

# St. Louis, Missouri



**WADE BAUGHMAN** *team lead*  
SENIOR VICE PRESIDENT & GENERAL COUNSEL, URBAN STRATEGIES, INC.

Wade Baughman is Senior Vice President and General Counsel for Urban Strategies, Inc, where he advises on legal issues, leads in setting legal policy, and provides legal and operational support. His responsibilities include negotiating and administering contracts and grant agreements, overseeing compliance functions, managing risk, administering Human Resource policy, coordinating external audits and tax return preparation, and overseeing office operations. Mr. Baughman holds a M.S.W. from Washington University in St. Louis, a J.D. from the University of Illinois College Of Law, and a B.S. in Business Management & Administration from Bradley University.



**REINHARD BAUMGAERTEL**  
ASSISTANT PROJECT MANAGER, URBAN STRATEGIES, INC.

Originally from Germany, Reinhard Baumgaertel has been living in the US for 14 years. He graduated from Washington University in St. Louis with International Area Studies (BA) and Social Work (MSW). Over the years, Reinhard has worked in different social service capacities in various populations, including people with disabilities, the elderly, children of inner city schools, newly arriving international students, and Hispanic immigrants. At Urban Strategies, Inc., he assists with human capital development planning and implementation processes and built a data performance management system for community revitalization. He also developed a resident leadership training program to help increase the capacity of residents and local leaders to operate effectively in community planning and improvement efforts.



**AMY LAMPE**  
PROJECT MANAGER, ST. LOUIS DEVELOPMENT CORPORATION

Amy Lampe is a Project Manager at St. Louis Development Corporation, the non-profit economic development agency for the City of St. Louis. Ms. Lampe manages EPA assessment grants and a revolving loan fund and facilitates environmental assessment and remediation on dozens of sites throughout the city. She works with community development corporations on planning and development efforts to transition brownfields to redevelopment projects. She was involved in multiple TOD planning efforts under the Sustainable Communities Regional Planning Grant. Amy is a St. Louis native whose favorite modes of transportation include bus and bike and whose ideal vacation consists of walking around cities and riding every mode of transit available.



**CADY SEABAUGH**  
COMMUNICATIONS MANAGER, MCCORMACK BARON SALAZAR

As an urban planner and LEED-AP (BD+C), Ms. Seabaugh has extensive expertise in green building, green neighborhood design, and Transit Oriented Development. She serves as a development project team sustainability consultant, recommending and guiding strategies to conserve energy, water and natural resources. Ms. Seabaugh has served in this role for more than a dozen housing developments and, with McCormack Baron Salazar, worked to retrofit more than 500 kW of solar panels on existing housing sites in St. Louis, MO. She has coordinated over a dozen Enterprise Green Communities certifications and three successful LEED for Neighborhood Development certifications. She holds a bachelor's degree from Yale University and is a Master of Urban Planning and Development from St. Louis University.



**CONNIE TOMASULA**  
URBAN DESIGNER, PLANNING AND URBAN DESIGN AGENCY, CITY OF ST. LOUIS

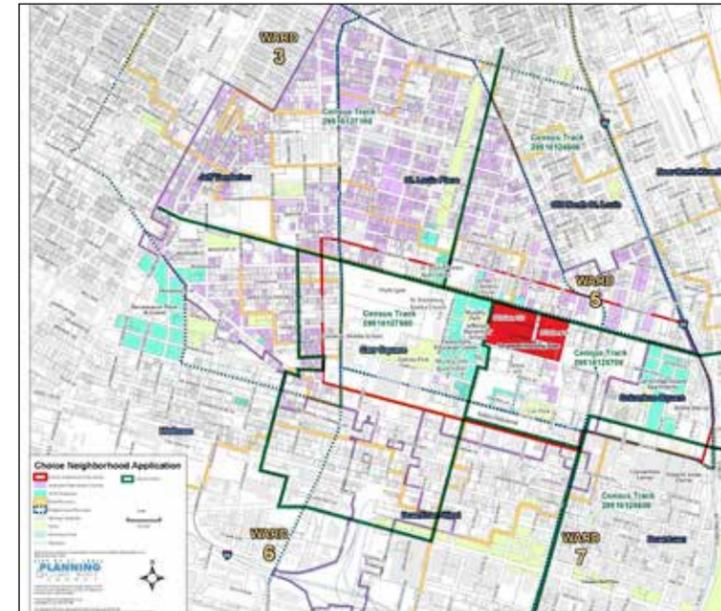
Connie Tomasula has been an Urban Designer with the City of St. Louis Planning & Urban Design Agency for 18 years. She has been involved in many projects working to promote the quality of life in the public realm, including sustainability initiatives, alternative modes of transportation, transit-oriented development, and streetscape design. Her projects include: a study of the proposed Northside-Southside MetroLink Light Rail Alignment, the North Riverfront Trail Enhancements Plan, the Urban Vitality & Ecology Initiative's Pilot Wetlands Study, and numerous streetscape designs. Ms. Tomasula holds a Bachelors of Environmental Design from the University of Colorado at Boulder and a Masters in Urban Planning from the University of Illinois.



**EDGAR VELAZQUEZ**  
PROJECT MANAGER, REAL ESTATE & COMMUNITY DEVELOPMENT, ST. LOUIS ECONOMIC DEVELOPMENT PARTNERSHIP

In his role as Project Manager, Velazquez oversees regional real estate projects through the St. Louis Economic Development Partnership, the St. Louis County Port Authority, and Land Clearance for Redevelopment Authority. Prior to joining the St. Louis Economic Development Partnership, Velázquez spent 3 ½ years with the Illinois Facilities Fund, where he managed the financing, design, and construction of several capital improvement projects for the Children's Capital Fund. Most recently, Velázquez was responsible for the design, construction, and operator selection of the 18,000 square foot, 120-child, Early Explorers Child Development Academy. He also secured funding and managed the build-out of wet labs, nursing labs, classroom, and administrative space at the Metropolitan Education and Training Center.

# Near North Side St. Louis



## Why this Neighborhood?

With the recent completion of the \$700 million I-70 Mississippi River bridge (that exits into the NNS) and with several recent proposed development schemes, the NNS presents an opportunity to create a comprehensive, holistic and integrative plan that, when implemented, will transform this neglected neighborhood that is now serving as the primary gateway to downtown St. Louis.

As a gateway, the NNS has enormous potential, given all of the revitalization that has taken place in downtown St. Louis, including the new St. Louis Cardinals baseball stadium, the commercial hub, and Ballpark Village, which attracts significant visitors on a daily basis. The steadily increasing downtown housing market also supported the opening of a full service grocery store downtown. The EcoDistricts approach will benefit the NNS tremendously by helping the existing NNS planning team to solidify a clear vision for the neighborhood that will shape the blueprint for the revitalization of a traditionally blighted urban core area. Additionally, because of its close proximity to downtown St. Louis, revitalization of the NNS would significantly enhance the economic development of the city as a whole.

With a population of 5,269 residents, the Near North Side (NNS) is a low income, high unemployment area located just north of downtown in St. Louis. The NNS is severely distressed with a poverty rate of 60.37%, a high long term vacancy rate and violent crime rate, and persistently underachieving schools. While some housing investments have been made, the community still needs a more comprehensive approach to neighborhood and economic development. The organization Urban Strategies was recently awarded a \$500,000 Choice Neighborhood Planning Grant from the U.S. Department of Housing and Urban Development to develop a Transformation Plan that will address three critical components of the NNS – People, Housing, and Neighborhood – to promote affordable housing and plan for projects that increase safety, stabilize anchors, close service gaps, and create connections in the neighborhood. The Transformation Plan will provide for the opportunity to improve educational and health outcomes for children and families, increased opportunities for upward mobility, increased opportunities for disconnected youth, and improved neighborhood safety.

As the overall project lead, Urban Strategies will work closely with developers and the City of St. Louis. The team will work with a wide array of local partners, including educational institutions, faith-based partners, institutions of higher learning, supportive service agencies, foundations, businesses, and most critically, neighborhood residents. The planning team will gather critical data to inform our goals and outcomes, develop and identify effective and impactful strategies for achieving those outcomes, identify resources and partners, and ultimately develop a feasible plan for implementation with a clear timeline and achievable, measurable results.

## top 3 Neighborhood PRIORITIES:

1. Urban regeneration
2. Healthy residents
3. Sustainable and self-sufficient communities

## top 3 Neighborhood CHALLENGES:

1. Financing
2. Time
3. Community investment