

April 18, 2024 | 2:00-3:00 pm ET

# PLANNING FOR INCLUSIVE GROWTH WITH NEW PARK PROJECTS

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ACCREDITATION AVAILABLE FOR:



Landscape Architecture  
Continuing Education System™

**NEW!**  
**General CEUs**

**SUPPORT FOR THIS WEBINAR  
IS PROVIDED BY:**



Robert Wood Johnson  
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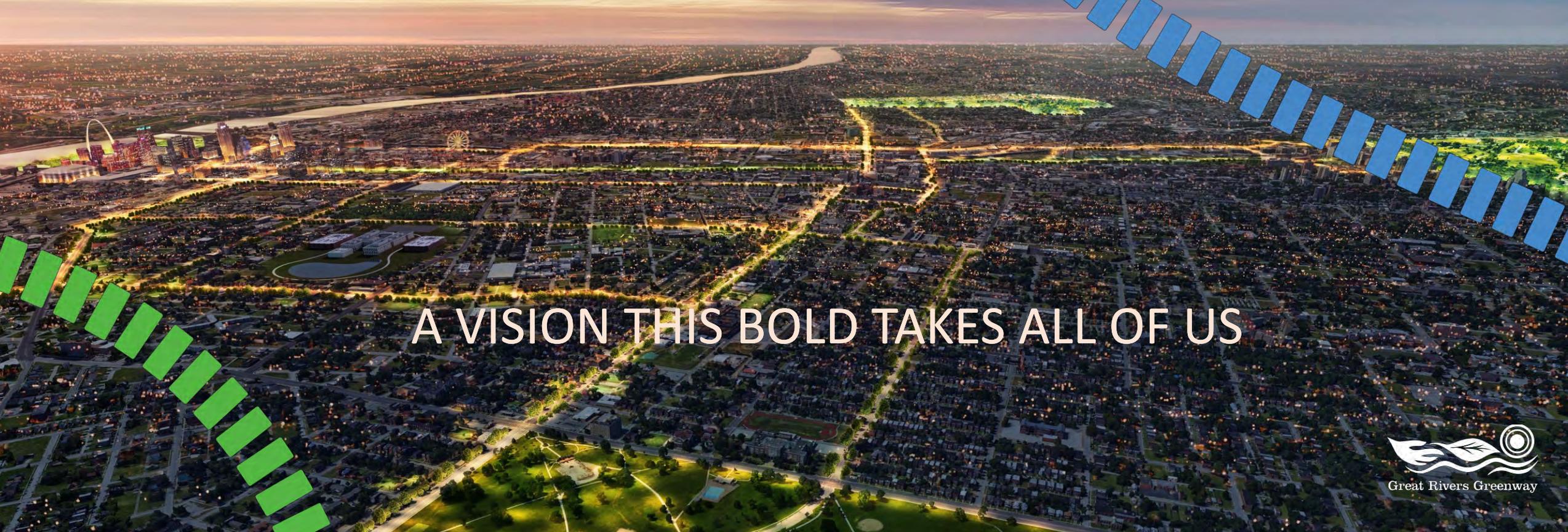


# BRICKLINE GREENWAY

**Building Equity Through Economic Development**

**Presenter: T. Christopher Peoples**

**Director of Equity + Economic Impact**



**A VISION THIS BOLD TAKES ALL OF US**

# LIVE LIFE OUTSIDE



## OUR MISSION:

Make the St. Louis region a more vibrant place to live, work and play by developing a regional network of greenways.



# Partners

- Municipalities
- State agencies
- County government
- Nonprofit organizations
- Businesses
- Churches/Community
- Neighborhoods

135 MILES OF GREENWAYS

3+ MILLION VISITS/YEAR

LOTS OF PROJECTS

250+ PARTNERS

14K+ VOLUNTEER HRS/YEAR

94¢ RETURNED TO YOU



Great Rivers Greenway

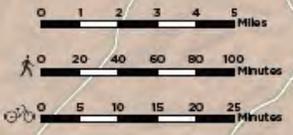


# Great Rivers Greenway



**Legend**

- Existing Greenways
- Greenways In Construction
- Future Greenways
- Other Existing Trails
- Other Trails In Planning
- MetroLink & Stops
- Body of Water
- Parks & Open Space



**135 miles of greenways (and counting!)**

for you to explore and enjoy, plus conservation projects, amenities & connections along the way, thanks to your sales tax dollars, donations, input and volunteerism at work. **Even more to come!**





# BRICKLINE GREENWAY

A VISION THIS BOLD TAKES ALL OF US



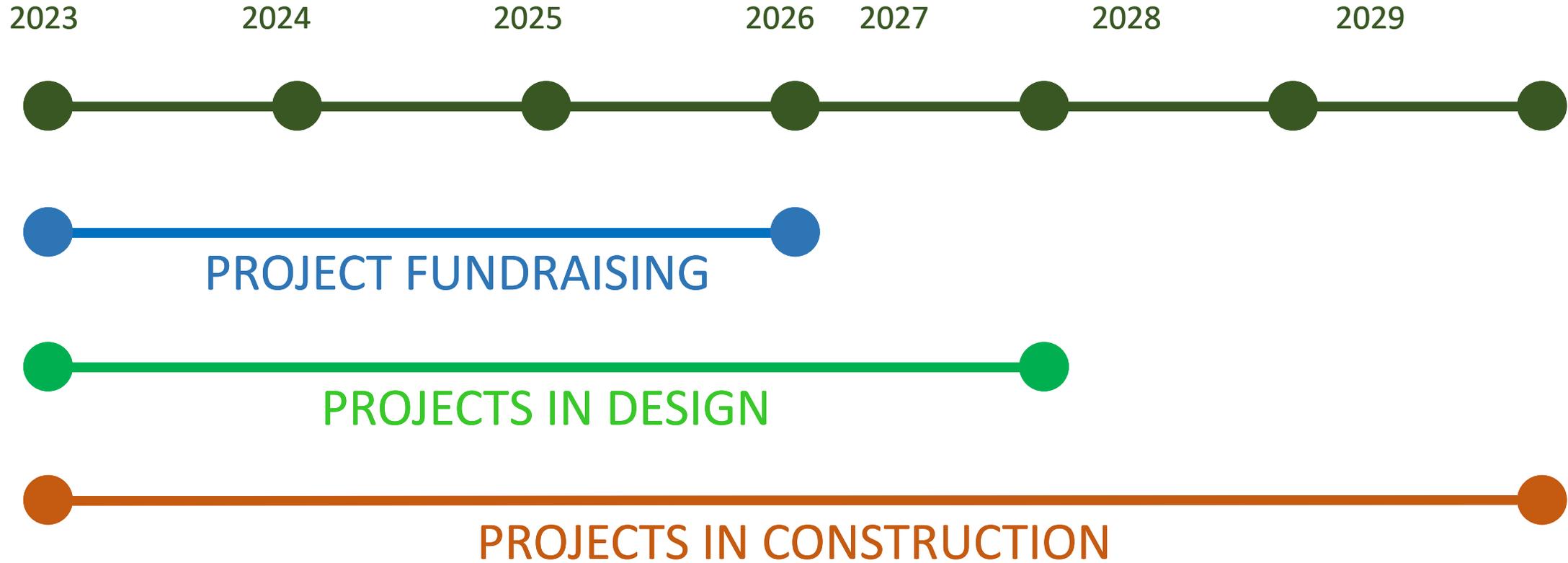
Great Rivers Greenway

# BRICKLINE GREENWAY



-  Brickline Greenway Routes (approx. 10 miles)
-  Partner Projects (approx. 2.5 miles)
-  Existing & Future Greenways

# BRICKLINE GREENWAY TIMELINE



# BRICKLINE GREENWAY



- Brickline Greenway Routes (approx. 10 miles)
- Partner Projects (approx. 2.5 miles)
- Existing & Future Greenways



**Length:** 0.77 miles

**Key Partners:** Bi-State, City of St. Louis

**Timing:** Construction in 2026

**Update:**

Designs are progressing and will use the MetroLink bridge across Vandeventer Avenue.



**CORTEX TO GRAND METROLINK STATIONS**

# BRICKLINE GREENWAY



- Brickline Greenway Routes (approx. 10 miles)
- Partner Projects (approx. 2.5 miles)
- Existing & Future Greenways



**Length:** 0.85 miles

**Key Partners:** City of St. Louis, Harris-Stowe State University, MLS - City SC

**Timing:** Construction Summer 2024

**Update:**

Segment Opened – Spring '23  
Community celebration - May 1<sup>st</sup>



**MARKET STREET: 22<sup>nd</sup> to COMPTON AVE.**

# MILL Creek valley residents @ CityPark Stadium



# BRICKLINE GREENWAY



-  Brickline Greenway Routes (approx. 10 miles)
-  Partner Projects (approx. 2.5 miles)
-  Existing & Future Greenways



**Length:** 1.3 miles

**Key Partners:** City of St. Louis, Tabernacle CDC, Boys and Girls Club

**Timing:** Construction in 2025

**Update:**

Finalizing design now, temporary banners by local artists along street



**GRAND AVE: FAIRGROUND PARK TO CASS AVE, SPRING AVE TO PAGE AVE**

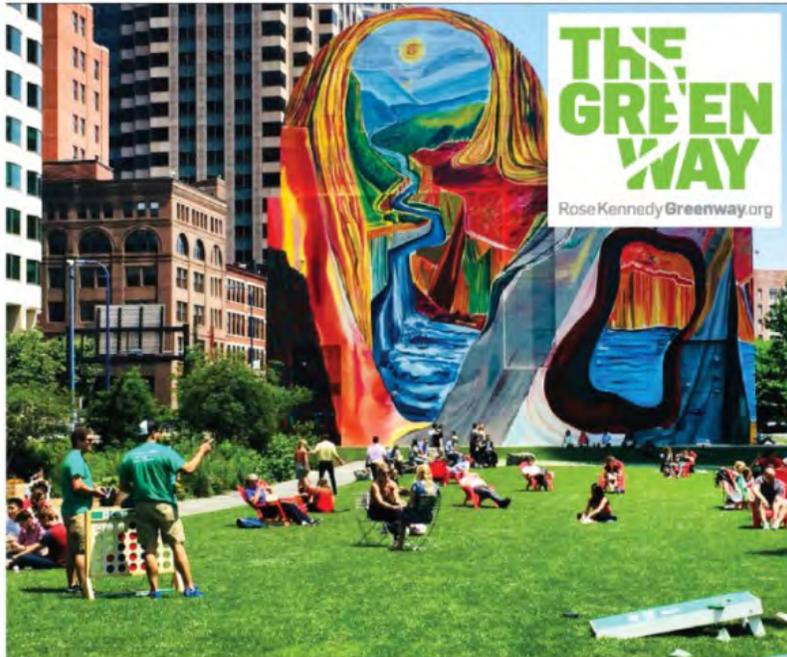
# EQUITY AND ECONOMIC IMPACT

Equity Framework

PROJECT	BELTLINE	BELTLINE EASTSIDE TRAIL	HIGHLINE	INDY CULTURAL TRAIL
CITY	Atlanta	Atlanta	New York	Indianapolis
CAPITAL COST	\$500M	\$14M	\$187M	\$63M
NEW REAL ESTATE DEVELOPMENT	\$4.1B	\$638B	\$2B	\$1B
RETURN ON INVESTMENT (ROI)	8:1	45:1	11:1	16:1



ATTRACTING INVESTMENT & JOBS



urban infrastructure reuse projects

Economic and social impacts of developing the Brickline Greenway

Prepared for Greater St. Louis, Inc.  
October 2022



Location: Market Street concept looking east.



# BRICKLINE GREENWAY

## Projected economic Impact:

(from recent Ernst & Young study with Greater St. Louis, Inc)

\$462m	Trail construction (230 annual jobs)
Up to \$126m	Total residential property value increase
\$53m	Total tax impact of construction, operations, maintenance
Up to 10m	New walking / biking trips
Up to 12m	Decline in vehicle miles traveled
equivalent to 1,003-1,146	Fewer cars per year, reducing emissions
\$5m	In economic output from operations, maintenance
Up to \$4m	Aggregated avoided health costs to residents
Up to \$82m	Associated local business activity (906 jobs!)



# Inclusive planning Collaborative Decision-making

2018 – 2019 Framework Planning Process



## Equity Working Group

### Key Objectives:

- Determine how the greenway can be inclusive and just
- Identify equitable outcomes for greenway planning and design

## Economic Development Working Group

### Key Objectives:

- Study the economic impact of greenway development
- Determine the return on investment for the community, the city and the region

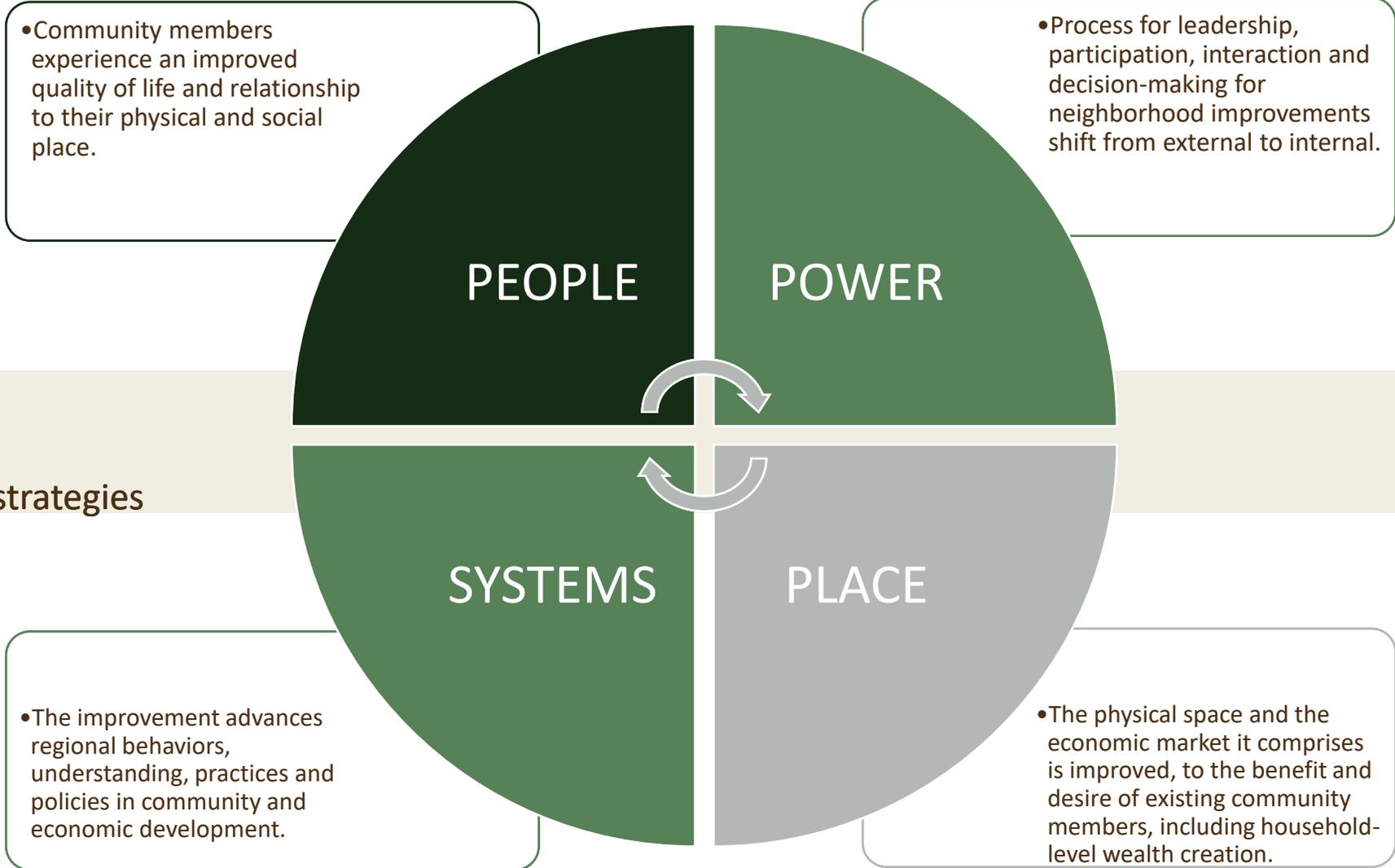


# EQUITY IN DESIGN

2020 – 2021 Design Phase

**Equity + Economic Development  
Working Group**

Framework for evaluating investment strategies



# Equity + economic impact director

## EQUITY AND ECONOMIC WORKING GROUP GOALS:

### DESIGN, PLACEKEEPING + PLACEMAKING

*Being respectful, celebrating current culture and utilizing a community driven design process to enhance what is currently present*

### STAY IN PLACE (ANTI-GENTRIFICATION TACTICS)

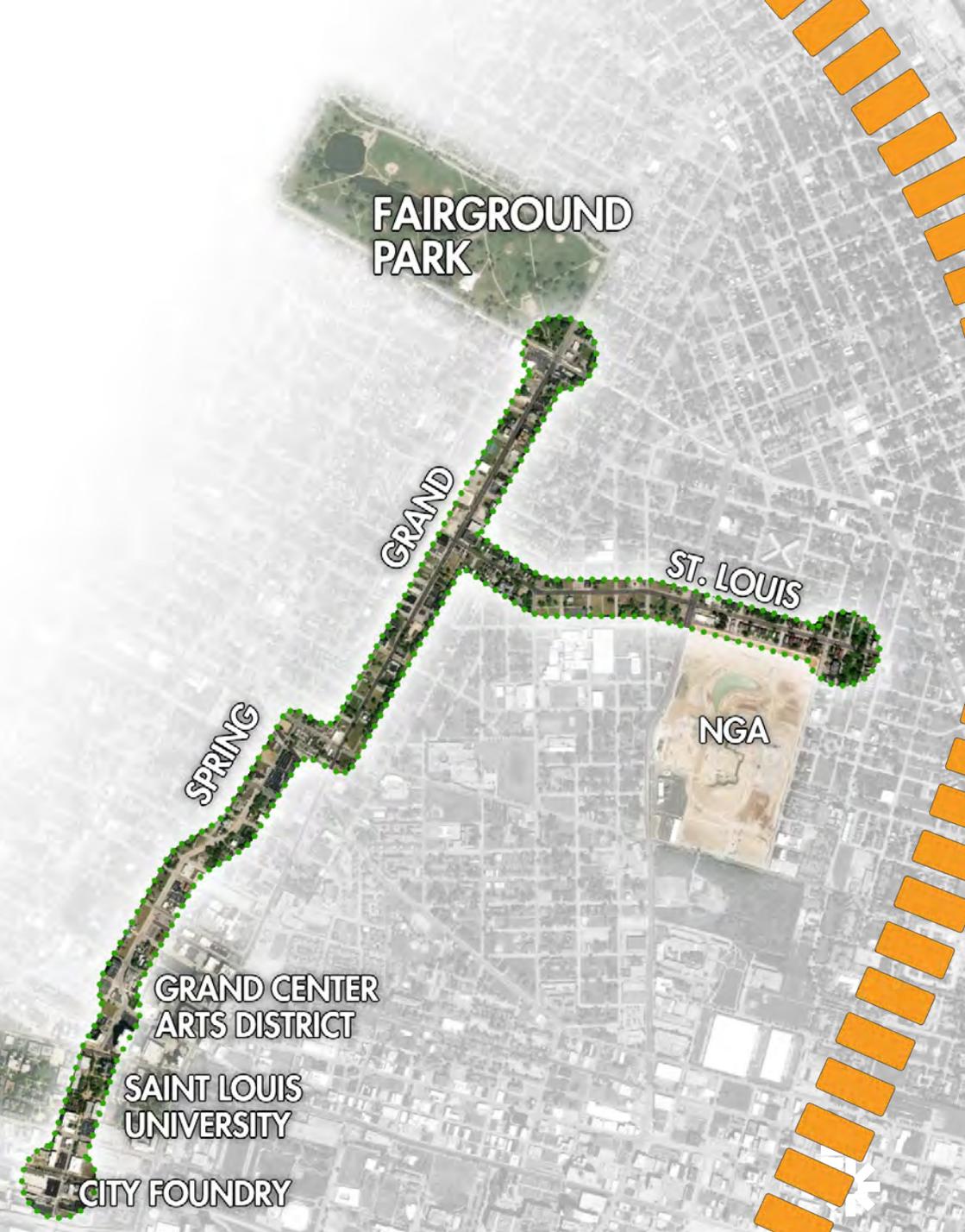
*Supporting current residents (renters and homeowners) to not only remain, but to thrive and benefit from the new investment*

### BUSINESS OWNERSHIP & CAPITALIZATION

*Encouraging new business creation and business expansion that leverage the new investment, while removing systemic and bureaucratic barriers to access to capital and talent*

### EQUITABLE DEVELOPMENT VISIONING + IMPLEMENTATION SUPPORT

*Great Rivers Greenway should provide daily backbone support for the Brickline Greenway to spur development and investments to the benefit of existing neighborhood stakeholders in coordination with City of St. Louis and other nonprofit organizations*



# EQUITY AND ECONOMIC IMPACT

Building Equitable Communities



# Community Engagement & Outreach

SINCE AUGUST 01, 2022



- Align Brickline EED efforts with City Agencies and SLDC
- Identify existing community assets and resources
- Build relationships with community stakeholders
- Establish a visible presence within the community

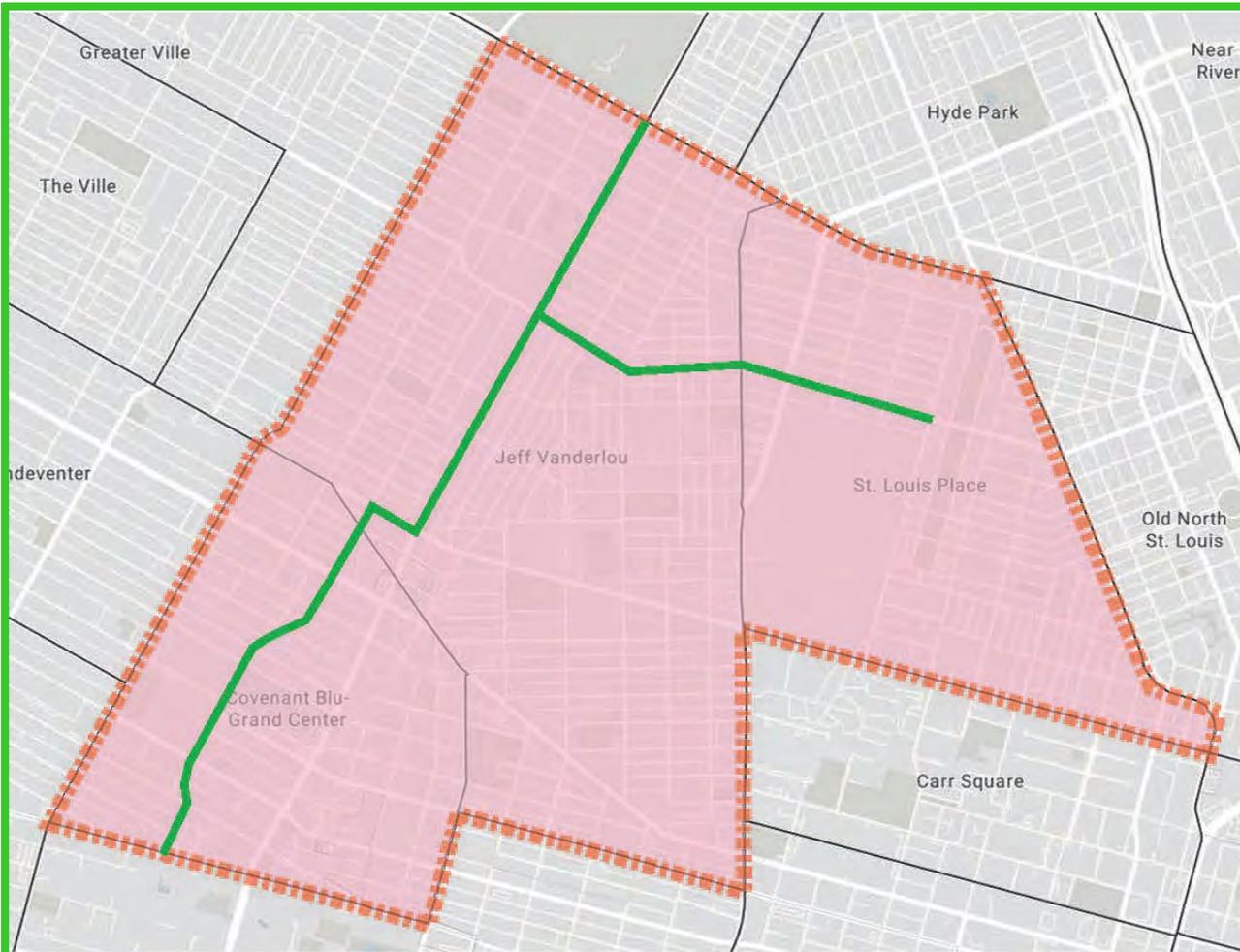
# Economic Development strategies

- Redevelopment Partnerships
- Community Service Partnerships
- Workforce/Apprenticeships
- Affordable Housing Partnerships
- Multi- Neighborhood CDC for Commercial Development



## Proposed area:

Covenant Blu-Grand Center,  
Jeff-Vander-Lou (JVL) & St. Louis Place



## SPONSORING ORGANIZATIONs

Great Rivers Greenway & SLDC (Project Connect)

## Proposed programs & services

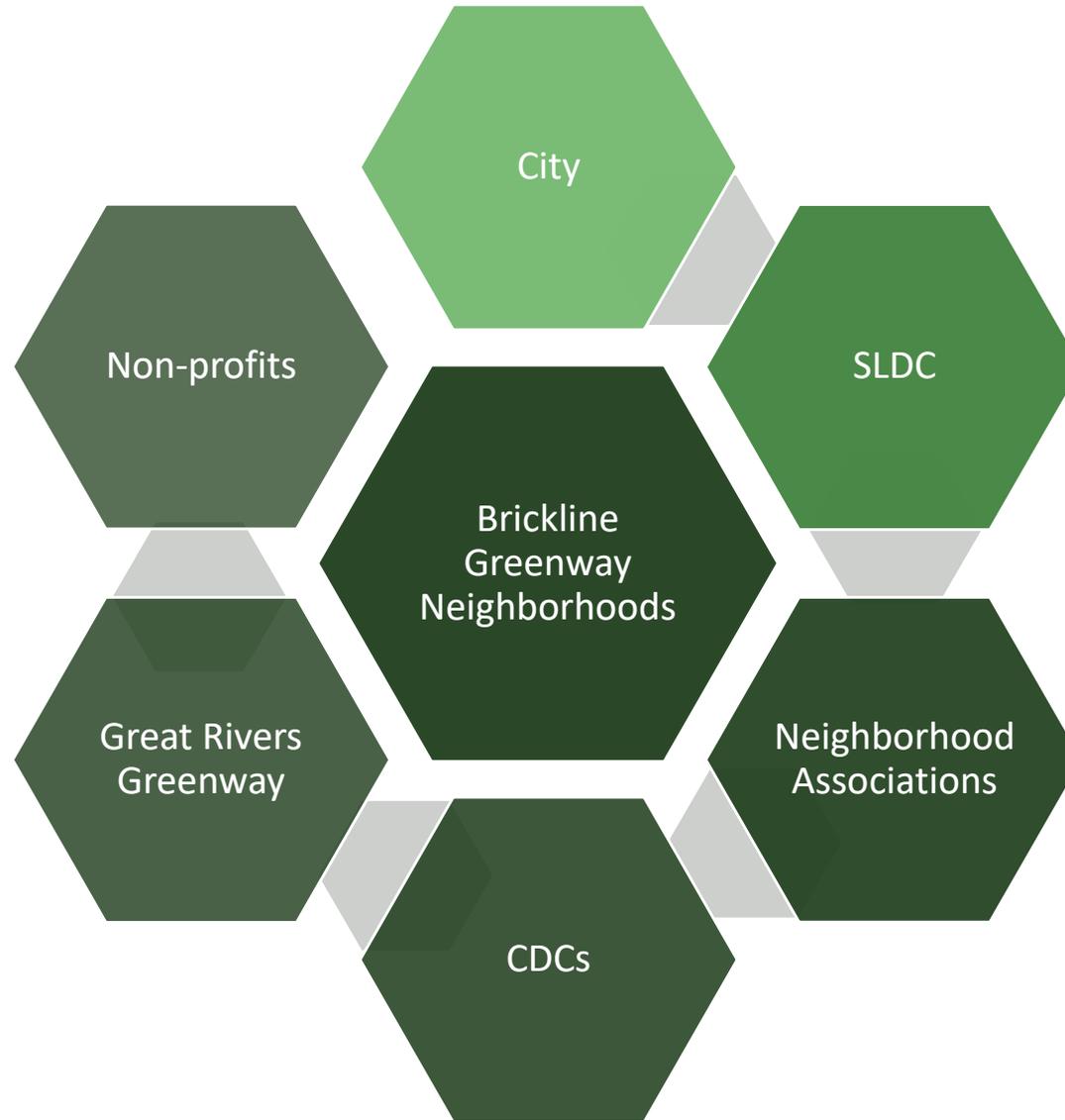
- Community engagement
- Implementation of community-driven plans
- Major infrastructure projects & improvements
- Affordable housing & homeownership
- Administration of commercial, business & special taxing districts

## NEXT STEPS

- Neighborhood/stakeholder meetings
- Establish Steering Committee
- Collaborative work sessions
- Draft a Framework Plan
- Incorporate 501(c)3 organization



Collaborative community development corporation



Leveraging partnerships



**STL2030 JOBS PLAN**  
DRIVING A DECADE OF INCLUSIVE GROWTH - OVERVIEW

**BRICKLINE GREENWAY PROJECT**  
The Brickline Greenway project consists of 20 miles of greenway connecting 17 neighborhoods in the core of the city.

**ACTION**  
Finish the Brickline Greenway

The Brickline Greenway proposes up to 20 miles of greenway connections through 17 neighborhoods in the core of the city, connecting to four major parks and hundreds of places along the way. This distinctive city treatment will work with partners and neighbors to make sure the greenway is an asset for surrounding communities and the region at large. Deliberate efforts to keep generated wealth in the community will ensure that value created by the Greenway is used to meet the needs and priorities of local residents.

**ACTION**  
Launch a Neighborhood Transformation Initiative to regenerate historically disinvested Black neighborhoods in the City of St. Louis

Reimagined street corners and commercial corridors create jobs and provide opportunities for local wealth-building. Locally owned storefronts also help crowd out unscrupulous businesses that prey on low-income residents. There is much work to do to revitalize Downtown St. Louis and disinvested Black neighborhoods nearby. Greater St. Louis, Inc. will play a role in stewarding the Design Downtown STL plan to revitalize the metro's central business district. In other areas, neighborhood-based organizations will drive the work. Greater STL, Inc. can convene, simplify and improve connections to resources for these efforts.

**STL 2030 Jobs Plan SAYS BRICKLINE GREENWAY WILL:**

- Enhance quality of life
- Catalyst for attracting business & talent
- Contribute to overall economic development of St. Louis

**Roadmap to Economic Justice**

A strategy to empower, develop, and transform the City of St. Louis through a vibrant, just and growing economy in which all people can thrive

**APRIL 2022**

Prepared by the St. Louis Development Corporation (SLDC) and the Office of the Mayor of St. Louis

**EQUITABLE & INCLUSIVE DEVELOPMENT**

Leverage real estate development and business retention, expansion, and attraction ("BREA") efforts to catalyze equitable and inclusive economic growth.

**ECONOMIC DEVELOPMENT INCENTIVE REFORM**  
Design an Equitable, Transparent and Accountable Economic Incentive Model

- Establish consistent principles for an active investor: public dollars should help fund public assets, policies (see above) are not intended to inflation. They to include infrastructure fund contribution, updated financial model and incentive model and processes (development, zoning, equity/sustainability) toward public benefit to ensure all received and subsidized real estate development and BREA projects are aligned with Economic Justice Action Plan priorities
- Encourage public input (Structure of SLDC and community benefits) (City council, public, affordable workforce housing, green infrastructure) into major real estate development and BREA projects
- Update redevelopment agreements to include enforceable WHMIE standards, standards, and robust reporting requirements (updated construction costs, operating performance, financial agreements)
- Require City of St. Louis and St. Louis County disparity study to review WHMIE and workforce development requirements/ordinance for real estate development projects over \$1M
- Review rules and transparency (ensure SLDC board meetings to be recorded and additional online develop a city-wide property registry, create and publish a city-wide development and community asset map)

**PROACTIVE SITE ASSEMBLY & DEVELOPMENT**  
Identify, Assemble, and Stabilize Property to Attract Catalytic Development

- Acquire underutilized and empty municipal private property for redevelopment of contiguous sites to meet community needs
- Proactively market parcels and development opportunities identified as priorities to developers with incentives attached to community-approved projects (priority siting, health/culture centers, recreation centers, hardware stores, retail centers, etc.)
- Assemble, clean, and remediate land and land use restoration with thought (what culture associated with industrial real estate sites to attract large-scale development and job centers)

**COMMERCIAL CORRIDOR REVITALIZATION**  
Remove Barriers and Expand Equitable Access to Economic Growth through the Development of Commercial Corridors

- Remove infrastructure improvements (e.g. Brickline Greenway and North South Avenue) from the commercial corridor
- Oversee the SLDC corridor with an innovation, culture, arts, and business district that promotes the advancement of Black residents and businesses
- Support commercial development in the core of Downtown, Downtown West, and Near North Side
- Establish the right kind of SLDC by giving them to help commercial, reliable, and affordable access to high speed broadband

**roadmap to economic justice SAYS BRICKLINE GREENWAY WILL:**

- Aid in removing barriers
- Expand equitable access to growth through developing commercial corridors

**ECONOMIC JUSTICE ACTION PLAN**

A STRATEGY TO EMPOWER, DEVELOP, AND TRANSFORM THE CITY OF ST. LOUIS THROUGH A VIBRANT, JUST, AND GROWING ECONOMY IN WHICH ALL PEOPLE CAN THRIVE.

**SEP 2022**  
Prepared for the St. Louis Development Corporation

**NEIGHBORHOOD TRANSFORMATION OCCUPANCY & ENVIRONMENTAL JUSTICE**

**4**

- Provide grants and forgivable loans for projects in historic buildings and neighborhoods within Qualified Census Tracts and EB-1 and EB-2 areas
- Re-qualified census tracts and EB-1 and EB-2 areas, assist PDA and other relevant departments, in the establishment of additional historic districts in St. Louis
- Define a demolition standard to assess condition of LRA properties and create a strategy for future demolition decisions
- Formalize existing partnership with the Building Division to continue the stabilization and boero up efforts on LRA properties
- Define a comprehensive maintenance program that includes target standards for maintenance and stabilization for all
- Work with the Cultural Resources Office and Preservation Board to utilize the 20th "demolition by neglect" ordinance to target the owners of historic buildings to bill owners for emergency repairs

**5**

- Invest in urban agriculture, community open spaces, greenways, and green infrastructure
- Strengthen the LRA garden lease program and work with neighborhood organizations to protect and develop

**CASE STUDY**  
STAY MIDTOWN PROGRAM - DETROIT, MI

Stay Midtown is a residential retention program targeted toward Midtown's working class population, offering rental assistance for eligible Midtown residents that are experiencing a housing cost burden due to a recent increase in rent. Resident qualifying for help receive up to \$4,500 over a three-year period to bring their total housing expenses down to 30% of their income, a level considered normal under federal guidelines. A little over \$400,000 is available to pay incentives, with funding coming from the Kresge Foundation, Ford Foundation and the specialized lender Capital Impact Partners, which also helped design the program.

**Economic Justice Action Plan SAYS by prioritizing GREENWAYS, this plan will:**

- Create jobs
- Stimulate economic activity
- Uplift marginalized communities
- Contribute to a more just & inclusive economic landscape

# challenges and opportunities

## Challenges

Community Trust

Historical Disinvestment

Gentrification Pressures

Limited Resources

## Opportunities

Community Empowerment

Community Preservation & Revitalization

Access to Essential Services

Partnerships and Collaboration



LET'S Reimagine WHAT A GREENWAY  
CAN DO...

[greatriversgreenway.org/brickline](http://greatriversgreenway.org/brickline)

# Great rivers greenway

## Director of Equity + Economic Impact

T. Christopher Peoples

Email - [tcpeoples@grgstl.org](mailto:tcpeoples@grgstl.org)

Phone – (314) 764-5449



# Rompecaden Chainbreaker as



# Resisting Displacement through Park Equity

City Parks Alliance Webinar

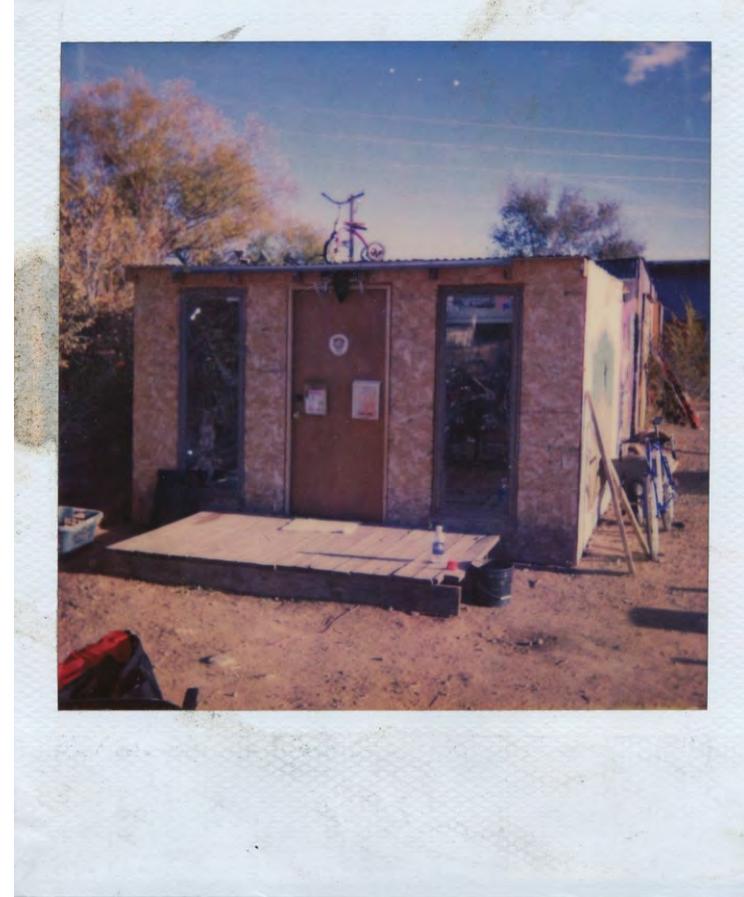


# Context and Definitions



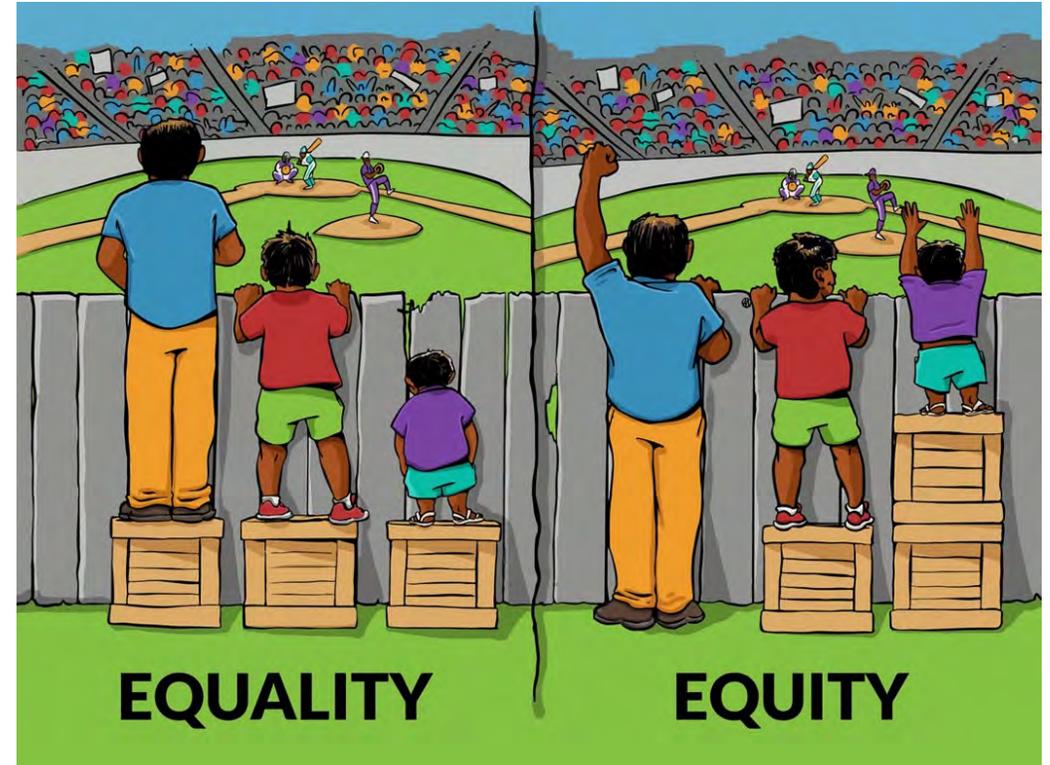
# Chainbreaker

- Founded in 2004 in Santa Fe, NM
- Membership-led Community Organizing
- Over 800 dues paying members
- Economic, Environmental & Racial Justice



# Equity

- Equity ≠ Equality
- Equal access to resources & equal exposure to risk
- Address & restore current & historic harms
- Prevent future harm

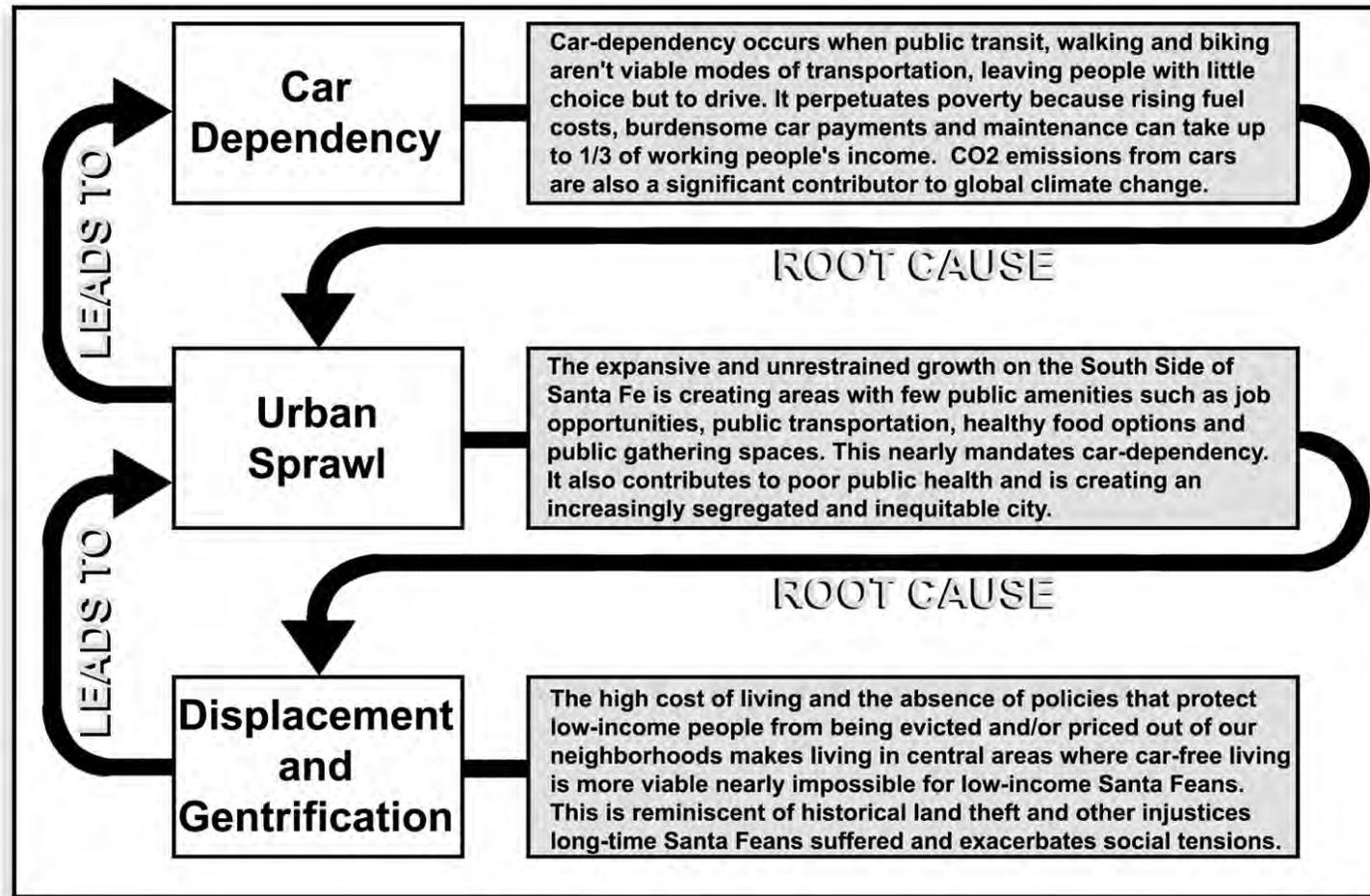


# Gentrification

- History of disinvestment
- Sudden influx of outside interests, investments & resources
- Economic shockwave
- Renters, low-income homeowners & BIPOC



# A Cycle of Poverty and Pollution

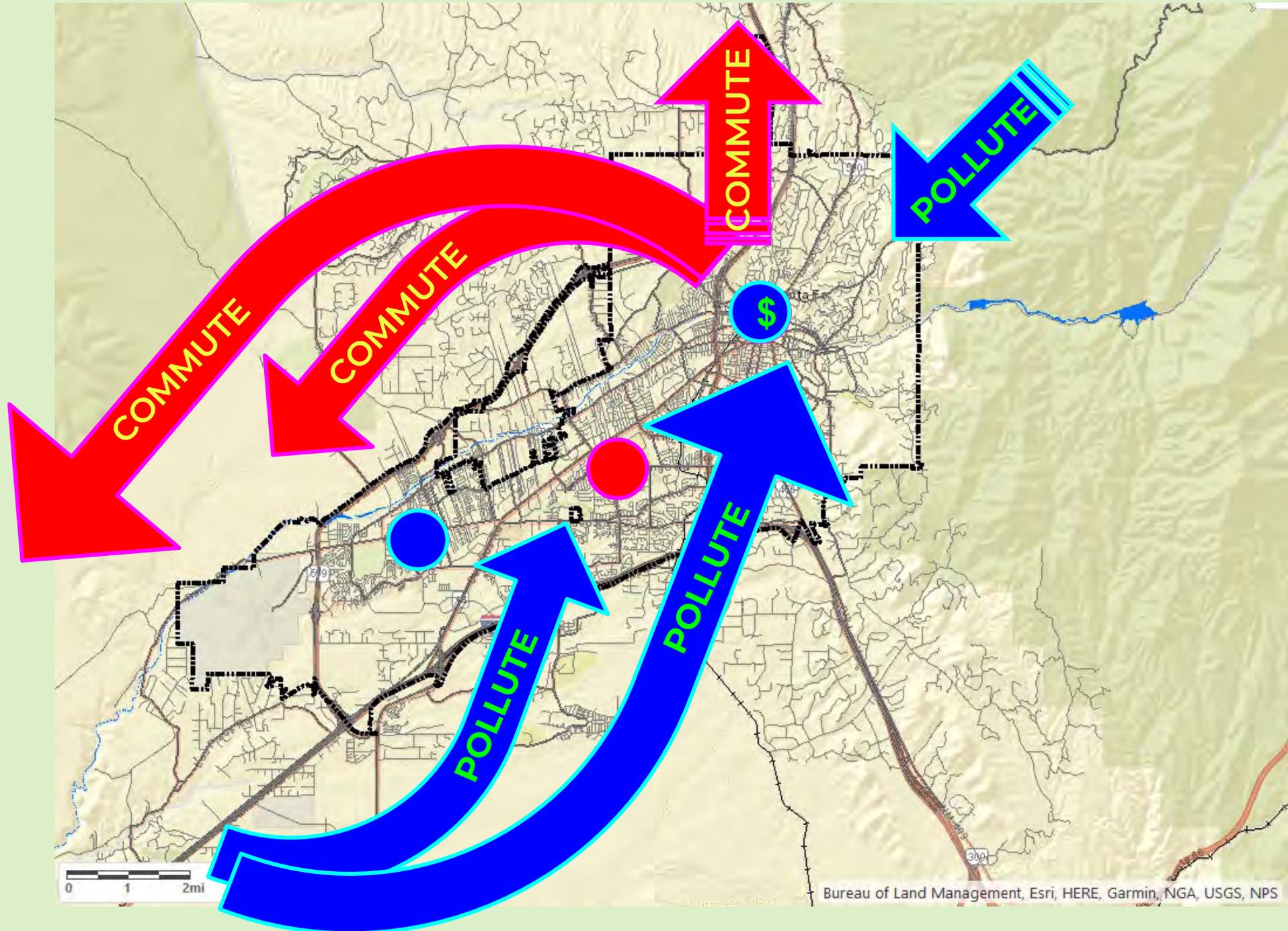


*Cycle of Poverty  
Diagram*



*Path Toward Car  
Free Living in Santa  
Fe Document*

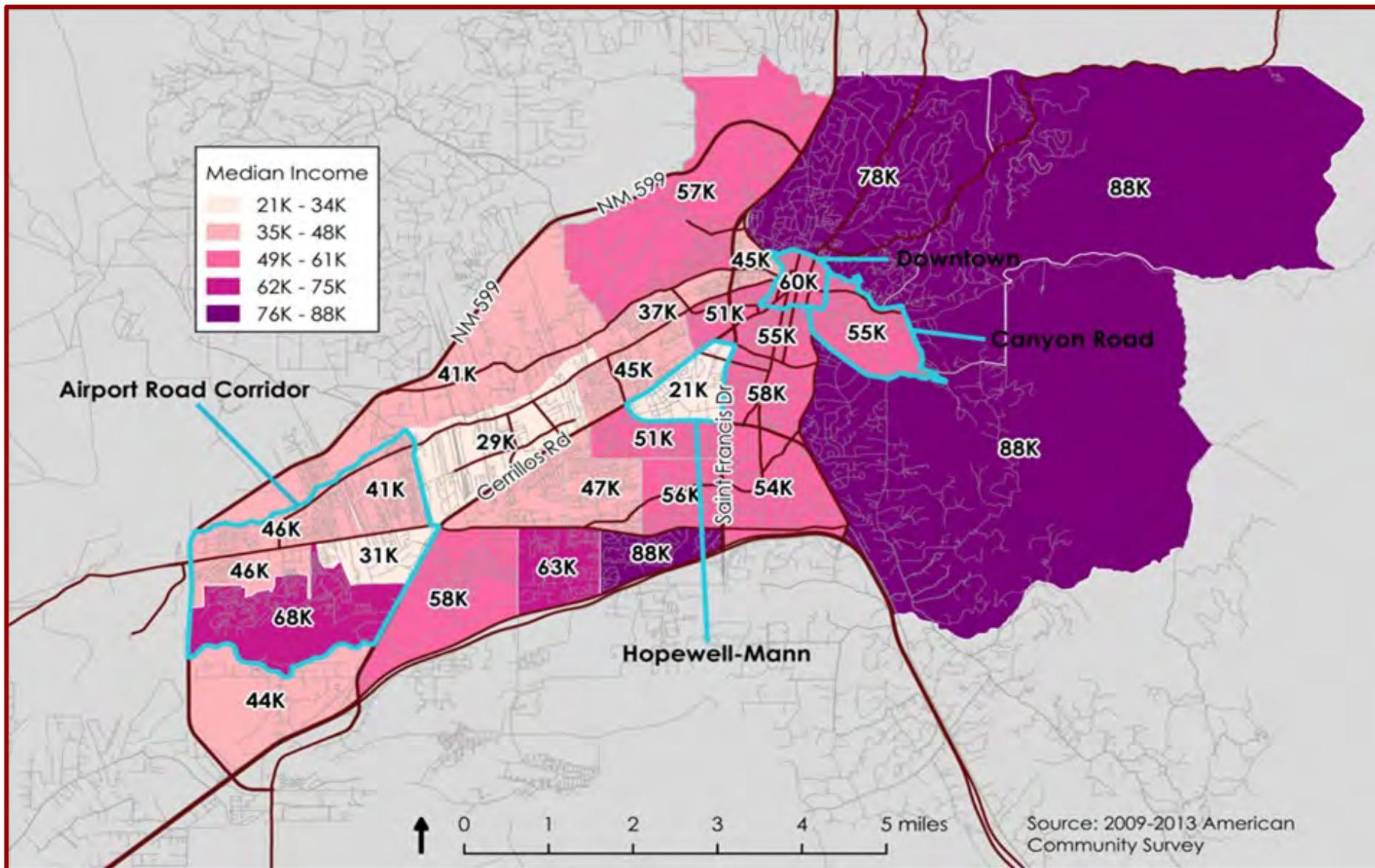








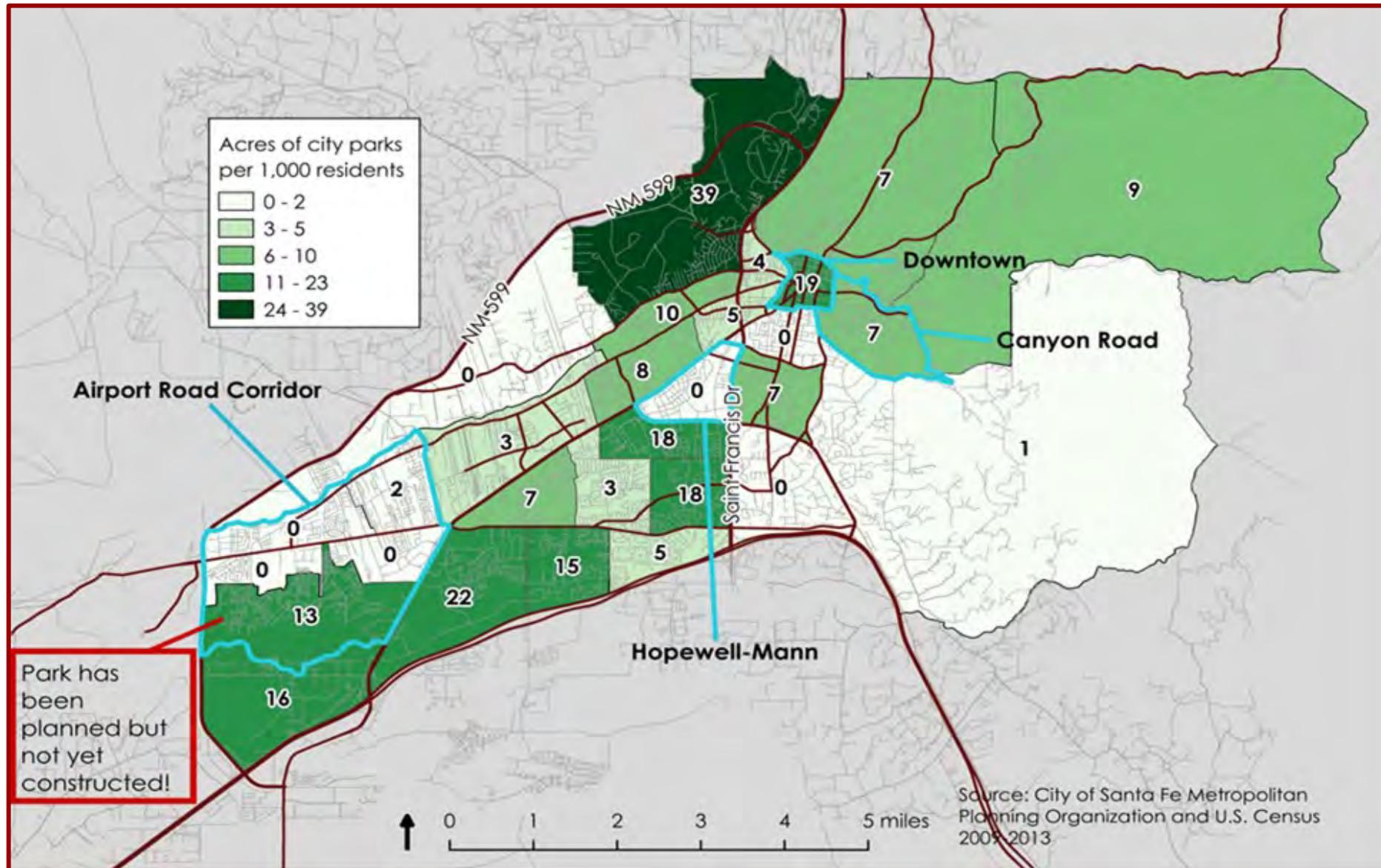
# Poverty



# **Parks are Strategic Organizing Opportunities**

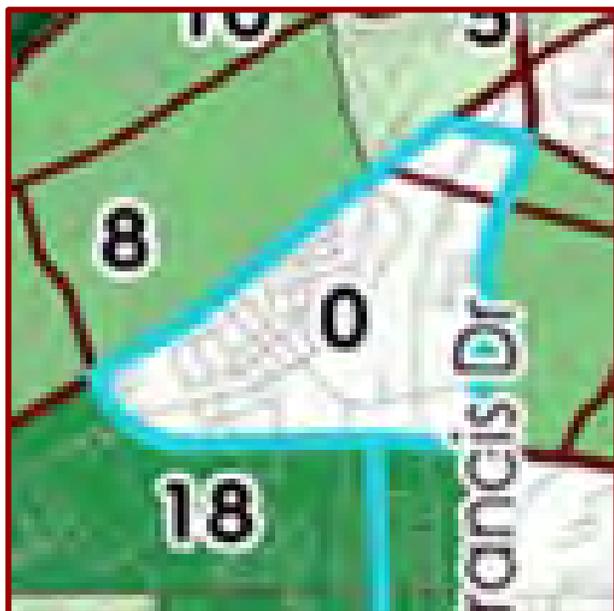


# Visible Disinvestment





# Visible Disinvestment



Parks

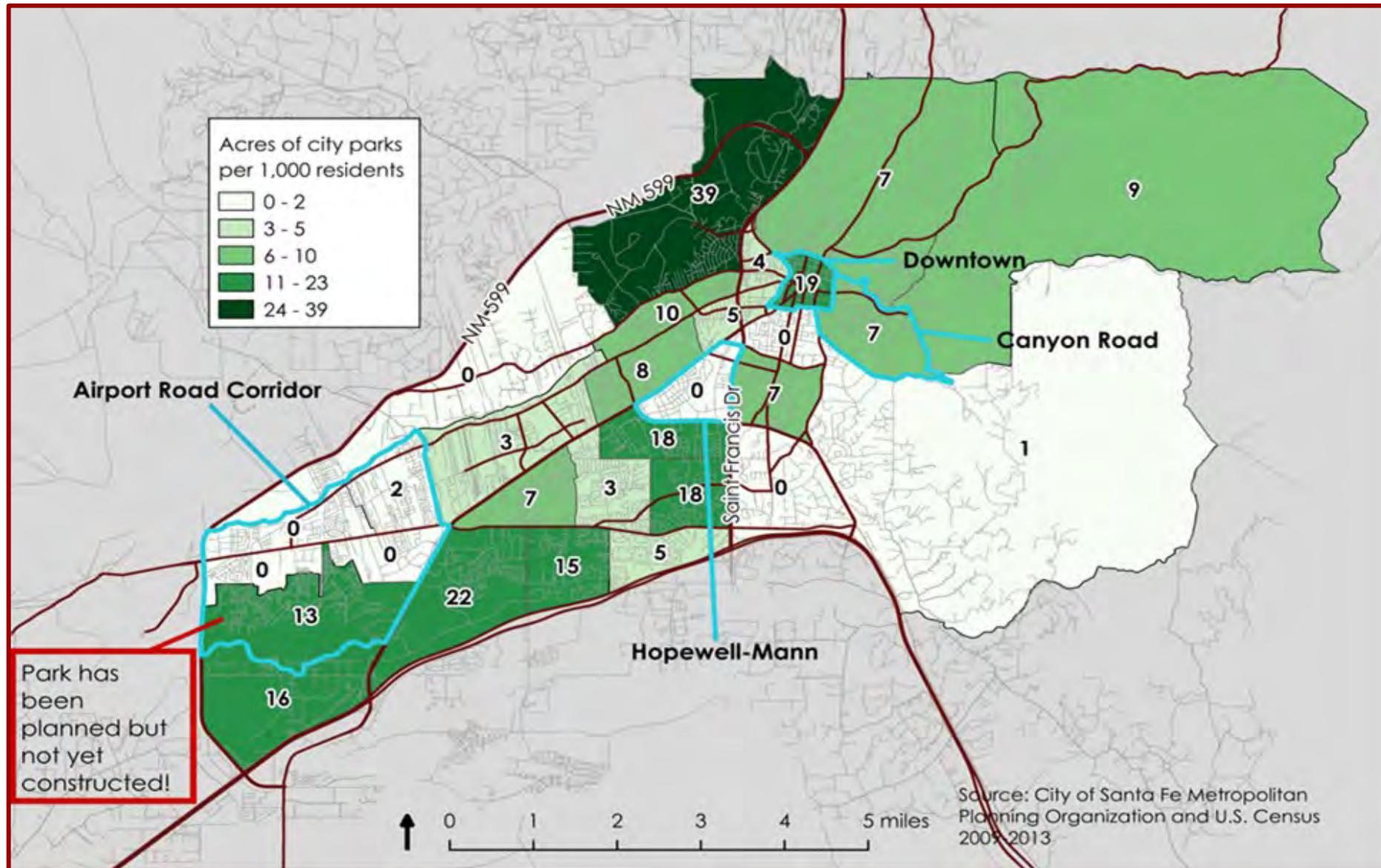


BIPOC



Income

# Visible Disinvestment



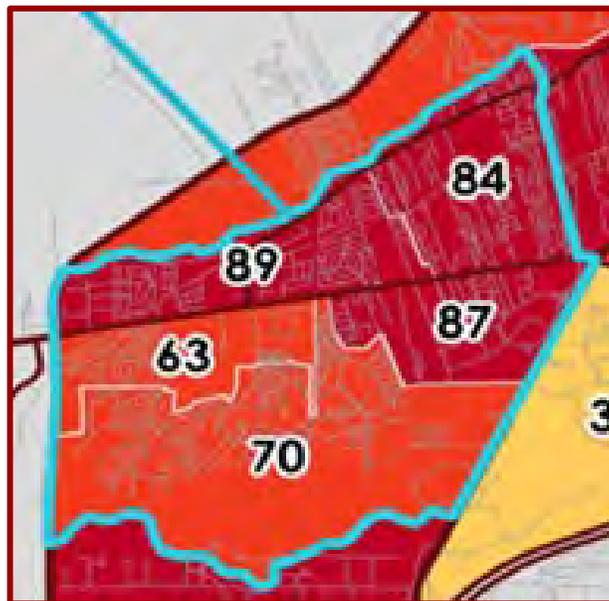
# Visible Disinvestment



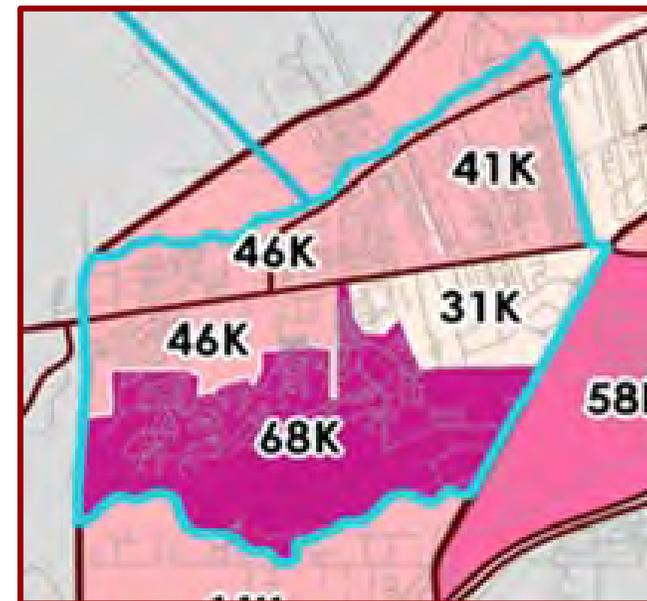
# Visible Disinvestment



**Parks**



**BIPOC**

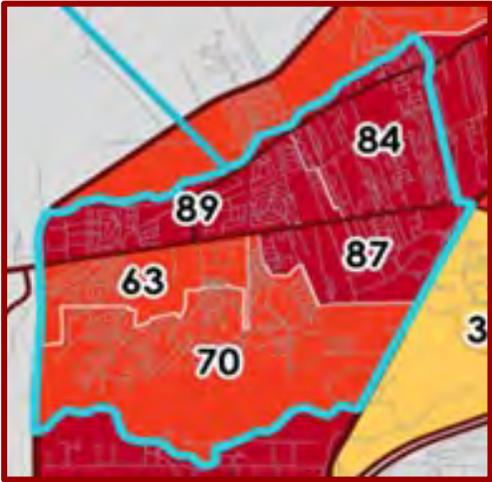


**Income**

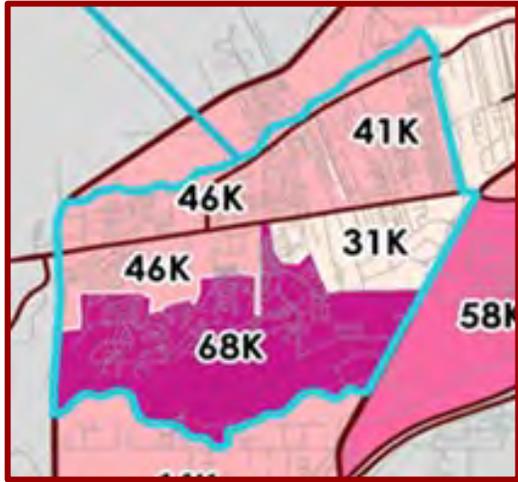
# Park Equity is a Racial Justice Issue!



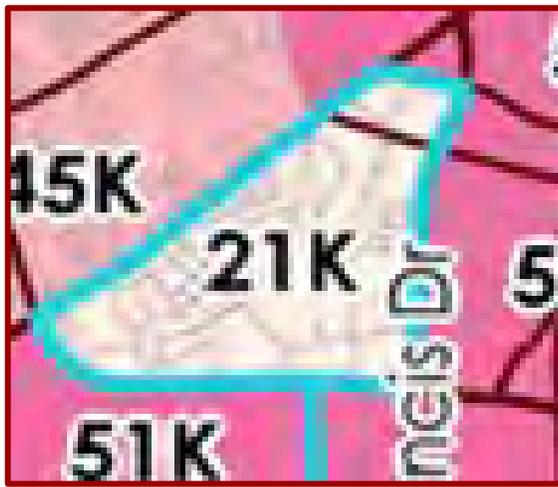
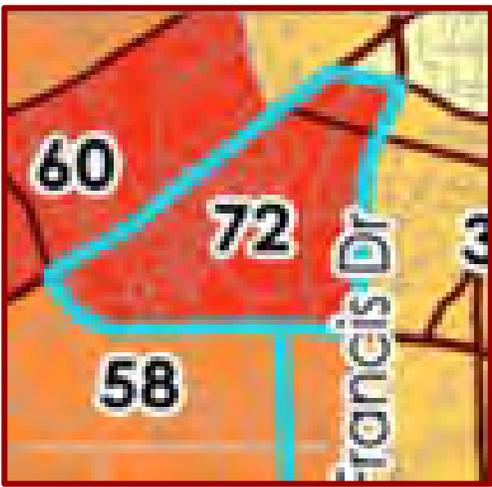
**Park**



**BIPOC**



**Income**



# **Park Equity Can Lead to Broader Systemic Change**



# Organizing Milestones

2012

Members  
vote to  
expand  
focus

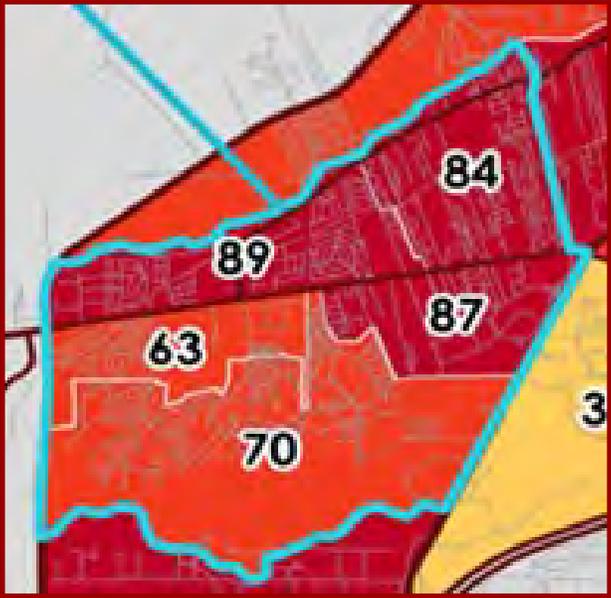
S.W.A.N.  
Park Bond  
Passes



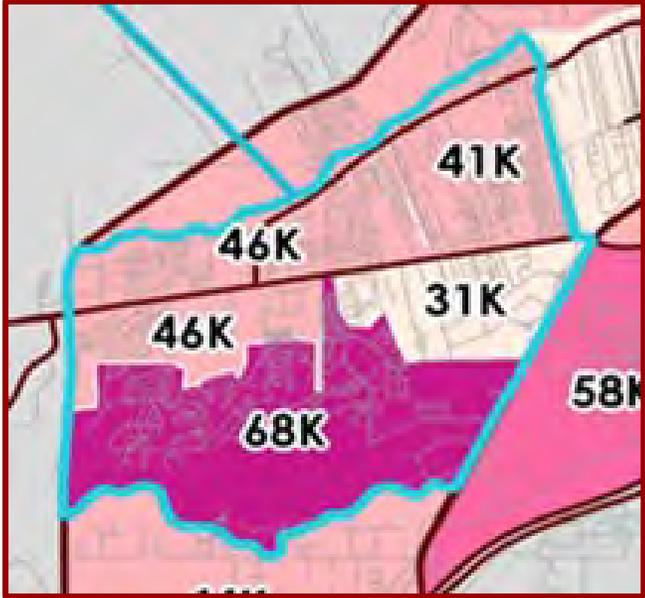
# S.W.A.N. Park



**Parks**



**BIPOC**



**Income**

# S.W.A.N. Park



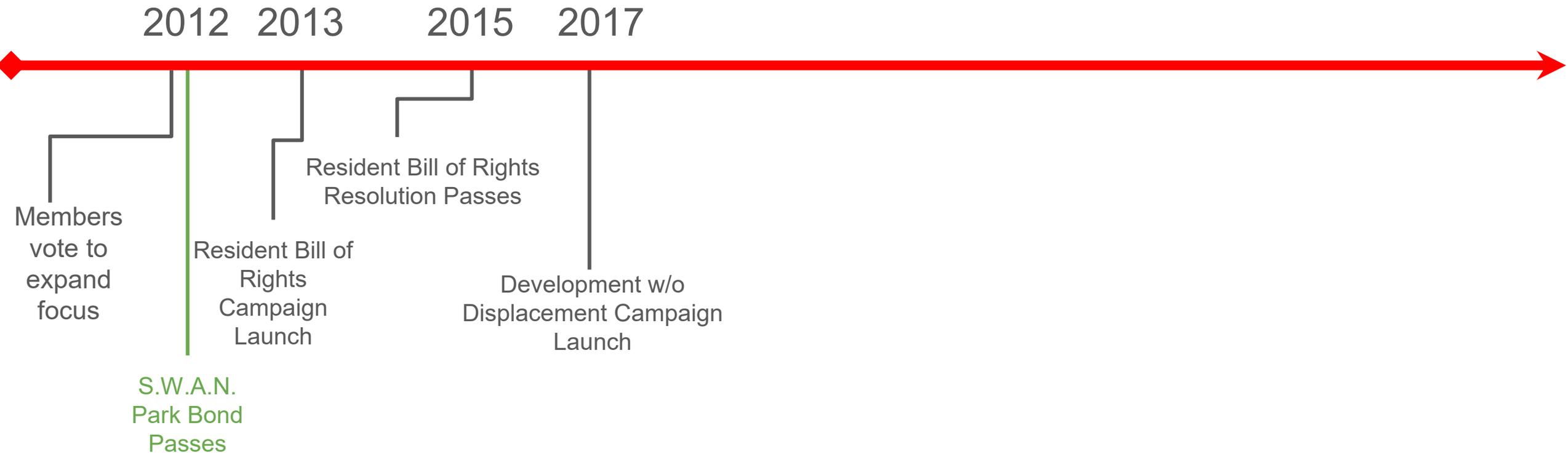
**Parks**

- Forced a conversation about equity
- Chainbreaker knocked on 2,000 doors
- Passed by 300 votes
- First regional park in area
- Only phase 1 of 3 completed

# Organizing Milestones



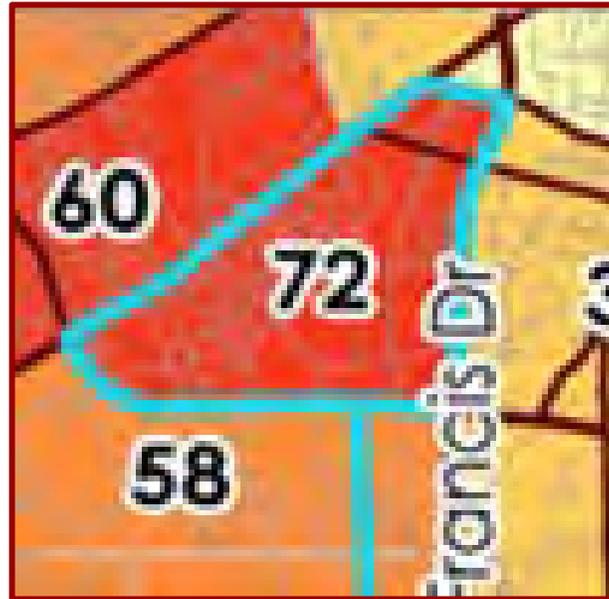
# Organizing Milestones



# Midtown



**Parks**



**BIPOC**



**Income**

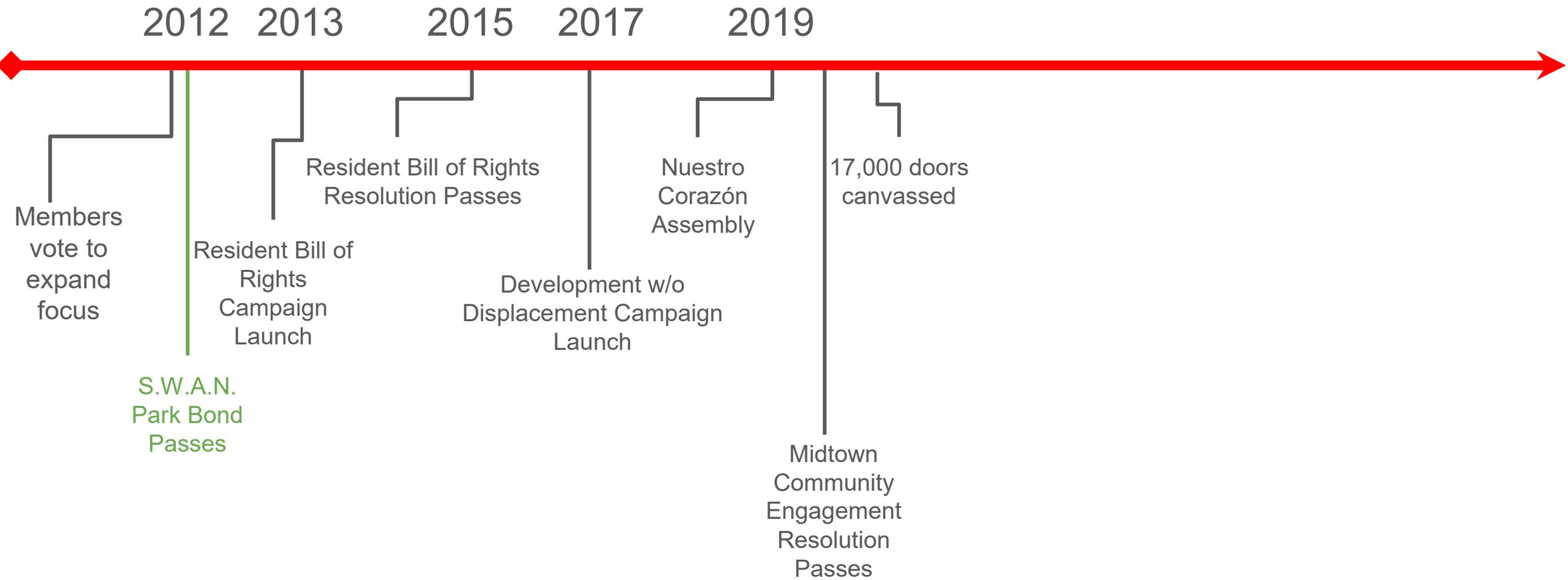
# Midtown

- 64 acres
- City owned
- Centrally located prime real estate
- Surrounded by vulnerable neighborhoods
- Opportunity and threat



**Parks**

# Organizing Milestones



# Organizing Milestones



2012

2013

2015

2017

2019

2020

2021

Members  
vote to  
expand  
focus

S.W.A.N.  
Park Bond  
Passes

Resident Bill of  
Rights  
Campaign  
Launch

Resident Bill of Rights  
Resolution Passes

Development w/o  
Displacement Campaign  
Launch

Nuestro  
Corazón  
Assembly

Midtown  
Community  
Engagement  
Resolution  
Passes

17,000 doors  
canvassed

Eviction  
prevention  
campaign  
launch

Midtown  
Engagement  
Partnership  
Launch



# Organizing Milestones



2012

2013

2015

2017

2019

2020

2021

2022

Members  
vote to  
expand  
focus

S.W.A.N.  
Park Bond  
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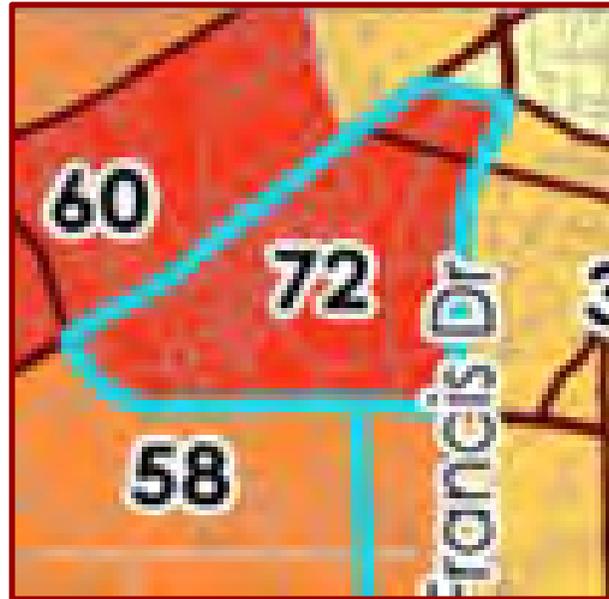
Renter  
Committees  
Form

Eviction  
Moratorium  
Extended

# Los Prados



**Parks**



**BIPOC**



**Income**

# Los Prados



**Parks**

- 22 total acres
- 6 acres of public park
- Key trail connectivity
- All 161 units below median price w/ 50% affordable
- First refusal

# Organizing Milestones



2012

2013

2015

2017

2019

2020

2021

2022

2023

Members  
vote to  
expand  
focus

S.W.A.N.  
Park Bond  
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Resident Bill of  
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Form

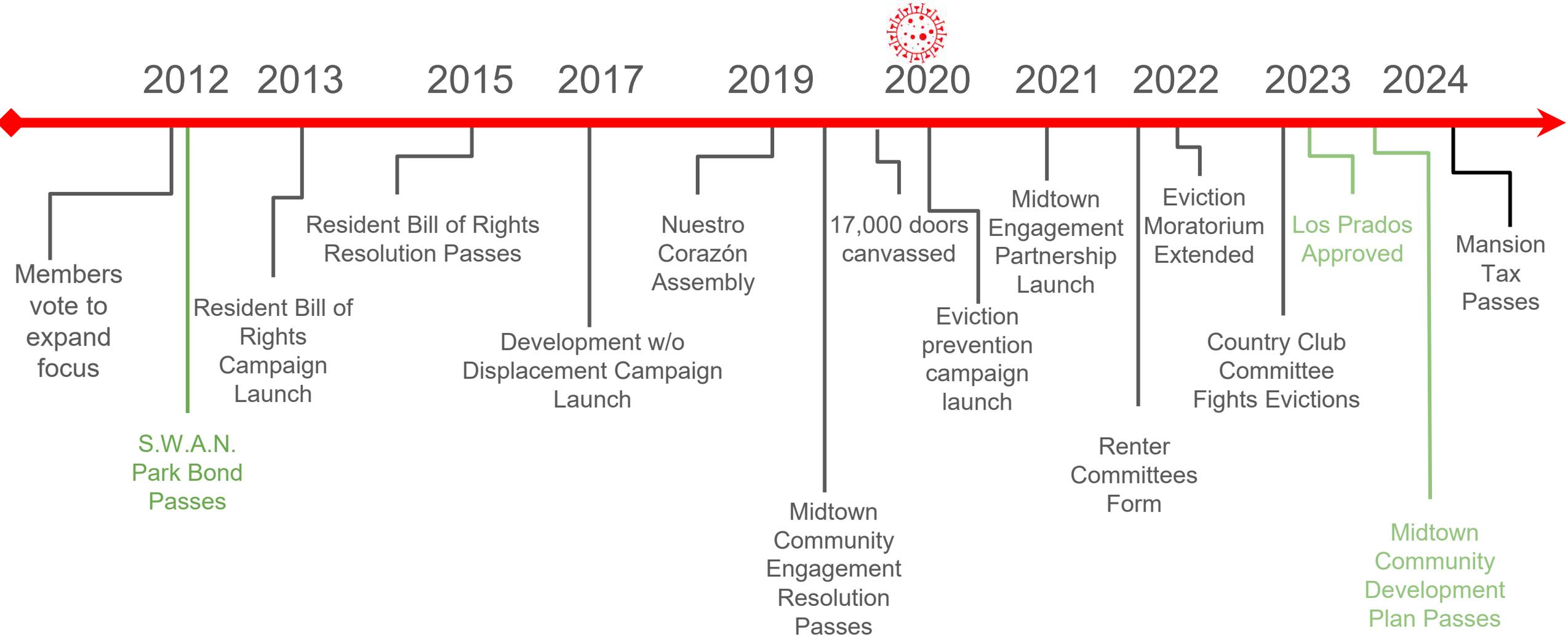
Eviction  
Moratorium  
Extended

Country Club  
Committee  
Fights Evictions

Los Prados  
Approved

Midtown  
Community  
Development  
Plan Passes

# Organizing Milestones



# What Does It Take To Win?



# Grassroots Organizing

- Led by directly impacted people
- Power building
- Long term vision
- Strategy that builds on itself
- Partnerships



- Partnerships



# Partnerships Are Key

- Trust
- Understanding our different roles
- Patience
- Honoring our alliances
- Clarity of purpose
- Art of the possible



- Trust

**TRUST  
THE  
PEOPLE!**





- Trust
- Understanding our different roles
- Patience
- Honoring our alliances
- Clarity of purpose

**TRUST  
THE  
PEOPLE!**





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*Thanks for joining us!*

# PLANNING FOR INCLUSIVE GROWTH WITH NEW PARK PROJECTS

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