

## CASE STUDY

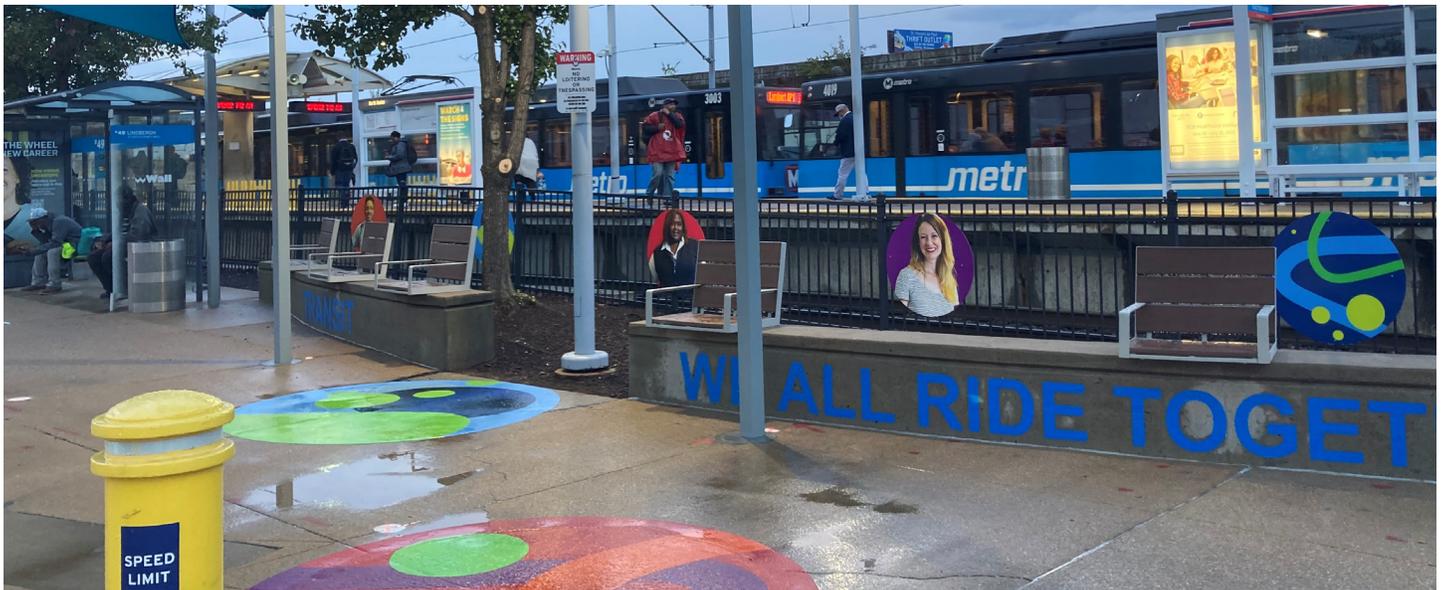
# Transit Stop Transformation Project at the North Hanley Transit Center



Impacting Communities through Transformation of Transit Stops

CITIZENS FOR MODERN TRANSIT  
[www.cmt-stl.org](http://www.cmt-stl.org)

AARP IN ST. LOUIS  
[www.aarp.org/stlouis](http://www.aarp.org/stlouis)



### Partners:

- Citizens for Modern Transit
- AARP in St. Louis
- Bi-State Development
- St. Louis REALTORS®
- Employment Connections
- Bywater Development Group

### Project Description

Citizens for Modern Transit, AARP in St. Louis and Metro Transit – in partnership with St. Louis REALTORS®, Employment Connections and Bywater Development Group – converted the concrete area between the bus bays and MetroLink entrance into an interactive, playful and engaging space, boasting a vibrant-colored “Transit: We All Ride Together” theme. The revitalized space features shade structures, seating, ground murals and window designs. The project reflects the diverse

group of riders who utilize this significant MetroLink and MetroBus connection point.

### CMT & AARP IN ST. LOUIS PROJECT PROCESS

#### 1. Public Engagement

The first step in this process was the opportunity to garner public engagement around the idea of placemaking around transit. Community engagement efforts have been ongoing since 2016 around this transit stop, including Metro Market pop-up events, walk audits, community engagement events at the station, and Urban Land Institute Technical Assistance Programs. In the winter and spring of 2022, AARP in St. Louis and CMT engaged, through a partnership with the consulting team, with community members/residents, elected officials,

stakeholders, transit riders, students, transit operators, the transit agency, and other interested parties through a series of virtual design workshops, surveys, walk audits, and community events to determine:

- Themes for the transformation
- Possible design elements
- Ideas for permanent art/installation at the site
- Amenities for riders

#### Ideas Generated:

- Seating
- Shading
- Public art



Through community engagement, it became apparent that riders from all walks of life utilized this station which was reflected in the theme.

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- Safety enhancements
- Lighting
- Color

Community engagement resulted in a vision focused on the theme of “We All Ride Together,” highlighting the riders who utilize the transit system on a regular basis, and featuring shade structures, enhanced seating, interactivity, and art installations.

## 2. Placemaking Installation Events

This project included a Community Clean Up Day and a grand opening celebration in October 2022.

## 3. Put into Action

The final step was the promotion of this new amenity to the community as well as the region as a whole. In addition, programming around the station was a top priority.

### Coverage Included:

- Earned media
- Social media – Facebook, Instagram, Twitter
- Blogs/websites
- Video

### Funding Partners:

- CMT
- AARP in St. Louis
- APTA Local Coalition Grant
- AARP Community Challenge Grant
- St. Louis REALTORS®
- Bywater Development/Employment Connections
- Metro Transit

## PROJECT OPPORTUNITIES AND CHALLENGES

### Opportunities:

#### 1. Transit Stop Transformation Projects are Replicable.

The Transit Stop Transformation Project at the North Hanley



Transit Center was the fourth transformation project completed in the St. Louis area, continuing to showcase the feasibility of implementing projects at locations, and within communities, with a variety of different characteristics.

**2. Public Partners.** Metro Transit was a key partner on this project, agreeing to maintain the site. Maintenance can be a hurdle unless the local government or a local partner agrees to take on ongoing maintenance of the site.

**3. Corporate Partners.** These projects provide an opportunity for corporations to potentially take ownership of transit stops outside their doors or in communities where they are located. St. Louis REALTORS® saw the impact and value of this project for the community and reached out to CMT and AARP in St. Louis to become a project partner.

**4. Private Partners.** AARP continues to be a key, founding partner. The organization represents thousands of constituents across the region and are a respected organization, providing additional credibility to these placemaking efforts.

### Challenges:

**1. Funding.** While these developments are not large-scale Transit Oriented Development sites, the costs associated with developing transit stops into a more permanent, substantial piece of the fabric of the community necessitate difficult design choices to remain within budget, while fulfilling the vision of the transformation.



The transformation included art, seating, canopies and images of actual riders.

**2. Project Oversight.** There are many moving pieces, including consultants, which require project oversight from one or several organizations spearheading the project.

**3. Project Goals.** Project goals need to be clearly defined and roles delineated in order to achieve a successful transformation project. Collaboration and frequent communication throughout the process is key. Consultants and stakeholders need to have a shared vision.

**4. Coordination with Key Players.** Coordinating key players and identifying appropriate contacts within organizations, such as the operations department within transit agencies, is vital to ensuring successful implementation and project sustainability.