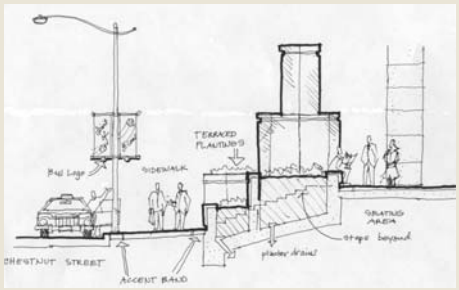
Southwestern Bell Corporation *Streetscape Master Plan*

St. Louis, Missouri

This streetscape master plan was prepared for the four block Southwestern Bell Corporation Headquarters in the commercial/civic district of downtown St. Louis. The goal of the streetscape master plan was to provide the building complex with a visual identity and unity at the street level. The plan utilizes consistent street tree, site furnishing and paving treatments to establish a visual theme that distinguishes and unifies the complex. Paving color and pattern are stressed to provide visual interest to the large areas of paving. Red granite was chosen as the paving material. The first phase of implementation was the site development of the 1010 Pine office building and the Data Center building at 8th and Pine.



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