

CENTRAL WEST END MIDTOWN DEVELOPMENT  
EXECUTIVE DIRECTOR'S REPORT  
June 2008

This report is largely based-upon the 2008 Performance Measures presented at the final Board meeting of 2007.

Development:

- Create and Enact Form-Based Plan  
(See material regarding form-based plan with the agenda).
- Retail strategy  
The retail strategy will be incorporated into the form-based plan.
- Review proposed new development to ensure consistency with CWEMD goals  
The committee has reviewed one development proposal, for the demolition and redevelopment of the McDonald's Restaurant at 4006 Lindell Boulevard. The committee voted to support the project with the stipulation that the drive-through accommodate bicycles and that a clear pedestrian path to the front door be delineated. Alderman Roddy has expressed concerns regarding the project. The committee will reconsider whether or not to ask for more changes in the plan.

Infrastructure:

- Define, fund and devise specs for the Euclid Streetscape  
(See attached material for consultant).
- Street/Sidewalk/Lighting Strategy based upon various funding estimates  
This will receive attention in the second-half of 2008.
- Implement Taylor Lights  
The Taylor project is fully funded and a preliminary submission has been made to BPS. (Also see agenda item regarding pedestrian lighting).
- Spend funds for Grand/Boyle area  
Prioritization for this area will take place in the second-half of 2008. A likely use of these funds is for pedestrian lighting on the 41xx-42xx blocks of Laclede Avenue.
- Transportation strategy  
This is still to be done.
- Plan Laclede lighting, Boyle-Sarah  
(See "Spending for Grand/Boyle Area" above).
- Public Art priorities  
The most immediate public art planning will happen in conjunction with the Euclid Streetscape.

Security:

- Comprehensive neighborhood security strategy with Bob Heimberger and other special business districts  
The decision has been made to hire a Neighborhood Security Director. This position will be funded by the special business districts in the CWE.
- Ensure public awareness of ways in which residents and visitors can protect themselves and the neighborhood from crime  
This will be done in conjunction with the new NSI Director.

### Finance:

- Renew Southeast Business District w/new boundaries and minimum \$200,000 annual revenue

It is likely the election for the renewal of the special business district will take place in 2009. Planning for the parameters must be complete by the end of the year.

- Collect all funds from institutions/developers

Invoices have been sent to all developers and payments are being pursued.

- Submit five (5) grant proposals in support of CWEMD efforts

Staff is working to seek a grant from the Missouri DNR regarding storm water systems on Euclid.

### Marketing

- Cooperation with Forest Park Southeast Development Corporation for the following:

- Four (4) 17<sup>th</sup> Ward Newsletters

- Two (2) City Talk events

The next City Talk will be on Tuesday, June 24<sup>th</sup> from 5 pm to 7 pm.

- Town Hall Meeting

To take place this fall.

- Holiday Party

To take place around December 1.

- Maintenance of web site

The web site is up and running.

- Creation of marketing materials for developers/realtors

This will be done in the second-half of 2008.

- Other items to be determined by Committee by January 31, 2007