

# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

*The Old North St. Louis Story*

***New Partners for Smart Growth Conference  
February 3, 2017***

***Sean Thomas, President  
Vibrant Communities Consulting***





**Where is Old North Saint Louis?**





# Old North Saint Louis – *on the edge of Downtown St. Louis*





# Old North Saint Louis

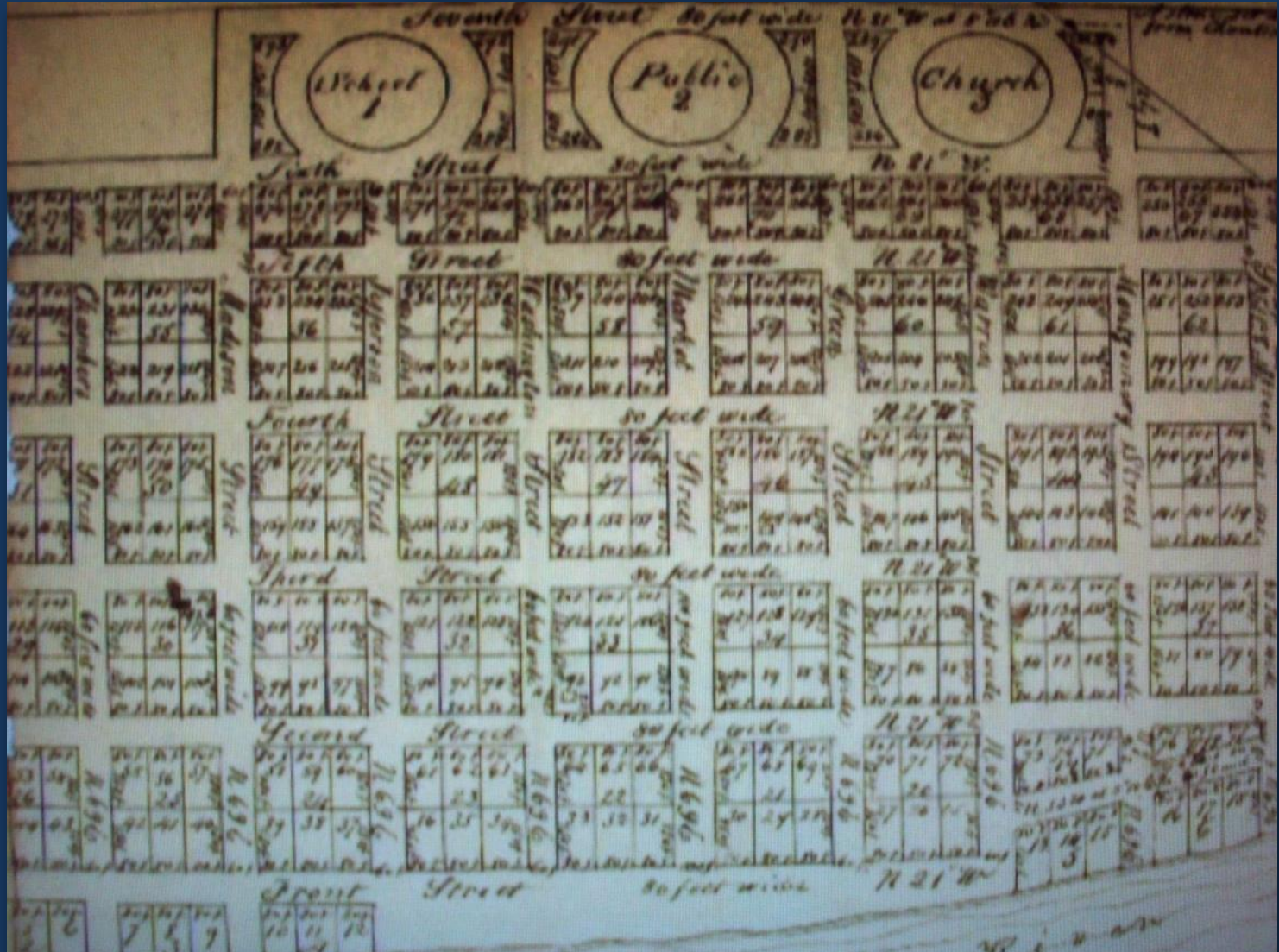




# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

1816

## History





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

1816

1841

1867





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

1816

1841

1867

1870s



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

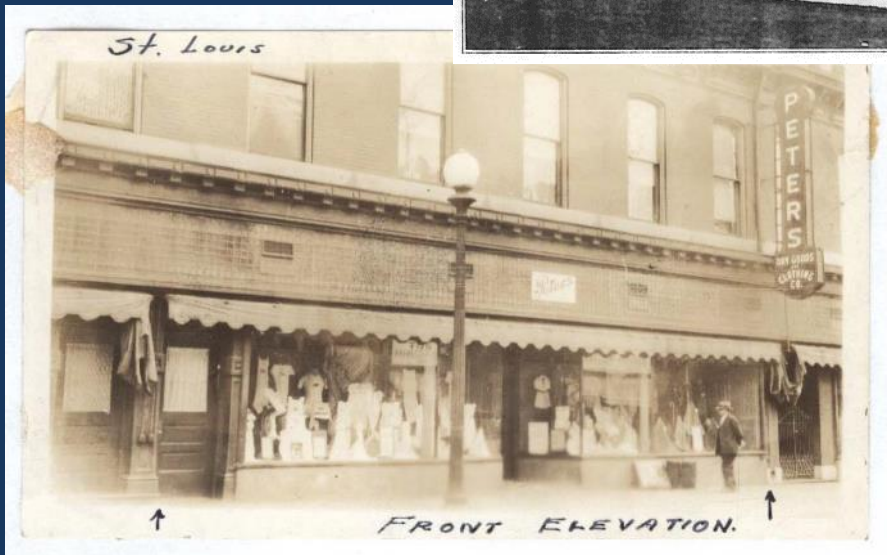
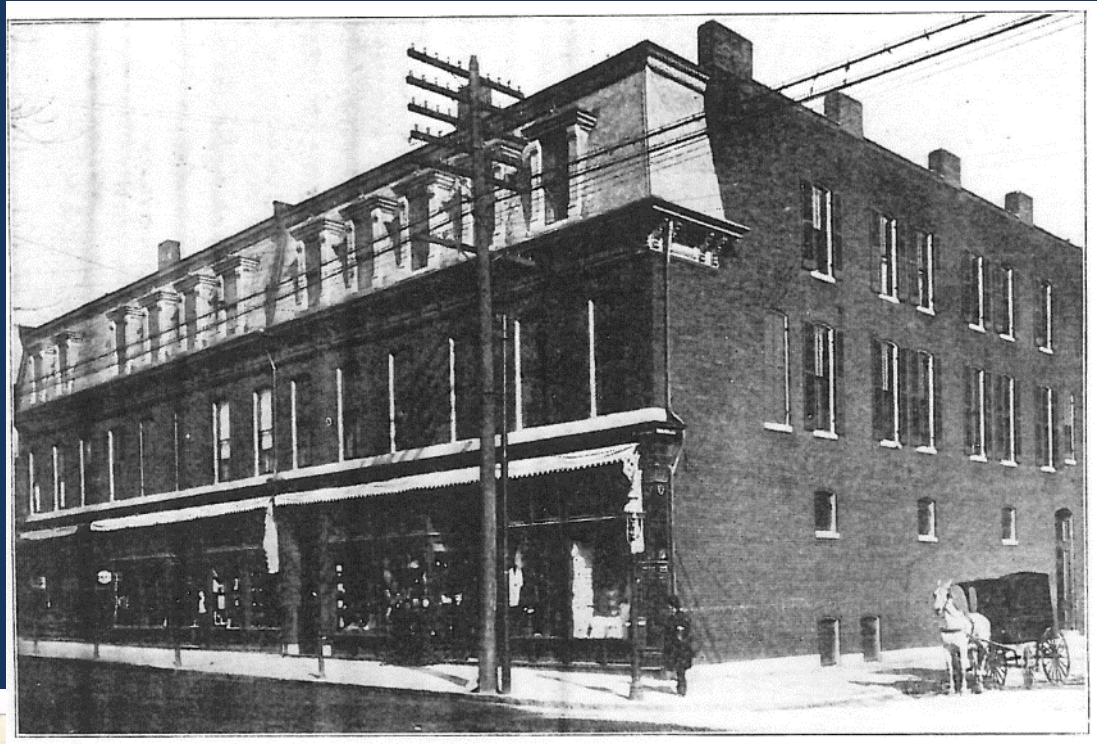
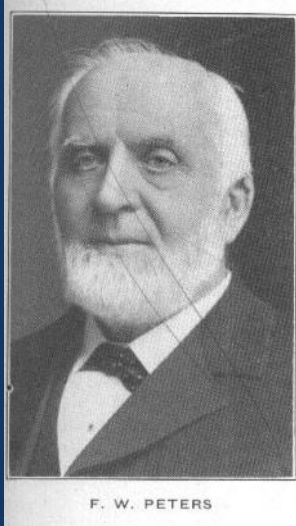
1816

1841

1867

1870s

1880s





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

1816

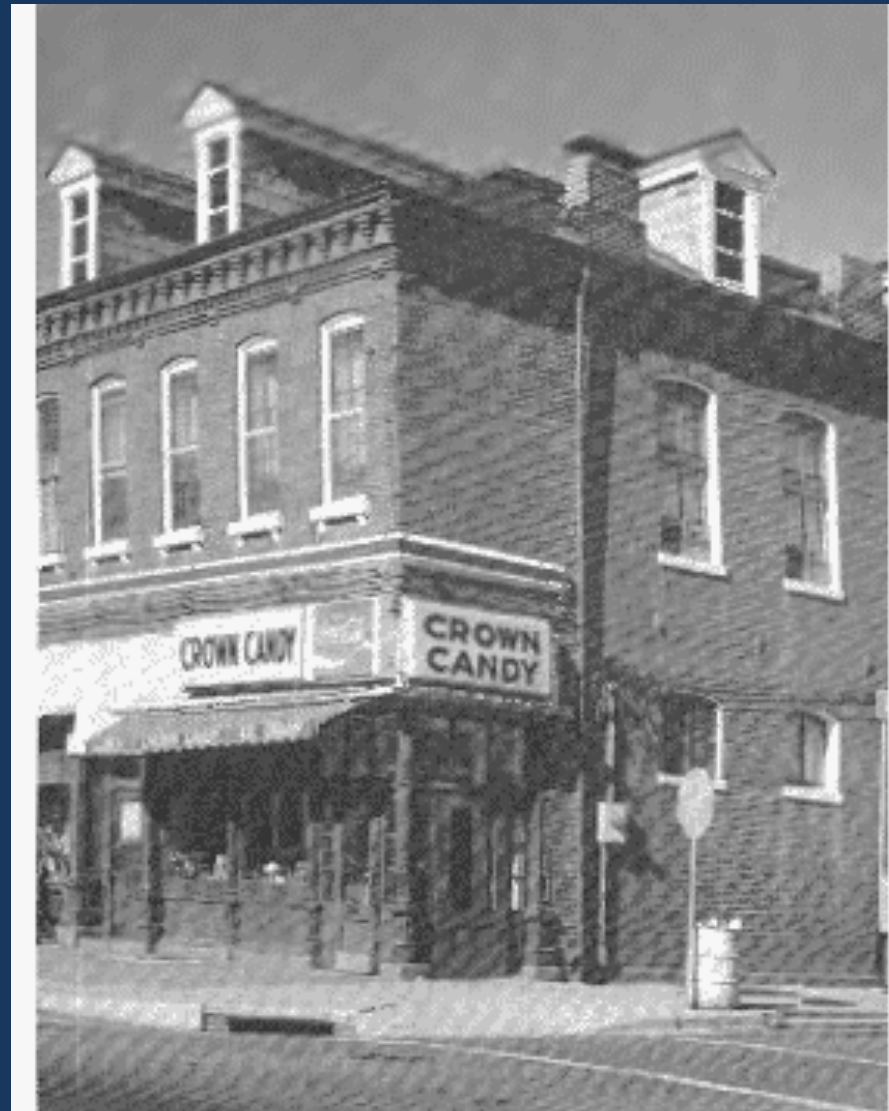
1841

1867

1870s

1880s

1913



**Crown Candy**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

1816

1841

1867

1870s

1880s

1913

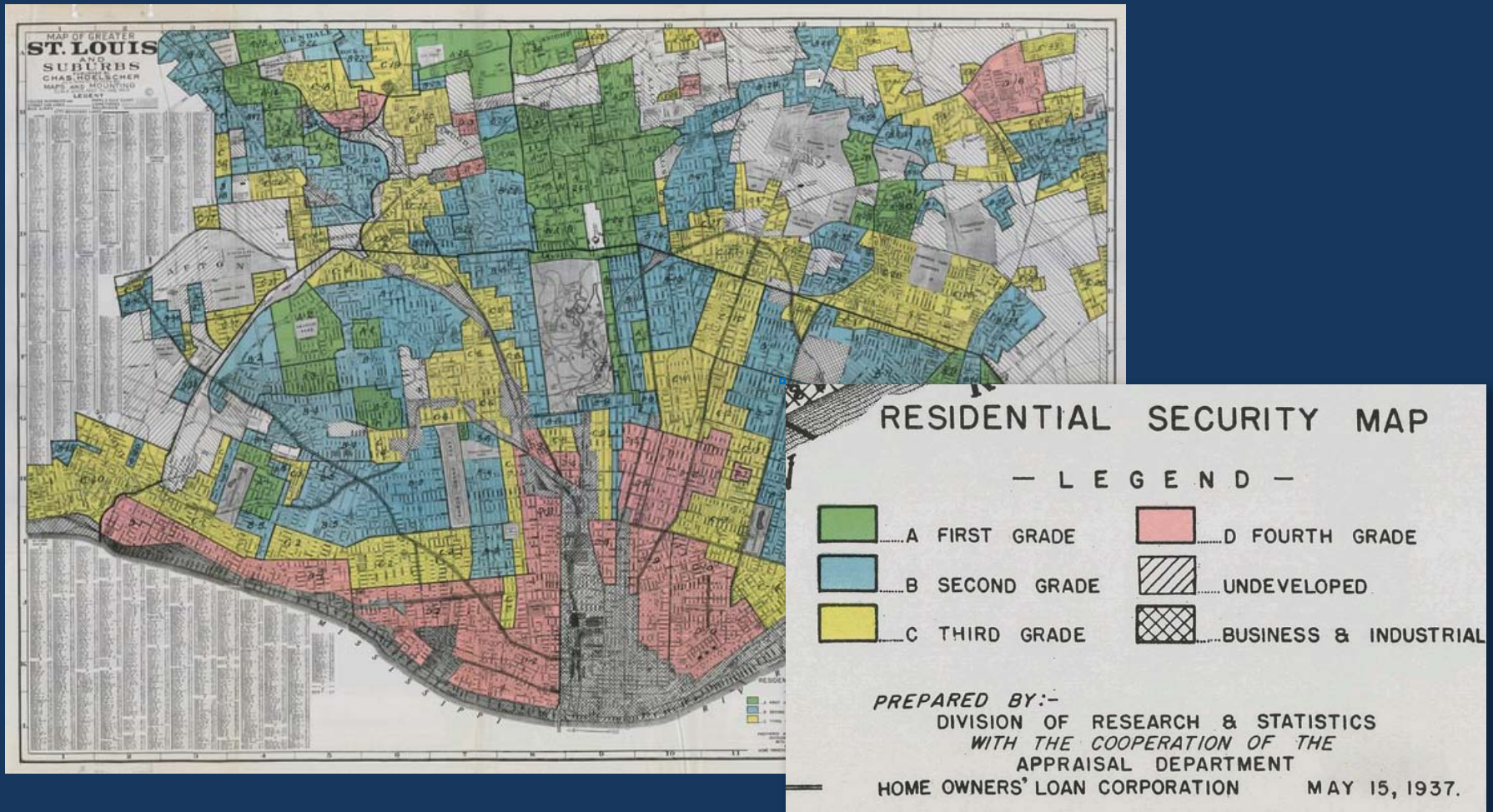
1940s





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

*Redlining & the 75+ year legacy of limited access to financing for mortgages, etc.*



***All of Old North was in the “red” zone (classified as an area not recommended for loans or investments)***



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

1816

1841

1867

1870s

1880s

1913

1940s

1950s





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

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1970s



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

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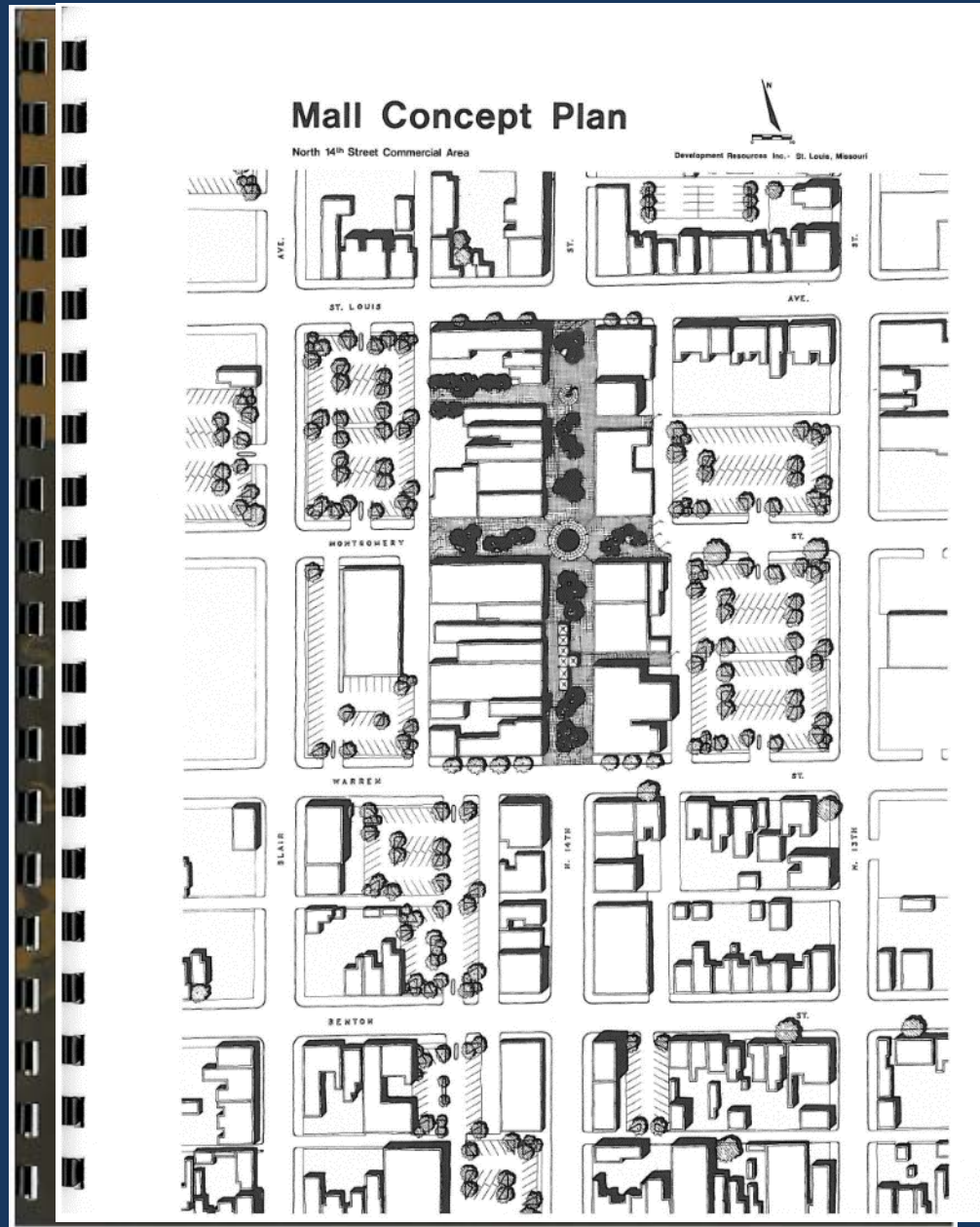
1880s

1913

1940s

1950s

1970s





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

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1980s





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Old North St. Louis Restoration Group



*Mission:* To revitalize the physical & social dimensions of the Old North neighborhood in a manner that respects the community's historic, cultural, and urban character

# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## An of, by, & for the community approach





Given that history & with that  
ambitious mission, what has been  
ONSLRG's comprehensive strategy?

8 Essential Ingredients for  
Effective Community  
Development

+ 10 Smart Growth Principles  
= Sustainable Revitalization

# 8 Essential Ingredients for Effective Community Development:

## ***SHEPPIC***

1. Social Capital
2. Housing Options for diverse population
3. Economic Goods, Services, & Opportunities
4. Physical Space that is Attractive
5. Political Support
6. Partners with Resources & respect for the community's vision
7. Institutional Anchors
8. Coordinating Entity



# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

## 1 Social Capital





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

1

## Social Capital





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



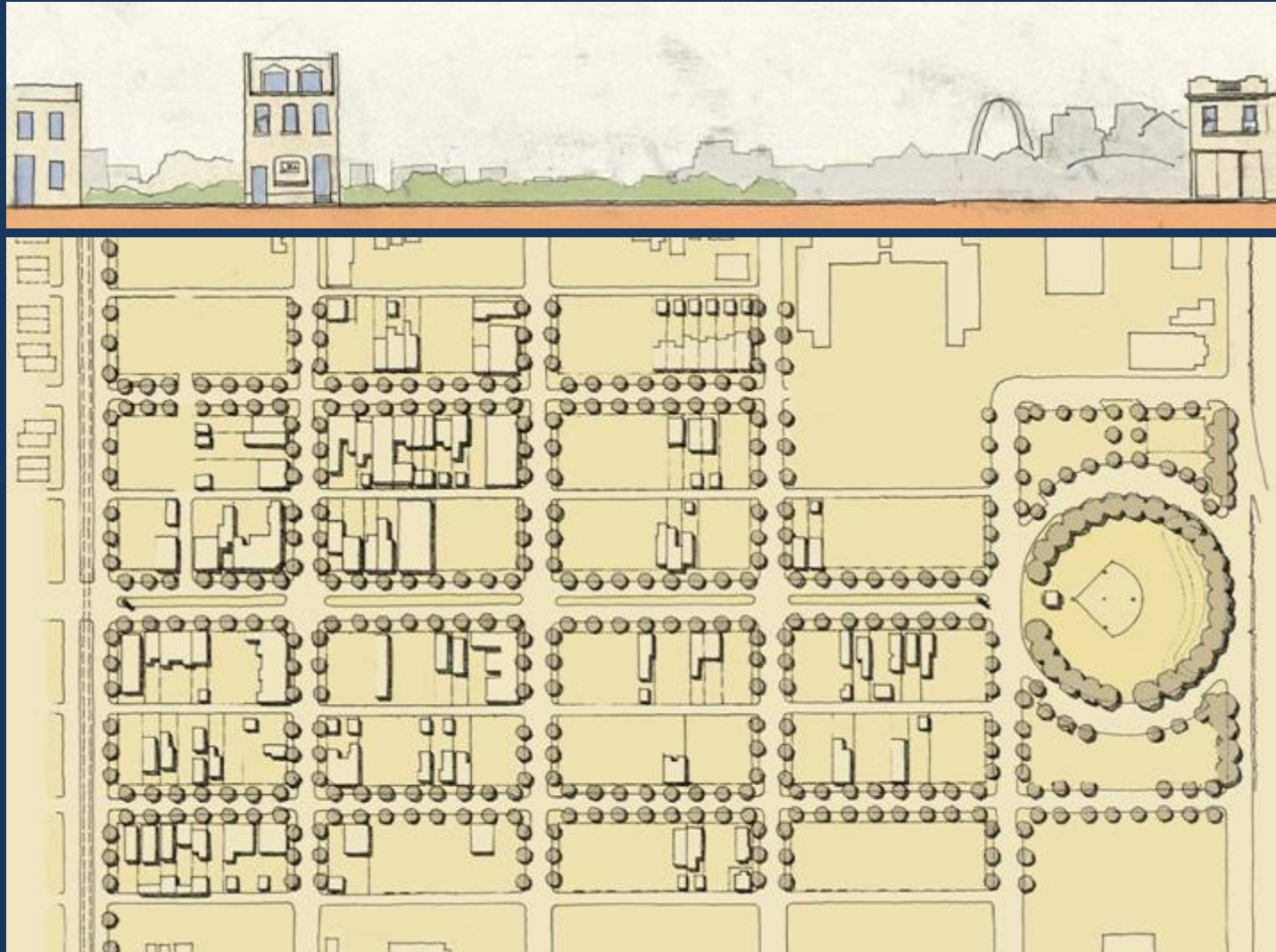
2

Housing  
Options for  
diverse  
population



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **2** Housing Options for diverse population





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **2** Housing Options for diverse population

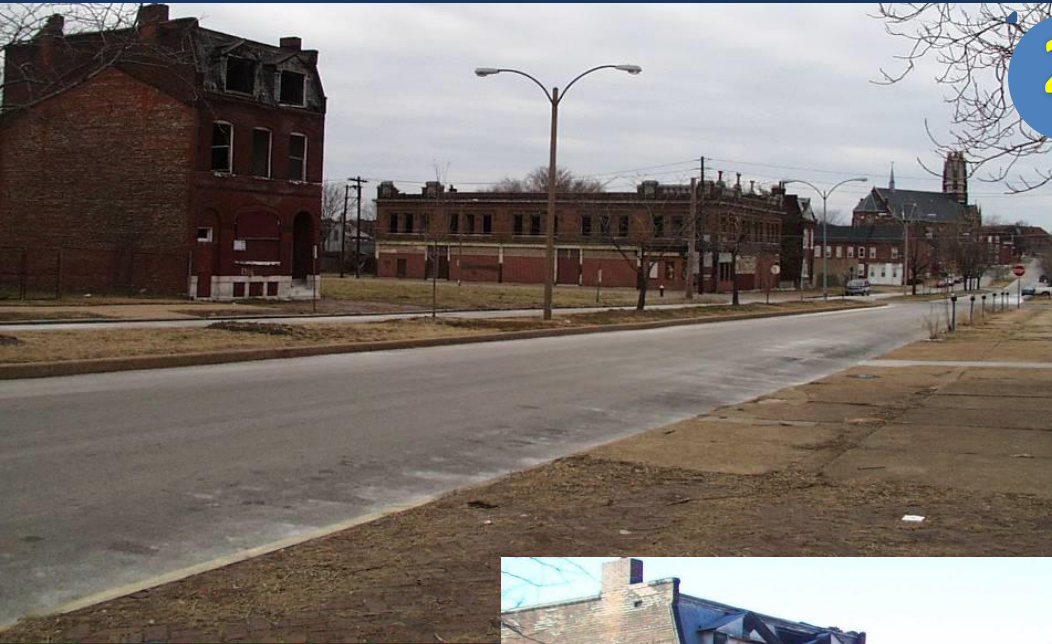




# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

2

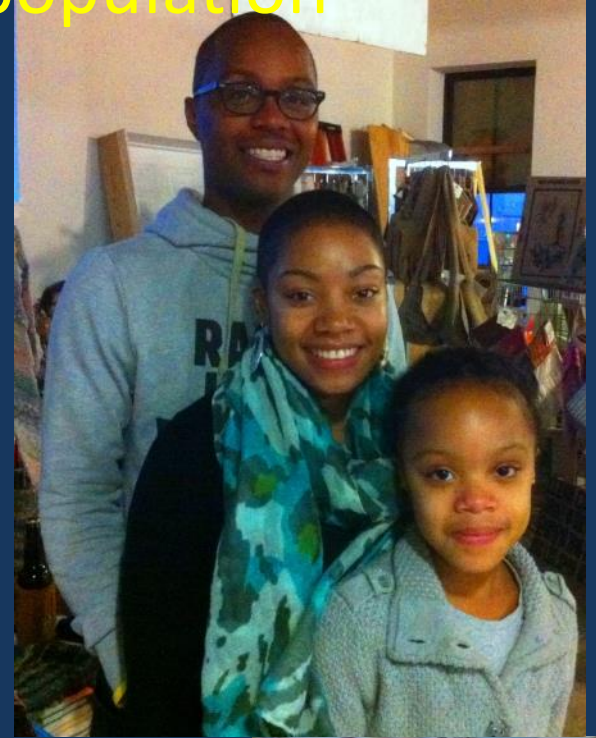
## Housing Options for diverse population





# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

## 2 Housing Options for diverse population





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

Historic rehabs of crumbling & abandoned buildings have transformed the image of Old North



**2** Housing Options  
for diverse  
population





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **2** Housing Options for diverse population

Photo by Monroe, 2005





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



1436 Monroe, 2006



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **2** Housing Options for diverse population





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **2** Housing Options for diverse population





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

2

## Housing Options for diverse population





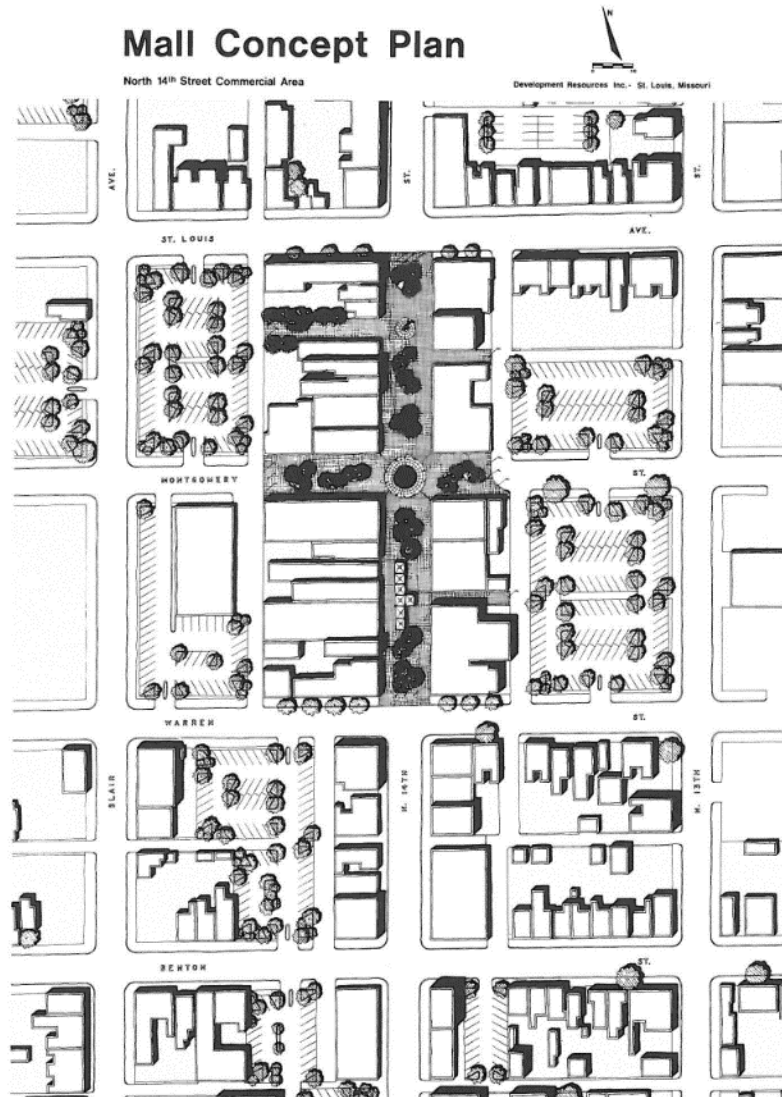
# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

- 2 Housing Options for diverse population
- 3 Economic Goods, Services, & Opportunities
- 4 Physical Space that is Attractive





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



- ## **14<sup>th</sup> Street Pedestrian Mall Plan**
- Close 2 blocks of N. 14<sup>th</sup> Street and the cross street of Montgomery to create an attractive, pedestrian-oriented plaza area
  - Demolish buildings on adjacent blocks to create off-street surface parking lots

## **Old North Saint Louis**

# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



## **Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **1** Social Capital & ....





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **1** Social Capital **2** Housing Options for diverse population

2423 Blair





# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

2601 N. 14<sup>th</sup> St., 1860

- 2 Housing Options for diverse population
- 3 Economic Goods, Services, & Opportunities



Settled mostly by German immigrants





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

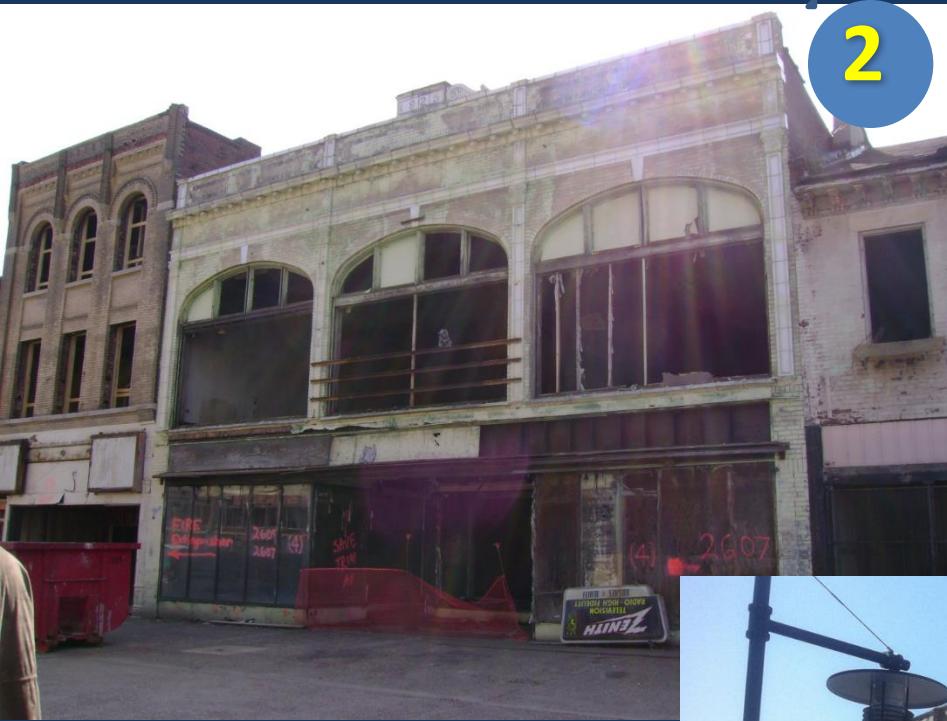
**2** Housing Options for diverse population

**3** Economic Goods, Services, & Opportunities





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



2

Housing Options ...

3

Economic Goods,  
Services,  
& Opportunities





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

*By saving buildings, such as this one, we also have a chance to re-connect with people who have personal histories with these places, instead of allowing their past crumble and fade away.*





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



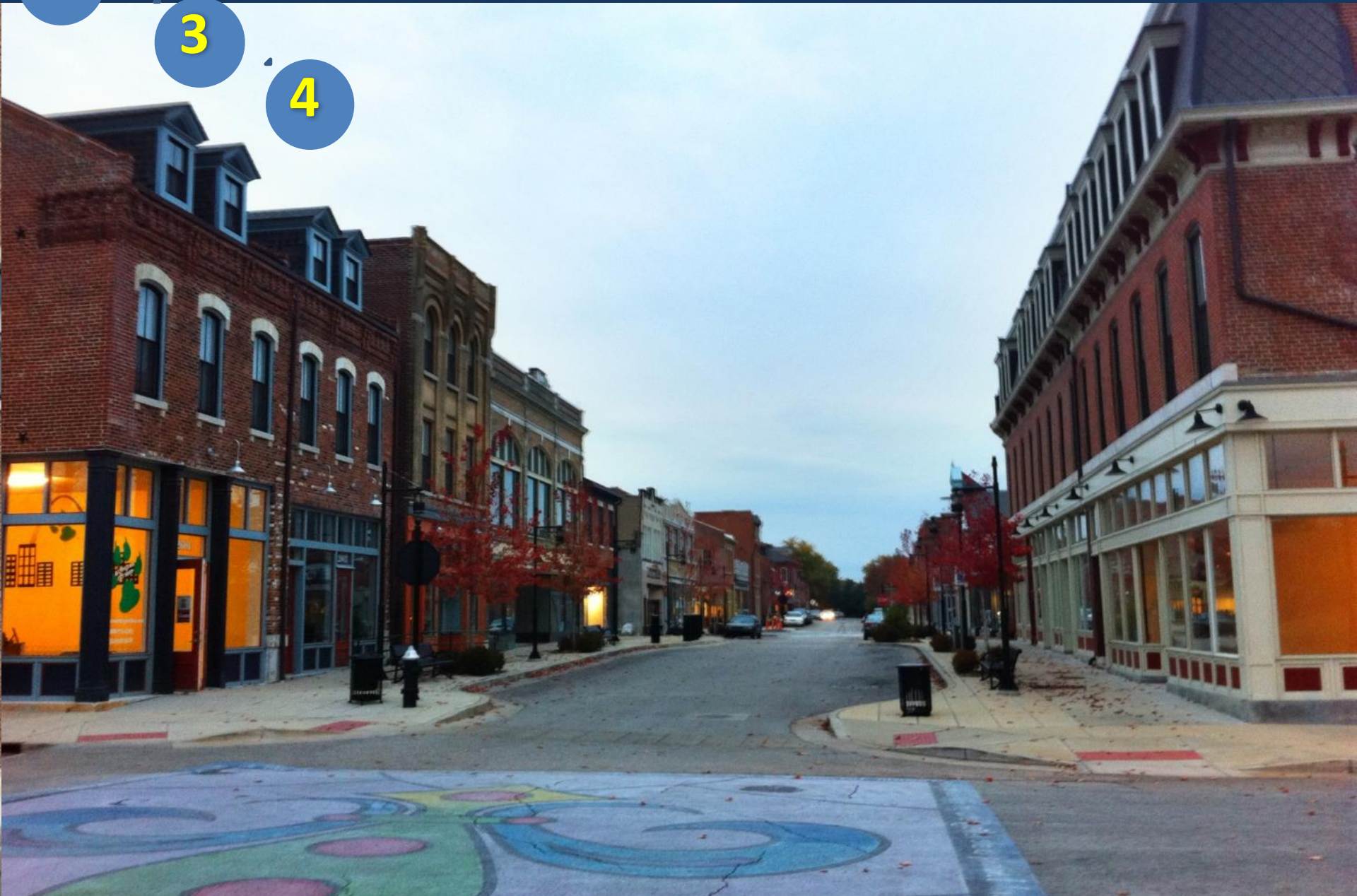


# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

2

3

4





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



## **2** Housing Options for diverse population





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **4** Physical Space that is Attractive





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **4** Physical Space that is Attractive

### **A Neighborhood of Community Gardens**





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **3** Economic Goods, Services, & Opportunities



**Food options in Old North prior to Old North St. Louis Restoration Group's Comprehensive Healthy Foods Strategy**





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **1** Social Capital **3** Economic Goods, Services...

### Old North St. Louis Restoration Group's 5 Part Strategy

to address healthy food access





# Revitalizing an Urban Core Neighborhood with Smart Growth Principles





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **Smart Growth Principles**

- Mix land uses.
- Take advantage of compact building design.
- Create a range of housing opportunities and choices.
- Create walkable neighborhoods.
- Foster distinctive, attractive communities with a strong sense of place.
- Preserve open space, farmland, natural beauty, and critical environmental areas.
- Strengthen and direct development toward existing communities.
- Provide a variety of transportation choices.
- Make development decisions predictable, fair, and cost effective.
- Encourage community and stakeholder collaboration in development decisions.





# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

Mix land uses.



# Old North Saint Louis

# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

## Smart Growth Principles

Take advantage of compact building design.



*Housing Conservation, Renovation, & New Construction*  
105 New Single Family Homes  
53,000 Square Feet of Renovation  
72 New Apartment Dwellings

□ Housing Conservation – Potential Home Repair  
□ Privately Owned Property – New Renovation  
□ Publicly Owned Property – New Renovation

# Old North Saint Louis



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

Create a range of housing opportunities and choices.



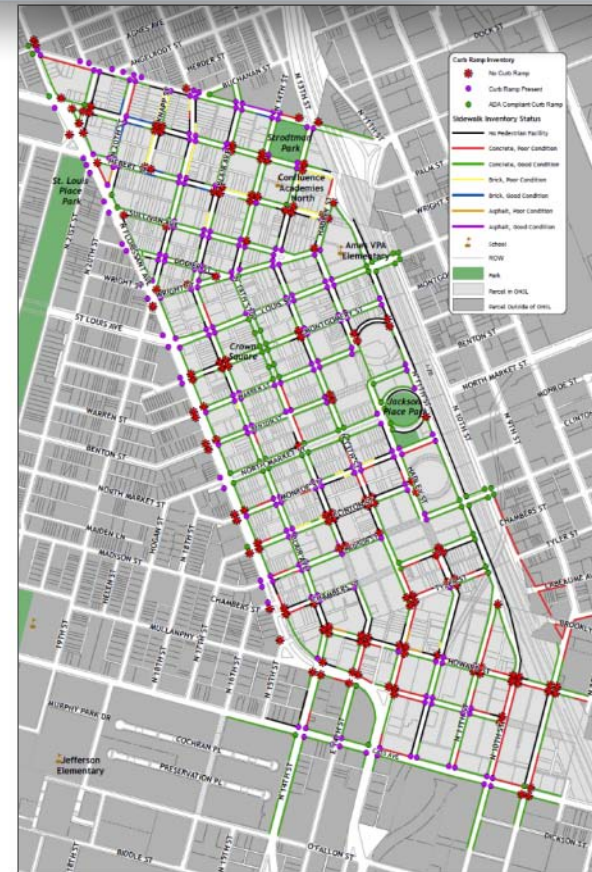
# Old North Saint Louis



# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

## Smart Growth Principles

Create walkable neighborhoods.



Map 1. Existing Sidewalks and Curb Ramps

Old North St. Louis  
Bikable Walkable Community Plan  
Source: Data collected from the City of St. Louis and surrounding areas.  
Map prepared by:  
Map 1/2010



# Old North Saint Louis

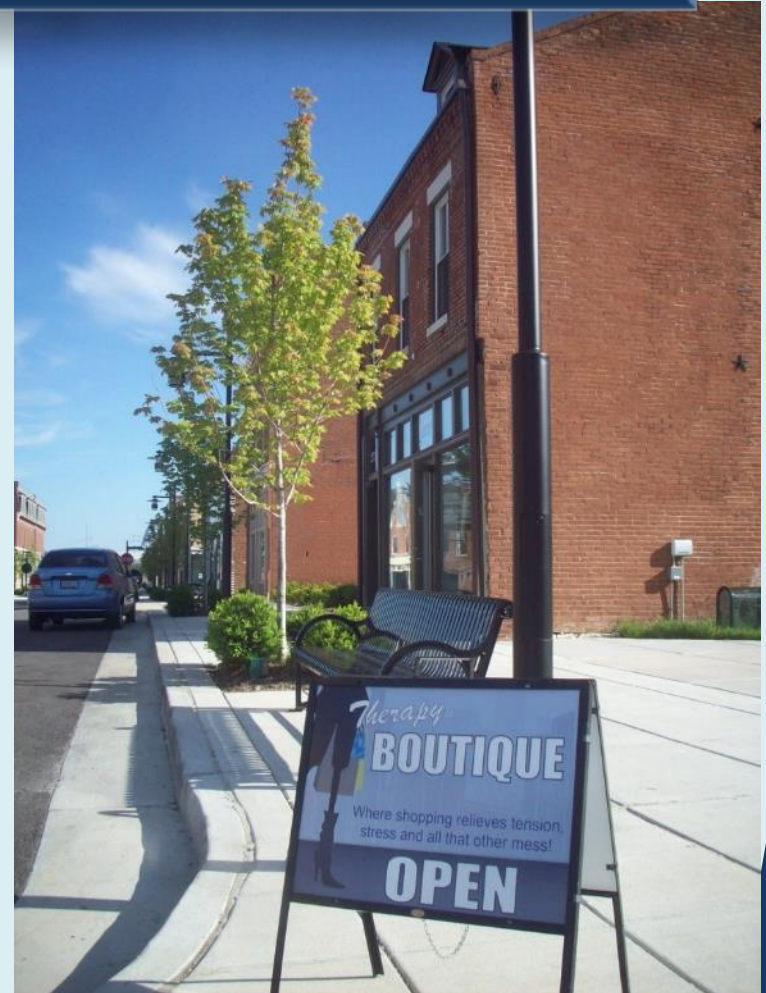


# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles



Create walkable neighborhoods.



# Old North Saint Louis



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

Create walkable neighborhoods.



# Old North Saint Louis



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

- Mix land uses.
- Take advantage of compact building design.

**Foster distinctive, attractive communities with a strong sense of place.**



# **Old North Saint Louis**

# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **Smart Growth Principles**

- Mix land uses.

**Foster distinctive, attractive communities with a strong sense of place.**



**Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

**Preserve open space,  
farmland, natural beauty, and  
critical environmental areas.**



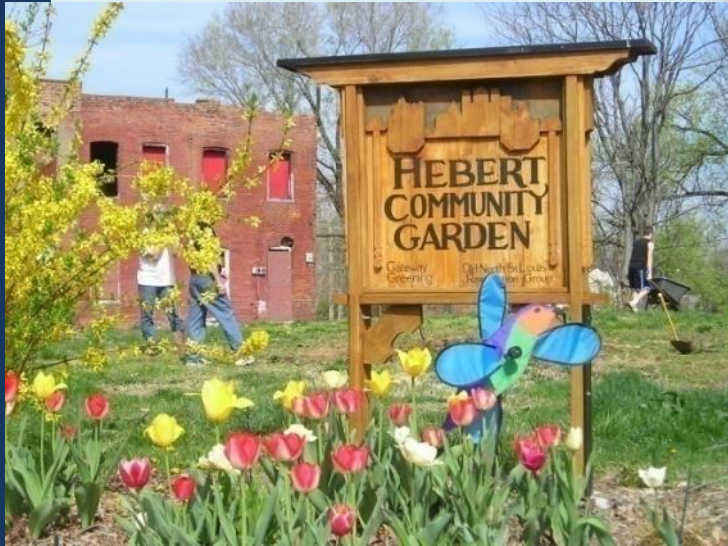
# **Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **Smart Growth Principles**

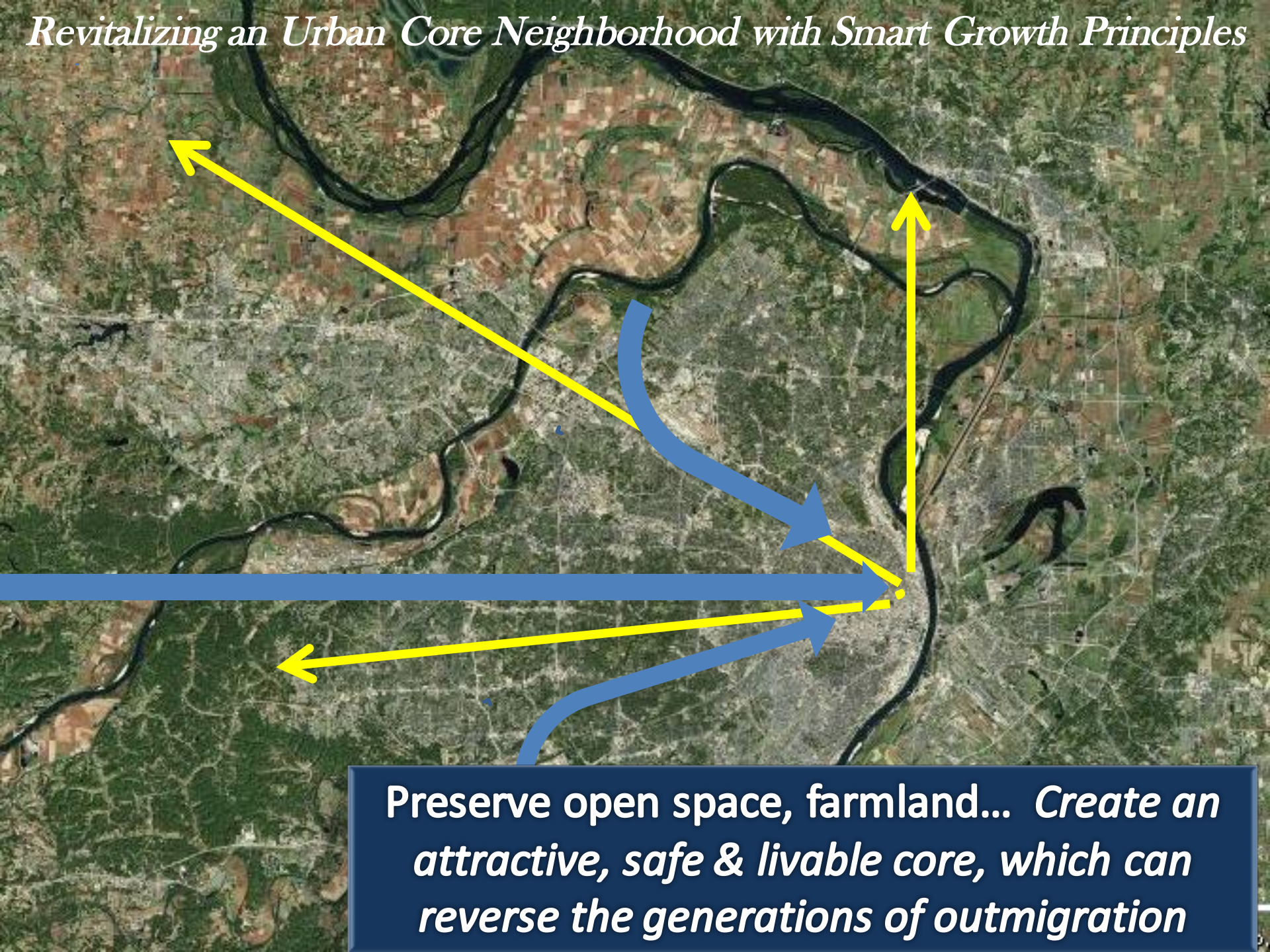
**Preserve open space,  
farmland, natural beauty, and  
critical environmental areas.**



# **Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



**Preserve open space, farmland... Create an attractive, safe & livable core, which can reverse the generations of outmigration**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

- Mix land uses.
- Take advantage of compact building design.

**Strengthen and direct development toward existing communities.**



Settled mostly by German immigrants

YouTube

# **Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## **Smart Growth Principles**

- Mix land uses.
- Take advantage of compact building design.

**Strengthen and direct development toward existing communities.**



**Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

Provide a variety of transportation choices.



# Old North Saint Louis



# Revitalizing an Urban Core Neighborhood with Smart Growth Principles

## Smart Growth Principles

- Mix land uses.

Make development decisions  
predictable, fair, and cost  
effective.



## Old North St. Louis NEIGHBORHOOD DESIGN CODE

Old North St. Louis Restoration Group  
January 2000



Old North St. Louis Restoration Group  
2800 N. 14<sup>th</sup> Street ♦ St. Louis, MO 63107  
314-241-5031 ♦ [www.ONSL.org](http://www.ONSL.org)



# Old North Saint Louis

# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Smart Growth Principles

**Encourage community and stakeholder collaboration in development decisions.**



# **Old North Saint Louis**



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

It helps to start with an active  
& engaged community



## **Old North Saint Louis**

# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

## Partnerships & Collaborations Are Crucial



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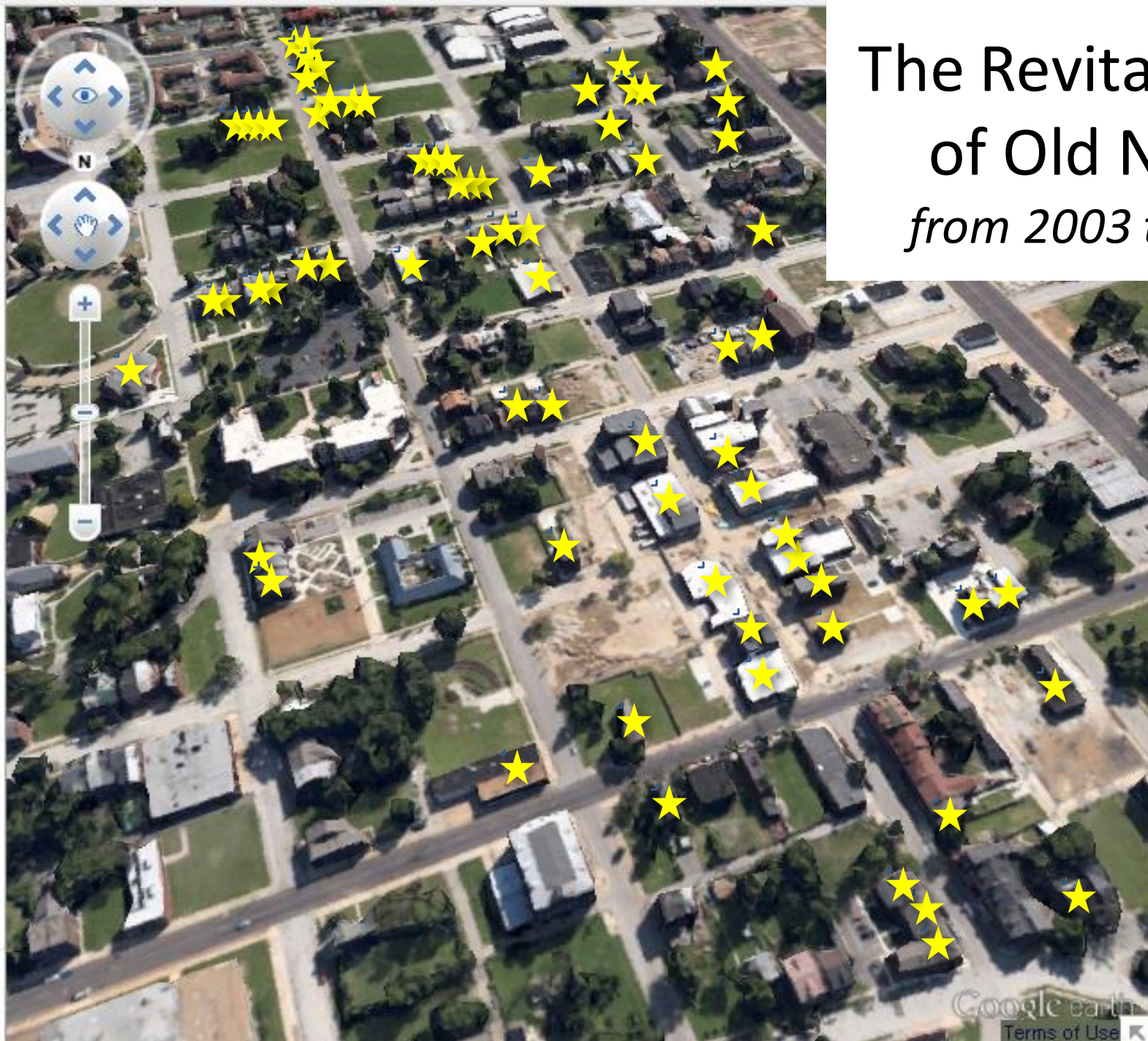
## Outcomes

$$8 + 10 = 28 ?$$

and

$$8 + 10 = -42 ?$$

# The Revitalization of Old North *from 2003 to 2015*



★ Each star represents a property that had been vacant 10 years ago but is now redeveloped



# *Revitalizing an Urban Core Neighborhood with Smart Growth Principles*



*Revitalizing an Urban Core Neighborhood with Smart Growth Principles*

 **42%**

***Reduction in Total Crime, 2010-2015***



# *Thank you*

For more information, feel  
free to get in touch...

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*Communities*  
Consulting