

Guide to Reviewing the Project Connect OurPlan Neighborhood Plans

Last updated: November, 2025

This guide is designed to help readers understand how to navigate the full Project Connect OurPlan document for all six neighborhoods, making it easier to see what is included in each chapter and find the information you need. It covers the Introduction, Community Engagement, Existing Conditions, Vision and Goals chapter (including shared objectives and each neighborhood's specific vision and goals), Zoning Recommendations, and Funding and Implementation.

What is OurPlan?

- A multi-year, community-led process from 2022-2025.
 - Brings together **six neighborhoods**: Carr Square, Columbus Square, Hyde Park, Jeff-Vander-Lou, Old North St. Louis, St. Louis PlaceSt.
 - Gives residents, business owners, and community partners a **real voice in shaping the future** of their neighborhoods.
 - One combined plan for six neighborhoods means:
 - **Amplified community priorities**
 - **Stronger case for investment**
 - **Shared needs and opportunities**
 - **Collaborative process and vision**
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What's Inside the Plan?

- **1. Intro | Pages 22-33**
The Introduction of the Project Connect Neighborhood Plan explains what Project Connect is and what the neighborhood plan aims to achieve. It highlights the neighborhood's resilience despite decades of disinvestment and its readiness for revitalization. The section also describes the planning process and provides an overview of the six PlanSTL core topics, which are the minimum requirements for plan adoption.
- **2. Community Engagement | Pages 34-61**
The Community Engagement chapter provides an overview of public engagement efforts from 2022 to 2025, describing the approach, highlights, and timeline. It explains the Neighborhood Planning Committees' central role in shaping the plan and details the

various ways the community participated, including open houses, pop-ups, youth engagement, stakeholder meetings, and community partnership conversations. The chapter shares an overview of what was heard and learned through engagement activities, emphasizing the community's input in shaping neighborhood vision, goals, and objectives. It also highlights ongoing accessible communications and transparency, including the use of a project website, social media, email, phone line, and newsletters to keep the community informed and involved throughout the planning process.

- **3. Existing Conditions | Pages 62-259**

The Project Connect Neighborhood Plan Existing Conditions Analysis provides a baseline understanding of the neighborhoods as they are today. The chapter begins by looking at the regional-scale context, then the city-scale context, before focusing on the Project Connect area as a whole and finally reviewing each neighborhood's specific existing conditions. It covers land use, housing, infrastructure, parks, demographics, economic activity, environmental factors, transportation, and more. This foundation highlights the neighborhoods' strengths, challenges, and opportunities, guiding future planning decisions.

- Regional-Scale Context
- City-Scale Context
- Project Connect Area
- The Neighborhoods
 - Carr Square
 - Columbus Square
 - Hyde Park
 - Jeff-Vander-Lou
 - Old North St. Louis
 - St. Louis Place

- **4. Visions & Goals | Pages 260-805**

The Visions and Goals chapter first presents the shared framework vision and goals for the Project Connect area as a whole, inclusive of all six neighborhoods—Carr Square, Columbus Square, Hyde Park, Jeff-Vander-Lou, Old North St. Louis, and St. Louis Place. It highlights the shared equity statement, guiding principles, and framework map, and shows how market analysis informed the plans. The chapter lays out the shared goals, objectives, and strategies, including key catalyst projects that are most important to residents, most feasible, and most impactful. After presenting the shared vision and goals, the chapter then breaks out each neighborhood's specific vision and goals, highlighting objectives that are unique to that neighborhood while building on the shared framework.

- **4.1 Shared Framework Vision & Goals | Pages 264-437**

This section outlines the common goals, objectives, and strategies across all six neighborhoods - what unites us.

- **Shared Equity Statement**

This page highlights key themes from the neighborhoods' equity

statements, reflecting resident-driven values and priorities for all six neighborhoods. These include development that benefits current residents and builds on local strengths, honoring cultural identity and fostering inclusive spaces, ensuring community-driven decision making with transparency and accountability, promoting diverse housing and economic stability, and creating green, healthy, and connected neighborhoods. Together, these themes will guide investments and ensure neighborhood change aligns with the community's vision and commitment to inclusive, community-first revitalization.

- **Shared Market Analysis Overview**

This page provides a summary of current market trends for the Project Connect area. The market analysis helps inform objectives that are not only actionable but also feasible, and highlights factors to consider when prioritizing the shared objectives. Completed as a standalone document, the analysis offers detailed insights on housing, real estate, and economic trends in the Project Connect area. While separate, its findings have been integrated throughout the neighborhood plan to inform strategies, guide goals, and support recommendations in each chapter.

- **PlanSTL Core Topics**

The PlanSTL Neighborhood Planning Model requires that a neighborhood plan address each of the six core topics in order to be adopted. Themes such as health, safety, equity, anti-displacement, and accessibility intersect with many of the core topics and are integrated throughout the plan, ensuring a holistic and interconnected approach. For example, safety considerations are essential when planning transportation and mobility improvements, as well as sustainability and climate resiliency initiatives. The Project Connect OurPlan Visions and Goals are organized around the six core topics, but many topics overlap, and numerous proposals in the plan relate to multiple topics.

- **Shared Guiding Principles**

The guiding principles are the core values that shape the neighborhood plan. They help make sure the plan's goals and actions reflect the community's vision and support fair, sustainable, and positive growth.

- **Shared Framework Map**

The shared framework map visualizes the collective objectives for all six neighborhoods, highlighting key features such as street improvements, connective corridors, infill opportunities, parks targeted for upgrades, and opportunity sites. The map provides a high-level view of the proposed plan, emphasizing how community-defined objectives relate to each other, how they connect to the guiding principles, and how they align with the broader Project Connect area objectives. It helps the community see the shared vision and understand how different areas and projects work together.

- **Shared Vision & Goals**

This Shared Vision & Goals section outlines the shared goals, objectives, and strategies, including key catalyst projects that are most important to residents, most feasible, and most impactful.

- Overview Chart
- Housing & Vacancy
- Economic Development
- Transportation & Mobility
- Arts, Culture & Community Assets and Programs
- Historic Preservation, Architecture, Landscape Design & Urban Design
- Sustainability, Climate Resiliency, Mitigation, Adaptation

- **4.2 Carr Square Vision & Goals | Pages 438-497**

The Carr Square Vision and Goals chapter expands on the shared framework to present the neighborhood's unique vision and equity statement, along with its market analysis. It illustrates Carr Square's framework plan and breaks down the neighborhood's specific goals, objectives, and strategies, organized by each PlanSTL core topic.

- Vision Statement
- Equity Statement
- Framework Plan
- Visions & Goals
 - Overview Chart
 - Housing & Vacancy
 - Economic Development
 - Transportation & Mobility
 - Arts, Culture & Community Assets and Programs
 - Historic Preservation, Architecture, Landscape Design & Urban Design
 - *Reference the Shared Project Connect vision and goals section for more goals, objectives, and strategies for all six neighborhoods*

- **4.3 Columbus Square Vision & Goals | Pages 498-545**

The Columbus Square Vision and Goals chapter expands on the shared framework to present the neighborhood's unique vision and equity statement, along with its market analysis. It illustrates Columbus Square's framework plan and breaks down the neighborhood's specific goals, objectives, and strategies, organized by each PlanSTL core topic.

- Vision Statement
- Equity Statement
- Framework Plan
- Visions & Goals
 - Overview Chart

- Economic Development
- Transportation & Mobility
- Arts, Culture & Community Assets and Programs
- Historic Preservation, Architecture, Landscape Design & Urban Design
- *Reference the Shared Project Connect vision and goals section for more goals, objectives, and strategies for all six neighborhoods*

○ **4.4 Hyde Park Vision & Goals | Pages 546-613**

The Hyde Park Vision and Goals chapter expands on the shared framework to present the neighborhood's unique vision and equity statement, along with its market analysis. It illustrates Hyde Park's framework plan and breaks down the neighborhood's specific goals, objectives, and strategies, organized by each PlanSTL core topic.

- Vision Statement
- Equity Statement
- Framework Plan
- Visions & Goals
 - Overview Chart
 - Housing & Vacancy
 - Economic Development
 - Transportation & Mobility
 - Arts, Culture & Community Assets and Programs
 - Historic Preservation, Architecture, Landscape Design & Urban Design
 - *Reference the Shared Project Connect vision and goals section for more goals, objectives, and strategies for all six neighborhoods*

○ **4.5 Jeff-Vander-Lou Vision & Goals | Pages 614-679**

The Jeff-Vander-Lou Vision and Goals chapter expands on the shared framework to present the neighborhood's unique vision and equity statement, along with its market analysis. It illustrates Jeff-Vander-Lou's framework plan and breaks down the neighborhood's specific goals, objectives, and strategies, organized by each PlanSTL core topic.

- Vision Statement
- Equity Statement
- Framework Plan
- Visions & Goals
 - Overview Chart
 - Housing & Vacancy
 - Economic Development
 - Transportation & Mobility
 - Arts, Culture & Community Assets and Programs

- Historic Preservation, Architecture, Landscape Design & Urban Design
- *Reference the Shared Project Connect vision and goals section for more goals, objectives, and strategies for all six neighborhoods*

○ **4.6 Old North St. Louis Vision & Goals 680-749**

The Old North St. Louis Vision and Goals chapter expands on the shared framework to present the neighborhood's unique vision and equity statement, along with its market analysis. It illustrates Old North St. Louis' framework plan and breaks down the neighborhood's specific goals, objectives, and strategies, organized by each PlanSTL core topic.

- Vision Statement
- Equity Statement
- Framework Plan
- Visions & Goals
 - Overview Chart
 - Housing & Vacancy
 - Economic Development
 - Transportation & Mobility
 - Arts, Culture & Community Assets and Programs
 - Historic Preservation, Architecture, Landscape Design & Urban Design
 - *Reference the Shared Project Connect vision and goals section for more goals, objectives, and strategies for all six neighborhoods*

○ **4.7 St. Louis Place Vision & Goals | Pages 750-805**

The St. Louis Place Vision and Goals chapter expands on the shared framework to present the neighborhood's unique vision and equity statement, along with its market analysis. It illustrates St. Louis Place's framework plan and breaks down the neighborhood's specific goals, objectives, and strategies, organized by each PlanSTL core topic.

- Vision Statement
- Equity Statement
- Framework Plan
- Visions & Goals
 - Overview Chart
 - Housing & Vacancy
 - Economic Development
 - Transportation & Mobility
 - Arts, Culture & Community Assets and Programs
 - Historic Preservation, Architecture, Landscape Design & Urban Design

- *Reference the Shared Project Connect vision and goals section for more goals, objectives, and strategies for all six neighborhoods*

- **5. Zoning & Regulatory Recommendations | Pages 806-859**

The Zoning Recommendations chapter suggests updates to the city's Strategic Land Use Plan (SLUP), zoning updates, historic districts, and other policy and regulatory recommendations for the Project Connect area. It focuses on proactive adjustments that can be made under the current zoning code, shares principles to guide the upcoming city-wide zoning upgrade (ZOUP), and highlights sites that may need longer-term zoning changes. Key sites for each neighborhood have been called out and priority has been given to parcels where more immediate action is recommended versus those where changes are less imperative or where further consideration is required.

- **6. Funding & Implementation | Pages 860-1,161**

The Funding and Implementation chapter is the action section of the Project Connect Neighborhood Plan. It identifies partners, resources, and strategies for carrying out the plan's objectives, helping to turn the neighborhood's vision, goals, and strategies into real projects and outcomes.

For each of the plan's objectives, potential implementation partners are listed, including the relevant City of St. Louis departments and agencies alongside external partners, such as relevant community organizations, neighborhood associations, developers, coalitions, banks, and other entities. A rationale for why each partner is relevant is provided. Following this, a list of possible sources of funding is also provided, including a more detailed list of specific programs that might be most relevant. A rationale for the listed funding sources is also included.


- 6.0 Funding Overview
 - Overview
 - Funding Acronyms & Abbreviations
 - Implementation Partners
 - Specific Programs
 - Implementation Tools
 - 6.1 Shared Framework
 - 6.2 Carr Square
 - 6.3 Columbus Square
 - 6.4 Hyde Park
 - 6.5 Jeff-Vander-Lou
 - 6.6 Old North St. Louis
 - 6.7 St. Louis Place
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How to Share Your Feedback

- Tell us **what you like** about the plans.
 - Share **what feels missing** or needs adjustment.
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Questions or Comments?

 Email us at projectconnectstl@gmail.com

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