

CASE STUDY



Transit Stop Transformation Project at the 13th & Gravois MetroBus Stop

Partners:

- Citizens for Modern Transit
- AARP in St. Louis
- Bi-State Development
- St. Louis REALTORS®
- City of St. Louis
- Ameren Missouri

Project Description:

Citizens for Modern Transit and AARP in St. Louis completed the MetroBus stop transformation located at 13th St. and Gravois Ave. near Soulard in the City of St. Louis in March 2025. This site was selected in January 2024 out of 44 nominations received through the “Build a Better Bus Campaign” launched in early October 2023, inviting people from around the region to nominate a bus stop within the St. Louis City limits for revitalization. A selection committee featuring representatives from Citizens for Modern Transit, AARP in St. Louis, the City of St. Louis, and St. Louis REALTORS® chose the MetroBus stop based on various metrics that included assessment of the space and the availability of community partners that could help bring the transformation to life.

Transit Stop Transformation Project at the 13th & Gravois MetroBus Stop



The City Bus Stop Project at 13th & Gravois was chosen through a community nomination process to build a better bus stop. Enhancements included shelter, wayfinding, seating, trash can, art, pedestrian walkways and landscaping.

A total of \$115,000 was invested in the conversion of the forgotten MetroBus Stop into a vibrant and engaging, ADA-compliant space including an investment of more than \$35,000 to replace the sidewalk and ADA ramps along Gravois by the City of St. Louis. It features pedestrian infrastructure, green space, seating, wayfinding, art, lighting and a new bus shelter designed with a nod to the history of Soulard. Acernus Architecture in

partnership with engineer Roy Wall performed the planning and design, with Design Lab 443 providing the public art wayfinding concept. The design concept was released in the spring 2024 with the final concept revealed in the summer 2024 following multiple rounds of community engagement. Construction commenced in September and was completed in March 2025.

Transit Stop Transformation Project at the 13th & Gravois MetroBus Stop

Public Engagement:

This first step in the process was to build opportunities for community engagement around this project especially since it sits within the historic Soulard neighborhood in the City of St. Louis. Engagement included the following:

- Community presentations
- Direct Mail to households within a 2 mile radius of the stop
- Online survey
- Outreach to neighborhood and community groups
- Engagement with riders
- Engagement with City of St. Louis electeds and staff
- Signage at the site including a QR code

Placemaking Installation Events:

Due to supply chain issues, this project took longer than anticipated, however, volunteers gathered on March 10, 2025 to beautify the stop with greenery and plantings. The grand opening celebration was held on March 13, 2025.

Coverage included:

- Earned media television and print
- Social media
- Blogs/Websites
- Video
- Local community presentations



Transit Stop Transformation Project at the 13th & Gravois MetroBus Stop



PROJECT OPPORTUNITIES AND CHALLENGES

Opportunities:

1. Transit Transformation Project are replicable. The City Bus Stop is the seventh of its kind in the St. Louis region. Each project showcases a deep understanding of and commitment to equitable development around transit, the ability for creative interventions to produce a long-term impact for residents of all ages and the need for collaboration to succeed. This one is significant in that it was a bus stop in a historic neighborhood and provides a template for other areas.

2. Public Partners. The City of St. Louis was a critical partner on this project. They provided capital assistance to replace the sidewalk and ADA ramps which were outside the footprint of the project. Metro Transit agreed to maintain the site after

completion. Maintenance can be a hurdle unless the local government or a local partner agrees to take on ongoing maintenance of the site.

3. Catalyst for further investment. The Transit Transformation project catalyzed the city to replace the ADA ramp and sidewalk as a part of this project at a cost of \$38,000.

4. Private Partners. AARP is a key partner moving forward. AARP represents thousands of constituents across the region. In addition, they are a respected organization which provides credibility to efforts. As the seventh project to be completed, it has generated interest from the private sector with our proven track record. Ameren Missouri and the St. Louis REALTORS provided additional capital to ensure this project was completed.

Transit Stop Transformation Project at the 13th & Gravois MetroBus Stop

Challenges:

1. Funding. While these developments are not large-scale Transit Oriented Development sites, there are significant costs associated with developing a bus stop into a more permanent, substantial piece of the fabric of the community. Partners worked to raise outside funding including a commitment from the City of St. Louis.

2. Finding a local artist. It was necessary to find an artist who understood the scope of the project, importance of art to this community, and met budget constraints.

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

4. Memorandums of Understanding (MOUs). Agreements between partnering organizations were established outlining areas of accountability related to the transformation.

5. Supply Chain. This project was pushed back due to supply chain issues.

