMT						
	4a Develop survey	Industrial Parks PMT						
	4b Conduct survey	City staff						
	4c Analyze survey results	Industrial Parks PMT						

Targeted Achievable	Action	Lead Responsibility	Quarterly Timeline					
			2006		2007			
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(Updated industrial parks cont.)	5 Develop strategy to improve occupancy and determine necessary implementation steps resulting from analysis of survey	Industrial Parks PMT						
	6 Based on progress from action steps above, develop plan for integrating mixed uses	Industrial Parks PMT						
	7 Develop brochure of programs available for business retention and expansion	Industrial Parks PMT						
	7a Design and reproduce brochure	Industrial Parks PMT						
	7b Distribute brochure to all existing businesses, local Realtors, and SLCEC	City staff						
	8 Meet with owners and Realtors of available space to assess market conditions and coordinate marketing efforts	City staff						
	9 Undertake other recruitment and implementation activities as per adopted strategy	Industrial Parks PMT						
<b>Key Issue 5: Metrolink</b>								
Transit opportunities identified by working with MetroLink, St. Louis County, and University City	1 Establish an issue-based Transportation PMT	City Council						
	2 Identify transit (rail, bus, park and ride) opportunities	Transportation PMT						
	2a Meet with MetroLink and County to discuss future opportunities	Transportation PMT						
	3 Develop strategy to facilitate identified transit opportunities	Transportation PMT						
	4 Implement transit strategy	Transportation PMT						
<b>Key Issue 6: Saints Olivette</b>								
Ownership leveraged for Olive Boulevard redevelopment initiative	1 Investigate City's ability to transfer park and recreation deed restriction from Saints Olivette to another property	City staff						
	2 Establish an issue-based Saints Olivette PMT, which includes a member of the Parks and Beautification Commission	City Council						
	3 Create a redevelopment implementation strategy which includes an evaluation of the potential to swap Saints Olivette with land on Olive Boulevard	City staff						
<b>Key Issue 7: WI-FI</b>								
Wireless infrastructure developed using existing telecommunications infrastructure	1 Establish an issue-based Telecommunications PMT	City Council						
	2 Understand existing telecommunication infrastructure	Telecommunications PMT						
	2a Meet with local telecom and power companies (concurrent with 3a)	Telecommunications PMT						
	3 Understand future needs and plans for telecommunications infrastructure by utilities and businesses	Telecommunications PMT						
	3a Meet with local telecom and power companies (concurrent with 2a)	Telecommunications PMT						
	3b Meet with existing "wired" businesses (SBC, US Bank, Gannet)	Telecommunications PMT						
	3c Meet with SLCEC	Telecommunications PMT						
	4 Identify programs/funding sources to facilitate extension of telecommunications infrastructure	Telecommunications PMT						
	4a Research programs/funding sources	City staff						
	4b Meet with SLCEC to determine programs available in St. Louis County	City staff						
	5 Develop strategy to improve internet access throughout the community	Telecommunications PMT						
5a Identify accessibility gaps	City staff							
5b Research model strategies	City staff							
5c Develop strategy	Telecommunications PMT							