

**The University of Missouri-St. Louis,  
North County Incorporated,  
Normandy and surrounding communities,  
and all their mid-county partners  
in progress have been working  
together for several years to  
reach a key milestone—  
the launch of what is now  
called UNIVERSITY SQUARE.**

***University Square is the umbrella concept to:***

- Accommodate additional projects throughout all of the University Square district

*University Square includes a Community Development Corporation (a not-for-profit 501(c)(3) Missouri corporation) and an Urban Redevelopment Corporation (a Section 353 Missouri corporation that enjoys state-enabled property development privileges). These two entities have municipal, regional, and university officers and directors.*

- Realize Natural Bridge Road as a Great Street with multimodal infrastructure improvements, people-place amenities, housing redevelopment to meet the needs of the numerous residents, business employees, and university students, faculty and staff
- Provide the governmental tools needed to stimulate and coordinate the desired private-sector development



Contact:

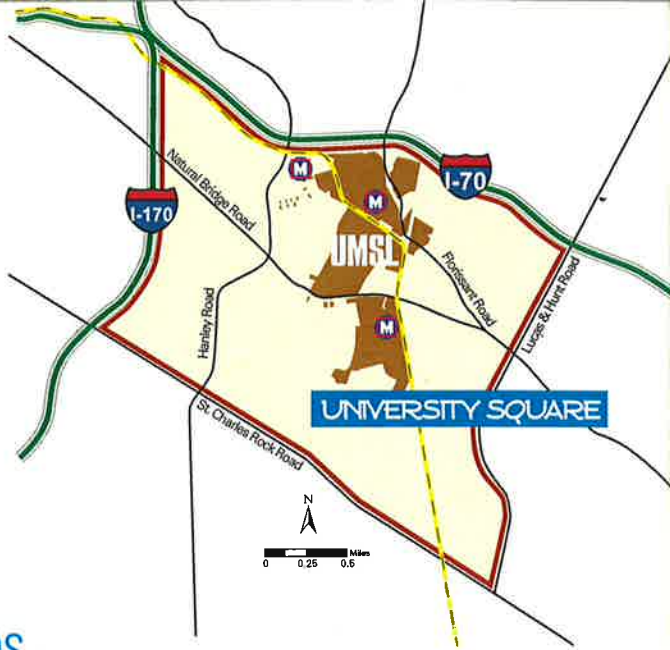
**Betty Van Uum, Chair** 314-516-5774

**Dick Shepard, Executive Director** 636-530-1337

**Barbara Featherston, Real Estate Development Director** 314-516-6676

University Square is partially funded by a grant from the St. Louis County Port Authority.

2014060.4/14.250.wa.ps



shopping  
dining  
people-place  
entertaining  
amenities  
multimodal housing redevelopment  
infrastructure improvements  
commercial redevelopment

# Natural Bridge Road as a Great Street

*meeting the needs of the numerous residents, business employees, and university students, faculty and staff*

## WHAT WILL HAPPEN ALONG NATURAL BRIDGE ROAD?

**Between now and late 2015, over \$14 million will be spent to reformat Natural Bridge Road between Lucas & Hunt and North Hanley roads to:**

- Reduce the amount of Natural Bridge Road pavement from four to two vehicular lanes, one in each direction, with dedicated bike lanes, left-turn lanes, landscaped medians and on-street parking.
- Transform the intersection of Florissant and Natural Bridge roads with a roundabout and a new community plaza featuring the historic former Central West End fountain.
- Incorporate parallel multi-use paths for pedestrians and bicyclists.
- Add new street and pedestrian lights.
- Place overhead utility wires underground.
- Accommodate gathering spaces, landscaping, street furniture, art, etc.

## WHY ARE THESE CHANGES BEING MADE?

**Natural Bridge Road, once the historic downtown for the greater Normandy area, no longer serves the current community needs.**

- Underutilized and vacant properties along Natural Bridge Road do not satisfy the unmet needs of the residents, business employees, and university students and personnel for commercial and residential activity.
- The UMSL-South MetroLink station at Natural Bridge Road has not realized the desired transit-oriented development since its 1993 opening.
- Change will promote improved property values and entice additional jobs to relocate in the area.
- The university is investing approximately \$70 million in new construction currently underway with an additional \$37 million approved for the next few years.

## WHY DEVELOP COMMERCIAL PROJECTS ALONG NATURAL BRIDGE ROAD NOW?

**Community investment is at the tipping point and the market is ripe for redevelopment, especially for shopping, dining, entertainment and new housing.**

- The university, with a \$200 million annual budget, has roughly 17,000 students - 1,200 of whom live on campus.
- The area has a significant daytime professional population that includes 3,500 university faculty and staff; more than 6,000 Express Scripts employees; and 3,000 Emerson Electric employees.
- The university offers multiple venues for public events, such as the Blanche M. Touhill Performing Arts Center, which draw thousands of visitors from throughout the St. Louis metro area.
- Interstate and state highways, MetroLink, MetroBus, university shuttle and hiking/biking trails effectively connect University Square with the rest of the region.
- University Square has strong residential neighborhoods where larger homes are now selling for over \$300,000.