



**JOINT WORK SESSION MEETING  
AGENDA  
CITY OF CREVE COEUR  
CITY COUNCIL, PLANNING AND ZONING COMMISSION AND  
ECONOMIC DEVELOPMENT COMMITTEE  
300 NORTH NEW BALLAS RD  
AUGUST 26, 2019  
6:00 PM**

**CALL TO ORDER**

**ROLL CALL**

**DISCUSSION ITEMS**

**1. East Olive and Other Zoning Code Updates**

**Summary:** Staff will review the framework of the proposed zoning code updates prepared thus far for the East Olive corridor as well as a discussion on the existing restaurant drive through ordinance to obtain direction and identify next steps.

**Pursuant to Section 610.022 RSMo., the City Council could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. And/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.**

Posted: \_\_\_\_\_ posted 08/22/2019  
Deborah Ryan, MPCC  
City Clerk



**City Council**  
300 North New Ballas Rd  
Creve-Coeur, MO 63141

**SCHEDULED**

Meeting: 08/26/19 06:00 PM  
Department: Planning Division  
Category: Report  
Prepared By: Jason Jaggi  
Department Head: Jason Jaggi

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## **STAFF REPORT**

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### **East Olive and Other Zoning Code Updates**

Staff will review the framework of the proposed zoning code updates prepared thus far for the East Olive corridor as well as a discussion on the existing restaurant drive through ordinance to obtain direction and identify next steps.



# city of CREVE COEUR

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[www.creve-coeur.org](http://www.creve-coeur.org)

## MEMORANDUM

**Memo To:** City Council, Planning and Zoning Commission, & Economic Development Committee

**Meeting Date:** August 26, 2019

**Subject:** Zoning Code Update Work Session: East Olive Corridor and Drive Through Restaurants

**Memo Prepared By:** Jason W. Jaggi, AICP, Director of Community Development

**Attachments:** East Olive Corridor Section, *Creve Coeur 2030* Comprehensive Plan  
May 8, 2019 Development Forum PowerPoint Presentation  
Section 405.470.A.17, Conditional Use Requirements for Restaurant Drive-Throughs

This joint work session has been scheduled to review the recommendations of the comprehensive plan, Creve Coeur 2030, as it pertains to the East Olive corridor and to discuss options on how to move forward with updating the zoning code to align with the comprehensive plan recommendations. Staff would also like to review the City's regulations as they pertain to drive through restaurants to determine if any revisions should be pursued regarding these types of uses.

### Background

The East Olive Corridor, as identified in the comprehensive plan, generally extends along Olive Boulevard from Mosley Road on the west to Spoede Road on the east. The length of this corridor is just under 1-mile. This area also includes a few properties on the north side of Olive just west of Mosley Road. The following map shows the boundaries of the East Olive Corridor as found in the comprehensive plan.

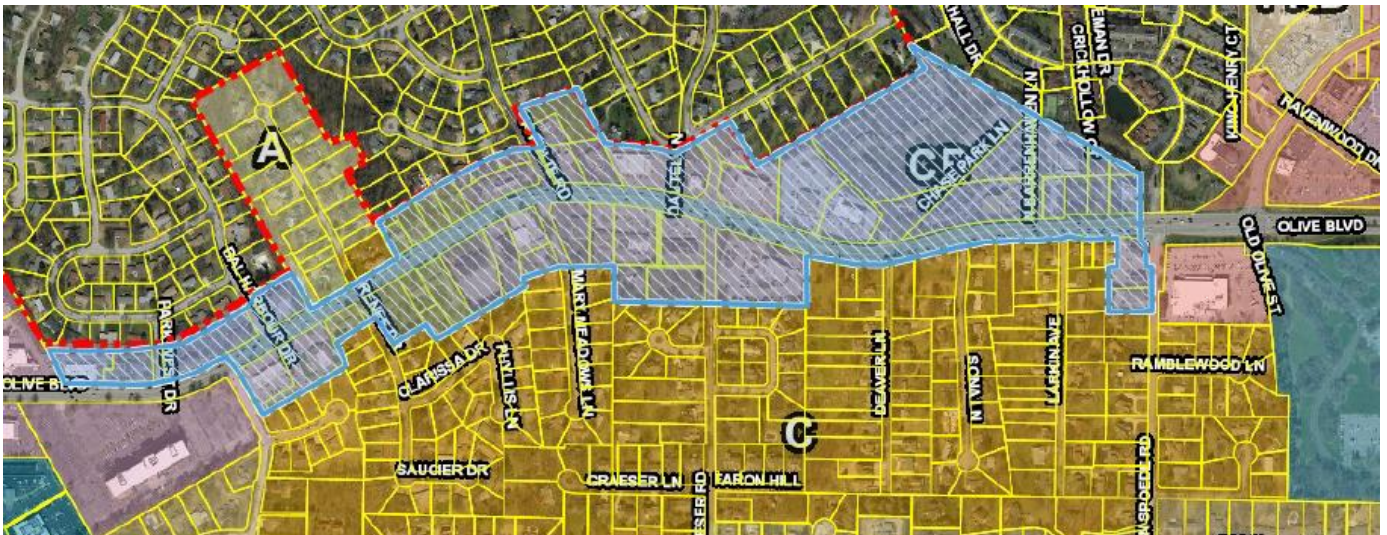


Figure 1: Boundaries of the East Olive Corridor in the Comprehensive Plan.

The East Olive Corridor consists of a variety of land uses that are placed within the GC and CB commercial districts, and the C Single Family Residential Districts, as well as the A Single Family District, where existing homes that front Olive Boulevard may be used commercially with approval of a site plan by the Planning and Zoning Commission.



Figure 2: Image of the East Olive Corridor area with the Zoning Districts indicated. The pink is the CB District, Red is GC District, Orange is the C Single Family District, and the light yellow is the A Single Family District.

The comprehensive plan recognizes the challenges of East Olive that have limited the revitalization of this area. These challenges include shallow lot depths, direct adjacency to established residential neighborhoods, and other existing lot constraints, including topography. The zoning district requirements have been specifically mentioned as a constraint to development as well. For these reasons, the comprehensive plan identified a unique “Place Type” specifically for the East Olive Corridor, referred to as Neighborhood Commercial (NC). Using the comprehensive plan as a starting point, staff has explored with the Planning and Zoning Commission, a new zoning district for the entire area, NC-Neighborhood Commercial, that would establish specific uses and

development standards conterminous with the East Olive Corridor. More information on the Planning and Zoning Commission review process will be discussed later in this memorandum.

### **Recent Development History (Last 10 years)**

The East Olive Corridor has experienced reinvestment over the past 10 years. The following recent developments have contributed to the revitalization of the area:

- Walgreen's store, 10941 Olive Blvd. (2011)
- Complete Music, 11100 Olive Blvd. (2013)
- The Goddard School, 11222 Olive Blvd. (2014)
- Scotsman Coin and Jewelry, 11005 Olive Blvd. (2015)
- Total Access Urgent Care, 10923 Olive Blvd. (2017)
- Timekeepers renovation, 11118 Olive Blvd. (2017)
- Mobil on the Run, BriteWorx Car Wash, 11109 Olive Blvd. (Under construction)
- American Cleaners exterior refresh, 11041 Olive Blvd. (approved, permit pending)

While clearly reinvestment has occurred, significant opportunities for redevelopment to meet the needs of the community and to maintain a positive image for the City remain along this section of Olive Boulevard. Notably, the properties at Olive and Graeser, the former Walgreens at 11105 Olive Boulevard, and the single family residential structures between Deaver and Larkin Avenues (zoned residential) have seen limited reinvestment recently, and contribute to a negative perception for the East Olive Corridor.

### **Zoning Code Updates—Work Sessions at Planning and Zoning Commission**

Beginning last August, staff and the Planning and Zoning Commission began a series of work sessions to discuss updates to the zoning code in light of the recent adoption of the comprehensive plan. For the East Olive Corridor, the plan provides the following key recommendations:

- Maintain low to medium density commercial development
- Focus on neighborhood-type services, retail and offices serving a smaller trade area—not likely to be a regional destination area. Introduce alternate forms of well-designed residential development—not single family detached.
- Provide consistent building frontages on Olive with convenient parking but discourage large swaths of parking facing Olive.
- Ensure cross-access connections are available to facilitate access to a signal
- Encourage pedestrian-friendly site development with amenities
- Incentivize sustainable site design
- Develop standards for well-landscaped frontages and building design

With this guidance, the review process began with the East Olive corridor but other areas were reviewed as well, including Lindbergh (south of Bayer campus) and West Olive (west of I-270). The areas examined included development standards such as building height, buffers, landscaping, setbacks and location of parking lots in relation to the placement of buildings along Olive. Greater clarification of site coverage standards and bonuses were also discussed. Finally, the work sessions involved the review of allowable uses in this new district.

For East Olive, a rezoning of the entire corridor, with the boundaries as previously described, was reviewed.

The new district, NC-Neighborhood Commercial, would largely mirror the existing GC-General Commercial District (the predominate existing commercial zoning district in this corridor) but with some exceptions to address the specific attributes of the East Olive corridor.

### Allowable Uses

The work sessions with P&Z also included a review of the uses within this area. Uses generally remain the same as the GC-District but with a few notable exceptions. Uses that constitute larger scale development would be eliminated such as supercenters, department stores and warehouse clubs and hotels. Uses that would lend themselves to generating conflict with adjacent residential areas or would be otherwise undesirable were also eliminated such as drive through restaurants, car dealers and rental agencies, and gas stations without a convenience store component. New uses that are currently not allowed would be introduced, namely attached townhomes and low-medium density multi-family.

### Development Standards

The development standards would be revised specifically for the East Olive Corridor. The specific changes reviewed with P&Z are highlighted below.

- Setbacks: provide maximum setbacks from Olive to allow some parking along roadway but to also allow greater visibility of buildings from the street. This is similar to what the code requires today.
- Buffering (adjacent to residential): Provide a fixed buffer yard dimension (20-feet), regardless of site size, but require both fencing and landscaping and be specific on material. The current code requires buffers up to 40-feet depending on the site of the site with screening devices left up to the discretion of P&Z.
- Building Height: Keep the existing GC—District standards of a maximum of 3-stories or 45' in height.
- Site Coverage Bonus—New Criteria: Base site coverage of 50% up to 70% with a site coverage bonus. Bonuses would introduce a tiered system to encourage sustainable site development practices, pedestrian features, and other objectives of the district.
- Landscaping and Architectural Guidelines: As a future step, develop detailed but flexible landscaping and architectural building design guidelines.

### **Initial Feedback Received**

At the conclusion of the work sessions, P&Z directed staff to obtain input from stakeholders within the East Olive Corridor to gain an understanding of what concerns might exist or if there are other areas of interest that have not been properly considered. At the same time, the Economic Development Committee (EDC) sponsored a development forum with the business community to provide an overview of the city's development activity and the zoning updates. This forum was held on May 8, 2019 and was well attended with approximately 50 participants representing a broad spectrum of the commercial real estate community. Staff also met with commercial and residential real estate interests within the corridor to obtain an "initial reaction" to the proposed zoning changes. Meetings with adjacent residents have not been scheduled at this time.

As might be expected, this initial outreach on the proposed zoning updates highlighted the competing interests and divergence of views on how best to encourage reinvestment within the East Olive Corridor. This divergence on the appropriate strategy for East Olive was also present during the development of the

comprehensive plan. But because of the high-level nature of a city-wide comprehensive plan, a deeper examination into the myriad of challenges in this area was not undertaken.

In general, the initial feedback received from the real estate community with the zoning updates was mixed, but several concerns were expressed. Comments received are summarized below:

- A blanket rezoning of the entire corridor to the new NC-Neighborhood Commercial District would take away land uses that are currently allowed (particularly with respect to properties currently zoned CB) which might have an impact on land values and create concerns with lenders.
- Be cautious with broadly eliminating some of the uses as they may be acceptable in a different format, such as a car rental agency as an in-line user located within a shopping center.
- Zoning out the big box uses would preclude the possibility of any larger scale redevelopment (with voluntary buyouts) occurring within this area.
- Restricting parking and maintaining a maximum building setback is not what most retailers want.
- These proposed regulations seem to be making development more restrictive, rather than less restrictive which is the opposite of what this area needs.
- The key to successful development within this area is to have regulations that provide flexibility.
- With the anticipated growth of 39 North, the spillover effects could be a positive for East Olive
- Having clear expectations with a higher degree of predictability would be welcomed.
- Zoning in and of itself will do little to encourage development. Market forces are key.
- Introducing some forms of allowable residential use (non-detached single family) was met with a mixed response. Some felt it was feasible with the right product and others felt Olive is too busy of a roadway.

### Other Alternatives

It is important to recognize the limitations of the feedback that we have received over the past several months. First, the initial feedback was based on early development of the zoning updates—future revisions would be anticipated based on the progression of the development of the code as direction by P&Z is given and feedback is received. Second, only a relatively narrow group of stakeholders (those representing the real estate and development community) was consulted in this first effort. With some further refinement and more feedback, to also include adjacent residents, there could be opportunities to build consensus. On the other hand, building consensus takes considerable dedication and a sustained effort. With these considerations in mind, staff felt that now is a good time to solicit further direction on how best to move forward. The rezoning to the NC district certainly remains a possibility but there are other zoning techniques that could achieve the recommendations of the comprehensive plan but in a different way. These alternative options, along with a quick “pros and cons” analysis of each are provided below.

- Rezone to Neighborhood Commercial District. This would involve continuing to move forward with rezoning the East Olive corridor in its entirety to the NC-Neighborhood Commercial District.

#### Pros

- Creates a single zoning district for the entire corridor which would bring improved

consistency of regulations to this area of Olive. Assuming a high degree of success with the elements of the new zoning district, the need for further rezonings would be diminished.

- Tailors uses and standards to one area of the City. We would not need to be concerned with impacts to other areas of the City (i.e. text amendments in GC and CB districts which also effect other commercial areas)
- Creates zoning incentives and development criteria that could be used elsewhere. For example: updated site coverage bonus allowances, landscaping standards, and architectural design guidelines could be applicable to other commercial areas of the City.

#### Cons

- Involves blanket changes to development standards for an entire corridor which could be perceived as a down-zoning of commercial property (notably existing CB zoned properties).
  - May not address all issues in one fell swoop. As hard as we try to provide some flexibility within the code and to get it right, there will likely be areas that don't hit the mark.
  - To obtain support for this traditional rezoning will likely require an extensive and sustained public engagement process. This belief is based on the history of development applications in this corridor and the feedback received from staff's early outreach efforts.
- Create a Zoning Overlay District. This option does not change the underlying zoning district but instead adds another layer of zoning on top of the base zoning district. Overlay districts typically contain additional regulations that apply only to a particular area to implement specific planning objectives.

#### Pros

- This approach is often more politically feasible since it is limited to implementing certain stated objectives and is not as extensive as a complete rezoning.
- Base zoning is kept in place, but specific regulations are added (overlaid) to address stated objectives. Examples include specific design criteria, site planning considerations, etc.
- Because the additional regulations are limited and narrowly focused, may find that acceptance from property owners is greater.
- Once established, no rezoning would be involved to approve a development proposal, unless overlay is set up to encourage Planned Development option.

#### Cons

- Still requires extensive public engagement and an education process with stakeholders.
  - May add confusion for development community by creating another layer of zoning; however, this could be overcome with education.
- Utilize Planned Development Rezoning: The zoning code already has the option to rezone a property to a planned development district which is defined and a commercial or residential planned development. This option is relatively new and has not been utilized to a great extent but could be a useful tool to implement the comprehensive plan recommendations. A review of the current

requirements is needed and adjustments to align with the needs of East Olive Corridor may be needed. The two projects that have utilized this zoning procedure are The Vue development on Old Olive and the HBE Creve Coeur Hotel proposal.

#### Pros

- Would require significantly less public engagement as the Planned Development option already exists. Current zoning is not affected and would remain in place until such time as a rezoning to a planned development application is filed and approved for those specific properties.
- Is based on a detailed development plan and is tailored to implement objectives of comprehensive plan while providing flexibility to the developer.
- Tailors uses and standards to a specific development which provides the ultimate degree of regulatory flexibility.
- Is a legislative process in which a property owner voluntarily elects to pursue. As a legislative process, the City Council has a high degree of control over the development.

#### Cons

- Represents a more Incremental approach and is less proactive.
  - May not be an appropriate tool for smaller development sites.
  - As a form of rezoning and, therefore subject to legislative action, there is less predictability for all parties.
  - Involves negotiation between city and developer which may sour public perception.
  - Doesn't articulate City's development objectives upfront. Must build into the review and approval process.
- Create a new NC District within the zoning code but without rezoning specific properties. This approach would create the new zoning district in the code but would not take the step of rezoning any properties. This district would be created only for use within the East Olive Corridor to implement comprehensive plan recommendations. As properties undergo redevelopment, the expectation is that they would rezone to the NC District.

#### Pros

- Would require less public engagement because no properties would be specifically rezoned by the City.
- By creating this new zoning district in the code, the City would only be rezoning property at the request of a property owner or developer.

#### Cons

- Unless specifically required elsewhere in the code based on scope of redevelopment, the utilization of this district may be limited.
- Other options such as greater reliance on Planned Development or an already established Overlay District may be better utilized.

- Would still require a rezoning which would subject a developer to risks associated with this process.

### **Drive through Restaurants**

During staff's discussions with the development community, the topic of the City's stance on drive through restaurants was raised. The drive through restaurant ordinance was adopted in November 2014 in advance of a drive through proposal for the St. Louis Bread Company on North New Ballas. The ordinance provides numerous standards and establishes two categories which are very different based on whether the site is adjacent to residential areas or not. A minimum acreage limitation of two acres for these uses was also established in the ordinance.

Staff continues to hear from the development community that demand remains high for these uses and that the ordinance is unnecessarily restrictive. Staff's experience with the ordinance is that it is highly effective with respect to limiting these uses as there have been very few sites that can meet all of the criteria. Taking into account this feedback, staff would like to review the existing drive through restaurant zoning regulations to determine if there is a desire to review alternatives that would be able to regulate the most impactful aspects of these uses while still controlling the proliferation of these uses. The existing restaurant drive through ordinance is attached to this memorandum for review.

### **Conclusion**

Staff will present this information to the City Council , P&Z and EDC at the work session. The desired outcome of this work session would be to obtain direction from all groups to determine whether a continuation of the development of the NC District remains desirable or if additional information is needed to determine if other zoning approaches might be preferred to address the development objectives of the Comprehensive Plan for the East Olive Corridor. Further direction on the need to review the drive through restaurant ordinance is also requested.



## *East Olive Corridor*

The Vision for East Olive is to create a walkable corridor of destination retail boutiques, neighborhood service businesses, small-scale restaurants, attached townhomes, and low-density multi-family homes and single family homes. Development of the East Olive corridor should encourage pedestrian access from adjacent neighborhoods and prioritize walkability between neighboring lots while accommodating car access and easy parking.

Revitalization of East Olive has continued to falter due to the challenges of shallow lot depths, direct adjacency to established residential neighborhoods, and frontages onto Olive Boulevard. Existing lot constraints limit development options for these properties. In many cases, current zoning regulations have made the redevelopment of existing commercial buildings financially infeasible. This is due to current parking and landscaping requirements, which often dictate that an existing building must be rebuilt with a smaller square footage to meet requirements.

The East Olive corridor comprises the Neighborhood Commercial District (NC) place type, and for existing residentially-zoned properties on the south side of Olive Boulevard between Graeser Road and North Spoeede Road, the Estate

Neighborhood 1 place type (ER-1). The NC place type supports the development of a variety of medium- to low-density commercial, retail, office, neighborhood service business, and residential development in a commercial corridor with shallow lot depths. This district is designed to provide a transition between more intense commercial districts to the east and west. Existing properties in this district are ideal for many types of smaller, specialty retail, service, and office businesses, providing both easy automobile access and a walkable, pedestrian environment. The Neighborhood Commercial District provides for lot-by-lot, incremental revitalization and redevelopment that builds toward a coherent corridor identity.

For the residentially-zoned properties fronting the south side of Olive Boulevard between Graeser Road and North Spoeede Road, within the ER-1 place type, continued review should be undertaken to ensure progress towards redevelopment or improvement to existing properties are being met. Examples of such progress include the removal and replacement of existing residential structures; the construction of new residential structures on existing vacant lots, or renovations to existing residential structures substantially affecting the exterior appearance. The Planning and Zoning Commission should review this area in the short/medium term (approximately 5 years) to determine if the appropriate level of residential development or reinvestment has occurred based upon these stated objectives.



#### 4.6. NEIGHBORHOOD COMMERCIAL DISTRICT (NC) FRONTAGE PLAN

The East Olive recommendations on pages 93-94 should apply as properties are redeveloped or undergo significant renovations. Refer to pages 61-62 for additional frontage plan information.

- Primary Streets
- Secondary Streets
- Service Streets

##### PRIMARY STREETS

- » Olive Boulevard
- » N. Mosely Road
- » Graeser Road
- » N. Spode Road

##### SECONDARY STREETS

- » Park West Drive
- » Bal Harbour Drive
- » Renee Lane

##### SERVICE STREETS

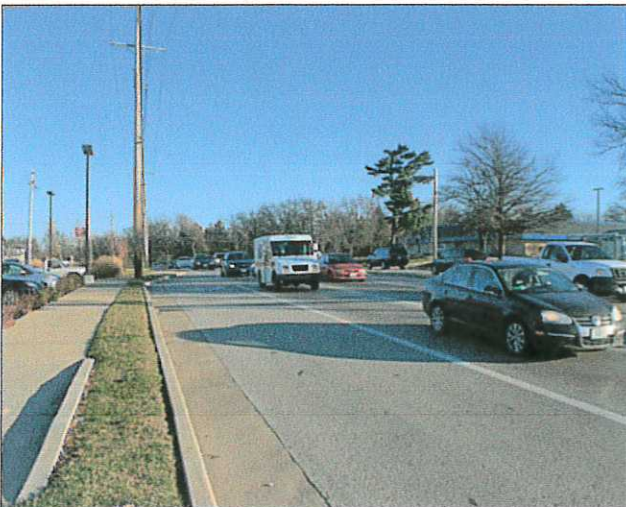
There are no streets classified as Service Streets in the East Olive Corridor.

## East Olive Corridor

### Existing Conditions Character Images



SCOTSMAN COIN & JEWELRY (OLIVE BOULEVARD @ GRAESER ROAD)



EAST OLIVE CORRIDOR



EAST OLIVE CORRIDOR

## Vision & Best Practices Character Images



MARKETPLACE – CLAYTON ROAD (LADUE, MISSOURI)



MARKETPLACE – CLAYTON ROAD (LADUE, MISSOURI)



DEMUN POINTE (CLAYTON, MISSOURI)



MARKETPLACE – CLAYTON ROAD (LADUE, MISSOURI)



STATION PLAZA (KIRKWOOD, MISSOURI)



MARKET AT MCKNIGHT (ROCK HILL, MISSOURI)

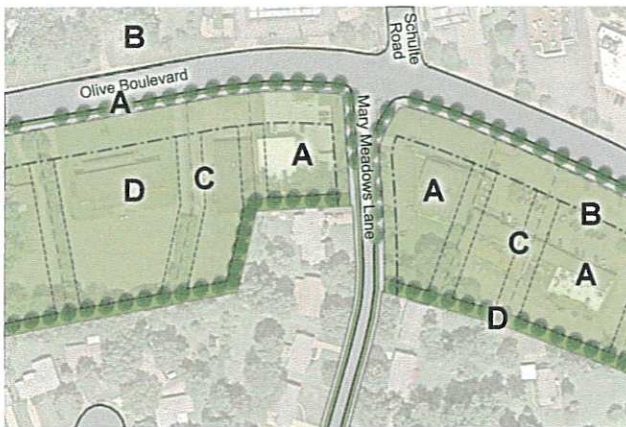
## East Olive Corridor

### Proposed Development Examples

The diagrams below illustrate the Plan concepts for redevelopment in the East Olive Corridor, including pedestrian and vehicular access, cross-lot connections, parking, buffering, and other recommendations contained herein. These diagrams are not site plans nor do they convey specific dimensional or regulatory requirements.

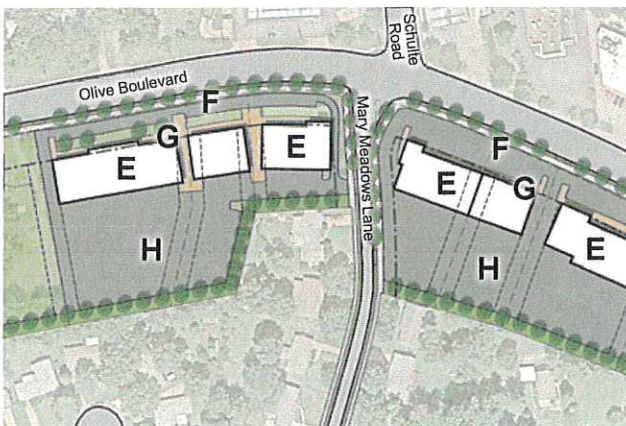


**Existing Conditions**



**Proposed Consistent Setback and Buffer Zone Examples**

- A. Existing Parcels
- B. Primary Street Consistent Setback Zone (dimension to be determined)
- C. Side Setback Zone (dimension to be determined)
- D. Buffer Zone (from adjacent residential properties; dimension to be determined)



**New Building and Parking Configuration Examples**

- E. Example New Buildings
- F. Example Frontage Shared Parking with cross-lot access and optional public space and landscape amenities
- G. Consistent "Second-Tier" Pedestrian Zone with cross-lot access
- H. Example Rear- and Side-Lot Shared Auxiliary Parking and service areas

## *Recommendations for the East Olive Corridor*

### **FRONTAGE RECOMMENDATIONS – PRIMARY STREETS**

- » Encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Primary Streets.
- » Require primary building entrances to face the Primary Street.
- » Parking can be located in front of buildings, but parking to the side or rear of buildings and in shared facilities, through the use of cross-access easements, is encouraged.
- » When parking is located in front of buildings, a consistent zone of pedestrian amenities (i.e. a sidewalk, landscaping, trees, and pedestrian lighting) must be provided along the front facade of each building to create a “second tier” private sidewalk along the building, break up parking facilities, support active uses, and provide a buffer zone between parking and buildings.
- » Develop consistent landscaping standards along Olive Boulevard with street trees, lighting, and pedestrian amenities.
- » Encourage outdoor dining and retail site amenities.

### **FRONTAGE RECOMMENDATIONS – SECONDARY STREETS**

- » Encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Secondary Streets.
- » Encourage side-lot and rear lot parking frontages and parking lots.
- » Encourage outdoor dining and retail site amenities.

### **SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS**

- » Allow and encourage the use of building signs on all buildings.
- » Allow smaller monument signs on Primary Streets for developments meeting a minimum size and give consideration to increased sign area for multi-tenant monument signs. Monument signs on secondary streets should be discouraged. Secondary and service streets should allow for small, ground-mounted directional signs.

## LOT DEVELOPMENT STANDARDS

- » Establish pedestrian facility requirements to encourage walkable access, including 1) the provision of walkways between buildings and the public sidewalk; 2) walkways that provide pedestrian cross-access between neighboring lots; and 3) walkways connecting parking facilities to buildings.
- » Promote cross-access between adjacent sites to encourage shared parking and reduce curb cuts onto Primary Streets.
- » Establish standards for buffers between Neighborhood Commercial district (NC) lots and adjacent residential district lots.
- » Support sustainable and low impact site development practices such as permeable pavement, bio-retention, native landscaping, and energy efficient lighting through the use of zoning incentives such as site or density bonuses.
- » Develop design guidelines to achieve the desired character of the place type.

## STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (**refer to pages 118-122**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 116-117**).

## STORMWATER & RUNOFF MITIGATION

- » Complete development of and enact a local Stormwater Ordinance to address land disturbance of less than one (1) acre; this Ordinance should aim to limit the adverse effects of runoff produced by development, using on-site mitigation and site design to limit runoff to what exists today.

## TREE COVERAGE STANDARDS

- » Establish minimum tree coverage requirements for commercial surface parking lots.
- » Establish tree planting and coverage standards for non-residential lots subject to redevelopment.

## GREEN SPACE PRESERVATION

- » Establish a minimum percentage of green space to be preserved on site.

# DEVELOPMENT FORUM

**MAY 8, 2019**

JASON W. JAGGI, DIRECTOR OF COMMUNITY DEVELOPMENT



## AGENDA—DEVELOPMENT IN CREVE COEUR

- Overview of Current Development Activity Planned or Underway in Creve Coeur
- 39 North Partnership Current Projects
- Comprehensive Plan Implementation—Zoning Code Updates
  - East Olive Corridor
- Upcoming Activities

## CURRENT DEVELOPMENT ACTIVITY



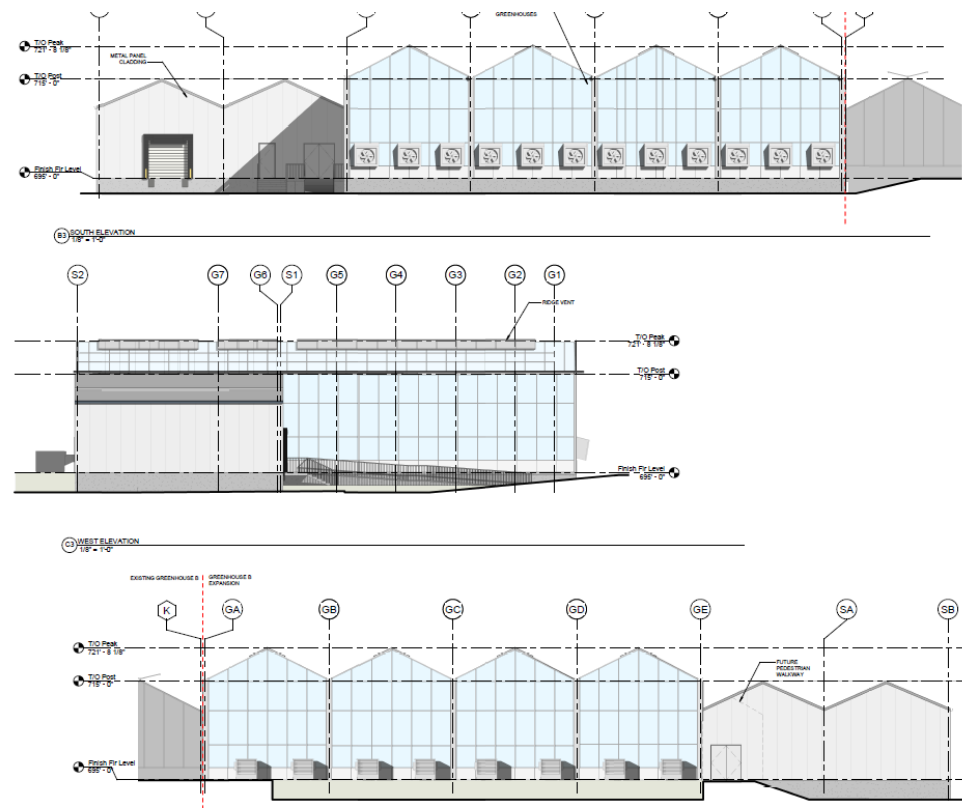
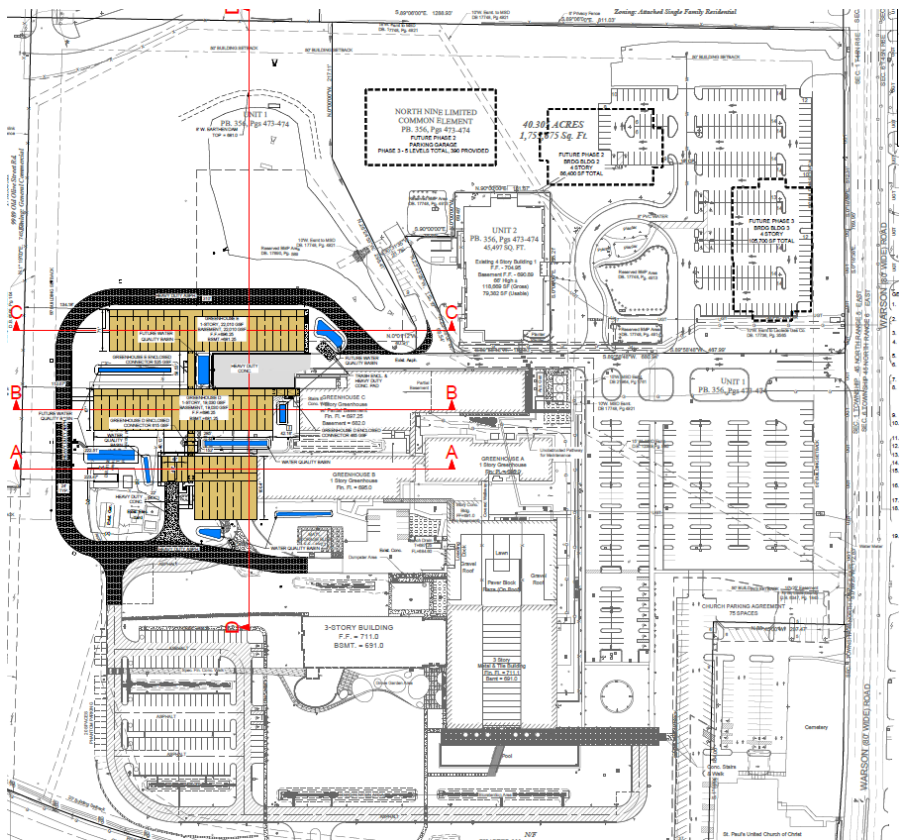
Barnes Jewish West County Hospital and Medical Office Building (Under Construction)

## CURRENT DEVELOPMENT ACTIVITY



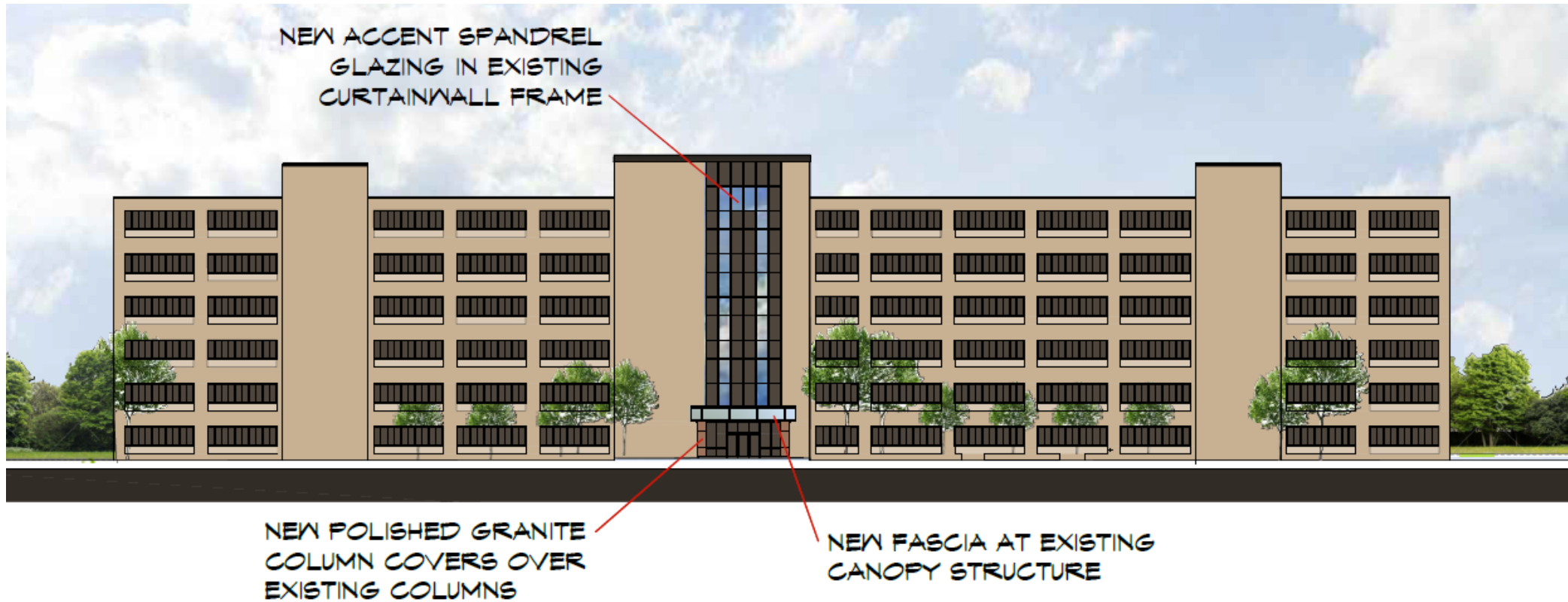
Mobil on the Run Gas Station and BriteWorx Car Wash (Under Construction)

# CURRENT DEVELOPMENT ACTIVITY



Danforth Greenhouse Expansion—(City approved, Not under construction)

## CURRENT DEVELOPMENT ACTIVITY



HBE Office Building Renovations—(Underway)

## CURRENT DEVELOPMENT ACTIVITY



Mercy Outpatient Center—(Approved by City, Not Under Construction)

## CURRENT DEVELOPMENT ACTIVITY



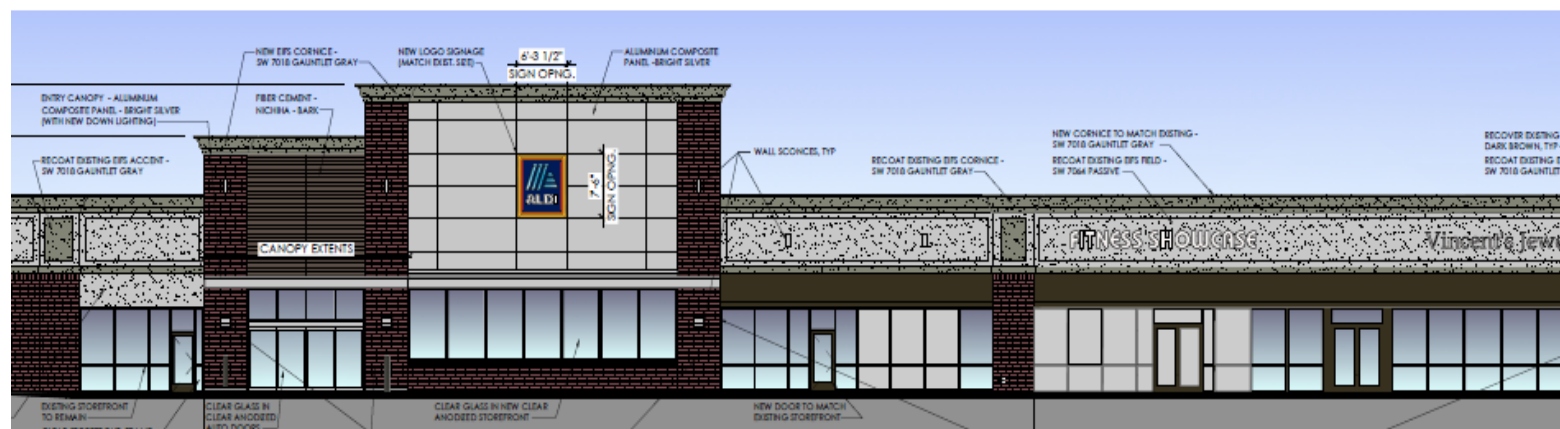
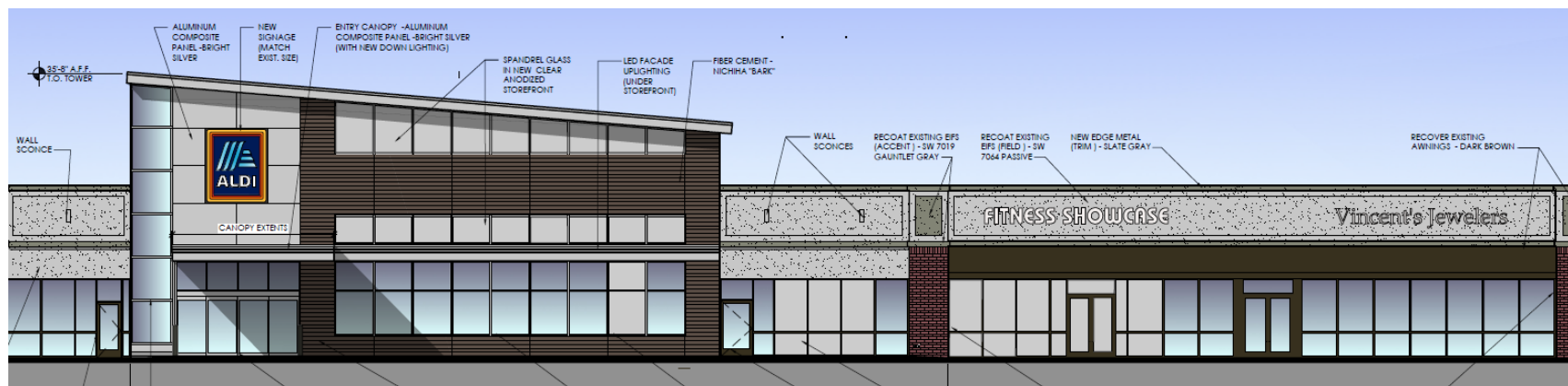
BRDG Park and West Park Office Buildings—(Proposed)

## CURRENT DEVELOPMENT ACTIVITY



Santino Court Residential Development (Under Construction)

# CURRENT DEVELOPMENT ACTIVITY



Aldi's Renovation, Currently under Planning and Zoning Commission Review

## CURRENT DEVELOPMENT ACTIVITY



New Restaurants: Gioia's Deli, Poke Munch, Freddy's, Panda Express, Garbanzo, Nudo House, Cobalt Smoke and Salt, Strange Donuts, The Dapper Doughnut, Café Coeur, Chicken Salad Chick

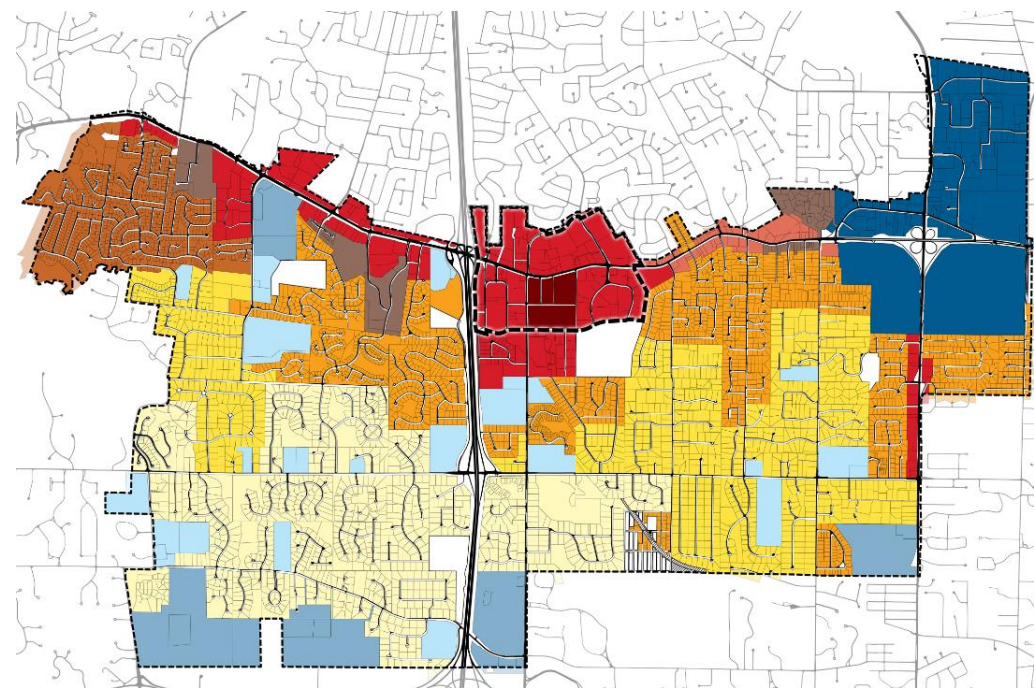
## 39 NORTH INITIATIVES

- Old Olive Great Streets Plan. Final Draft Complete
- Olive/Lindbergh Interchange. Design Work Underway. Slated to begin construction 2020.
- 39 North Greenways. Study in process
- Marketing/Branding.



## COMPREHENSIVE PLAN: CREVE COEUR 2030

- Served as an update to the City's earlier Comprehensive Plan adopted in April 2002.
- Process began in September 2015—adopted by P&Z in March 2017.
- Based on a theme of place-making with the following commercial place types identified:
  - Mixed-Use Innovation Campus District—39 North
  - Lindbergh Corridor
  - Downtown and Central Business District
  - East Olive Corridor
  - West Olive Corridor



Community Place Types Map

## EAST OLIVE CORRIDOR—GENERAL BOUNDARIES



## EAST OLIVE CORRIDOR—EXISTING CONDITIONS

### ■ Existing Conditions

- Some redevelopment has occurred over last 10 years
- Several aging/underutilized commercial buildings remain
- Presence of outdated single family homes along busy corridor
- Mix of zoning districts in short distance: single family residential, general commercial, core business commercial

### ■ Constraints

- Small lots and shallow lot depths
- Topography
- Immediate adjacency to established residential neighborhoods with strong opposition to development
- Mixed of zoning districts along corridor—zoning constraints for parking, landscaping and buffering
- Unclear expectations for redevelopment—City→ Residents→ Developers

## EAST OLIVE CORRIDOR EXISTING CONDITIONS—RECENT DEVELOPMENTS



Walgreen's 10941 Olive Blvd. (Built 2011)



Scotsman Coin and Jewelry 11005 Olive Blvd. (Built 2015)

## EAST OLIVE CORRIDOR EXISTING CONDITIONS—RECENT DEVELOPMENTS



The Goddard School | 11222 Olive Blvd. (Built 2014)



Total Access U.C. 10923 Olive Blvd. ( Built 2017)

## EAST OLIVE CORRIDOR EXISTING CONDITIONS—COMMERCIAL



St. Vincent dePaul Thrift Store | 105 Olive Blvd.



Olive and Graeser Shopping Center

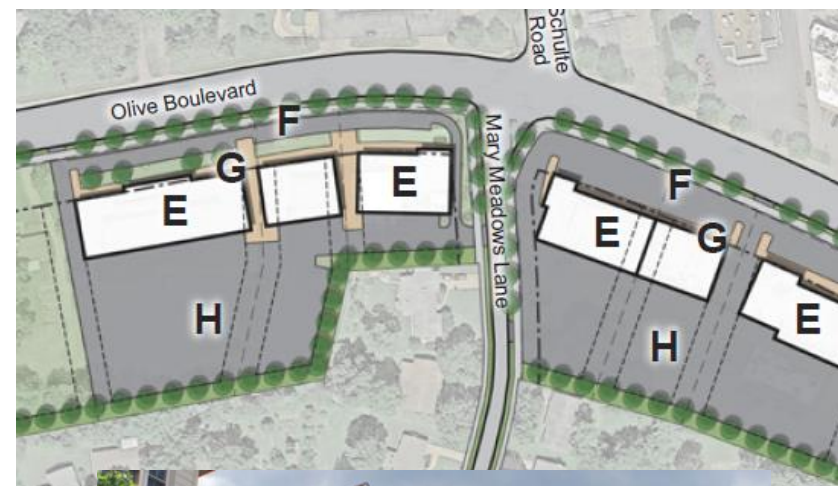
## EAST OLIVE CORRIDOR EXISTING CONDITIONS—SINGLE FAMILY RESIDENTIAL



Between Deaver and Larkin Avenues

## CREVE COEUR 2030: EAST OLIVE CORRIDOR KEY RECOMMENDATIONS

- Maintain low-medium density commercial development
- Focus on neighborhood-type services and uses
- Introduce some forms of residential development
- Prioritize consistent building frontages on Olive with some parking in front but discourage large areas of parking facing the street.
- Encourage pedestrian-friendly site development with amenities
- Well-landscaped frontages and architectural standards



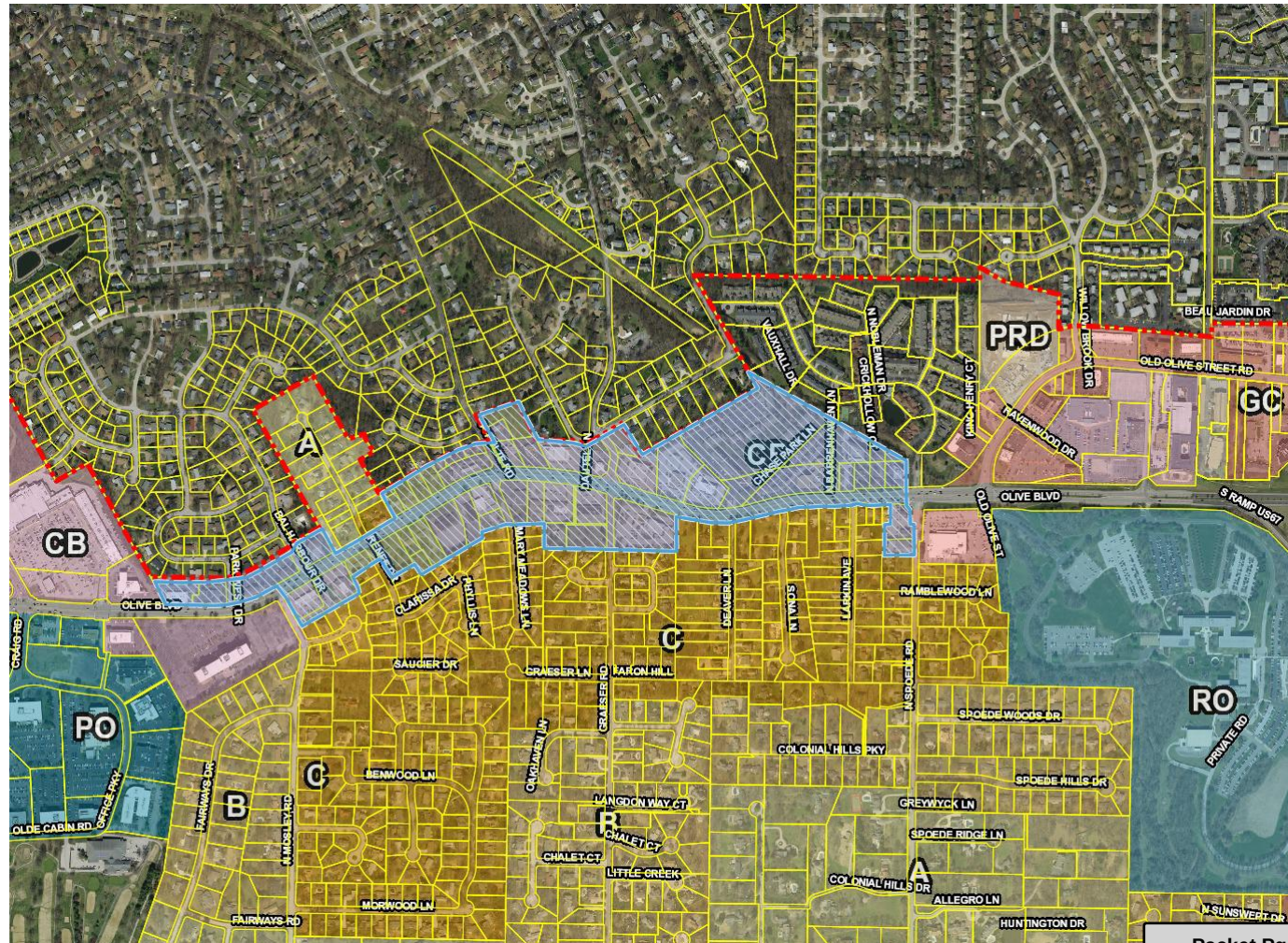
## ZONING CODE UPDATES FOR EAST OLIVE CORRIDOR—KEY ELEMENTS UNDER CONSIDERATION

- Establish New Zoning District for the corridor: NC—Neighborhood Commercial District
- Update allowable uses
  - Remove incompatible uses and allow new uses
  - Incorporate some forms of residential as allowable uses
  - Revisit drive through regulations?
- Update development standards
- Future steps: Landscape Guide and Architectural Design Guidelines

# ZONING CODE UPDATES FOR EAST OLIVE CORRIDOR—KEY ELEMENTS UNDER CONSIDERATION

## Boundaries of NC-Neighborhood Commercial District

> Olive Blvd. from Mosley Rd to Spoede Road



# ZONING CODE UPDATES FOR EAST OLIVE CORRIDOR—KEY ELEMENTS UNDER CONSIDERATION

## ■ Uses

- Focus on uses that are smaller and less intense. Similar to what's allowed currently within GC-General Commercial District but with notable exceptions:
  - Eliminate big box uses such as movie theaters, supercenters, wholesale clubs
  - Hotels
  - New car dealers
- Allow attached townhomes at up to 12 units per acre and multi-family up to 20 units per acre
- Revisit restaurant drive through regulations?

# ZONING CODE UPDATES FOR EAST OLIVE CORRIDOR—KEY ELEMENTS UNDER CONSIDERATION

## ■ **Proposed Development Standards**

### ■ Setbacks

- Current: Olive Boulevard 40 feet setback from the centerline of street plus the permitted setback distance established in the zoning district. CB-District maximum 80 feet, GC District minimum of 50-feet if parking in front.
- Proposed: Provide consistent setbacks fronting Olive—80-feet up to a max of 90-feet

### ■ Buffering (adjacent to residential)

- Current: Minimum of 20-feet up to 40-feet based on site size plus screening devices
- Proposed: Fixed buffer yard of 20-feet plus min. 8-foot high fencing and landscaping.

### ■ Building Height

- Existing: 3 stories or 45' in height
- Proposed: Max of 3-stories or 45' in height

### ■ Site Coverage Bonus—New Criteria

- Current: 63% up to 70% with site coverage bonus
- Proposed: Base site coverage of 50% up to 70% with a site coverage bonus. Encourage sustainable site development practices

## ZONING CODE UPDATES FOR EAST OLIVE CORRIDOR—KEY ELEMENTS UNDER CONSIDERATION

- **Landscape and Architectural Design Standards**
  - Develop basic architectural guidelines for corridor.
  - Require minimum number of shrubs and street trees based on frontage. Develop additional landscaping criteria focusing on buffers and frontages

## NEXT STEPS

- **Zoning Code Updates:**
  - Present revisions to Planning and Zoning Commission
  - Conduct public hearings
  - P&Z Recommendation
  - City Council final approval
  
- **Upcoming Roundtable Meetings**

- Thank you for attending!
- Questions?

BILL NO. 5514ORDINANCE NO. 5400

**AN ORDINANCE AMENDING SECTION 405.470, CONDITIONAL USES, OF THE CREVE COEUR ZONING ORDINANCE TO ALLOW FOR DRIVE-THRU RESTAURANTS ON SITES OF TWO OR MORE ACRES WITH CERTAIN REQUIREMENTS, AND TO CORRECT A CLERICAL ERROR.**

**WHEREAS**, an application by the City of Creve Coeur was submitted for an amendment to Section 405.470(14) Conditional Uses, of the Creve Coeur Zoning Ordinance to allow for drive-thru restaurant services on sites of two acres or more; and,

**WHEREAS**, the Planning and Zoning Commission of the City of Creve Coeur, Missouri has recognized the need for amendments to such regulations in the City Code of Ordinances as set forth herein, to more effectively implement the goals of the Comprehensive Plan and the purposes of the Zoning Code; and,

**WHEREAS**, the Planning and Zoning Commission of the City of Creve Coeur, Missouri, held a public hearing thereon at the Creve Coeur Government Center on Monday, April 21, 2014, beginning at 7:00 p.m., or immediately following the close of the previous public hearing; and,

**WHEREAS**, the Planning and Zoning Commission reviewed and, by a vote of 7-0 recommended approval of the subject amendments at its meeting on Monday, September 15, 2014; and,

**WHEREAS**, notice of said public hearing had previously been published at least 15 days prior to the hearing in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur and otherwise posted and published in accordance with the Zoning Ordinance; and,

**WHEREAS**, all persons who presented themselves at said meeting and desiring to be heard were given an opportunity to be heard and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the City Council; and the Bill was read by title in open meeting two times before final passage by the City Council; and,

**WHEREAS**, the City Council being fully informed finds that amending the City Code of Ordinances would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest.

**NOW, THEREFORE**, be it ordained by the City Council of the City of Creve Coeur, Missouri as follows:

**SECTION 1:** Section 405.470(8) shall be amended to read as follows:

**SECTION 405.470: CONDITIONAL USES**

8. All drive-through and drive-in sales of goods or services including freestanding drive-in banking facilities (not including restaurants) (CC-442100) (conditional use in the "PC", "GC" and "CB" districts).
  - a. Shall provide space for at least three (3) cars per drive-up window or station.
  - b. Shall provide landscaping to screen the view of drive-up waiting spaces from surrounding properties.
  - c. Drive-up window access, waiting spaces and egress shall not interfere with site circulation or be hazardous to motorists entering, exiting or passing by the site.

BILL NO. 5514ORDINANCE NO. 5400

SECTION 2: Section 405.470(14) shall be amended to read as follows:

## SECTION 405.470: CONDITIONAL USES

14. Food services and drinking places--(NAICS 722). Shall be located on sites of not less than two (2) acres with the following exceptions and conditions:

- (a) The acreage requirement does not apply to restaurants without drive-thru services within the "GC" District;
- (b) The acreage requirement does not apply to restaurants without drive-thru services in the "CB", "PO", "PC" and "LI" Districts that are located within a retail or office building, provided that such restaurants do not collectively occupy more than forty percent (40%) of the building square footage;
- (c) Drive-thru services on sites in the "MX," "GC," "CB," "PO," "PC," and "LI" Districts that abut residential uses are subject to the following:
  - (1) Drive-thru facilities shall be limited to one restaurant with no more than two service windows, two order facilities and two designated stacking lanes which shall all be located on the rear or one end of a multi-tenant retail building having a continuous structure frontage of at least two hundred feet (200'). Such frontage may include one passage way or arcade (not open on the sides).
  - (2) The drive-thru order facility and service window shall only be on or adjacent to a wall not facing a street, unless otherwise approved, and shall be completely screened from the ground floor level of adjacent residences with a property line wholly or partially within 200 feet of either the order facility or the service window by means of a solid barrier or topographic change. Vegetation cannot be used to meet this requirement but may be needed to address aesthetic concerns.
  - (3) The drive-thru restaurant shall have no less than two thousand four hundred (2,400) square feet of gross floor area (area under roof) and a minimum of 55 indoor seats for customers.
  - (4) The drive-thru order facility and service window shall be no less than 50 feet from any property line of any residential use.
  - (5) The designated stacking lane shall be no less than 190 feet long (approximately 10 cars), excluding the space being served by the window, which shall be no less than nine feet wide by nineteen feet long. The lane shall, at a minimum, provide for vehicular escape prior to the point of the facility order board, which escape route can be shared with the general parking lot circulation.
  - (6) The entrance to the designated stacking lane shall be no less than 50 feet from the nearest point on the property line across the nearest vehicular entrance.
  - (7) The designated stacking lane shall not cross between the building and principal street frontage.
  - (8) A traffic study shall be submitted by the applicant that demonstrates, to the satisfaction of the City, that the required drive-thru facilities shall not interfere with site circulation or be hazardous to motorists or pedestrians entering, exiting or passing by the site.

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- (9) The order facility shall utilize automatic volume control which adjusts outbound volume based on the outdoor ambient noise level.
- (10) An acoustical study shall be submitted demonstrating that the order facility and service windows will not produce sounds exceeding 60dB as measured at any property line abutting a residential use, up to a height of eight feet above ground at the property line and demonstrating that the order facility and service windows will not increase ambient sound levels at other property lines above the average Monday to Friday midday level.

(d)

Drive-thru services on sites in the "MX," "GC," "CB," "PO," "PC," and "LI" Districts that only abut non-residential uses are subject to the following:

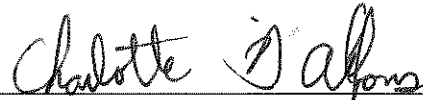
- (1) Drive-thru facilities shall be limited to one restaurant with no more than two service windows, two order facilities and two designated stacking lanes in a coordinated development located on one or more lots totaling three or more acres, with shared access and two or more buildings, one of which shall have a continuous structure frontage of at least two hundred feet (200'). Such frontage may include one passage way or arcade (not open on the sides). All buildings shall be designed with similar use of materials and design elements such that the buildings are aesthetically complimentary to each other.
- (2) The drive-thru order facility and service window shall only be on or adjacent to a wall not facing a street, unless otherwise approved.
- (3) The drive-thru restaurant shall have pedestrian-oriented landscape adjacent to the building equivalent in area to 50% of the gross floor area of the entire restaurant use (area under roof).
- (4) If the drive-thru restaurant is free-standing, an 8-foot wide planted landscape strip shall be adjacent to at least two other sides of the building, exclusive of the pedestrian area.
- (5) If the drive-thru restaurant is free-standing, it shall have no less than 2,500 square feet of gross floor area (area under roof) and a minimum of 55 indoor seats for customers.
- (6) Any service areas including, but not limited to, trash receptacles, compactors, transformers, outdoor cooking or refrigeration equipment and utility connections, must be fully enclosed. Such enclosures shall appear as a part of the restaurant building to the maximum extent as found to be practicable by the City.
- (7) The designated stacking lane shall be no less than 190 feet long (approximately 10 cars), excluding the space being served by the window, which shall be no less than nine feet wide by nineteen feet long. The lane shall, at a minimum, provide for vehicular escape prior to the point of the facility order board, which escape route can be shared with the general parking lot circulation.
- (8) The entrance to the designated stacking lane shall be no less than 50 feet from the nearest point on the property line across the nearest vehicular entrance.

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- (9) The designated stacking lane shall not cross between the building and principal street frontage.
  - (10) A traffic study shall be submitted by the applicant that demonstrates, to the satisfaction of the City, that the required drive-thru facilities shall not interfere with site circulation or be hazardous to motorists or pedestrians entering, exiting or passing by the site.
  - (11) The order facility shall utilize automatic volume control which adjusts outbound volume based on the outdoor ambient noise level.
  - (12) An acoustical study shall be submitted demonstrating that the order facility and service windows will not increase ambient sound levels at the property lines above the average Monday to Friday midday level.
- (e) "Drive-thru" shall mean service to on-premises patrons who do not enter the restaurant/patio area, but rather receive service through a drive-up window.

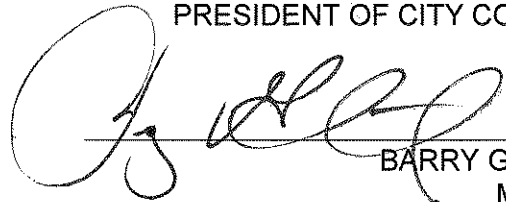
**SECTION 3:** This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS 10th DAY OF November, 2014.



CHARLOTTE D'ALFONSO  
PRESIDENT OF CITY COUNCIL

APPROVED THIS 10<sup>th</sup> DAY OF November, 2014.



BARRY GLANTZ  
MAYOR

ATTEST:



DEBORAH RYAN, MPCC  
CITY CLERK

