



AGENDA
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, NOVEMBER 7, 2016
6:30 PM

Pursuant to Section 610.022 RSMO, the Planning and Zoning Commission 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.

Reports, documents, plans, and related materials are available for examination at the Creve Coeur Government Center, 300 North New Ballas Road, prior to the meeting.

Special disabled service may be arranged by contacting the Office of the City Administrator in advance.

CALL TO ORDER

ROLL CALL

Ms. Beth Kistner (Chair)
Mr. Tim Carney
Ms. Muriel Hall
Mr. Don Magruder
Mr. Gene Rovak
Ms. Heather Silverman
Mr. Matthew Schuh
Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, Director of Community Development
Ms. Whitney Kelly, City Planner
Ms. Jessica Stutte, Planning Assistant/Recording Secretary

ACCEPTANCE OF THE AGENDA

APPROVAL OF MINUTES

- 1. 10-20-2016 Comp Plan Public Hearing Meeting Minutes**
- 2. 10-17-2016 P& Z Draft Meeting Minutes**

PUBLIC COMMENT

An opportunity for members of the public to address the Planning and Zoning Commission regarding issues or concerns not already on the agenda for this meeting. Those wishing to speak will be asked to limit comments to three minutes and to complete a speaker card.

UNFINISHED BUSINESS

1. **PUBLIC HEARING. Application #16-028 Comprehensive Plan Update Adoption**

NEW BUSINESS

WORK AGENDA

DEPARTMENT REPORTS

1. Director of Community Development
2. City Attorney

ADJOURNMENT

Posted: _____

Jason W. Jaggi
Director of Community Development



CITY OF CREVE COEUR
PLANNING & ZONING COMMISSION
SPECIAL MEETING MINUTES

COMPREHENSIVE PLAN
DRAFT UPDATE I

GOVERNMENT CENTER
COUNCIL CHAMBERS
300 NORTH NEW BALLAS ROAD
OCTOBER 20, 2016
6:30 PM

Call to Order

Chair Beth Kistner called the meeting to order at 6:30 p.m. by welcoming the public to the Commission meeting.

Roll Call

The following members were in attendance in addition to the chairperson: Mr. Tim Carney, Ms. Muriel Hall, Mr. Don Magruder, Mr. Gene Rovak, and Ms. Heather Silverman.

Creve Coeur Staff present: City Attorney Carl Lumley, Director of Community Development Jason Jaggi, City Planner Whitney Kelly, and Planning Assistant Jessica Stutte.

Acceptance of the Agenda

On motion by Mr. Magruder, seconded by Mr. Carney the agenda was unanimously approved.

Approval of Minutes

None

Public Comment

None

New Business

Chair Beth Kistner opened the public hearing and gave a few introductory remarks. All who intended to testify were sworn in by the court reporter, then Ms. Kistner next asked Tim Breihan with H3 Studio provide his opening comments.

1. Public Hearing Application #16-028 Comprehensive Plan Update Adoption

Mr. Breihan went over Chapter 1 of the draft plan. He covered the objectives of the Comprehensive Plan and how they tie into the current plan. He said the plan was written to achieve the vision statement.

He spoke to the purpose and how the plan will be used.

He told how the plan was a product of community engagement process with the community, staff, other boards and commissions, residents, businesses and other stakeholders,

Mr. Breihan said the document covers:

Creve Coeur today

Plan objections and strategies

Plan recommendations

Implementation

Maps

Special Planning & Zoning Meeting
October 20, 2016

He said the summary contains key community issues and priorities to eliminate any misperception of ranking.

He then asked for questions from the commission.

Ms. Kistner suggested removing the numbers from the priorities.

Ms. Kistner pointed out that it would be good to see a date range for the stakeholder sessions, so that people could see they didn't end in Nov 2015.

There were no public comments on chapter 1.

Mr. Breihan continued with Chapter 2, which started with demographic trends, retail supply and demand. He said that unmet retail demand exists and new businesses should maximize user experience. He spoke to jobs and placement in Creve Coeur.

He pointed out that currently the city has 14 zoning districts and that the city is built out at 2/3 what is theoretically permitted in terms of lot coverage.

He showed how the park to person ratio is a little under the national ratio. Mr. Breihan said one challenge moving forward is making those green assets more accessible.

Mr. Breihan pointed out that traffic management could help with flow and congestion.

Mr. Breihan said Creve Coeur is the only municipality in St. Louis to have a phase 1 & 2 sustainability action plan and that should be a point of pride.

He moved on to talk about the potential growth demographics in Creve Coeur, which are mainly baby boomers and millennials.

In closing on Chapter 2 he said the growth projection is flat and that in order to prosper the City must embrace the concept of creating an even better community in which to live work & play.

Ms. Kistner said she had a comment regarding slight differences in the tables on population due to multiple sources and said that she finds the differences distracting.

Ms. Silverman said she wanted to know how "young people" are being defined

Mr. Breihan said 'young people' are defined as under 25 and those who are just starting careers.

Mr. Carney asked if non-family households are singles.

Mr. Breihan responded they were.

There were no public comments on chapter 2.

Mr. Breihan then moved on to Chapter 3 objectives and strategies.

Mr. Breihan went through the Goals and statements and summarized strategies.

He continued by saying that many of the strategies had not changed since the June 6th meeting and that strategies that were redundant or were outside of the city's control were eliminated, combined or reworded.

He said that some strategies in Goal 5 regarding Parks and Open space & Environment had been clarified, and some strategies were impacted by recommendations by comment and were beneficial to change.

Special Planning & Zoning Meeting
October 20, 2016

Ms. Hall asked about strategy 3.4 for regional transportation to Olive.

Mr. Breihan said that would include enhanced or additional transit stops or stops along the corridor.

Ms. Kistner suggested adding more about working collaboratively.

Mr. Jaggi agreed it could be altered to be less ambiguous.

Ms. Kistner asked about 18/7 and wanted to know if that was like 24/7.

Mr. Breihan said it was, and that 18/7 was a lower level of activity.

Ms. Kistner asked about historic properties and if there was a list of designated properties.

Mr. Breihan said it may be useful to state them by name.

Mr. Jaggi said we can advocate for them to remain, but right now they don't have an ordinance that allows them to be governed. He pointed out one neighborhood that is recognized as historic has nothing publicly enforceable to keep it from being altered without an ordinance.

Ms. Kistner said that they should be preserved.

Mr. Jaggi said some churches do fall into the architecturally significant category from a historic perspective. But we don't have the regulatory ability to say it can't be changed or demolished.

Mr. Magruder asked how they qualify to be historic.

Mr. Jaggi said there are national criteria buildings must meet, and historical surveys must be submitted

Mr. Magruder said it has to be initiated.

Mr. Jaggi said he is correct.

Ms. Kistner said she is worried about a statement like that without having the ability to regulate.

Ms. Silverman said the wording seems to be stronger than what she is hearing is allowed.

Mr. Jaggi said they could reexamine and present a revision at it the next meeting

Ms. Kistner said strategy 2.1 and 2.3 are redundant.

Mr. Breihan said they could be consolidated.

Ms. Kistner said regarding strategy 4.2, she would like to have trash services added. Also she would like to add in strategy 4.4 something regarding administrative operations as they are vital to the strength of the city.

Mr. Rovak asked if administrative should be broken down and explained.

Ms. Kistner said she would like the recognition for the police.

Mr. Rovak said the distinction would be nice.

Special Planning & Zoning Meeting
October 20, 2016

Mr. Jaggi said Creve Coeur has a reputation for both police and administration for a high standard of service.

Ms. Kistner said strategy 6.1 is similar to 5.1 and asked if there was a reason.

Mr. Breihan said it is intentional. They will get further into it at the next meeting, but that trails should be both recreational and functional.

Ms. Silverman said they seem related, but separate and you can see that by the goal they are under.

Mr. Breihan said in strategy 5.1 the network deals more with parks and open spaces connections, than alternative transportation in strategy 6.1.

Mr. Carney said he would like to see something that encourages safety for pedestrians.

Mr. Breihan said 6.11 covers that and suggested putting it all in one strategy.

Mr. Jaggi said strategies need to not get lengthy.

Ms. Kistner said safety alone is not a bad idea.

Mr. Breihan proposed moving safety to be 6.2.

Ms. Kistner said in regards to strategy 6.9 she thought traffic studies had been done.

Mr. Jaggi said if they were done, they were not made aware of studies.

Ms. Kistner thought a study had been done 10 years ago.

Mr. Magruder said something was in place prior, but was not sure it had been followed through.

Mr. Carney wanted to know about the ratio regarding strategy 7.6.

Mr. Breihan said they didn't want to be too specific and it could include a variety of forms and additional discussion should probably take place.

Mr. Jaggi said the plan already states that the city is under ratio regarding national standards. However, consideration should be taken what the ratio should be given that there are nearby accessible parks.

Mr. Rovak said strategy 7.7 could be a little bit stronger.

Mr. Breihan pointed out that language could be made more specific and added in.

Ms. Kistner asked if Mr. Martin wanted to speak.

Mr. Martin of Creve Coeur Plaza said the city is in transition and the demographics are changing. He said the Comprehensive Plan is excellent so far. He said they had made comments to various people in the city. He said Mr. Breihan has done a good job. However, he said this plan encourages retail to be pushed to the lot line. Mr. Martin said he is concerned about moving the lot line in the CBD. He said retail is going through transition and market restrictions are unknown. He mentioned demographics and how the change will impact the city for years to come. He said that Creve Coeur does not have the same demographics as places like Kirkwood. He said they want to see the city thrive.

Special Planning & Zoning Meeting
October 20, 2016

Mr. Harris of Ward 1 said he was pleased to see that many of Judy Campbell's ideas of were added to the plan. He said he was pleased to see that one persons' voice made a difference.

Abby Schaberg of Questover subdivisions handed out a map. She said the apartments south of Westgate shopping area would be better designated as multi-family that would and be more consistent with that area of Creve Coeur. The subdivisions have a history of litigation with the city in regard to development and changing the zoning designation would avoid more of that.

Mr. Breihan pointed out where the map could be found in the draft. He said it could be found on page 55 and in other places as well.

Mr. Plunkett of Ward I asked how he could get a copy of the draft.

Ms. Kelly gave him hers.

Adjournment

There being no further business to come before the Planning and Zoning Commission, upon motion being made and duly seconded, the public hearing was recessed until November 7, 2016 and the meeting was adjourned at 7:35 P.M.

Beth Kistner, Chairman

Jessica Stutte, Recording Secretary



CITY OF CREVE COEUR
PLANNING & ZONING COMMISSION
MEETING MINUTES
MONDAY OCTOBER 17, 2016
6:30 PM

A regular meeting of the Planning and Zoning Commission of the City of Creve Coeur, Missouri was held on Monday October 17, 2016, at the Creve Coeur Government Center, 300 North New Ballas Road. Chairman Beth Kistner called the meeting to order at 6:30P.M.

MEMBERS PRESENT:

Ms. Beth Kistner (Chair)
Mr. Tim Carney
Ms. Murial Hall
Mr. Don Magruder
Mr. Gene Rovak
Ms. Heather Silverman
Mr. Matthew Schuh

OTHERS PRESENT: *Mr. Carl Lumley, City Attorney*
Mr. Jason Jaggi, Director of Community Development
Ms. Whitney Kelly, City Planner
Ms. Jessica Stutte, Recording Secretary

2. ACCEPTANCE OF THE AGENDA

Ms. Kistner suggested to move Application #16-027 to be first on the agenda. Mr. Rovak moved to accept the agenda, as revised. Motion seconded by Mr. Magruder and unanimously approved.

3. APPROVAL OF MINUTES

Ms. Silverman moved approval of the minutes of September 6, 2016, as submitted. Mr. Magruder seconded the motion, which carried unanimously.

4. PUBLIC COMMENT

None

5. NEW BUSINESS

Public Hearing

1. Application #16-027 Conditional Use Permit for Vero Pasto Fulfillment Center at 10640 Gateway Boulevard

Applicant: Katie Lee Collier
10650 Gateway Blvd
Creve Coeur Mo 63141

Katie Collier of Vero Pasto introduced herself and spoke to her plans for the non- retail site.

Ms. Kelly said the draft shows they can build out according to the proposed ordinance.

Ms. Kistner asked if there were any questions.

There being no further comments, City Attorney, Mr. Carl Lumley, presented the exhibits and the public hearing was closed.

Ms. Silverman made a motion to recommend approval subject to the conditions contained in the draft ordinance. Mr. Rovak seconded.

Mr. Schuh- aye Ms. Hall-aye Mr. Carney- aye Mr. Rovak-aye
Ms. Silverman-aye Mr. Magruder-aye Chair, Ms. Kistner-aye

All in favor, motion passed.

The matter will come before City Council on October 24, 2016

6. UNFINISHED BUSINESS

1. Application #16-023: Minor Site Development Plan Approval for Davita Parking Expansion at 400 N. Lindbergh Blvd.

Applicant: Keith Kistis
10403 Baur Boulevard, Suite A
St. Louis MO 63141

Mr. Stock of Stock and Associates gave a history of the building and showed the existing conditions. He said the goal is to provide more parking and a safer lot by adding parking on the north side which increases the lot from 28 to 36 spaces.

He said the trash enclosure will be moved and the current space turned to green space.

The drive to the north will be widened 2 feet. City regulation won't allow an increase of more than 5,000 sq. feet without more extensive proceedings.

The closest the driveway gets to the rear of the property is 40 feet.

Mr. Stock said two studies have been done to determine the mobility of the truck.

He continued by saying there is generally a low volume exit only.

Mr. Stock said Davita had been given clearance from utilities to move the drive. The deliveries happen once a week, with the exception being trash pickup which is 6 days a week.

Mr. Stock said the landscaping will include irrigation and native plants. He said they are familiar with the staff report and conditions and agree with it. The only thing they don't think is necessary it to increase a shield in the east. He said the topography changes and as a result headlights are low and there is heavy forestation which will provide sufficient screening.

Ms. Kistner asked if the additional parking spaces were really needed.

Mr. Stock said it is during the day, especially when patients are in transition the lot traffic gets heavy.

Ms. Kistner asked if they expected to have an increase in volume.

Mr. Kistis said they are at the same capacity.

Ms. Silverman asked if it can increase.

Mr. Kistis said capacity is dictated by the machines.

Ms. Silverman asked how many spaces the lot would increase by.

Mr. Stock replied it would increase by an addition of 8 spaces.

Mr. Kistis said the lot improvement would allow emergency vehicles.

Ms. Kistner asked about the two-way of the lot.

Mr. Stock explained vehicles entering from Lindbergh can pull into a point.

Ms. Kistner asked what would stop people from going the wrong way.

Mr. Stock said they would add striping and signs.

Mr. Rovak asked about conditioning the approval to limit capacity.

Mr. Jaggi said this is not is a CUP because the use is permitted.

Mr. Stock said they can't go much beyond where they are now because of the limit on coverage.

Mr. Magruder asked what the need is to exit on Tealbrook.

Mr. Stock said it's an access management issue. Allowing vehicles to go south is a benefit.

Mr. Carney asked about additional lighting.

Mr. Stock said they didn't plan to put any additional lights.

Mr. Kistis said they may need lights around the trash enclosure.

Ms. Maue, a Tealbrook trustee, said the Tealbrook subdivision owns the property. She contested whether the lot needs additional parking spots. She said found the easement agreement from 1963 from the recorder of deeds. She said the easement was not a conveyance of ownership. She said they recently had the property surveyed and the property line is to the north of the cedar trees. She maintained Davita does not have the right to cross or take their private property to access the right of way. Nor does MODOT have the right to grant an additional easement.

Ms. Maue continued that the need for additional parking is not there as they have admitted they are at capacity. She said the current lot is ideal for transport patients. Ms. Maue read from staff report and the Comprehensive Plan 2013 under review. She said there was no mention of the Comprehensive Plan protecting residents from non-residential uses, or the design guidelines. She said it was inappropriate to use the original application and to use the future version of the Comprehensive Plan. She said Mr. Kistis is going through a lot of trouble for 6 parking spaces. She asked the Planning and Zoning Commission to deny the application and requested if it is approved by Planning & Zoning that is also go before City Council.

Mr. Jaggi said because it is a minor site plan it stops with P&Z.

Mr. Lumley said he just received the easement documentation and that the parties need to work it out themselves or in court. The city cannot resolve a property rights dispute. He asked if they had talked to MoDOT.

Ms. Silverman asked Mr. Lumley if they could determine anything at this point.

Mr. Lumley said if the residents are correct, they could not move forward.

Mr. Nash said he talked to MODOT about the property today. Mr. Nash said MODOT told him Davita could not build across the easement if it was owned by Tealbrook without an easement first from Tealbrook.

Ms. Shepperd said the truck size is incorrect. She said it is 62 feet not 40 feet. She said she didn't know how they would plant trees at an angle. She said they would like a resolution in their favor.

Mr. Martin said he supports his neighbors. He said the numbers they are requesting don't match with their actual needs. He suggested Davita wants to make an arrangement with the lot next door to help with overflow.

Mr. Han said he supports his neighbors. He said the ramp is dangerous. Many people do whatever they want at that intersection and it is scary and dangerous. An additional exit onto Tealbrook would only add to the chaos. He implored the Commission to think of resident safety.

Mr. Mere said they experience all kinds of congestion due to traffic on Lindbergh. He said Ms. Maue's point of the easement in question brings things to a halt.

Ms. Kistner asked if Mr. Stock was aware of the easement in question.

Mr. Stock said they need to get confirmation from MODOT. If MODOT doesn't have the right to issue a permit, they can't move forward. He said they needed to do some research. He asked the Commission continue the matter so they could determine who owned the easement.

Ms. Kistner said this was the first of many issues.

A motion to continue to the next meeting was made by Mr. Rovak, Mr. Magruder seconded.

Mr. Magruder-aye Ms. Silverman-aye Mr. Rovak- aye Mr. Carney-aye
Ms. Hall-aye Mr. Schuh - aye Chairman Ms. Kistner- aye

7. WORK AGENDA

None

8. DEPARTMENT REPORTS

Mr. Jaggi said there were copies of the Comprehensive Plan for their use. He said the next two meetings they would review the Comprehensive Plan.

9. ADJOURNMENT

There being no further business to come before the Planning and Zoning Commission, upon motion being made and duly seconded, the meeting was adjourned at 7:30 P.M.

Beth Kistner, Chairman

Jessica Stutte, Recording Secretary



city of

CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
 (314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #16-028 FOR THE REVIEW AND ADOPTION OF THE DRAFT COMPREHENSIVE PLAN UPDATE, *CREVE COEUR 2030*

FOR THE MEETING OF: November 7, 2016

LOCATION: City-wide

REQUEST: An application for review and approval of the draft Comprehensive Plan Update for the City of Creve Coeur, *Creve Coeur 2030*, prepared by H3 Studio based upon multiple public workshops and various stakeholder sessions, to provide guidance on future development throughout the City for the next 15-20 years.

ADDITIONAL INFORMATION: The Planning and Zoning Commission is in the process of reviewing the proposed draft plan for approval and adoption at a series of three (3) public hearings. The first public hearing was held on October 20, 2016. This staff report is written for the November 7, 2016 meeting which will focus on Sections 4-5.

APPLICANT: Jason Jaggi
 Director of Community Development
 City of Creve Coeur
 300 North New Ballas Road
 Creve Coeur, MO 63141

REPORT PREPARED BY:

Jason W. Jaggi, AICP, Director of Community Development

ATTACHMENTS: 1. Draft Comprehensive Plan, *Creve Coeur 2030*, prepared by H3 Studio dated September 2016
 2. Memorandum of Revisions from the October 20, 2016 meeting prepared by H3 Studio
 3. Citizen comments received

State Regulations:

- The comprehensive plan is a critical basis for local zoning regulations. It is exclusively developed and adopted by the planning commission. (89.340-89.370)
- Zoning regulations must be made in accordance with a comprehensive plan. (89.040). The plan is considered to only be a guide and not enforceable independent of the zoning ordinance.

Zoning Code References

- Section 405.1030:
 Planning and Zoning
 Commission

BACKGROUND

The Planning and Zoning Commission held a public hearing to review the Draft Comprehensive Plan and solicit input from the public at a Special Meeting on Thursday, October 20, 2016. The Commission focused on Chapters 1-3 during this meeting which was led by the City's planning consultant, H3 Studio. The Commission continued the public hearing to the November 7, 2016 meeting, where Chapters 4 and 5 will be reviewed.

Attached to this staff report is a memorandum from H3 Studio detailing the changes that were made to the draft as requested by the Commission for Chapters 1-3. The consultant and staff will review the changes with the Commission at the beginning of the meeting for acceptance.

Also attached to this report are the comments that have been received since the last meeting. Included are the comments from Messrs. Martin and Hilton that were distributed to the Commission at the October 20th meeting. These comments will be reviewed by staff and the consultant at the meeting.

SUMMARY OF CHAPTERS 4 AND 5

Chapter 4 provides the recommendations and is a key element of the Plan. This chapter provides an overview of the Community Place Types which serve as the framework for the plan recommendations. Rather than focus on specific uses with an attendant future land use map, this approach emphasizes the physical character of different parts of the City to create a more cohesive vision. The plan identifies 11 Community Place Type districts based on existing conditions and desired character.

Below is a brief overview of the plan recommendations found in Chapters 4 and 5:

Residential Place Types

There are four (4) single family and multi-family residential place types based upon lot density and other physical characteristics such as common ground areas and connectivity. The key recommendations for the residential place types are to provide enhanced connectivity, and to require additional development standards for replacement housing to provide greater compatibility with the surrounding neighborhood.

Downtown and Central Business District

The Community Center District focuses on the central core of the City. The planning policies for Creve Coeur have long held a desire to develop the area around North New Ballas and Olive Boulevard as the Central Business District which would allow increased densities and require new developments to adhere to a more urban layout. The feedback received from the public workshops continue to support this concept and the market study found in Chapter 2 suggests that cities with walkable, suburban- type downtowns remain attractive to prospective businesses and residents. Feedback received from the development and business community suggests that significant challenges remain in order to bring these concepts to fruition. With this in mind, this plan largely carries these concepts forward; however, it acknowledges that this area will likely develop incrementally over time, rather than a single development. Envisioned in this plan is a traditional downtown bounded by Olive, to the north, North New Ballas to the west, Old Ballas to the south and west surrounded by a Central Business District area that favors increased density and walkability but not in the same form as a traditional Main Street downtown. The plan also suggests an alternative traditional downtown area which would incorporate the Creve Coeur Executive Office park. The golf course scenarios are included should there be a desire to re-

purpose the use of this City owned property in the future. The Commission should review some of these alternatives to determine if they are still viable given the direction of City Council with the planned new police station and renovations to the existing Government Center.

Staff and the consultant will brief the Commission on some the suggested adjustments to the boundaries of the Community Center and Central Business districts at the meeting.

Frontage Plan

The plan includes a mixed-use and commercial frontage concept plan. The frontage plan creates a street hierarchy and sets forth development policies based upon the function and character of commercial streets.

West Olive and Large Commercial Property Recommendations

This section provides the vision and offers recommendations primarily for the West Olive corridor. Key recommendations include the development of specific landscape standards along Olive Boulevard for consistency, provide for outdoor amenities as a component of development and walkability.

East Olive Corridor

This section focuses on the East Olive Corridor which has been the subject of much discussion in the past and has been a significant discussion point with the development of this plan. As presented, this plan identifies the challenges in this area and offers several recommendations to provide a cohesive character in support of high quality, lower density commercial and non-single family residential development.

Plant Sciences Innovation District

This section outlines the vision for this area within the northeast corner of the City to evolve over time to support the expansion of the plant science and technology industries. The area is conterminous with the boundaries of the more-detailed Plant Science and Technology Innovation master plan this is currently underway. The recommendations of this plan are largely consistent with those of objectives that are evolving from the master planning process. When complete, the Plant Science Master plan will need to be adopted by the Planning and Zoning Commission as formal land use policy document.

Lindbergh Boulevard

The Lindbergh Boulevard corridor has challenges are similar to the East Olive corridor; however, there are unique factors and specific recommendations for the Lindbergh Corridor that are discussed in this section.

Campus and Institutional Districts

This section recognizes the many institutional uses that are present in Creve Coeur and the unique challenges they present, especially from a neighborhood compatibility perspective. The key recommendations focus on the acknowledgement that these institutions have unique needs which are different from the single family neighborhoods in which many of them are adjacent to while maintaining reasonable protections from these residential uses.

City-wide Systems

The plan supports a bike-friendly and well-connected City which serve as the basis for City-wide parks, transportation and public art amenities. The plan identifies a general street typology, and concept plans for connectivity throughout the City in form of on-street bikeways and off-street trails. The support for these concepts has been mixed throughout the planning process, particularly as they relate to the anticipated impact on individual properties to carry out these recommendations. It is important to note that the concept plans that are presented in the Comprehensive Plan serve to illustrate an option to achieve greater connectivity throughout the City and are based largely on existing policy documents such as the Creve Coeur Pedestrian Plan. As part of an implementation strategy, the City would need to develop more detailed analysis, which would include additional public input prior to proceeding with any actual construction.

Annexation Potential

As part of the planning process, the consultant evaluated the compatibility of annexing the unincorporated area to the north of the City limits. The Plan provides the rationale for undertaking such an evaluation and also specifically states that much further analysis would be needed, including the willingness of property owners to want to annex into the City.

Implementation Plan

Chapter 5 focuses on the implementation of the strategies and recommendations of the plan as outlined in prior chapters. A key feature of this section is an implementation matrix which unites the various implementation measures with the broader objectives of the plan with the projected timeframe for achieving implementation.

SUMMARY AND CONCLUSION

The two chapters that will be the focus of the meeting represent a significant portion of plan which should be reviewed in detail by the Commission. As was the case at the first meeting, the consultant will review the changes made to Chapters 1-3 that were requested by the Commission at the first public hearing meeting. From there, the consultant will provide an overview of Chapters 4 and 5 for review and comment by the public and the Commission.

ACTION AND MOTION

A draft resolution for adoption of the plan will be prepared at the conclusion of the public hearings and upon final review as directed by the Commission. Since no action will be taken at this meeting, the Commission should continue the public hearing to the November 21, 2016 meeting. The following would be an example motion for this application:

“I move to continue the public hearing on the update to the City’s Comprehensive Plan Application #16-028 to the November 21, 2016, meeting of the Planning and Zoning Commission.”

Memorandum of Revisions

Chapters 1, 2, and 3 – Creve Coeur 2030 Comprehensive Plan Update
Prepared for the City of Creve Coeur by H3 Studio

November 4, 2016

This memo outlines the revisions requested by the City of Creve Coeur Planning & Zoning Commission on Chapters 1, 2, and 3 of the Creve Coeur 2030 Comprehensive Plan Update, as received at Public Hearing #1 on October 20, 2016.

Revisions are referenced by Page number and Paragraph number. The existing text is provided for reference, followed by the revised text. Specific additions and/or revisions to the text are indicated in **bold, underline** text.

Chapter 1 – Introduction & Background

Page 12, Paragraph 6:

Existing:

Follow-Up Stakeholder Focus Group Meetings: During development of the Draft Comprehensive Plan Update, the planning consultant conducted nine (9) follow-up Stakeholder Focus Group Meetings with key stakeholder groups, including elected officials, property owners, the Planning & Zoning Commission, and citizen committee members. The purpose of these meetings was to collect thematic input from stakeholders on particular aspects of the Plan.

Revised:

Follow-Up Stakeholder Focus Group Meetings: During development of the Draft Comprehensive Plan Update, the planning consultant conducted nine (9) follow-up Stakeholder Focus Group Meetings with key stakeholder groups, including elected officials, property owners, the Planning & Zoning Commission, and citizen committee members. **Conducted between April and June, 2016, the** purpose of these meetings was to collect thematic input from stakeholders on particular aspects of the Plan.

Page 12, Paragraph 7

Existing:

Over 170 Creve Coeur residents and over 40 non-resident stakeholders participated in this process, through over 250 individual points of contact. The key Community Issues and Priorities presented below were identified and prioritized by the community and are addressed in the Creve Coeur 2030 Plan.

Revised:

Over 170 Creve Coeur residents and over 40 non-resident stakeholders participated in this process, through over 250 individual points of contact. The key Community Issues and Priorities presented **on the facing page** were identified and prioritized by the community and are addressed in the Creve Coeur 2030 Plan. **The order in which these Issues and Priorities are presented does not represent order of importance.**

Page 13:

The numbers on the ten (10) *Key Community Issues and Priorities* will be removed.

Page 14, Paragraph 5:

Existing:

4. Implementation: The Implementation Plan recommends implementation priorities—including Capital Improvement Plan (CIP) priorities, describes key Early Action Items, and summarizes the various project initiatives in a comprehensive Implementation Action Matrix. (Refer to pages 125-141.)

Revised:

4. Implementation: The Implementation Plan recommends implementation priorities—including Capital Improvement Plan (CIP) priorities—describes key Early Action Items, and summarizes the various project initiatives in a comprehensive Implementation Action Matrix. (Refer to pages 125-141.)

Page 14, Footnote:

The footnote located on page 14 will be moved to page 15.

Chapter 2 – Creve Coeur Today

Page 19, Paragraph 1:

Existing:

Because Census data is current only to 2014, 2014 and 2019 were used as benchmark years for trending the Census and ESRI out to 2030 to compare with State of Missouri projections. State projections vary from Census estimates in that they show population decline while current Census estimates show an increase. Trending ESRI estimates versus the Census for Creve Coeur shows insignificant differences for the city with population growth of only a few hundred people over the time period.

Revised:

Because Census data is current only to 2014, 2014 and 2019 were used as benchmark years for trending the Census out to 2030 to compare with State of Missouri projections. State projections vary from Census estimates in that they show population decline while current Census estimates show an increase.

Page 19:

Remove the row “City of Creve Coeur ESRI Data (Trended from 2019)” from table Figure 2.2.

Page 21, Block Quote:

Existing:

Creating housing & neighborhood opportunities for young people is essential to maintaining future economic viability.

Revised:

Creating housing & neighborhood opportunities for young people under age 35 is essential to maintaining future economic viability.

Page 21, Paragraph 3:

Existing:

Current retail development, however, is now focusing on walkable aggregations of retail that do not depend on department store anchors, but rather include entertainment; restaurants, pubs, and coffee shops; outdoor plazas with fountains and art; and main street types of retail in a main street format. If these uses are included in a city center with added, proximal residential, either free-standing or in mixed use, the destination will have people out and about at all hours and feel more vibrant and attractive than the competing offerings in the region.

Revised:

Current retail development, however, is now focusing on walkable aggregations of retail that do not depend on department store anchors, but rather include entertainment; restaurants, pubs, and coffee shops; outdoor plazas with fountains and art; and main street types of retail in a main street format. If these uses are included in a city center with added, proximal residential, either free-standing or in mixed use, the destination will have people out and about at all hours and feel more vibrant and attractive than the competing offerings in the region.

Page 25, Paragraph 5:

Existing:

The purpose of this planning initiative is to establish a new bio-technology district and redevelopment entity. In the same manner as the CORTEX district in the City of St. Louis, this redevelopment entity will guide future investment, construction, and tenanting of major bioscience and ag-tech research and development institutions and companies. While official employment projections for the district have not released, the 250 acre CORTEX development is projected to create or attract approximately 10,000 new jobs. Using CORTEX as a precedent, it is reasonable to assume that the 575-acre Plant Sciences Innovation Hub could create an equal number of new jobs within the City of Creve Coeur. This will further drive the market for new housing, community-supportive retail and services, and community amenities over the term of this Comprehensive Plan Update.

Revised:

The purpose of this planning initiative is to establish a new bio-technology district and redevelopment entity. In the same manner as the CORTEX district in the City of St. Louis, this redevelopment entity will guide future investment, construction, and tenanting of major bioscience and ag-tech research and development institutions and companies. While official employment projections for the district have not been released, the 250 acre CORTEX development is projected to create or attract approximately 10,000 new jobs. Using CORTEX as a precedent, it is reasonable to assume that the 575-acre Plant Sciences Innovation Hub could create an equal number of new jobs within the City of Creve Coeur. This will further drive the market for new housing, community-supportive retail and services, and community amenities over the term of this Comprehensive Plan Update.

Page 40, Paragraph 2:

Existing:

There are four trends that also should be considered in creating a master land use plan: (1) the preferences of millennials and baby boomers; (2) the trend toward vibrant suburban sub-centers on the part of firms with millennial employees and on the part of development professionals and investors

seeking higher leasing rates and lower vacancy; (3) the ability for a very large number firms to locate without regard to proximity to resources or other traditional factors, fueled by the growing trend of industrial use to actually be “idea factories” with concentrations of STEM workers rather than heavy industrial employment; and (4) the growing preference for urban environments on the part of younger workers. Taken together, these trends indicate that virtually any jurisdiction that can satisfy the lifestyle requirements of future employees and appeal to the employers who use technological resources rather than natural resources, can attract new residents and businesses, and also retain workforce. The traditional methods of viewing potential for change through the lens of regional or local trends is no longer sufficient to indicate future potential for pro-active cities.

Revised:

There are four trends that also should be considered in creating a master land use plan: (1) the preferences of millennials and baby boomers; (2) the trend toward vibrant suburban sub-centers on the part of firms with millennial employees and on the part of development professionals and investors seeking higher leasing rates and lower vacancy; (3) the ability for a very large number of firms to locate without regard to proximity to resources or other traditional factors, fueled by the growing trend of industrial use to actually be “idea factories” with concentrations of STEM workers rather than heavy industrial employment; and (4) the growing preference for urban environments on the part of younger workers. Taken together, these trends indicate that virtually any jurisdiction that can satisfy the lifestyle requirements of future employees and appeal to the employers who use technological resources rather than natural resources, can attract new residents and businesses, and also retain workforce. The traditional methods of viewing potential for change through the lens of regional or local trends is no longer sufficient to indicate future potential for pro-active cities.

Page 41, Paragraph 3:

Existing:

However, future growth in Creve Coeur is projected to be essentially flat. This is due to multiple factors, including: 1) a lack of easily-developable land; 2) limited diversity of existing housing stock (that does not necessarily respond to changing market demographics); 3) aging and overbuilt office space; 4) a lack of an identifiable heart of Creve Coeur (when we think of Creve Coeur, do we think of the same thing?); and 5) a flat growth rate for the St. Louis region as a whole. In order to continue to evolve, prosper, and maintain its regional identity, Creve Coeur must enhance its competitive position in the region as the premier community in which to live, work, and play.

Revised:

However, future growth in Creve Coeur is projected to be essentially flat. This is due to multiple factors, including: 1) a lack of easily-developable land; 2) limited diversity of existing housing stock (that does not necessarily respond to changing market demographics); 3) aging and overbuilt office space; 4) a lack of **a commonly understood and identifiable heart of Creve Coeur**; and 5) a flat growth rate for the St. Louis region as a whole. In order to continue to evolve, prosper, and maintain its regional identity, Creve Coeur must enhance its competitive position in the region as the premier community in which to live, work, and play.

Chapter 3 – Objectives & Strategies

Page 45:

Add a footnote to read: “18/7—18 hours a day, seven days a week—refers to community vibrance and activity in a less-intense, suburban context. This is different from 24/7, which suggests a higher level of activity than would be appropriate for a community like Creve Coeur.”

Page 45, Strategy 1.10:

Existing:

Preserve Creve Coeur’s historic properties.

Revised:

Promote the City’s historically-significant structures through educational awareness programs and encourage their preservation.

Page 46, Strategy 2.1:

Existing:

Increase housing options to attract changing market demographics—including seniors, young professionals, and families.

Revised:

Provide opportunities for a greater diversity of housing options throughout the City to attract changing market demographics—including seniors, young professionals, and families.

Page 46, Strategy 2.3:

Delete existing Strategy 2.3; renumber remaining strategies as necessary.

Page 47, Strategy 3.4:

Existing:

Improve regional transportation to Olive Boulevard.

Revised:

Collaborate with regional transportation agencies, including Metro (Bi-State Development Agency) to improve regional transportation and mobility on Olive Boulevard.

Page 48, Strategy 4.2:

Existing:

Continue to improve the quality and responsiveness of City services, including recycling, limb and leaf pickup, and maintenance of medians and public landscaping.

Revised:

Continue to improve the quality and responsiveness of City services, including recycling; **limb, leaf, and trash pickup**; and maintenance of medians and public landscaping.

Page 48, Strategy 4.4:

Existing:

Continue the City's strong level of police services.

Revised:

Continue the City's strong level of police **and other municipal** services.

Page 50, Strategy 6.9:

Delete Strategy 6.9, as the City has traffic calming procedures in place.

Page 50, Strategy 6.11:

Move Strategy 6.11 to after 6.1, and renumber strategy 6.11 ad 6.2. Renumber the remaining strategies as necessary.

Page 51, Strategy 7.6:

Existing:

Establish city-wide targets for the ratio both public-accessible and private open space.

Revised:

Establish city-wide targets for the ratio **of** both public-accessible and private open space, **taking into account nearby recreation areas outside of the City limits.**

Page 51, Strategy 7.7:

Existing:

Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality.

Revised:

Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality **using stormwater and green infrastructure best management practices (BMPs) includings bioswales, rain gardens, and native landscape restoration.**



Creve
Coeur

The Heart of Community & Commerce



COMPREHENSIVE PLAN UPDATE
for the City of Creve Coeur, Missouri

September 2016

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

Acknowledgements

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Gene Rovak	Commissioner
Tim Carney	Commissioner
Heather Silverman	Commissioner
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Economic Development Committee
Energy and Environment Committee
Horticulture, Ecology, and Beautification Committee
Parks and Historic Preservation Committee
Stormwater Committee

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Special Thanks To...

Jessica Stutte, Administrative Assistant to the Planning Division, for coordinating the scheduling, setup, and refreshments at Public Workshops; the Creve Coeur police officers who provided public safety at Public Workshops; the Government Center staff who set up and cleaned up the Multipurpose Room; and the residents, business owners, and stakeholders of Creve Coeur who provided their time, expertise, and input for the development of this Plan.

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The City of Creve Coeur's Community Vision

*Creve Coeur will continue to prosper as **a premiere livable and sustainable community** by preserving and capitalizing on new opportunities for the City's key residential, business, environmental, and civic assets.*

Utilizing comprehensive place-making, *Creve Coeur will enhance its unique and recognizable physical identity; its healthy and vibrant neighborhoods; and remain **a regional leader as a green and environmentally-friendly community.***

DRAFT 01

INTRODUCTION & BACKGROUND

Introduction

The City of Creve Coeur is recognized as one of the preeminent communities of St. Louis County and the State of Missouri. High-quality, stable residential neighborhoods adjoin the southern edge of Olive Boulevard, one of the region's most vibrant commercial corridors. Creve Coeur businesses, including Monsanto and the Donald Danforth Plant Sciences Center, employ over 52,000 St. Louisans. High property values are supported by a beautiful and green physical environment; easy access to community amenities, retailers, and regional transportation; and excellent public and private schools. The City government provides effective and efficient public services, utilizing strong sales tax revenues to keep costs reasonable for residents.

As a mature city, Creve Coeur has entered a critical phase. During the decades leading up to the creation of the City's current Comprehensive Plan in 2002, most of the City's planning related to land use planning – deciding how best to use vacant parcels or large assemblages of land. Now that the community is largely built out, the basic land use pattern of the City is established. With the adoption of the 2002 Comprehensive Plan, Creve Coeur focused its attention on the challenge of improving the community's livability, quality of life, and the redevelopment of older, underutilized properties.

The 2002 Comprehensive Plan marked a fundamental change in the way that Creve Coeur planned for the future. That plan focused the City's planning resources on protecting existing community assets and strengthening community character. With the exception of some new, defined redevelopment opportunities, this Comprehensive Plan Update—*Creve Coeur 2030*—continues these themes. This Plan seeks to preserve and strengthen Creve Coeur by capitalizing on new development opportunities, articulating specific capital improvements, and guiding new development. Neighborhood preservation, business district revitalization, improved livability, and quality economic development remain the major focal points of the Plan. Whereas the 2002 Comprehensive Plan provides limited guidance and tools for implementation, however, Creve Coeur 2030 provides specific recommendations, actions, and regulatory code updates to facilitate ongoing, incremental implementation.

How this Plan will be Used

Creve Coeur 2030 builds upon the existing 2002 Comprehensive Plan and takes a different approach to planning. With an established land use pattern, a framework is needed for decisions to be guided by a vision for the long-range improvements needed to achieve better quality of life. Rather than identify a specific “end state” for the City of Creve Coeur, this Plan is structured as a guide and as a call to future action, based upon a 20-year vision for the City.

This plan presents goals, strategies, and recommendations for the City, which are reasonable, feasible, and important to the welfare of the entire community. The value of the Plan will be measured by the degree of success the community achieves in its implementation.

The effectiveness of the Plan is directly related to the continual recognition of the proposals which are included herein, by the Planning and Zoning Commission, the City Council, City staff, and the other appointed boards and commissions of the City.

This plan recognizes that no planning system can be entirely quantitative and objective. There will always be a need for subjective judgment by elected and appointed officials, particularly in a mature community with established patterns and institutions. The key to successful planning in this environment is to make subjective decisions that are wise, forward-thinking, and coordinated over time.



PUBLIC WORKSHOP #3; FEBRUARY 1, 2016.

Over 170 residents and 40 non-resident stakeholders of Creve Coeur have engaged in this planning process through over 250 individual points of contact.

The Planning and Zoning Commission plays a critical role in the planning process and must be alert to the needs of the community. It must bring such needs to the attention of the City Council, as well as other agencies within the community having direct responsibility for public improvements. The appraisal of local needs and the continued application of the planning principles set forth herein will assure maximum benefits from the Plan and will result in the orderly and economical attainment of the goals established in the Plan.

After formal adoption of the Creve Coeur 2030 Plan, it becomes a tool for communicating the City's land use policy and coordinating individual decisions into a consistent set of actions that harmoniously shape the City's growth and re-development. The Plan supersedes all land use plans previously adopted by the City. It should be used to update and inform administration of the City's existing planning tools, which include, but may not be limited to the following:

- » Zoning Ordinance (Chapter 405)
- » Subdivision Ordinance (Chapter 410)
- » City of Creve Coeur Design Guidelines
- » Creve Coeur CBD / Downtown Area Implementation Strategy ("Downtown Plan"; 2006)
- » Creve Coeur Pedestrian Plan (2002)
- » Traffic Calming / Traffic Mitigation Program (2002)
- » Stormwater Evaluation Final Report (2012)
- » Public Art Master Plan
- » Capital Improvement Program (Five-Year Plan)

Suggestions or recommendations for updates to other existing plans and ordinances, where advisable, are noted in this Plan

The Planning and Zoning Commission has an ongoing responsibility to see that the Plan is implemented and updated as needed, to be responsive to changing conditions. City staff and appointed boards and commissions will have the Plan to guide them in decision-making. Close cooperation between the City Council and the Planning and Zoning Commission will be essential to proper administration of the Plan. Coordination with other governmental entities and jurisdictions will also be important to the realization of the City's planning goals and recommendations.

To that end, the Creve Coeur 2030 Plan will be used in several ways:

1. As a Guide Future Land Use Decisions

- » To provide the Planning and Zoning Commission and City Council with an explicit statement of public policy to assist them in their weekly, monthly and annual decision making on specific development and land use issues.
- » To remove as much uncertainty as possible from the development process, and thereby facilitate optimal location decisions on the part of businesses, households, and developers.
- » To provide administrative continuity through successive City administrations in dealing with development proposals, both public and private.
- » To provide the community with confidence that recommendations in the Plan are based on the public's participation and input, and that changes made in the community will be gradual and sensitive to the public's needs and interests.

2. As an Outline for Public Facility Decisions

- » To provide a framework for an orderly and reasonable implementation of the improvement projects recommended by the Plan, such as street improvements, streetscape improvements, sidewalks, storm water improvements, and communication technology.

- » To furnish a means of insuring that improvement projects will be carried out concurrently with the community's ability to pay so that their completion will not create an excessive tax burden.

3. As a Call to Action

To articulate and serve as a call to action on City initiatives, including the development of a network of pedestrian and bicycle facilities, creation of walkable, place-based commercial and retail development, a central city-wide gathering space, and a comprehensive sustainability program.

This Plan represents a long-range (20-year) vision for the community. However, the Plan must be periodically reviewed and updated. It is suggested that, as part of implementation activities, the City establish a "community dashboard" of outcome management indicators on which the City can readily collect data. Using this dashboard, City staff and the Planning and Zoning Commission should track progress of Plan implementation to assess Plan recommendations and to determine whether adjustments are needed to the Plan.

The Plan is intended to be flexible, so that it can respond to changing community conditions. At the same time however, the Plan should facilitate a proactive approach to the planning and decision making process for the City. It recognizes that the City cannot predict the future, but it should equip itself to respond to and guide events to achieve a vision for the community.

Creating the Plan

The Creve Coeur 2030 Plan is the product of a robust community outreach and engagement process, conducted over the course of ten (10) months. This process effectively utilized the knowledge and expertise of Creve Coeur citizens and stakeholders to create a vision for an authentic, resilient, and sustainable future for the City. This Comprehensive Plan Update utilized five (5) key engagement activities:

- » **Public Workshops:** The heart of the public planning process, the City of Creve Coeur and planning consultant conducted five (5) public workshops, in conjunction with the Planning & Zoning Commission, at key points throughout the development of the plan. Public workshops were held at 6:30 PM on the first Monday of the month in place of a regular Planning & Zoning Commission Meeting. Workshops typically consisted of a formal, information presentation followed by small-group, facilitated work sessions. Table work boards, facilitates discussion, and keypad polling were all utilized.
- » **City Staff and Elected Official Focus Groups:** The planning consultant conducted individual focus group work sessions with city staff, elected officials, and City commission members. A total of five (5) Focus Groups meetings were conducted in November, 2015. The purpose of these meetings was to collect directed input from city staff and elected officials on key issues and priorities within the City, and to assess the success of the 2002 Comprehensive Plan.
- » **Resident and Stakeholder Focus Groups:** Similar to the City Staff and Elected Official Focus Groups described above, the planning consultant conducted individual focus group meetings with City residents, business and property owners, and citizen committees. A total of six (6) Focus Group meetings were conducted in November, 2015.
- » **Client Group Work Session:** Throughout the planning process, the planning consultant conducted four (4) Client Group Work Sessions with representatives of the City of Creve Coeur to work through technical planning issues in development of the Comprehensive Plan Update.
- » **Follow-Up Stakeholder Focus Group Meetings:** During development of the Draft Comprehensive Plan Update, the planning consultant conducted nine (9) follow-up Stakeholder Focus Group Meetings with key stakeholder groups, including elected officials, property owners, the Planning & Zoning Commission, and citizen committee members. The purpose of these meetings was to collect thematic input from stakeholders on particular aspects of the Plan.

Over 170 Creve Coeur residents and over 40 non-resident stakeholders participated in this process, through over 250 individual points of contact. The key Community Issues and Priorities presented below were identified and prioritized by the community and are addressed in the Creve Coeur 2030 Plan.

Key Community Issues & Priorities

1. **Business Preservation:** Maintaining a strong economic base is crucial for the long-range success of the City; Creve Coeur should address outdated and underutilized commercial development and capitalize on high-tech industrial growth opportunities.
2. **Residential and Neighborhood Protection:** Some residents feel threatened by potential intrusion of commercial uses into established residential areas, and teardowns and infill of new homes must positively contribute to the character of existing neighborhoods.
3. **Community Sustainability:** Creve Coeur is a regional leader in community sustainability, and should continue to expand municipal sustainability initiatives and integrate sustainability throughout community and economic development.
4. **Parks, Trails, and Greenways:** Residents and visitors alike value the “green appearance” of Creve Coeur and want to see it preserved and expanded.
5. **A Walkable and Bikeable Community:** Pedestrian and bicycle facilities are insufficient and inconsistent in Creve Coeur, and current designated bike routes are perceived as unsafe.
6. **Traffic Congestion:** Traffic has continued to increase and cause frustration, particularly on Olive Boulevard.
7. **Housing and Community Diversity:** Support the development of varying housing types and community amenities that matches projected population growth and changes.
8. **Community Identity:** Creve Coeur does not have an identifiable downtown or central community gathering place.
9. **Community Facilities, Amenities, and Services:** Residents of Creve Coeur desire expanded and improved public facilities; unique, walkable, and locally-oriented stores and restaurants; and community-supporting service businesses.
10. **Effective Implementation:** Achieving this Comprehensive Plan will be supported by improving the efficiency of local government and ensuring that the City's regulations and ordinances match the community's vision, as articulated in this Plan.



PUBLIC WORKSHOP #2; DECEMBER 7, 2015.

Structure of the Plan

The Creve Coeur 2030 Plan is organized into the following key sections:

MAIN COMPREHENSIVE PLAN DOCUMENT

1. **Creve Coeur Today:** This section provides an overview of existing conditions in Creve Coeur, including physical conditions and characteristics, demographic projections, and opportunities for future development and improvement. (Refer to pages 17-41.)
2. **Plan Objectives & Strategies:** The *Objectives and Strategies* section articulates specific initiatives for City-wide public facilities, physical improvements, and regulatory recommendations to achieve the Plan Vision and addresses the community's key issues and priorities. This section is organized around seven (7) Goals, which are summarized on the facing page. (Refer to pages 43-51.)
3. **Plan Recommendations:** The *Plan Recommendations* are the heart of the Comprehensive Plan Update and are comprised of geographically-based future land use goals; placemaking initiatives; and City-wide plans for infrastructure and capital improvement projects. (Refer to pages 53-123.)
4. **Implementation:** The *Implementation Plan* recommends implementation priorities—including Capital Improvement Plan (CIP) priorities, describes key Early Action Items, and summarizes the various project initiatives in a comprehensive Implementation Action Matrix. (Refer to pages 125-141.)

APPENDIX

1. **Appendix A – Plan Maps:** Appendix A includes enlarged version of the ten (10) key existing conditions and Plan maps for reference. (Refer to pages 143-153.)

This structure is visionary, concise, and clearly outlines Creve Coeur's consensus goals and aspirations for the future; and provides an actionable roadmap for effective implementation.

* 18/7—18 hours a day, seven days a week—refers to community vibrance and activity in a less-intense, suburban context. This is different from 24/7, which suggests a higher level of activity than would be appropriate for a community like Creve Coeur.

DRAFT

DRAFT

02

CREVE COEUR TODAY

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

Introduction

While the public outreach program of the Creve Coeur 2030 Comprehensive Plan yielded an important understanding of community attitudes, needs, and desires, it also is important to understand the forces and trends that are shaping the community. These include the current regulatory environment and Code of Ordinances; demographic and market characteristics; existing and ongoing planning, policy, and capital improvement initiatives; and opportunities and constraints. This section summarizes the results of research and analysis of the key existing conditions factors that drive the placemaking, community character, and quality of life of the Creve Coeur community.

Demographic Trends

The City of Creve Coeur must consider local and regional population change in formulating future land use. The current population of Creve Coeur is estimated at 17,868, which represents a moderate growth of 8.3%—or approximately 1,200 new residents—since 2000. This Comprehensive Plan Update identifies local and regional demographic characteristics and trends, retail supply and demand, potential markets for mixed use, employment projections for the County, and constraints to market feasibility for the considered land uses to develop a potential program for uses.

2.1. SHORT-TERM DEMOGRAPHIC TRENDS

Source: ESRI Business Information Services

Creve Coeur, Missouri	2010	2016	2021	Change, 2016-2021
Total Population	17,973	17,965	18,000	35
Total Households	7,706	7,672	7,670	(2)
Family Households	4,750	5,023	4,996	(27)
Non-Family Households	2,959	2,649	2,674	25
Non-Family Households, %	38.4%	34.5%	34.9%	0.3%
Average Household Size	2.26	2.27	2.27	—
Owner-Occupied Housing Units	5,271	5,507	5,519	12
Renter-Occupied Housing Units	2,435	2,165	2,151	(14)
Renter-Occupied Percentage	31.6%	28.2%	28.0%	-0.2%
Median Age	44.3	45.8	46.3	0.5
Median Household Income	—	\$102,413	\$108,511	\$6,098
Average Household Income	—	\$153,289	\$166,155	\$12,866

Because Census data is current only to 2014, 2014 and 2019 were used as benchmark years for trending the Census and ESRI out to 2030 to compare with State of Missouri projections. State projections vary from Census estimates in that they show population decline while current Census estimates show an increase. Trending ESRI estimates versus the Census for Creve Coeur shows insignificant differences for the city with population growth of only a few hundred people over the time period.

The comparison shows us that, even under best case scenarios, population growth is not likely to be a significant driver of change in Creve Coeur in coming decades unless other factors come into play. There are, however, other trends that can have an effect on change in Creve Coeur. Changes in income for city residents can change markets for goods and services. Design of the city core to attract future populations may also have an effect by positioning Creve Coeur competitively for future demographic change.

2.2. 15-YEAR DEMOGRAPHIC PROJECTIONS

Comparative By Source

St. Louis County and
Creve Coeur
Population Estimates

	2014	2019	2020	2025	2030
MO Office of Administration (2014 St. Louis Co. Interpolated)	987,239	970,773	969,216	964,085	958,847
St. Louis County Census (Trended from 2014)	1,001,879	1,005,634	1,006,387	1,010,161	1,013,950
City of Creve Coeur Census (Trended from 2014)	17,868	17,913	17,922	17,967	18,013
City of Creve Coeur ESRI Data (Trended from 2019)	17,778	17,985	18,027	18,237	18,449

While population change in the aggregate is likely to be minor, household change by income reveals several facts not seen in averages (refer to Figure 2.3):

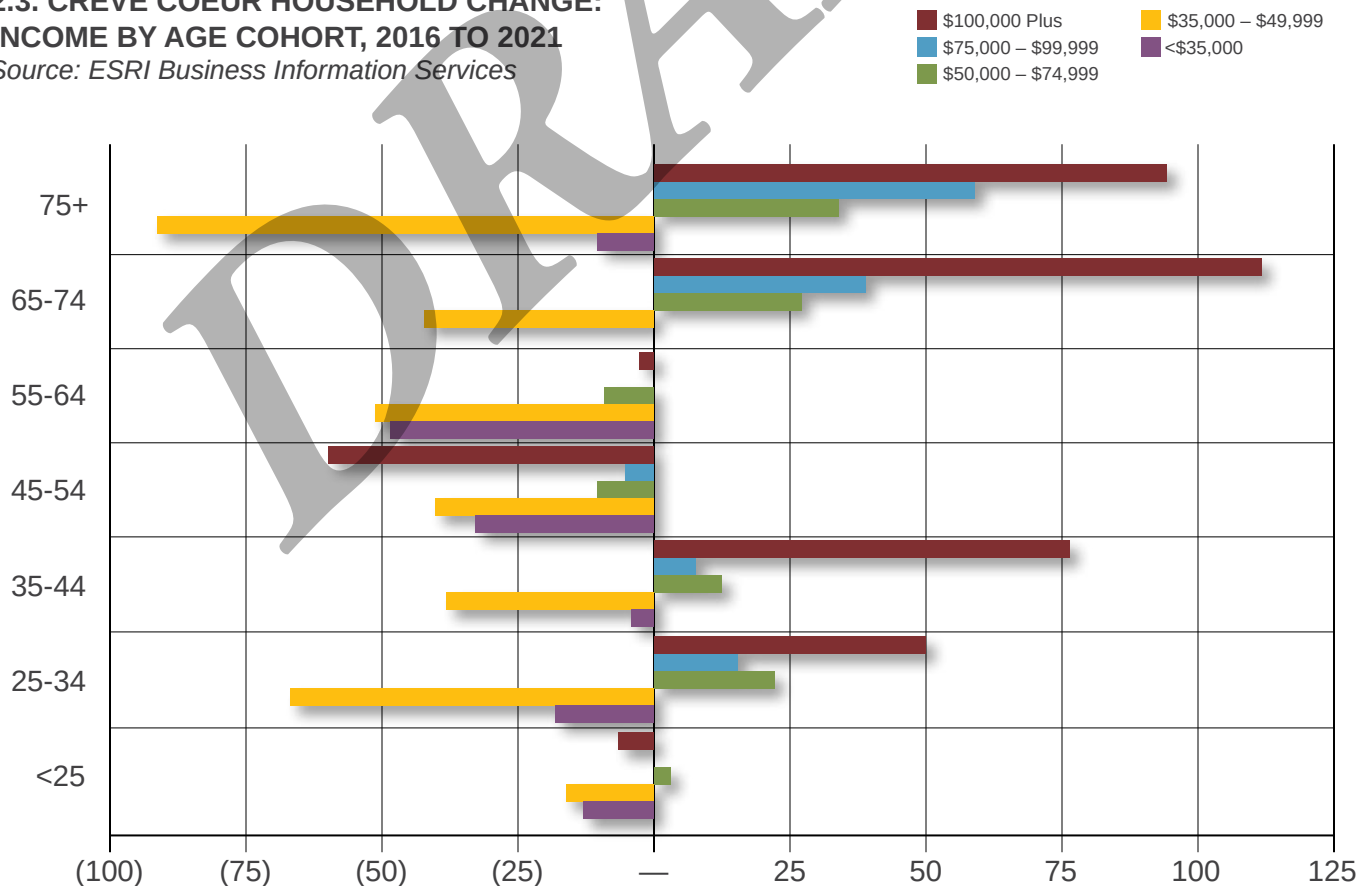
- » All household growth is in household incomes of \$50,000 and greater
- » Households under 25 years and between 45-64 years of age are declining
- » Households 45-64 years of age comprise 50% of household losses
- » Households from 25 to 44 years of age are increasing, but only at upper incomes
- » Households 65 and older comprise 51 percent of household gains

Much of the change noted above is coming from households aging in place, but the loss of households under 25 indicates a deficit in the local housing stock for young people. Because much of the expected growth nationally is in millennial households, if the city wishes to capture these households as future residents in order to maintain workforce, the life-cycle of housing for age cohorts needs to be considered.

Across all ages, every income class except those with annual household income over \$100,000 is declining. Households with income under \$100,000 are declining by 466. Households with over \$100,000 are increasing by 462. As noted above, 48 percent of positive growth is in households over 65 years of age. This change

2.3. CREVE COEUR HOUSEHOLD CHANGE: INCOME BY AGE COHORT, 2016 TO 2021

Source: ESRI Business Information Services



will not be sustainable. If Creve Coeur becomes a city of aging in place households and future cohorts—such as millennials—settle elsewhere, employers are likely to follow. As part of an economic development strategy to retain viability for the future, restoring a life-cycle of housing by creating housing and neighborhood opportunities for young people is essential.

Retail Supply & Demand

Retail requires households in proximity to a concentrated retail core, or, alternately, regional access via freeway to make up for the lack of immediate and proximal household support. There is unmet retail demand in Creve Coeur, but with 7,687 households in the city it is too small a number to justify a traditional major auto-oriented center. The St. Louis Galleria, West County Center, and the Chesterfield Commons development are each only a few minutes away by automobile, and there is retail in small centers scattered around the city.

Current retail development, however, is now focusing on walkable aggregations of retail that do not depend on department store anchors, but rather include entertainment; restaurants, pubs, and coffee shops; outdoor plazas with fountains and art; and main street types of retail in a main street format. If these uses are included in a city center with added, proximal residential, either free-standing or in mixed use, the destination will have people out and about at all hours and feel more vibrant and attractive than the competing offerings in the region.



NEW APARTMENT DEVELOPMENT IN THE EAST OLIVE CORRIDOR.

*Creating housing
& neighborhood
opportunities
for young people
is essential to
maintaining
future economic
viability.*

The question is whether such a center can be supported. The table below shows 2016 Demand and Sales and 2021 Demand. 2016 sales were subtracted from 2021 demand to show the opportunities for future retail. Categories in which there is leakage are shown in black in the table below. Items in italics are sub-categories. Red indicates categories where sales exceed local demand. In the context of retail supply and demand, "leakage" refers to retail sales made to Creve Coeur residents outside of Creve Coeur's corporate boundary. Thus, it represents the money spent by Creve Coeur residents in other communities.

Figure 2.4 below is useful for noting underserved consumer demand but, because of the aggregation, may not reflect what is possible for the future. **Figure 2.5** on the facing page breaks categories into those with leakage.

Based upon leakage by 2021, there may be a market for ±240,000 square feet of retail.

2.4. RETAIL SUPPLY & DEMAND

Source: ESRI Business Information Services

Industry Group	2021 Demand	2016 Demand	Change in Demand	2016 Sales	2021 Demand Less 2016 Sales
Motor Vehicle Parts & Dealers	\$127,914,765	\$118,281,674	\$9,633,091	\$604,461,245	(\$476,546,480)
Furniture & Home Furnishings	\$15,505,250	\$14,337,570	\$1,167,680	\$12,450,794	\$3,054,456
Electronics & Appliance	\$26,741,417	\$24,727,556	\$2,013,861	\$82,799,028	(\$56,057,611)
Building Materials & Garden Equipment	\$30,674,673	\$28,364,604	\$2,310,069	\$17,371,404	\$13,303,269
Food & Beverage	\$89,937,508	\$83,164,434	\$6,773,074	\$141,980,365	(\$52,042,857)
Health & Personal Care	\$35,342,236	\$32,680,659	\$2,661,577	\$99,206,461	(\$63,864,225)
Clothing & Clothing Accessories	\$24,387,303	\$22,550,728	\$1,836,575	\$21,235,103	\$3,152,200
Sporting Goods, Hobby, Books & Music	\$14,147,875	\$13,082,417	\$1,065,458	\$5,285,125	\$8,862,750
General Merchandise	\$130,680,913	\$120,839,507	\$9,841,406	\$19,309,628	\$111,371,285
Miscellaneous Store Retailers	\$24,471,256	\$22,628,358	\$1,842,898	\$15,524,935	\$8,946,321
Food Services & Drinking Places	\$61,598,832	\$56,959,906	\$4,638,926	\$71,829,344	(\$10,230,512)
TOTALS	\$581,402,026	\$537,617,413	\$43,784,613	\$1,091,453,432	(\$510,051,406)

Another factor to consider is that if the retail is in a destination format with public space amenities, and entertainment such as a brew pub or a small, high end luxury digital movie theatre, it will compete well against existing, less interesting retail that is scattered and/or single use. Successful, amenity-rich main street style destinations have a wider market radius than typical retail formats, so the capture beyond local income may increase the potential size. Creve Coeur is already home to some of these high-end opportunities, including the AMC West Olive cinema (which provides seat-side meal service and alcoholic beverages). These amenities can therefore be built upon based on market opportunities.

If it were possible to choose a location for such a center that would allow for additional housing for households at average income for the city, each household would add approximately \$76,000 in consumer spending on non-automobile items. As

planning proceeds, if such a center is proposed and programmed, the number of housing units will increase the feasibility of a larger concentration of retail and service space. Such a center, if well-located, will also capture more of the daytime population spending from the considerable employment within the city. The addition of 1,000 units in a compact, walkable center could support another approximately 150,000 square feet for a destination.

A destination center also includes categories such as general merchandise (i.e. a department store), as there is currently over \$50 million in unmet demand. There also may be categories in which the unmet demand is too small for a new retail establishment given current and expected spending patterns, but Creve Coeur is one of the few local communities that could support additional higher-end uses and tenants.

2.5. RETAIL LEAKAGE

Source: ESRI Business Information Services

Categories of Leakage	2021 Demand Less 2016 Sales	Square Feet at Sales of \$450 per Square Foot
Furniture & Home Furnishings	\$3,054,456	6,800
Building Materials & Garden Equipment	\$13,303,269	29,600
Beer, Wine & Liquor	\$2,991,573	6,600
Clothing	\$8,379,087	18,600
Sporting Goods, Hobby, Books & Music	\$8,862,750	19,700
General Merchandise	\$111,371,285	247,500
Miscellaneous Store Retailers	\$8,946,321	19,900
Limited-Service Eating Places	\$3,624,027	8,100
Special Food Services	\$490,597	1,100
Drinking Places – Alcoholic Beverages	\$4,722,761	10,500
Total at 100-Percent Capture	\$109,688,513	243,800

2.6. HISTORIC EMPLOYMENT BY SECTOR*Source: Census LEHD Database*

Creve Coeur Historic Improvement	2007	2014	Change
Agricultural, Forestry, Fishing & Hunting	1	4	3
Mining, Quarrying, Oil & Gas Extraction	130	148	18
Utilities	401	440	39
Construction	1,688	464	(1,224)
Manufacturing	746	580	(166)
Wholesale Trade	1,916	2,025	109
Retail Trade	3,189	3,204	15
Transportation & Warehousing	501	720	219
Information	1,416	1,647	231
Finance & Insurance	4,501	7,166	2,665
Real Estate, Rental & Leasing	764	828	64
Professional, Scientific & Technical Services	6,005	4,957	(1,048)
Management of Companies & Enterprises	5,164	6,086	922
Admin & Support, Waste Mgmt/Remediation	3,586	4,971	1,385
Educational Services	1,081	1,298	217
Health Care & Social Assistance	14,150	14,687	537
Arts, Entertainment & Recreation	160,	214	54
Accommodation & Food Services	2,547	2,458	(89)
Other Services (excluding Public Admin)	1,400	999	(401)
Public Administration	290	334	44
TOTALS	49,636	53,230	3,594

Employment Patterns and Planning

As of 2014, Creve Coeur had employment almost three times its population. Essentially, Creve Coeur does not need to worry about creating employment at present. The distribution and change in employment from 2007 to 2014 is shown in **Figure 2.6** on the facing page.

This level of employment may offer an opportunity for the city since, as of 2014, only 867 persons were both living and working within the City. Of the 53,230 employees, according to Census data, 51,393 of the employees lived outside the city (inflow of employees). There were 7,196 city residents who were employed and 6,359 left the city to work (outflow of employees). If all of these workers were commuting in cars, then there were 115,100 car trips to and from work.

This level of inflow and outflow is high. In 2014, residents filled only ± 1.5 percent of jobs in the city. These trips cause expenses in infrastructure and maintenance. But the massive employment base also suggests that there may be partners available in the business community whose employees would like to have a lifestyle of short commutes and walking or biking to work if the housing and street networks enabled that option of lifestyle. If five percent of out-of-city employees, $\pm 2,600$ people, had such desires, that would mean demand for anywhere from 1,000 to 2,600 units depending upon household size. For hospitals this is an immediate benefit for on-call staff and hospital efficiency. For businesses employing younger persons, this would solidify the desirability of working in Creve Coeur and help to preserve the employment base of the city.

The single largest economic development initiative in Creve Coeur—and within the St. Louis region—over the coming 15 to 20 years is the Plant Science Innovation Hub project of the St. Louis Economic Development Partnership (SLEDP). Funded through a Department of Labor Grant, this planning initiative comprises 600 acres in the northwest corner of Creve Coeur along Olive Boulevard and Lindbergh Boulevard. The planning area includes existing agricultural technology (ag-tech) institutions: the Donald Danforth Plant Science Center; Bio Research & Development Growth Park (BRDG); and the Helix Biotech Incubator. It is also home to Monsanto's World Headquarters. (It should be noted that, as of the approval of this Plan, the future of this headquarters remains unresolved due to the planned acquisition of Monsanto by Bayer A.G.)

The purpose of this planning initiative is to establish a new bio-technology district and redevelopment entity. In the same manner as the CORTEX district in the City of St. Louis, this redevelopment entity will guide future investment, construction, and tenancing of major bioscience and ag-tech research and development institutions and companies. While official employment projections for the district have not released, the 250 acre CORTEX development is projected to create or attract approximately 10,000 new jobs. Using CORTEX as a precedent, it is reasonable to assume that the 575-acre Plant Sciences Innovation Hub could create an equal number of new jobs within the City of Creve Coeur. This will further drive the market for new housing, community-supportive retail and services, and community amenities over the term of this Comprehensive Plan Update.

Creve Coeur Office Market in 2016

Creve Coeur has the asset of great employment, but appears by conventional measures to be over-built in office space. According to NAIDESCO, a St. Louis Realty firm, as of the first quarter of 2016, Creve Coeur has average vacancy in all classes of ± 19 percent (refer to Figure 2.7 below).

This amounts to $\pm 255,000$ square feet of vacant class A space, and $\pm 1,306,000$ square feet of vacant class B space. Normal turnover for this subarea would amount to $\pm 446,400$ square feet of vacancies, leaving $\pm 1,114,000$ square feet to fill and requiring $\pm 4,400$ to $\pm 5,500$ employees.

While these are substantial numbers, a strategy to create a vibrant center by tying employment, residential, retail, services and public amenities, may incentivize employment to change these trends. General Electric moved to downtown Cincinnati because of its potential as an urban environment for its employees to live and work, and brought 1,400 employees, with the possibility of up to 2,800 in a five-year period. That is one corporate move based in large part on its employees' preferences for an urban lifestyle. Creve Coeur is in a unique position to offer a more urban environment by adding rather than by wholesale change, because it is already showing household preferences that are more urban than most of the region.

2.7. CREVE COEUR OFFICE MARKET – FIRST QUARTER 2016

Source: NAIDESCO

Submarket	Class	Buildings	Total Square Feet	Available	Total Vacancy	YTD Absorption	Average Rate
Creve Coeur/Hwy 67	A	4	232,601	44,390	19.1%	9,812	\$26.58
	B	85	3,445,709	861,235	25.0%	(25,195)	\$16.23
I-270/Olive Blvd	A	17	2,356,371	210,313	9.1%	3,519	\$24.01
	B	27	2,894,074	444,819	15.4%	18,994	\$18.63
TOTALS/AVERAGE		185	8,928,755	1,560,757	17.5%	7,130	\$19.56

Vibrant Suburban Sub-centers

The NAIOP Research Foundation has identified the highest performing suburban centers by type and the best performer is called a Suburban Vibrant Center. Suburban Vibrant Centers outperform standard suburban office development in vacancy and leasing rates. A combination of factors makes this performance possible, including changing preferences of employers and employees, reduction of commuting time, high-speed internet connectivity, and urban design and amenities to support the land use. According to the report, suburban vibrant centers are defined as having the following character¹:

- » **Compact:** The center is coherent, bounded and dense (within its regional context), with commercial buildings of two stories or more.
- » **Mixed-Use:** Two or more uses can be found within multistory buildings, which typically feature retail space below residential and/or office space.
- » **Multiple-Use:** Different types of land uses (residential, commercial, industrial, and/or institutional) are located in close proximity to provide needed goods and services and generate activity throughout the day and evening.
- » **Walkable:** The urban design—including street patterns, intersection density, block lengths, street and sidewalk widths, building massing, setbacks, street-wall facades and parking—facilitates safe, convenient pedestrian movement.
- » **Connected:** Trips to and from the center typically are feasible by transit, either rail or bus, as well as by car; internal trips are feasible by walking or bicycling.
- » **Parking:** Metered street parking and parking structures accommodate private vehicles.
- » **Density:** Job density is high; a combination of workers, residents and visitors/ shoppers enlivens the center during the day and evening. High-density residential development is especially important to provide workforce housing and the purchasing power to support retail and personal services.
- » **Public Places:** Open space within the center is public and available for special events, people-watching, rest, and relaxation.
- » **Destination:** The center is an employment node with unique public venues that are popular places to socialize and conduct business.
- » **Discrete:** The center has edges and boundaries that capture and contain additional development and redevelopment over time.
- » **Critical Mass:** Additional development is a positive feature, because greater density usually increases vibrancy.

Creve Coeur has some of the elements in place necessary to create a vibrant center. It has the employment density, the demographic and income support to mix uses, either horizontally or vertically, and, with the massive employment base, an immediate market demand for mixed use residential that would attract a proportion of current employees to relocate in the city, and rebalance the age profile of change in the city.

1. *Preferred Office Locations: Comparing Location Preferences and Performance of Office Space in CBDs, Suburban Vibrant Centers, and Suburban Areas*; Emil Malizia; NAIOP Research Foundation, 2014

Placemaking: Community Character

Creve Coeur is a community with two distinct characters. The first is captured in the attractive, secluded residential areas nestled in a heavy tree canopy that covers most of the city. They are green, quiet, and sheltered from the bustle of the major arterials and thoroughfares like Olive Boulevard and Lindbergh Boulevard. Approximately 75% of the land area of the City is devoted to single-family uses, interspersed with schools, churches, parks, and other open spaces. This pattern has remained unchanged for the last 45-years. This is Creve Coeur's image to many people in the area. The community assessment of the 2002 Comprehensive Plan makes clear that this image is at the core of what most citizens value about Creve Coeur.

The second character is markedly different—that of the City's commercial areas, particularly along Olive Boulevard which runs east to west across the city's northern tier. These areas have a much different character than the residential areas of the City. Olive Boulevard, the northern stretch of Ballas Road, and Lindbergh Boulevard are thriving commercial areas that contribute heavily to the City's revenue base. With the exception of a short length of east Olive Boulevard, between Graeser Road and Spoede Road, where smaller-scale residential structures and mature trees predominate, these areas are heavily dominated by the automobile and have a strip commercial suburban character. There is no unifying architectural style. Buildings are often set back long distances from these arteries behind seas of parking. Site planning is fragmented, creating a disjointed appearance in which buildings and developments do not relate well to the street or to one another.

Creve Coeur also lacks a defined commercial center – there is no singular “there” in Creve Coeur. And there is little to distinguish these areas from those in neighboring communities. Except for the Olive Boulevard/I-270 overpass, there are no “gateways” that announce to visitors that they are arriving in Creve Coeur, just more of the same strip development that typifies Olive Boulevard. A gateway feature is symbolic and signifies a celebrated entrance, but can take a number of different forms. Gateways can be physical features such as sculpture, entrance monuments, and landscaping, or quality development elements, such as visually attractive buildings.

Despite these issues, it is important to remember that businesses make up less than 20% of the City's land area yet the combination of inter-governmental revenues (including sales taxes) and commercial sector public utility licenses comprised 67% of the City's general revenue in 2015—the largest single source of revenue. Commercial tax revenues in 2015 were more than 23 times greater than general property tax revenues. The commercial activity along Olive Boulevard is the reason why Creve Coeur is able to provide top-quality municipal services while maintaining relatively modest property tax rates. Furthermore, commercial tax revenues have increased over 7% since 2013 and are projected to increase an additional 3.3% by 2017.

At the same time, the combination of market pressure and commercial sites available for redevelopment means that there is a great opportunity to improve the appearance and functionality of existing commercial areas, especially along Olive Boulevard east of I-270. The City has enacted Design Guidelines that are already producing more attractive commercial development. Standardized franchise architecture is discouraged, and more attention to the relationship between

buildings, pedestrians, and the street is required. The multi-phased City Place development, the Shoppes at Questover commercial development on Olive Boulevard at Questover Lane, and the Vanguard and Vue apartment developments on Old Olive Street Road are good examples of how the quality of commercial development in Creve Coeur can attain higher standards while protecting adjacent residential neighborhoods. The City has also undertaken an ambitious streetscape improvement program. These improvements have already greatly enhanced the appearance of New Ballas Road, and Olive Boulevard between Mason Road and N. New Ballas Road.



KING'S LANDING MIXED-USE DEVELOPMENT ON N. NEW BALLAS ROAD.

HIGH-QUALITY HOUSING & NEIGHBORHOODS ARE KEY TO CREVE COEUR'S IDENTITY.



2.9. ZONING & LAND-USE CAPACITY ANALYSIS

<i>Zoning District</i>	<i>Minimum Lot Area</i>	<i>Maximum Site Area</i>	<i>Average Site Coverage (District Wide, As-Built)</i>	<i>Ratio, Permitted Site Coverage vs. Actual Site Coverage</i>
“A” Single-Family Residential	43,560 s.f. (1 acre)	25% ²	19.5%	1.3
“B” Single-Family Residential	20,000 s.f.	35% ²	23.6%	1.5
“C” Single-Family Residential	15,000 s.f.	40% ²	26.0%	1.5
“D” Single-Family Residential	10,000 s.f.	45% ²	22.0%	2.0
“AR” Attached Single-Family Residential	2,000 to 4,000 s.f.	50% ²	43.7%	1.1
“HE” Higher Education District	15 acres	50%	17.6%	2.8
“PH” Planned Hospital District	30 acres	63% (30-55 acres) 55% (55.01-greater acres)	52.3%	1.05 to 1.2
“PO” Planned Office District	21,780 s.f. (0.5 acre)	63% (70% Conditional)	70.2%	1.0
“RO” Research & Office District	5 acres	60%	25.7%	2.3
“MX” Mixed-Use District	43,560 s.f. (1 acre)	63% (70% Conditional)	58.0%	1.2
“PC” Planned Community District	15,000 to 21,780 s.f. (Use dependant)	45% (50% Conditional)	41.4%	1.2
“GC” General Commercial District	21,780 s.f. (0.5 acre)	63% (70% Conditional)	56.8%	1.2
“CB” Core Business District	21,780 s.f. (0.5 acre)	63%	64%	1.0
“LI” Light Industrial District	21,780 s.f. (0.5 acre)	85%	73.0%	1.2
<i>Residential Districts; Average Ratio of Permitted to As-Built Site Coverage</i>				1.5
<i>Office & Mixed-Use Districts; Average Ratio of Permitted to As-Built Site Coverage</i>				1.6
<i>Commercial Districts; Average Ratio of Permitted to As-Built Site Coverage</i>				1.1

2. Pervious pavement surfaces do not count against site coverage, with no maximum.

In general, the five (5) residential districts are representative of existing lot sizes within residential neighborhoods, with few non-conforming lots in any given district. However, the lot development regulations are not generally representative of existing built conditions. Within the five residential districts, the average as-built site coverage is only 69% of what is allowed under the current zoning code. This means that the five residential districts could, under current zoning regulations, be built at approximately 1.5 times the site coverage as currently built.

Within the six (6) institutional, office, and mixed-use districts, the average as-built site coverage is similarly only 71% of what is allowed under the current zoning code. This means that the six institutional, office, and mixed-use districts could be built at approximately 1.6 times the site coverage as currently built under current zoning regulations. This is largely due to the extremely low development density of institutions within the “HE” Higher Education, “PH” Planned Hospital, and “RO” Research & Office District, including St. Louis Priory School, Missouri Baptist College; and Monsanto. Refer to **Figure 2.9** for a detailed summary table of zoning and land use capacity analysis.

With the upscale housing market, high land values, and shrinking supply of remaining land, the City of Creve Coeur also can expect to experience continued pressure for “tear-downs” of older homes and replacement with larger and more expensive homes, as well as potential consolidation of larger lots for re-subdivision. This issue was articulated in the 2002 Comprehensive Plan and continues today. This is a trend that some find disturbing. It prices many people out of the Creve Coeur market and results in some homogenization of the available housing supply. This is beginning to be addressed by the private development market with the construction of more multi-family housing along the Olive Boulevard corridor. More problematic, however, is that tear-downs and redevelopment, lot by lot, in existing neighborhoods often results in homes that are much larger and with greater site coverage than their neighbors. This is due to the mismatch between what is allowed under current zoning regulations and the as-built character of the neighborhood, as detailed above.

The greatest challenge to continued economic development in Creve Coeur is the shrinking supply of easily developable land. Creve Coeur has a strong housing and employment market, and demand remains high within the region. With a scarcity of land, pressures to meet this demand will be realized primarily through redevelopment or the intensified use of existing developed property, both residential and commercial. The challenge will be to manage the redevelopment process to preserve and protect those things that people value and avoid adverse impacts to existing residents and businesses.

Parks, Green Space & Environment

Creve Coeur's physical geography significantly contributes to the city's green, leafy, and almost rural character. Creve Coeur is situated along a ridge at the edge of the Missouri River Valley. Olive Boulevard roughly follows this ridge. The City has a topography of rolling hills with numerous small drainageways and creeks. There is over 250 feet of elevational change within Creve Coeur's boundaries, as the City ranges from 500 feet to 750 feet above mean sea level.

Creve Coeur spans both the Deer Creek Watershed (approximately east of I-270; drains to the Mississippi River via River Des Peres) and Creve Coeur Creek Watershed (approximately west of I-270; drains to the Missouri River). The headwaters of Deer Creek begin within the Creve Coeur Municipal Golf Course near Olde Cabin Road and Craig Road before flowing southeast. The tributary Windrush Creek flows south, roughly along Graeser Road. The tributary Monsanto-Sunswept Creek/Deschamps Creek flows south, roughly along N. Spoede Road. Deer Creek is classified as an Impacted Urban Waterway. West of I-270, Creve Coeur Creek is fed by three major tributaries. Fernridge Creek flows west north of Mason Manor Drive. Smith Creek and Rosenfelder Creek form a major drainageway that flows northwest between Conway Road and Ladue Road, through the Royalgate and Ladue Conway Estates subdivisions.

Additionally, there are approximately four (4) miles of existing utility and old railroad corridors that contribute to Creve Coeur's existing open space network. These include the Ameren power-line corridor on the west side of the City, which intersects Smith Creek; and the abandoned railroad corridor that runs between Malcolm Terrace Park northwest to behind the Government Center.

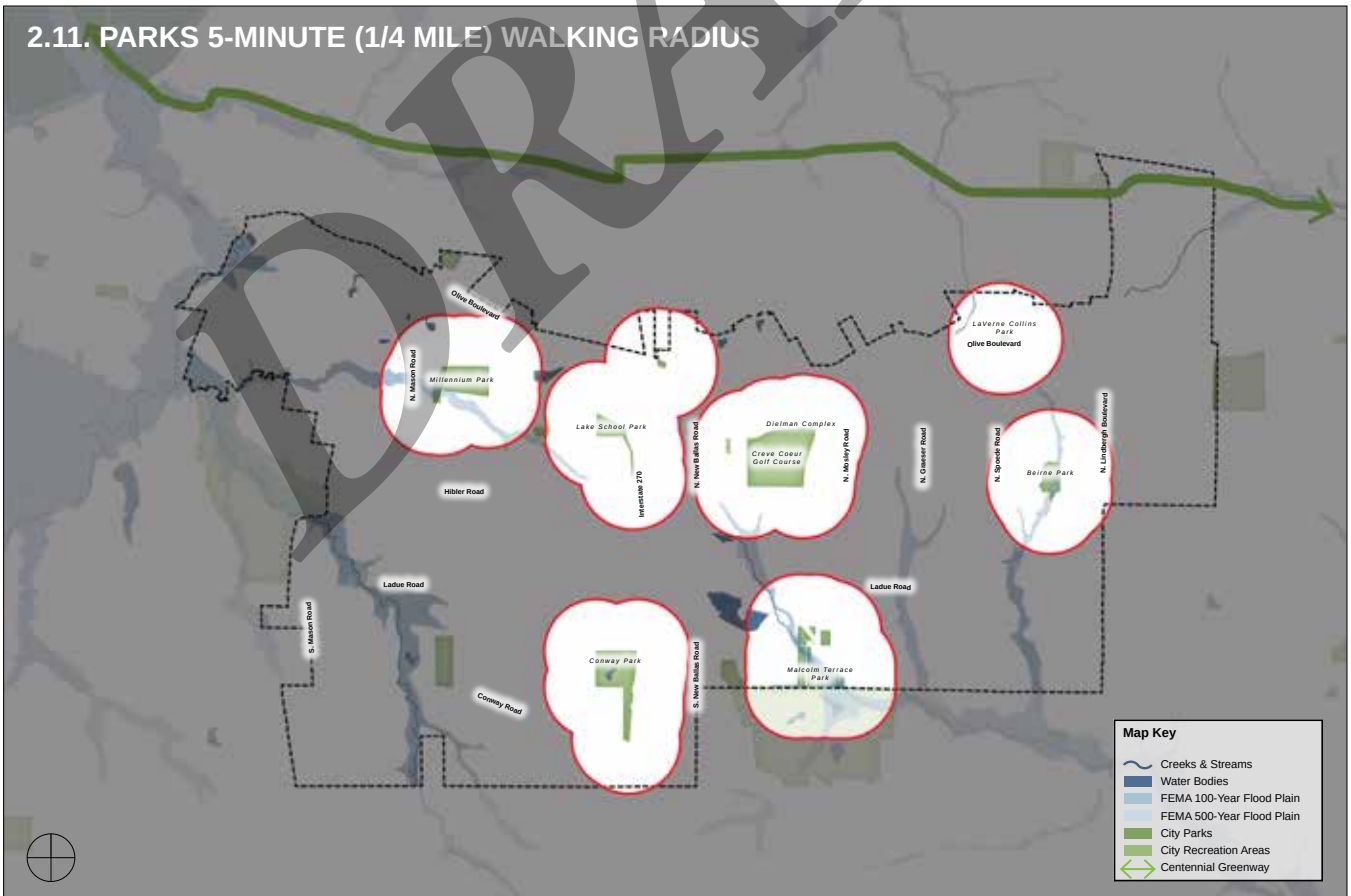
Creve Coeur currently has seven (7) public parks: Millennium Park (which includes the historic Tappmeyer House; purchased in 2001 and developed between 2001 and 2004), Lake School Park, Fountain Park, LaVerne Collins Park, Beirne Park, Malcolm Terrace Park, and Conway Park. The City also owns and operates the 56-acre Creve Coeur Municipal Golf Course and the Dielmann Recreational Complex (home of the Creve Coeur Ice Arena). These outdoor parks and recreational spaces total 154 acres. Fountain Park, a one-acre pocket park along Olive Boulevard, is slated for impending sale and redevelopment. In addition, Creve Coeur residents enjoy access to several large, regional parks, including Creve Coeur Park and Edgar Queeny Park. The City's location near I-64/U.S. 40 and the future Centennial Greenway also provides direct access to Forest Park and its amenities. Refer to **Figures 2.10 and 2.11** for locations and walking distances to existing City parks.

Community surveys conducted as part of the 2002 planning process confirm that City residents highly value this open space and green character of Creve Coeur, and this input was verified during the current planning process and the community assessment of the existing Comprehensive Plan. At the City's current population, these parks provide 8.6 acres of park space per 1,000 residents. This is below the standard of 10 acres per 1,000 residents recommended by the National Recreation and Parks Association (NRPA). Without the golf course, the public parks ratio drops to only 5.4 acres per 1,000 residents, approximately half of the NRPA standard. The bulk of open space is in private ownership, maintained either by homeowners associations, or major institutions such as schools and private clubs.

2.10. PARKS & GREENWAYS



2.11. PARKS 5-MINUTE (1/4 MILE) WALKING RADIUS



Another significant deficit—and one recognized by many citizens that participated in the planning process—is the lack of trails and sidewalks throughout Creve Coeur. None of the public parks, public and private schools, or major commercial and institutional amenities are connected to one another by sidewalks or trails. To walk or bike around Creve Coeur is a real challenge—there are simply too many missing links and busy streets like Ladue Road and Olive Boulevard, which are uninviting and unsafe for bicyclists and pedestrians. Walking from home to school or to shopping areas is simply not possible for most citizens and students due to lack of bicycle and pedestrian connections.

The City government has recognized some of these deficits and opportunities and has moved aggressively to improve the parks and trails. Since the completion of the 2002 Comprehensive Plan, the City developed Millennium Park. Furthermore, Creve Coeur has developed approximately 1.5 miles of trails in Malcolm Terrace Park. The City has also adopted an extensive Pedestrian Plan that sets out ambitious priorities for building sidewalks and crosswalks throughout the community. As part of the annual Capital Improvement Program, major sidewalk improvement programs were implemented along Ladue Road, Warson Road, Olive Boulevard, Mosley Road, Conway Road, and Mason Road during the term of the 2002 Plan. In addition, approximately 1.75 miles of improved sidewalks have been constructed along Mason Road and Ladue Road, connecting Whitfield School and Parkway Northeast Middle School west of I-270.

Creve Coeur is located less than half a mile south of the Centennial Greenway, a major regional initiative of the Great Rivers Greenway (GRG) connecting Creve Coeur Park in Maryland Heights to Forest Park. There are also numerous recommendations for bicycle facility improvements in Creve Coeur as part of GRG's Gateway Bike Plan. Moving forward, Creve Coeur has the opportunity to work with local and regional stakeholders to improve bicycle and pedestrian connectivity within the City and between regional destinations through the creation of a comprehensive network of greenways, trails, and multi-use paths linking existing and new parks, recreational facilities, and open space amenities.

Transportation and Movement

Creve Coeur boasts an enviable location within the St. Louis region. Directly accessed by Interstate I-270 and convenient to I-64/U.S. 40, I-70, and regional highways MO-364 (the Page Avenue extension) and MO-141, the City is has experienced both the benefits and impacts of automobile mobility. The benefits include being able to live or work in the City of Creve Coeur and have regional access to places of work, business, and shopping via a comprehensive regional arterial and interstate system (refer to Figure 2.12). The transportation attractiveness of Creve Coeur, however, has also resulted in negative traffic congestion impacts. Congestion continues to be a problem in the City, especially along Olive Boulevard, Lindbergh Boulevard, New Ballas Road, and Ladue Road. This continues to be a primary source of quality of life concerns for residents and businesses in the City.

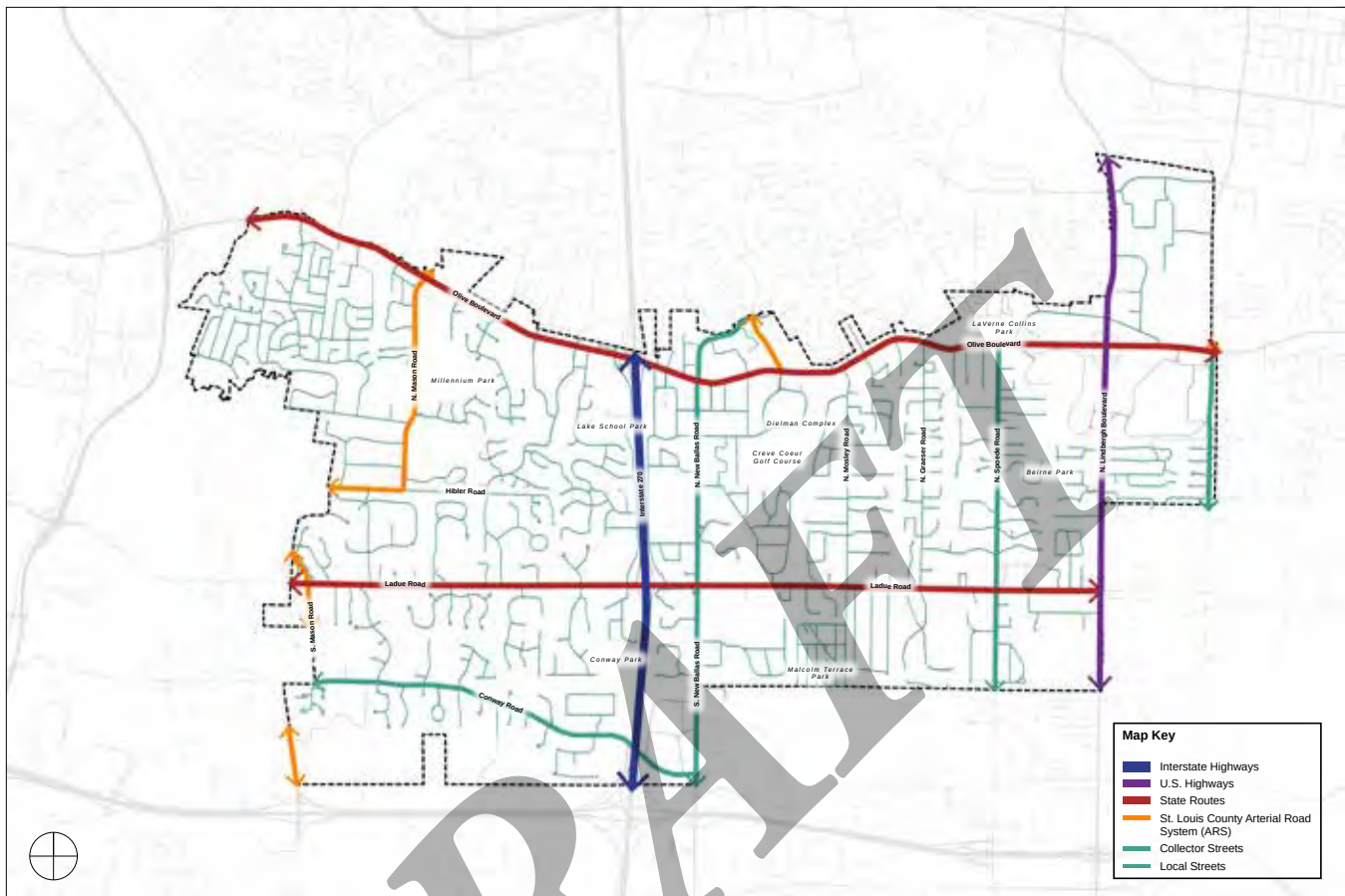
The amount of traffic on Olive Boulevard can be explained in terms of vehicle origin and destination. In addition to Creve Coeur residents' use of Olive Boulevard, a significant amount of vehicular traffic on Olive originates from external sources. Numerous vehicles originate from outside the City in order to utilize the City's commercial activities. Other vehicles use Olive Boulevard to access neighboring municipalities. As a result, the volume of cars on the roadway has increased, causing significant congestion on Olive.

Historically, congestion within the City has been addressed through increasing the capacity of the existing street system. As an example, intersections along Olive Boulevard have been systematically improved with additional through, left, and right turn lanes. Signals have been strategically installed to control traffic, and access controls

have been implemented to preserve what little residual capacity might remain. In addition, a major reconstruction of the I-270/Olive Boulevard interchange was completed in 2003. This was comprised of replacing the former two-point interchange with a single-point urban interchange (SPUI); providing dual left-turn lanes in both directions and additional right-turn stacking lanes both entering and exiting I-270. This has significantly increased the traffic capacity of the interchange, and the new interchange has been extensively landscaped to provide a signature, aesthetically-pleasing entrance to the City. However, the east and west approaches to the interchange on Olive Boulevard still experience major congestion at peak rush-hour times (approximately 7:00 AM to 9:00 AM and 4:00 PM to 6:00 PM).

As a result, travel patterns are changing as drivers try to avoid congestion on Olive Boulevard at peak times. Some of this traffic diversion is affecting residents in adjacent neighborhoods. This issue is compounded by the Creve Coeur's existing road network, which includes a discontinuity in north-south travel west of I-270, and a discontinuity in east-west travel east of I-270. Because of this discontinuity, congestion has spread south to other through-streets and minor connectors that are located in primarily residential areas of the City. These include Mason Road (west of I-270) and Ladue Road, and Old Ballas and Olde Cabin Road.

2.12. STREET & ROADWAY CLASSIFICATIONS



As in many mature cities, roadway construction solutions are no longer easily implemented. Local impacts and right-of-way limitations to accommodate the improvements often result in controversial and expensive solutions that are yielding fewer and fewer benefits. Additionally, the benefits of vehicular capacity improvements must be balanced with potential negative impacts on alternative transportation modes. For example, as intersections are widened to include additional through, left turn, or right turn lanes, the pedestrian crossing the street is exposed to more traffic and for a longer time. Street widening can also reduce space for sidewalks and dedicated bike facilities, creating safety concerns for pedestrians and cyclists.

Even with the current road network, the continued implementation of transportation system management solutions—including strategic spot improvements; elimination of some offset intersections; and reducing curb cuts with improved cross-access to commercial lots—can improve overall flow along Olive Boulevard. In an effort to resolve traffic problems throughout the community, particularly in residential neighborhoods, the City has adopted the Traffic Calming/Traffic Mitigation Program.

Sustainability & Resilience

Creve Coeur has been a regional leader among municipalities in actively pursuing community sustainability. In 2008, Mayor Harold Dielmann appointed a citizen Climate Action Task Force, which has since transformed into Energy and Environment (“E & E”) Committee (Ordinance 5391, 2014). This Committee was established following signing of the U.S. Mayor’s Climate Protection Agreement and the completion of the St. Louis region’s first municipal Greenhouse Gas Emissions Inventory, both of which were unanimously supported by the City Council through Resolution 790.

Primary duties of the E & E Committee are to make Creve Coeur more sustainable by:

- » Proving recommendations to the City Council regarding sustainability issues;
- » Reviewing and updating the Climate Action Plan with the focus of reducing the City’s greenhouse gas emissions and carbon footprint;
- » Encouraging the City’s Green Team (a grassroots, multi-disciplinary group dedicated to sustainability);
- » Promoting City functions relating to sustainability;
- » Educating City staff and residents on sustainability practices and resources; and
- » Collaborating with other agencies to further sustainability efforts.

In 2010, the City adopted Phase I of the Climate Action Plan to save energy and reduce greenhouse gas emissions community-wide 20% by 2015 (in comparison to 2005 baseline levels). A number of energy-saving measures have been implemented within City facilities and among City

operations. These include energy-efficient lighting and HVAC systems, water and materials recycling, and solar arrays installed at the Dielmann Recreation Complex.

The City adopted Ordinance 5089 in 2009, adding an environmental purchasing preference for EPEAT; EnergyStar; Environmental Choice; Forest Stewardship Council; Green Guard for Children and Schools; Green Seal; Green-e; and USDA Organic certified products. The City also installed recycling collection containers in all city facilities, eliminated the use of Styrofoam products, and conducted a comprehensive Energy Audit of City facilities in 2013. Creve Coeur has enacted other ordinances relating to community sustainability and resilience. These include an ordinance permitting the domestic raising of chickens, and an ordinance requiring the use of native plants in the landscaping of City-owned property.

These efforts have been well-recognized regionally. In November 2013, the City accepted an Outstanding Local Government Achievement Award from the East-West Gateway Council of Governments for the Green Power Community Challenge. In December 2013, the efforts of the Climate Action Task Force were recognized by the St. Louis Regional Chamber when the Chamber presented the City with a Sustainable Business Advantage Award. More recently, Creve Coeur reconfirmed its commitment to comprehensive sustainability in 2014 by developing an updated Greenhouse Gas Emissions inventory and signing the 25X20 Energy Benchmarking Pledge. In June 2016, the City adopted Phase II of the Climate Action Plan. The Phase II Plan sets new emission reduction goals through 2050 and adopts various strategies to achieve these goals. Creve Coeur is the first and currently only municipality in the St. Louis region to adopt a Phase II Climate Action Plan.

Lifestyle Preferences and Future Development

Households that prefer to trade single-family suburban living for the convenience of an urban location include both high and middle-income households. These households tend to prefer an urban lifestyle and nationally there is evidence of pent-up demand that can drive housing markets in downtown and core areas and reinforce retail markets if action is taken to seize the opportunity.

Part of this shift may have to do with the changing preferences of our two key demographic groups, Millennials and Baby Boomers.

According to research by RCLCO, an Orlando, Florida research firm, and Kiplinger, published in the Wall Street Journal, 88% of Millennials want:

- » Walkable, bikeable neighborhoods and streets
- » Amenities and work within walking distance
- » Smaller houses or smaller units at lower cost
- » An urban street environment
- » Access to transit and all modes of mobility
- » Access to nature and recreation
- » Strong sense of community

At the other end of the spectrum are the Boomers. This group includes active seniors, many of whom now express a strong preference for urban living. In planning to capture this future population it is necessary to provide neighborhoods and housing that will fit their lifestyle preferences. Boomers want:

- » The ability to move freely without a car
- » The ability to age in place
- » Easily managed housing—close the door and go
- » Amenities and services within walking distance
- » Access to transit and all modes of mobility
- » Access to nature and recreation
- » Strong sense of community

The overlap between these groups indicates a strong market for neighborhoods with the following attributes: retail and services, employment space, good transit and mobility options, a mix of housing units which includes smaller units and rentals as well as for-sale units, and a sense of genuine community identity and authenticity.

These preferences tie in well to the emerging trend in vibrant suburban centers noted in the NAIOP report. If Creve Coeur can create the environment, capturing these demographic cohorts can reinforce the viability for employment space as well as for retail and services in a sub-center that would benefit the entire community.

Economic Development Opportunities

Creve Coeur and St. Louis County are now in competition with not just local or state locations, but national locations. The widespread use of geographic information systems and demographic data allows firms to identify locations with the attributes desired by their workforce and the attributes that will lead to profitability. For retailers on the national level, such data allows cherry picking among the very best market locations, with high household incomes, high aggregate income, and quality of access for a given geographic unit, making competition between locations national.

There are four trends that also should be considered in creating a master land use plan: (1) the preferences of millennials and baby boomers; (2) the trend toward vibrant suburban sub-centers on the part of firms with millennial employees and on the part of development professionals and investors seeking higher leasing rates and lower vacancy; (3) the ability for a very large number of firms to locate without regard to proximity to resources or other traditional factors, fueled by the growing trend of industrial use to actually be “idea factories” with concentrations of STEM workers rather than heavy industrial employment; and (4) the growing preference for urban environments on the part of younger workers. Taken together, these trends indicate that virtually any jurisdiction that can satisfy the lifestyle requirements of future employees and appeal to the employers who use technological resources rather than natural resources, can attract new residents and businesses, and also retain workforce. The traditional methods of viewing potential for change through the lens of regional or local trends is no longer sufficient to indicate future potential for pro-active cities.

The effect of these trends is a resurgence of urban lifestyles on the part of the two largest demographic groups for the next 20 to 30 years, and an increasing desire by firms to locate in cities with strong downtowns, a mix of housing types, and a definable center with urban amenities for residents.

Creve Coeur does not lack employment; its employment base as of 2013 was over 52,000 jobs nearing three times the city population. It does not lack income to support retail and services; income per household is higher than most areas in the St. Louis metro area. There is not immediate development pressure for housing as expected demand for units based on projected population growth is low. But Creve Coeur does need to address capture of target demographics for retaining and recruiting future employees and residents.

To assure future markets, a land use strategy must tie these elements together and increase the quality of life locally by providing multiple modes of access for retail capture; create meaningful community public space; and add a mix of housing types to increase the number of residents living and employed within the City.

Conclusion

Creve Coeur is a maturing city, experiencing both the challenges and opportunities typical to maturing cities. The City is largely built-out, and it is located amidst neighboring municipalities and areas of unincorporated St. Louis County that are also built-out. Therefore, the opportunities for continued development in Creve Coeur are the redevelopment and replacement of aging retail, office, and housing stock that has reached market obsolescence.

The City possesses established parks and is home to numerous regionally-renowned primary and secondary schools. While not a retail power center like Chesterfield Crossing, Chesterfield Mall, or the Saint Louis Galleria, Creve Coeur is still a major commercial center with strong retail amenities and a robust employment base. These assets provide not only community services and jobs, but a strong commercial revenue base to City government. As a result, Creve Coeur is able to provide a high-level of municipal services while maintaining a modest property tax rate. Set against the backdrop of easily-accessible community services and amenities, this palette of community benefits has resulted in Creve Coeur's excellent regional reputation and stable property values.

However, future growth in Creve Coeur is projected to be essentially flat. This is due to multiple factors, including: 1) a lack of easily-developable land; 2) limited diversity of existing housing stock (that does not necessarily respond to changing market demographics); 3) aging and overbuilt office space; 4) a lack of an identifiable heart of Creve Coeur (when we think of Creve Coeur, do we think of the same thing?); and 5) a flat growth rate for the St. Louis region as a whole. In order to continue to evolve, prosper, and maintain its regional identity, Creve Coeur must enhance its competitive position in the region as the premier community in which to live, work, and play.

The Creve Coeur 2030 Comprehensive Plan update presents a holistic strategy to preserve and strengthen the characteristics of the City that give Creve Coeur an enviable position within the region while guiding future development to capitalize on projected growth opportunities and changing demographics. By promoting contextual and authentic placemaking, the City of Creve Coeur will be well-positioned to attract new residents, new business, and new amenities while strengthening existing neighborhoods and preserving the qualities that make Creve Coeur great.

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03

OBJECTIVES & STRATEGIES

CREVE COEUR'S COMMUNITY VISION

*Creve Coeur will continue to prosper as **a premiere livable and sustainable community** by preserving and capitalizing on new opportunities for the City's key residential, business, environmental, and civic assets.*

Utilizing comprehensive place-making, *Creve Coeur will enhance its unique and recognizable physical identity; its healthy and vibrant neighborhoods; and remain **a regional leader as a green and environmentally-friendly community.***

Introduction

The Objectives and Strategies of the Creve Coeur 2030 Comprehensive Plan Update are composed of seven (7) key objectives and 67 individual Strategies. The Objectives and strategies reflect the goals, needs, and desires of the Creve Coeur community. Together, they serve to achieve the community's Vision on which the Comprehensive Plan is founded.

The Objectives and Strategies include programming and municipal service initiatives, policy and partnership recommendations, and physical development plans—as further detailed in the *Plan Recommendations* beginning on page 53—to build a more prosperous, livable, and sustainable Creve Coeur for the next 20 years. The Objectives and Strategies of this Plan were developed with the input of the citizens of Creve Coeur, facilitated by the Planning Team, to achieve the community's Vision for the future of their City.

The Objectives and Strategies are presented on the following pages.

1. *Placemaking & Community Identity*

Creve Coeur will enhance its unique regional identity and develop an 18/7 community experience to become an even better place to live, shop, work, and play!

Strategy 1.1: **Create mixed-use, walkable districts.**

Strategy 1.2: **Improve Creve Coeur's walkability and bikeability.**

Strategy 1.3: **Improve the City's streetscapes and continue public realm enhancements.**

Strategy 1.4: **Celebrate the community with identifiable gateways and public art.**

Strategy 1.5: **Preserve high-quality existing neighborhoods and community assets.**

Strategy 1.6: **Ensure cultural, arts, educational, and entertainment opportunities throughout the community.**

Strategy 1.7: **Update the City's zoning code to facilitate and promote development that matches the community's vision for Creve Coeur.**

Strategy 1.8: **Ensure that adjacent non-residential and residential developments are compatible with each other.**

Strategy 1.9: **Improve the quality of new development by revising architectural design guidelines and establishing lot development standards, including illustrations of desired development patterns.**

Strategy 1.10: **Preserve Creve Coeur's historic properties.**

Strategy 1.11: **Provide an increased number of community events and programs.**

Strategy 1.12: **Develop a "central gathering place" that is the heart of the community.**

2. *Residential Development & Preservation*

Creve Coeur will preserve and evolve its high-quality residential development and stable property values while enhancing the diversity of housing types and improving the walkability and accessibility of neighborhoods.

Strategy 2.1: Increase housing options to attract changing market demographics—including seniors, young professionals, and families.

Strategy 2.2: Guide the rebuilding of outdated housing stock in selected areas to improve housing diversity and maintain a competitive residential market.

Strategy 2.3: Continue to provide opportunities for a greater diversity of housing options throughout the City.

Strategy 2.4: Improve neighborhood walkability and connectivity.

Strategy 2.5: Incentivize stormwater and green infrastructure best management practices (BMPs) for existing homeowners; new developments and infill development; and significant additions to existing homes.

Strategy 2.6: Update Creve Coeur's building code to promote green building best practices and adopt the latest International Energy Conservation Code as part of any building code update.

Strategy 2.7: Review the Zoning Code and land development regulations to ensure new infill residential construction takes into account existing conditions such as topography and stormwater flow with the measurement of building height, grading, and stormwater mitigation to minimize the impacts of new construction.

Strategy 2.8: Establish a limit for the amount of pervious pavement that does not count toward site coverage allowance for residentially-zoned properties.

Strategy 2.9: Mitigate the impact of non-residential uses such as lighting, noise, and trash on residential uses where they are adjacent.

Strategy 2.10: Protect residential areas from negative encroachment of non-residential uses.

3. *Economic Growth & Community Services*

Creve Coeur will capitalize on new job growth and commercial development opportunities to strengthen its position as a major regional business center and provide necessary neighborhood services for the community.

Strategy 3.1: **Ensure future economic growth is responsive to the changing economy and captures the “place-making dividend”.**

Strategy 3.2: **Provide the community services, amenities, and experience necessary to leverage and capture these changing consumer preferences.**

Strategy 3.3: **Transform the Olive Boulevard corridor with a Central Business District and supporting mixed-use districts.**

Strategy 3.4: **Improve regional transportation to Olive Boulevard.**

Strategy 3.5: **Embrace public/private partnerships for redevelopment.**

Strategy 3.6: **Work with the business community to develop recommendations for broadband, electrical, and other infrastructure as it impacts economic development.**

Strategy 3.7: **Guide regional retail and services (serving as a destination amenity) to the Community Center District area.**

Strategy 3.8: **Preserve the long-term economic strength of Creve Coeur by actively working with the St. Louis Economic Development Partnership and St. Louis County to establish the Plant Science Innovation District; promote its implementation; and support the District’s long-term sustainability.**

Strategy 3.9: **Foster development of a town center, which would include the design and construction of a public gathering place or places.**

Strategy 3.10: **Become an active and integral participant with the St. Louis Regional Chamber and other organizations to promote Creve Coeur’s interests in regional and statewide economic development efforts.**

4. *Community Amenities & Facilities*

Creve Coeur will enhance existing public facilities and provide a variety of new, high-quality public amenities and community facilities that meet the needs and desires of all Creve Coeur residents.

Strategy 4.1: **Improve City facilities, including the police department headquarters, Government Center, and the Dielmann Complex.**

Strategy 4.2: **Continue to improve the quality and responsiveness of City services, including recycling, limb and leaf pickup, and maintenance of medians and public landscaping.**

Strategy 4.3: **Continue to actively develop and implement the Capital Improvement Program that addresses the needs and desires of the community.**

Strategy 4.4: **Continue the City's strong level of police services.**

Strategy 4.5: **Actively engage with utility providers, fire protection districts, neighboring governments, and other community service providers to ensure that Creve Coeur continues to be served by high-quality, efficient, and effective community services.**

Strategy 4.6: **Maintain existing and develop new cooperative and reciprocal agreements and partnerships to share community facilities with surrounding municipalities and public and private institutions.**

5. *Parks, Open Space & Environment*

Creve Coeur will utilize its physical geography and diverse landscapes to remain a regionally-recognized green community and increase the amount of accessible public parks and open space for preservation and recreation.

Strategy 5.1: Actively pursue the integration of trails and bikeways and create a comprehensive community wide network of off-street and on-street connections for pedestrians between parks and open spaces, commercial centers, schools, and neighborhoods.

Strategy 5.2: Require new development or redevelopment to include public amenities such as pedestrian connections, bicycle facilities, public sitting/gathering areas, and open space, as appropriate.

Strategy 5.3: Engage in regular assessments of the recreation needs of Creve Coeur residents and enhance park facilities as necessary to ensure that those needs are met.

Strategy 5.4: Explore the development of a central urban park or plaza as the central gathering space of the community (perhaps as part of the Community Center district) and development of a community recreation center, youth center, library, or community center.

Strategy 5.5: Identify and designate parcels for possible future purchase by the City and redevelopment as public park space.

Strategy 5.6: Expand the use of cooperative agreements with local schools and private recreational amenities to provide access to recreational facilities for City residents.

Strategy 5.7: Enhance Creve Coeur's existing parks and open spaces to establish greater plant and wildlife diversity.

Strategy 5.8: Mitigate flooding and waterway impacts from adjacent development and improve water quality.

6. *Transportation, Connectivity & Mobility*

Creve Coeur will utilize development and partnerships with other jurisdictions to better manage automobile traffic; reduce traffic congestion; and improve transit, walkability, and bikeability.

Strategy 6.1: Encourage creation of a comprehensive network of pedestrian and bicycle infrastructure and facilities to become a premier walkable and bikeable community

Strategy 6.2: Improve access to public transit opportunities to ensure an equity of mobility for all residents and visitors—regardless of age, income, or ability.

Strategy 6.3: Use environmental design, operations, and management to reduce vehicular congestion on Olive Boulevard.

Strategy 6.4: Manage traffic impacts in residential neighborhoods.

Strategy 6.5: Improve connectivity in the western half of the City by developing bicycle and pedestrian facilities to bridge gaps in the existing street network.

Strategy 6.6: Promote vehicular cross-access between commercial parking lots to facilitate shared parking, reduce access points along commercial thoroughfares, improve traffic flow, and provide access to secondary streets.

Strategy 6.7: Improve coordination with East-West Gateway Council of Governments (EWGCOG) to increase the City's role in regional transportation planning and transportation initiatives.

Strategy 6.8: Utilize Complete Streets principles when conducting major improvements to existing roadways to enhance bicycle and pedestrian accommodations; consider the adoption of a City-wide Complete Streets policy.

Strategy 6.9: Develop procedures to address requests for local traffic calming.

Strategy 6.10: Increase local connectivity to the Great Rivers Greenway District's (GRG) regional "River Ring" greenway network; endorse, enhance, and facilitate implementation of GRG projects in Creve Coeur.

Strategy 6.11: Enhance the safety of existing bicycle and pedestrian facilities, including safe pedestrian crossings of major roads.

7. *Community Sustainability & Resilience*

Creve Coeur will lead the region in integrating community sustainability with on-going revitalization.

Strategy 7.1: Facilitate the development of community-supportive retail and services to ensure long-term community vibrancy and resilience.

Strategy 7.2: Achieve a sustainable jobs/housing balance within Creve Coeur.

Strategy 7.3: Establish a regular schedule for future updates to the Climate Action Plan with new benchmarks, a new planning horizon with updated strategies, and updated targets.

Strategy 7.4: Develop a Community Resilience Plan to provide for enhanced emergency service access, alternative transportation options, and energy security in the event of natural disasters and social unrest.

Strategy 7.5: Expand the use of renewable energy in City-owned public facilities and promote renewable energy use for all Creve Coeur residents.

Strategy 7.6: Establish city-wide targets for the ratio both public-accessible and private open space.

Strategy 7.7: Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality.

Strategy 7.8: Establish a storm water level-of-service and prioritize the problems identified in the City's storm water study based on those criteria and accelerate the implementation of the City's Storm Water Master Plan to deal with the prioritized storm water problems.

Strategy 7.9: Update the City's landscape guidelines to encourage the use of Missouri native plantings and discourage planting of known invasive species.

Strategy 7.10: Review regional sustainability initiatives and work with regional groups to enhance Creve Coeur's sustainability efforts.

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04

PLAN RECOMMENDATIONS

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

1.

Community Place Types Overview

The geographic framework and future land use plan of the Creve Coeur 2030 Comprehensive Plan Update relies upon the Community Place Type Districts. Community Place Types utilize aspects of both zoning districts and a typical land use plan. They identify the existing physical character of development, streets, infrastructure, and public space and make recommendations to guide future physical development, streets, infrastructure, and public space in accordance with the community's Vision for the future of Creve Coeur.

By defining qualitative aspect of these districts—their built character, streetscape, public realm, and public space amenities—in addition to the quantitative aspects of land use, Community Place Types establish a coordinated placemaking strategy within a defined geographical framework based on existing parcels, development character, and uses.

Community Place Type Districts address the major commercial districts, campus developments, and residential neighborhoods within Creve Coeur. The Community Place Type District locations and boundaries are illustrated in **Figure 4.1**; an overview of the 11 Community Place Type Districts is provided on the following pages.

Detailed land use and development recommendations are presented by geographical area:

- » **Residential neighborhood recommendations** are presented on pages 64-71;
- » **Central Business District recommendations** (Community Center place type) are presented on pages 72-81;
- » **West Olive and large commercial site recommendations** (Mixed-Use place type) are presented on pages 82-87;
- » **East Olive recommendations** (Neighborhood Commercial place type) are presented on pages 88-93;
- » **Plant Sciences Innovation District recommendations** (Mixed-Use Innovation Campus district) are presented on pages 94-98;
- » **Lindbergh Boulevard commercial recommendations** are presented on pages 100-103; and
- » **Campus and institutional district recommendations** are presented on pages 104-108.



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- I - Countryside Estate (CR)
- II - Estate Neighborhood 2 (ER-2)
- III - Estate Neighborhood 1 (ER-1)
- IV - Suburban Neighborhood 2 (SR-2)
- V - Suburban Multi-Family Neighborhood 1 (SR-1)
- VI - Civic (CV)
- VII - Campus (CP)
- VIII - Neighborhood Commercial District (NC)
- IX - Mixed-Use District (MU)
- X - Community Center District (CC)
- XI - Mixed-Use Innovation Campus (MUIC)
- Central Business District Boundary

Community Place Types Overview



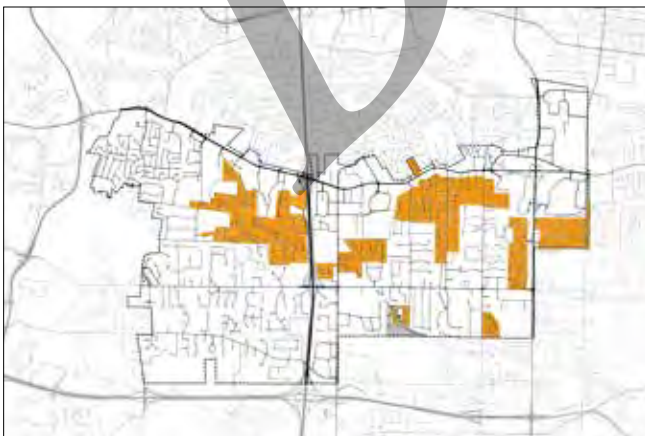
I. Countryside Estate (CR)

Countryside Estate describes large-lot (1 acre and larger), detached single-family residential neighborhoods with a curvilinear, cul-de-sac street system in either a residential subdivision of multiple streets with one or several entrances; or on individual residential streets with one access to a through street or road. Countryside Estate neighborhoods have optional sidewalks on one side of the street (typically located only on through streets), optional street lighting at expanded intervals, and trees located outside of the public right-of-way in private yards. Countryside Estate includes portions of the current “A” Single Family Residential zoning district, primarily west of I-270 and built around **centralized subdivision common ground tracts**.



II. Estate Neighborhood 2 (ER-2)

Like the Countryside Estate, Estate Neighborhood 2 describes large-lot (1 acre and larger), detached single-family residential neighborhoods with a curvilinear, cul-de-sac street system in either a residential subdivision of multiple streets with one or several entrances; or on individual residential streets with one access to a through street or road. Estate Neighborhood 2 includes portions of the current “A” Single Family Residential zoning district, primarily east of I-270 and shares the same basic characteristics of the Countryside Estate. **The difference is that Estate Neighborhood 2 lacks centralized subdivision common ground.**



III. Estate Neighborhood 1 (ER-1)

Estate Neighborhood 1 describes medium-lot (15,000 sq. ft. to 1 acre), detached single-family residential neighborhoods with both rectilinear and curvilinear, cul-de-sac street system in either: a residential subdivision of multiple streets with one or several entrances; or on individual residential streets with one access to a through street or road. Estate Neighborhood 1 neighborhoods have optional sidewalks on one side of the street, optional street lighting at expanded intervals, and trees located outside of the public right-of-way in private yards. Estate Neighborhood 1 includes portions of the current “B” and “C” Single Family Residential zoning districts, based on physical characteristics and configuration.



IV. Suburban Neighborhood 2 (SR-2)

Suburban Neighborhood 2 describes small-lot (minimum 10,000 sq. ft.), detached single-family or attached townhome residential neighborhoods with an interconnected street grid and on-street, parallel parking. Suburban Neighborhood 2 features a high level of pedestrian connectivity and amenities with sidewalks on both sides of the street, tree lawns with street trees, and street lighting at regular intervals. Suburban Neighborhood 2 is coterminous with the current “D” Single-Family Residential zoning district.



V. Suburban Multi-Family Neighborhood 1 (SR-1)

Suburban Neighborhood 1 describes attached multi-family residential neighborhoods—including multi-story apartment and condominium buildings and attached rowhouses or townhomes—built around an interconnected street grid or an internal vehicular circulation system with common parking areas. Suburban Multi-Family Neighborhood 1 areas feature a high level of pedestrian connectivity through sidewalks and pedestrian pathways. Suburban Neighborhood 1 is coterminous with the current “AR” Attached Single-Family Residential zoning district.



VI. Civic (CV)

The Civic district is intended for institutional uses—including schools, churches, religious facilities, and public facilities—comprised of a single primary building with optional ancillary buildings on a single lot.

Community Place Types Overview



VII. Campus (CP)

The Campus District is intended for the development of multiple large office structures, institutional facilities, research buildings, educational, and healthcare facilities. Campus districts have a minimum size of 10 acres, and are envisioned to regulate the outer “tier” of buildings, fronting perimeter streets, while ensuring maximum flexibility for inner “tiers” of buildings that are not adjacent to perimeter streets. When located in predominantly residential areas, Campus districts should maintain low-intensity, landscape frontages. When located on Olive Boulevard or other high-intensity commercial streets, Campus districts should maintain a frontage type that matched adjacent frontages on Olive Boulevard.



VIII. Neighborhood Commercial District (NC)

Comprising the East Olive Corridor, the Neighborhood Commercial District supports the development of a variety of medium- to low-density commercial and neighborhood service businesses and low-density multi-family residential development—in a corridor with shallow lot depths adjacent to established subdivisions. Providing a transition between more intense commercial districts to the east and west, this district is ideal for specialty retail and service businesses, providing both easy car access and a walkable environment. The Neighborhood Commercial District provides for **lot-by-lot redevelopment that builds toward a coherent corridor identity.**



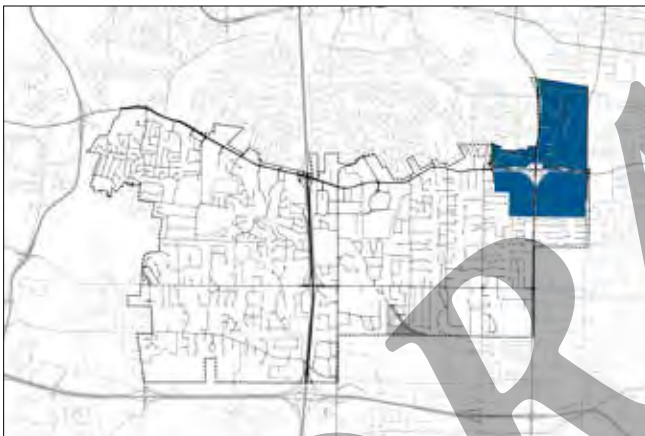
IX. Mixed-Use District (MU)

The Mixed-Use District supports the development of a variety of medium-density commercial, retail, office, dining, community services, and multi-family residential on large development sites with centralized parking lots. These land uses are supported through primarily vehicular access with improved walkability; pedestrian connections within developments, to neighboring commercial properties, and to adjacent neighborhoods; and beautifully landscaped streets. **The Mixed-Use District accommodates numerous existing land uses, including the “day to day” retail and service business utilized by Creve Coeur’s residents and workers, while allowing for increased density and new land uses.**



X. Community Center District (CC)

The Community Center District supports the development of a variety of medium- to high-density, high-intensity, and mixed-use commercial, dining, retail, office, and multi-family residential in a vibrant, walkable, urban environment. These land uses will be supported by great streets, public realm amenities, and a central City Park and gathering place. The Community Center District is coterminous with boundary of Creve Coeur's downtown. **The Community Center District will be the geographic and perceptual heart of Creve Coeur and will establish the identity of the City as a regional destination.**



XI. Mixed-Use Innovation Campus (MUIC)

The Mixed-Use Innovation Campus district is intended for the development of specialized office, laboratory, institutional, and research buildings for high-tech and biotech industries, supported by vibrant, ground floor mixed-use development and other community amenities. The Mixed-Use Innovation Campus district is intended to accommodate the development of—and is coterminous with—the SLEDP Plant Sciences Innovation District master plan.

Future Zoning Code Framework

One of the ongoing challenges faced by Creve Coeur is the fact that the 2002 Comprehensive Plan is not well-coordinated with the goal of establishing a Town Center. This issue is not unique to Creve Coeur; many communities have regulatory ordinances that do not facilitate—and in fact sometimes directly prohibit—key recommendations of the Comprehensive Plan.

Articulated in the 2002 Comprehensive Plan, the Town Center was a key element of establishing a regional identity for Creve Coeur and a sense of place for Creve Coeur's central business district. Creation of a Town Center was a top priority that emerged from the public engagement in 2002. The King's Landing mixed-use development, located at the northeast corner of New Ballas Road and Old Ballas Road, is the type of development envisioned in the Town Center recommendation. This development was intended to spur other mixed-use developments in the Town Center area.

With the exception of King's Landing, the Creve Coeur Town Center has failed to materialize. There is no zoning district whose regulations would support creation of the Town Center, and no rezoning was undertaken after completion of the 2002 Plan. Therefore, the only way such a development can occur is if a single development entity purchases the necessary amount of contiguous land and builds the Town Center as a phased development project under Planned Unit Development (PUD) regulations.

In addition to establishing qualitative, geographically-based placemaking recommendations, the Community Place Types are designed as a framework for a Zoning Code update that allows and facilitates the implementation of the Comprehensive Plan Update on a lot-by-lot, project-by-project basis. The geographical Place Type Districts set forth in this Plan are intended to serve as zoning districts in the future Zoning Code update.

This approach has several key advantages for the City and the community.

1. First, it ensures that **development fulfilling the Comprehensive Plan Vision can occur by right and incrementally**. This removes a major barrier to implementation, since implementation of the Plan is not reliant on a few large scale development projects.
2. Second, it establishes a **framework for a place-based Zoning Code**—should it be considered in part or in whole—that truly responds to the goals and desires of the community, and guides development and land use to support those goals and desires.
3. Finally, it creates a **fully-integrated and coordinated relationship between the Comprehensive Plan and Zoning Code**, utilizing coterminous geographical boundaries for future land use and the regulation of physical development. This will greatly simplify the existing Zoning Code and streamline the day-to-day administration of the code by City Staff and the Planning and Zoning Commission.

While the completion and adoption of this Comprehensive Plan Update does not automatically result in any updates or revisions to the Zoning Code, it is a key recommendation of this Plan that the City completes a full update of the zoning code, based upon the Community Place Type districts.

Commercial & Mixed Use Districts Frontage Plan

The main commercial and mixed-use areas along Olive Boulevard, N. New Ballas Road, Craig Road, Old Olive Street Road, and N. Lindbergh Boulevard constitute the employment, retail, and entertainment core of Creve Coeur. Focused along the Olive Boulevard corridor, these areas are home to developments of varying age, configuration, and density on a variety of lot types and sizes under different ownership models. As a result, the built character of the Olive corridor is highly fragmented, and the existing variety of zoning districts along Olive (11 in all) contributes to the lack of a unified identity that one experiences when traveling along the corridor.

In addition, the current zoning districts do not support the type of walkable development, “sense of place”, and community identity articulated as a goal of the 2002 Comprehensive Plan. This goal is best summarized in the recommendation from the 2002 Comprehensive Plan to create a Town Center for Creve Coeur, which has never been implemented. As described on the previous page, this is due to the fact that the only mechanism to implement such a recommendation is through a single, phased development project conducted by a single development entity or partnership. Local examples of this type of development would include The Boulevard, located at Brentwood Boulevard and Galleria Parkway in Richmond Heights, and Station Plaza in Kirkwood.

These types of developments require the acquisition of large amounts of land and financing that is becoming increasingly rare. As a result, they are very difficult to achieve. Unfortunately, under Creve Coeur’s current zoning code, this is the only approach.

A key goal and recommendation of this Comprehensive Plan Update is to develop a place-based land use and development framework and associated zoning code revisions (as outlined in *Goal 1: Placemaking and Community Identity*) to allow and guide individual, lot-by-lot developments in a way that, over time, will achieve the goal of a vibrant, walkable town center.

In order to achieve this goal, this Comprehensive Plan Update proposes a commercial and mixed-use Frontage Plan. The Frontage Plan utilizes the Community Place Type character districts and a qualitative hierarchy of street types to define the relationship of use, buildings, streets, and the public realm. Fundamentally, the Frontage Plan deals with the way in which buildings, their uses, and their access address the street. Regardless of lot size, the Frontage Plan specifies allowed and desired uses, build-to lines, and building form requirements for the “first tier” of development adjacent to the street. On small lots, there may only be room for a single tier of development. On large lots, “second”, “third”, or more tiers of development from the street are considered “interior” lot conditions and are minimally regulated.

This allows for the creation of a vision and coherent identity for Creve Coeur’s commercial and mixed use center, supporting a wide variety of lot sizes, while allowing this vision and identity to be achieved, incrementally and over time, through coordinated and complementary development.

Frontage Plan recommendations are based around four (4) commercial and mixed-use Community Place Type Districts:

1. **VIII: Neighborhood Commercial District (NC);**
2. **IX: Mixed-Use District (MU);**
3. **X: Community Center District (CC); and**
4. **XI: Mixed-Use Innovation Campus District (MUIC);**

And three (3) street Functional Classifications:

- A. **Primary Streets:** The main commercial and mixed-use streets within a given district, onto which the “front doors” of primary developments are located;
- B. **Secondary Streets:** Commercial and mixed-use streets within a given district home to supportive retail and community services as well as parking facilities; and
- C. **Service Streets:** Tertiary and/or internal streets whose primary function is access to parking facilities (including shared parking and parking garages) and building service areas (including loading docks, mechanical, and waste management facilities).

This allows for a maximum of 12 specific frontage characteristics within the commercial and mixed-use districts, each defining a particular desired use and physical character.



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Residential Neighborhood Recommendations

Over two-thirds of Creve Coeur's land area is developed with residential neighborhoods, and these neighborhoods are a key part of the City's overall physical identity and regional strength.

As detailed in Creve Coeur Today, the City's residential neighborhoods—while of excellent quality and maintaining high property values—face several challenges. These include:

- » Zoning district regulations which permit site coverage ratios that are higher than the prevailing built conditions;
- » Minimum setback requirements only, with no zoning regulations to preserve a consistent orientation of homes to the street;
- » Inconsistencies in the way in which building height for new buildings is calculated for infill homes in existing neighborhoods;
- » No limit on the amount of pervious pavement that is excluded from lot coverage calculations; and
- » Market obsolescence of some homes in Creve Coeur, as evidenced by increased teardowns and infill construction.

These challenges have been well-known to residents. Projected changes to market demographics and the continued aging of existing housing stock are anticipated to exacerbate these challenges over the coming years. As a result, this Plan must provide guidelines that preserve the character and property values of existing neighborhoods while allowing for incremental evolution and redevelopment over time.

The Creve Coeur 2030 Plan's recommendations protect the physical characteristics of residential neighborhoods while guiding contextually-sensitive redevelopment as dictated by existing and future market forces. While the recommendations for residential neighborhoods presented herein apply to all of Creve Coeur's residential place types, implementation of these recommendations should be particular to the characteristics of each individual place type. This entails calibrating the individual recommendations to both the existing build character as well as the desired future vision of each place type district.

This process is fundamental to "placemaking" and is necessary for successful implementation of the Plan. The Vision for each residential community place type is provided on the pages 64 to 68, and Plan recommendations are detailed on page 69. Recommendations apply to new development, new subdivisions, teardowns and infills, and significant expansions of existing buildings.



4.2. RESIDENTIAL PLACE TYPE DISTRICTS

- I - Countryside Estate (CR)
- II - Estate Neighborhood 2 (ER-2)
- III - Estate Neighborhood 1 (ER-1)
- IV - Suburban Neighborhood 2 (SR-2)
- V - Suburban Multi-Family Neighborhood 1 (SR-1)

Residential Place Type Districts

I. *Countryside Estate (CR)*

The Vision for *Countryside Estate* neighborhoods is of large lots with sprawling homes in a rural, wooded setting. Homes should be located to provide large front lawns and preserve existing trees. Neighborhoods should be planned around common ground featuring woods, rolling meadows, and water features. Streets should be curvelinear lanes to maximize landscape vistas, and sidewalks are not necessary.



PLACE TYPE KEY MAP



EXISTING PLACE TYPE CHARACTER IMAGE



EXAMPLE PLACE TYPE NEIGHBORHOOD



EXISTING PLACE TYPE CHARACTER IMAGE

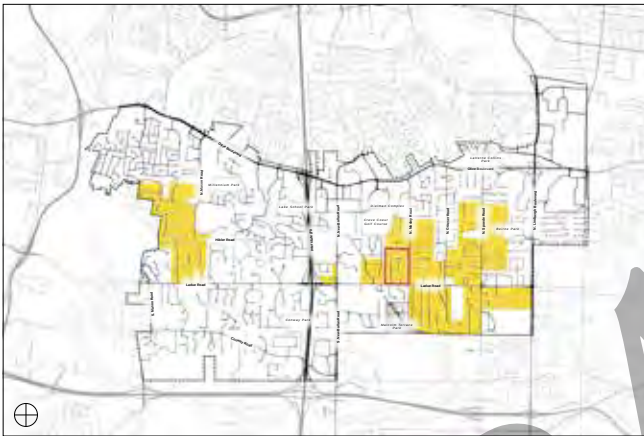


EXISTING PLACE TYPE CHARACTER IMAGE

Residential Place Type Districts

II. *Estate Neighborhood 2 (ER-2)*

The Vision for *Estate Neighborhoods, Type 2* is of large lots with stately homes in a park-like setting. Homes should be architecturally-harmonious, located to provide large front lawns and preserve existing trees, and built to a consistent setback from the street. Streets should terminate in cul-de-sacs or circles to create small, secluded neighborhoods, and sidewalks are not necessary. Curvilinear streets can be used to preserve landscape vistas.



PLACE TYPE KEY MAP



EXISTING PLACE TYPE CHARACTER IMAGE



EXAMPLE PLACE TYPE NEIGHBORHOOD



EXISTING PLACE TYPE CHARACTER IMAGE

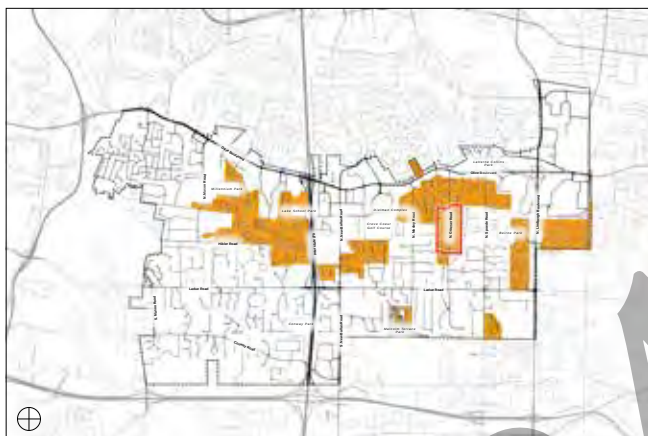


EXISTING PLACE TYPE CHARACTER IMAGE

Residential Place Type Districts

III. Estate Neighborhood 1 (ER-1)

The Vision for *Estate Neighborhoods, Type 1* is of medium-size lots with stately homes in quiet enclaves. Homes should be architecturally-harmonious and built to a consistent setback from the street. Streets should be short and terminate in cul-de-sacs or circles to create small, secluded neighborhoods, and sidewalks should be built on one side. Curvilinear streets can be used to preserve geographic features and views.



PLACE TYPE KEY MAP



EXISTING PLACE TYPE CHARACTER IMAGE



EXAMPLE PLACE TYPE NEIGHBORHOOD



EXISTING PLACE TYPE CHARACTER IMAGE

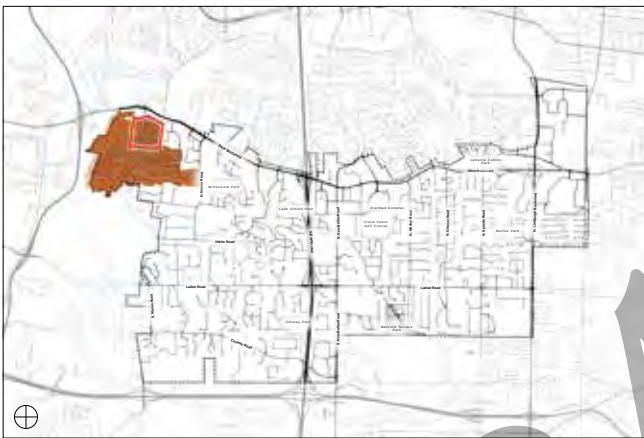


EXISTING PLACE TYPE CHARACTER IMAGE

Residential Place Type Districts

IV. *Suburban Neighborhood 2 (SR-2)*

The Vision for the *Suburban Neighborhoods, Type 2* is of compact lots with stately homes in a classic suburban subdivision. Homes should be architecturally-harmonious and built to a consistent setback from the streets. Streets should be gridded, with multiple intersections, and sidewalks and street trees should be provided on both sides of the street. Wooded common ground should be used to accommodate natural features.



PLACE TYPE KEY MAP



EXISTING PLACE TYPE CHARACTER IMAGE



EXAMPLE PLACE TYPE NEIGHBORHOOD



EXISTING PLACE TYPE CHARACTER IMAGE



EXISTING PLACE TYPE CHARACTER IMAGE

Residential Place Type Districts

V. *Suburban Multi-Family Neighborhood 1 (SR-1)*

The Vision for *Suburban Multi-Family Neighborhoods, Type 1* is of compact, attached flats or townhomes located in vibrant, walkable, and amenity-rich neighborhoods. Homes should be architecturally-harmonious and built to a consistent setback from the streets. Streets (or drives) should be gridded, with sidewalks and street trees on both sides of the street. Parks, water features, and common green space should be provided for residents.



PLACE TYPE KEY MAP



EXISTING PLACE TYPE CHARACTER IMAGE



EXAMPLE PLACE TYPE NEIGHBORHOOD



EXISTING PLACE TYPE CHARACTER IMAGE



EXISTING PLACE TYPE CHARACTER IMAGE

Recommendations for Residential Place Types

LOT DEVELOPMENT STANDARDS

- » Establish a front build-to line in place of front setback line for all lots; build-to lines should be developed separately for each residential place type, to reflect each place type's articulated Vision.
- » Provide a maximum for the amount of pervious pavement that does not count toward site coverage.
- » Utilize existing grades and building heights to determine height allowances of residential infill construction.
- » Eliminate floor area ratio (FAR) limitations and establish building height limits

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (**refer to pages 104-108**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 102-103**).

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.
- » Provide regulatory incentives for increased stormwater detention/recharge (green infrastructure) on private lots.

TREE COVERAGE STANDARDS

- » Establish tree planting and coverage standards for private lots subject to redevelopment, common ground, and street trees in the redevelopment of single lots, multiple lots, and subdivisions.

GREEN SPACE PRESERVATION

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

3.

Creve Coeur's Downtown & Central Business District

The Vision for Creve Coeur's central business district is to create a vibrant, walkable, amenity-rich mixed-use commercial center for the community surrounding a high-intensity *Downtown* core. The central business district will be a regional destination; it will provide a central gathering place for community events; and it will serve identifiable heart of Creve Coeur.

Creve Coeur's central business district extends from approximately the City boundary on the north; Olde Cabin Road and Old Ballas on the south; one-half (1/2) block west of Fairways Circle and Fiesta Circle on the east, and I-270 on the west (**Figure 4.3**). These boundaries were established in the Creve Coeur's Central Business District Land Use Plan—adopted in 2005—and include the City Place development, Creve Coeur Executive Office Park, and Dierbergs West Oak Square in addition to core Downtown sub-area. Composed of the Mixed-Use (MU) place types, the central business district is designed to create an intense, urban thoroughfare setting along Olive Boulevard on large development parcels, including (refer to page 74 for character examples):

- » Medium-density buildings, including high-rise office (i.e. Cityplace);
- » Street-oriented buildings with consistent setbacks and active ground floor uses;

- » Shared-use parking lots, located toward the centers of lots and/or blocks; parking lots fronting onto primary streets should be discouraged; and
- » Outdoor site amenities, including plazas, outdoor dining and retail; parklets; great streetscapes to encourage walkability; and a comprehensive pedestrian amenities linking the street to buildings.

Within the central business district, the Downtown Creve Coeur sub-area is bounded by Olive Boulevard to the north; Old Ballas Road to the south; Old Ballas Road to the east, and New Ballas Road to Decker Lane via Studt Avenue to the west. This area includes the Creve Coeur Plaza strip center and King's Landing mixed-use development on New Ballas Road, and is subject to both the Downtown Architectural Guidelines (2006) and the Draft Downtown Overlay District. Downtown Creve Coeur's boundaries are coterminous with the Community Center (CC) place type district (**Figure 4.3**). As articulated in this plan, the Community Center district is designed to create a walkable, mixed-use shopping, dining and entertainment districts with a gridded street pattern and storefront street level development, including (refer to page 75 for character examples):

- » Medium- to high-density buildings (3- to 6-stories);
- » High-intensity, mixed-use development, including dining, retail, office, and multi-family residential;
- » Street-oriented buildings with uniform build-to lines (setbacks), storefronts, and active ground floor uses;
- » Centralized, shared-use structured parking, located at the interior of the block; and



- » Will Avenue
- » Ham Avenue

Central Business District

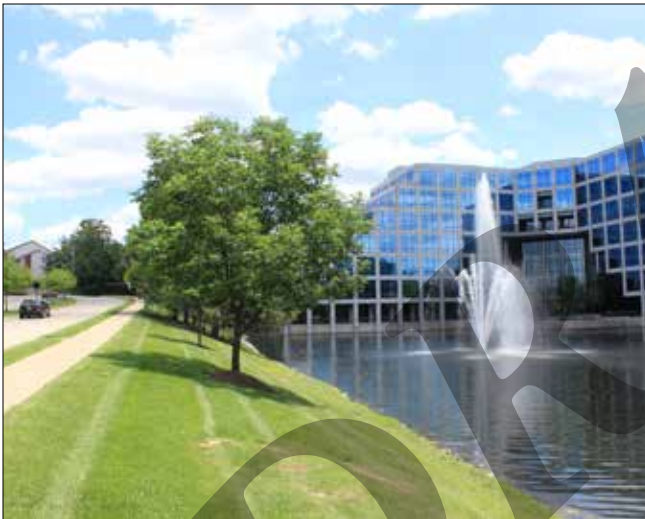
Existing Conditions Character Images



KING'S LANDING



CITY PLACE



CITY PLACE



CITY PLACE



CITY PLACE



CITY PLACE

Downtown Creve Coeur

Downtown Vision & Best Practices Character Images



THE BOULEVARD (RICHMOND HEIGHTS, MISSOURI)



STATION PLAZA (KIRKWOOD, MISSOURI)



STATION PLAZA (KIRKWOOD, MISSOURI)



STATION PLAZA (KIRKWOOD, MISSOURI)



THE BOULEVARD (RICHMOND HEIGHTS, MISSOURI)



BRENTWOOD BOULEVARD

Recommendations for the Central Business District

CENTRAL BUSINESS DISTRICT (MU) FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » Promote active ground floor uses.
- » Establish a front build-to line in place of existing lot frontage setbacks to encourage a consistent location and orientation of building facade frontages to Primary Streets.
- » Parking should primarily be located in shared facilities, behind buildings; discourage parking fronting onto primary streets.
- » Develop consistent landscaping standards along Olive Boulevard with street trees, lighting, and pedestrian amenities.
- » Encourage public site amenities, including outdoor dining, plazas, fountains, bicycle parking, “parklets”, and other elements to promote district vibrancy.
- » Require pedestrian connectivity between the street, parking facilities, and buildings.

DOWNTOWN DISTRICT (CC) FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » Require active ground floor uses and store-front commercial buildings.
- » Buildings should be 3- to 6-stories tall, with a maximum 10-foot front setback and no site coverage limit, as outlined in the Draft Downtown Form-Based Code Overlay District.
- » Establish a front build-to line in place of existing lot frontage setbacks to encourage a consistent location and orientation of building facade frontages to Primary Streets.
- » Parking should be located in shared parking structures, behind buildings; parking fronting onto primary streets should be prohibited.

- » Develop consistent landscaping standards along all Primary Streets; require with street trees, lighting, and continuous sidewalks of consistent width.
- » Require the development of public site amenities, including outdoor dining, plazas, fountains, bicycle parking, “parklets”, and other elements to promote district vibrancy.

FRONTAGE RECOMMENDATIONS – SECONDARY STREETS

- » A variety of active, office, and residential ground floor uses should be allowed and encouraged.
- » Establish a front build-to line in place of existing lot frontage setbacks to encourage a consistent location and orientation of building facade frontages to Secondary Streets.
- » Encourage side-lot and rear lot parking frontages and parking structures.
- » Encourage outdoor dining and retail site amenities.

FRONTAGE RECOMMENDATIONS – SERVICE STREETS

- » No limitation on ground floor uses.
- » Establish flexible setbacks and limited setback restriction for building and parking service access.
- » No limitation on parking frontage and access.

SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS

- » Allow and encourage the use of building signs on all buildings.

- » For commercial developments with five (5) or more commercial tenants meeting a minimum site area and served by a shared parking facility, one (1) monument (ground) sign should be permitted at the primary entrance to the shared parking facility (Only one (1) designated primary entrance should be permitted per shared parking facility). Establish maximum height and area requirements for such signs.
- » Monument (ground) signs should never be permitted to be located between a building facade and Primary or Secondary Street.

SIGNAGE RECOMMENDATIONS – SERVICE STREETS

- » Allow and encourage a variety of signs for access and wayfinding and establish maximum height and area requirements for such signs.

LOT DEVELOPMENT STANDARDS

- » Complete and adopt the Downtown Form-Based Overlay District to guide lot development within the designated boundaries of downtown Creve Coeur (coterminous with the *Community Center* (CC) community place type district).
- » Update the specific Downtown Architectural Guidelines (2006) to ensure development of high-quality, harmonious buildings.
- » Establish site coverage limits for surface parking lots, and discourage the expansion of existing surface parking.
- » Allow pervious pavement that does not count toward site coverage, up to a specified maximum, as incentives for stormwater and tree coverage best practices.

- » Incentivize low-voltage LED site lighting (including parking lot lighting) by allowing an increase in pervious surface coverage, up to a specified minimum.
- » Encourage reflective white roofing and green (vegetated) roofing system, and count green roofs as on-site stormwater detention.

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (**refer to pages 104-108**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 102-103**).

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.

A Town Center Alternative



4.4. POTENTIAL TOWN CENTER LOCATIONS

The 2002 Comprehensive Plan recommends the development of a mixed-use Town Center within Creve Coeur's central business district, and provides examples of Town Center developments in suburban contexts throughout the country. As described herein, however, this Comprehensive Plan Update takes a different approach. The Community Center district recommendations have been developed to support creation of a walkable, pedestrian-oriented town center on an incremental, lot-by-lot and development-by-development basis by establishing new design and lot development standards. While these standards—in the context of the Comprehensive Plan—are only advisory, they are intended to serve as the basis for a future zoning code revision, or the wholesale creation of a new zoning code. This would ultimately codify the vision of the town center and provide a regulatory mechanism for implementation. The Draft Downtown Overlay District, developed by the City, is an example of such a code.

The Creve Coeur 2030 Plan recommends that the preferred location for the Town Center is within the Downtown District (as outlined in the Downtown Plan and Downtown Form-Based Code Overlay District) and illustrated in **Figure 4.4**. The Draft Downtown Overlay District will facilitate the incremental development of a Town Center within this district.

While this Plan establishes a new regulatory approach to town center development, this Plan in no way suggests or prohibits the creation of a town center as a single, large-scale development. If a discrete town center development is financially-feasible, the 80-acre Creve Coeur Executive Office Park development at Olde Cabin Road and Craig Road (indicated as “Central Business District 4” in the 2002 Comprehensive Plan) and facing properties should be considered as an alternate redevelopment area for this project. This is due to the fact that, with large parcels and few individual owners, the Executive Office Park would be one of the easiest areas to acquire and consolidate. While these properties are located outside of the Downtown District, the Downtown District Overlay code could be expanded to include these properties, should wholesale redevelopment of these properties be viable.

Creve Coeur Municipal Golf Course

The Creve Coeur Golf Course is located adjacent to the southern boundary of the City's central business district. At approximately 55 acres, the property is the single largest City-owned parcel. Additionally, this property is home to the Dielmann Complex and Creve Coeur ice arena.

The 2002 Comprehensive Plan calls for partial redevelopment of the northwest corner of the Creve Coeur Golf Course as a "public park with a plaza" to serve as "an anchor to the Central Business District". For the Creve Coeur 2030 Plan, scenarios have been developed, at the direction of Planning and Zoning Commission, regarding the future of the golf course.

In addition, the Planning and Zoning Commission has developed the following statement of future use regarding the Golf Course:

"If the Golf Course were not to continue to be used as a golf course, the whole property should be maintained as a public asset, providing public accessibility and use."

The scenario exhibits, presented on the facing page, are examples of potential future use. These are conceptual plan-level land-use examples, and not site plans.

Golf Course Scenarios



1: Keep the Municipal Golf Course

- Retain the existing golf course as is
- Undertake improvements to the facility over time to improve play and use



2: Central City Park

- Redevelop the entire golf course property as a new central city park
- Improve and expand the Dielmann Complex over time



3-A: Central City Park & Government Center

- Redevelop the entire golf course property as a new central city park
- Construct a new Government Center and/or Police Station in the park along Olde Cabin Road
- Improve and expand the Dielmann Complex over time
- **OPTIONALLY: Add new perimeter streets on the south and west edges to improve visibility and access**



3-B: Central City Park & Government Center

- Redevelop the entire golf course property as a new central city park
- Construct a new Government Center and/or Police Station facing the park along Olde Cabin Road
- Improve and expand the Dielmann Complex over time
- **OPTIONALLY: Add new perimeter streets on the south and west edges to improve visibility and access**

4.

West Olive & Large Commercial Property Recommendations

The Vision for West Olive is to create a visually-distinctive and regionally-recognized commercial corridor that improves walkable and bikeable access to retail and service business for the “day-to-day” use of Creve Coeur’s residents and workers.

The West Olive corridor and other large commercial properties on Olive compose the Mixed-Use District (MU) place type. This place type supports the development of a variety of medium-density commercial, retail, office, institutional, dining, community services, and multi-family residential within a suburban context. These land uses are supported primarily through vehicular access with improved walkability, pedestrian connections to adjacent neighborhoods, and beautifully landscaped street frontages.

Within the Mixed-Use District, new bike and pedestrian connections will enhance walkable access from surrounding neighborhoods. It is acknowledged that access to sites and businesses will remain primarily by car; however, transit users, cyclists, and pedestrians will be accommodated. The Mixed-Use District supports large development sites with centralized, shared-use surface parking lots; comprehensive pedestrian connections between the street, parking areas, and buildings; and plentiful outdoor public space amenities within a beautifully-landscaped site environment.

The Mixed-Use District place type accommodates the suburban development patterns typical of the majority of Creve Coeur’s existing commercial and retail development, while providing public realm enhancements to improve the visual character of the Olive Boulevard corridor. Over time, this place type encourages a further diversification of land uses, including multi-family residential and mixed-use development.

The West Olive recommendations on pages 86-87 should apply as properties are redeveloped or undergo significant renovations. Refer to pages 61-62 for additional frontage plan information.



4.5. MIXED-USE DISTRICT (MU) FRONTAGE PLAN

- Primary Streets
- Secondary Streets
- Service Streets
- Central Business District Boundary

PRIMARY STREETS

- » Olive Boulevard
- » Fernview Drive
- » N. Mason Road/Whispering Pines Drive
- » Questover Lane/Ross Avenue
- » Cross Creek Drive
- » Center Parkway/Emerson Road/Decker Lane
- » N. New Ballas Road
- » Craig Road/Office Parkway

SECONDARY STREETS

- » Executive Parkway Drive
- » Tempo Drive
- » County Manor Lane
- » Insurance Center Plaza
- » E. Rue De La Banque
- » Cityplace Drive
- » Magna Carta Drive

SERVICE STREETS

Service Streets include drives, right-of-ways, and interior circulation in existing developments.

West Olive & Large Commercial Properties

Existing Conditions Character Images



PARK CENTER



PARK CENTER



PARK CENTER

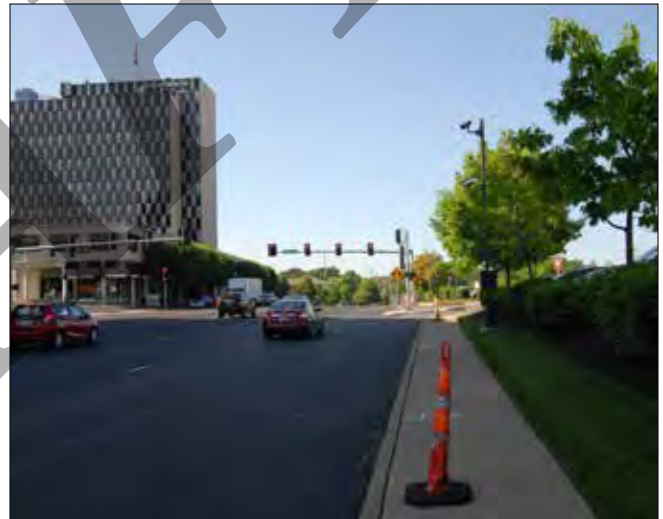
Vision & Best Practices Character Images



BRENTWOOD BOULEVARD (BRENTWOOD, MISSOURI)



DEMUN POINTE (CLAYTON, MISSOURI)



BRENTWOOD BOULEVARD (BRENTWOOD, MISSOURI)



BRENTWOOD STATION (BRENTWOOD, MISSOURI)



BRENTWOOD STATION (BRENTWOOD, MISSOURI)

Recommendations for the West Olive Corridor

FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » Promote active and office ground floor uses.
- » Encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Primary Streets.
- » Parking can be located in front of buildings, but parking behind buildings and/or in shared facilities, is encouraged.
- » Discourage large areas of surface parking; break up large parking lots with significant outdoor public space amenities, landscape treatments, and/or buildings.
- » Establish a landscape/pedestrian zone along Olive Boulevard and discourage parking within this zone.
- » Develop consistent landscaping standards along Olive Boulevard with street trees, lighting, and pedestrian amenities.
- » Encourage public site amenities, including outdoor dining, plazas, fountains, bicycle parking, “parklets”, and other elements to promote district vibrancy.

FRONTAGE RECOMMENDATIONS – SECONDARY STREETS

- » A variety of active, office, and residential ground floor uses should be allowed and encouraged.
- » 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.

FRONTAGE RECOMMENDATIONS – SERVICE STREETS

- » No limitation on ground floor uses.
- » Establish flexible setbacks and limited setback restriction for building and parking service access.
- » No limitation on parking frontage and access.

SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS

- » Encourage the use of building signs on all buildings.
- » Allow the use of monument (ground) signs on all development and establish maximum height and area requirements for such signs.

SIGNAGE RECOMMENDATIONS – SERVICE STREETS

- » Allow and encourage the use of building signs on all buildings.
- » Allow ground signs for wayfinding and establish maximum height and area requirements for such signs.

LOT DEVELOPMENT STANDARDS

- » Establish guidelines for pedestrian connectivity between parking facilities and buildings.
- » Establish requirements for pedestrian facilities between buildings and the public sidewalk.
- » Promote cross-access between adjacent sites to encourage shared parking and reduce curb cuts onto Primary Streets.
- » Allow pervious pavement that does not count toward site coverage, up to a specified maximum, as incentives for stormwater and tree coverage best practices.
- » Incentivize low-voltage LED site lighting (including parking lot lighting) by allowing an increase in pervious surface coverage, up to a specified minimum.
- » Encourage reflective white roofing and green (vegetated) roofing system, and count green roofs as on-site stormwater detention.

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (**refer to pages 104-108**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 102-103**).

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.

5.

East Olive Corridor

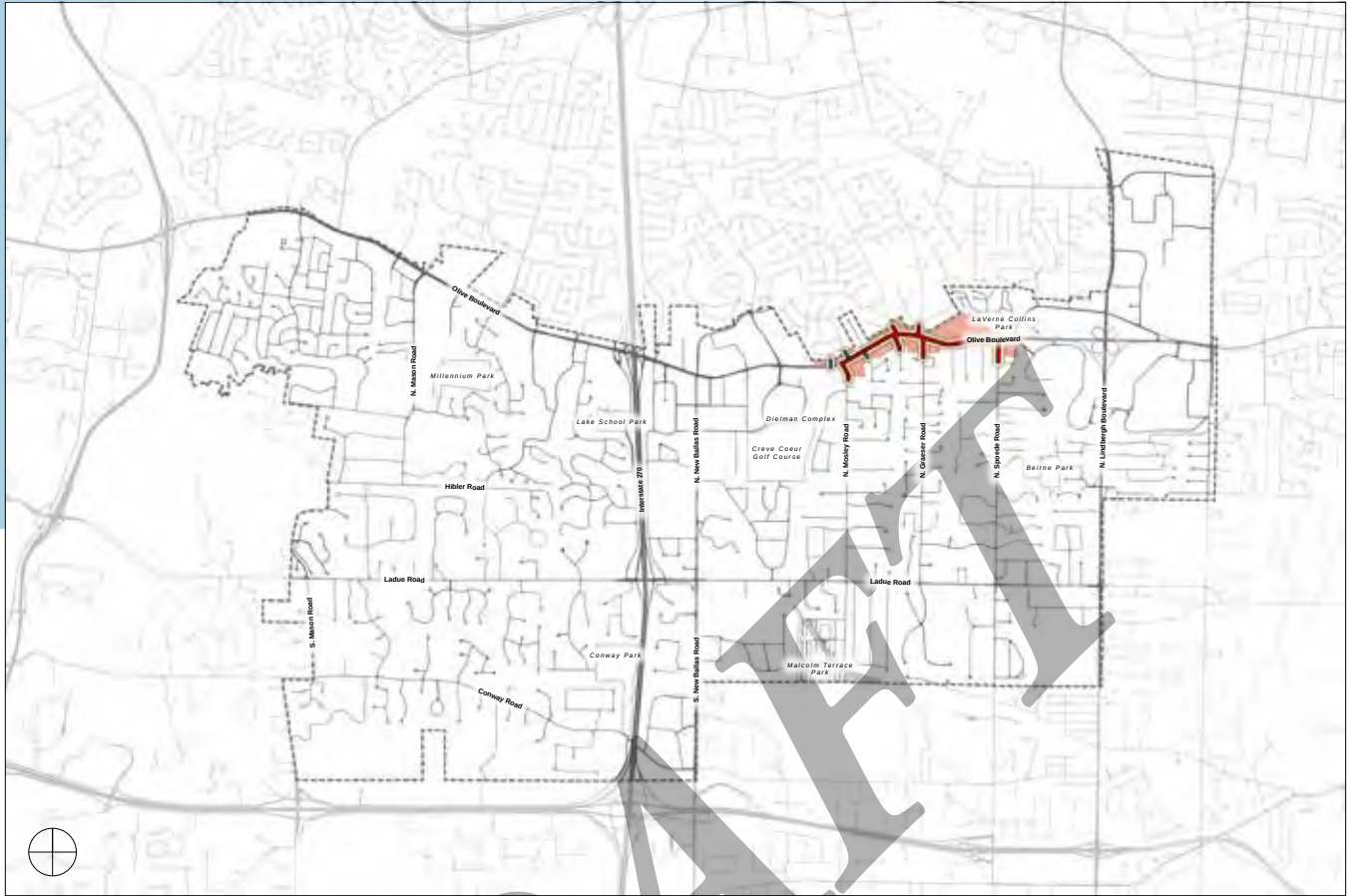
The Vision for East Olive is to create a walkable corridor of destination retail boutiques, neighborhood service businesses, small-scale restaurants, and attached townhomes and low-density multi-family homes. Development of the East Olive corridor should encourage pedestrian access from adjacent neighborhoods 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. This 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 and service 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.

The East Olive recommendations on pages 92-93 should apply as properties are redeveloped or undergo significant renovations. Refer to pages 61-62 for additional frontage plan information.



4.6. NEIGHBORHOOD COMMERCIAL DISTRICT (NC) FRONTAGE PLAN

- 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



HANLEY ROAD @ DALE AVENUE (BRENTWOOD, MISSOURI)



HANLEY ROAD @ DALE AVENUE (BRENTWOOD, MISSOURI)



MARKETPLACE - CLAYTON ROAD (LADUE, MISSOURI)



MARKETPLACE - CLAYTON ROAD (LADUE, MISSOURI)



STATION PLAZA (KIRKWOOD, MISSOURI)



MARKET AT MCKNIGHT (ROCK HILL, MISSOURI)

Recommendations for the East Olive Corridor

FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » No limitation on ground floor uses.
- » 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.
- » Some parking can be located in front of buildings, but the majority of parking should be located behind buildings or to the side of buildings, and/or in shared facilities.
- » 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.
- » Establish a landscape/pedestrian zone along Olive Boulevard and discourage parking within this zone.
- » 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

- » No limitation on ground floor uses.
- » 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.
- » For commercial developments with five (5) or more commercial tenants meeting a minimum site area and served by a shared parking facility, one (1) monument (ground) sign should be permitted at the primary entrance to the shared parking facility (Only one (1) designated primary entrance should be permitted per shared parking facility). Establish maximum height and area requirements for such signs.
- » Monument (ground) signs should never be permitted to be located between a building facade and Primary or Secondary Street.

LOT DEVELOPMENT STANDARDS

- » Establish requirements for pedestrian facilities between buildings and the public sidewalk.
- » Establish requirements for cross-lot pedestrian facilities connecting the pedestrian amenities of neighboring buildings to encourage walkability between lots.
- » Establish guidelines for pedestrian connectivity between parking facilities and 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.
- » Allow pervious pavement that does not count toward site coverage, up to a specified maximum, as incentives for stormwater and tree coverage best practices.
- » Incentivize low-voltage LED site lighting (including parking lot lighting) by allowing an increase in pervious surface coverage, up to a specified minimum.
- » Encourage reflective white roofing and green (vegetated) roofing system, and count green roofs as on-site stormwater detention.

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (**refer to pages 104-108**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 102-103**).

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.

6

The Plant Sciences Innovation District

The Vision for the Plant Sciences Innovation District is for a sustainable hub for cutting-edge research, job opportunities, and community amenities that encourages innovation, collaboration, and entrepreneurship in vibrant, mixed-use environment.

The Plant Science Innovation District is a 575-acre planning initiative by the St. Louis Economic Development Partnership. The District includes the Corporate Square and Baur Boulevard office and industrial parks, Donald Danforth Plant Science Center, and Monsanto's World Headquarters. The Mixed-Use Innovation Campus district (MUIC) place type—coterminous with the District planning area—is intended for the development of office, laboratory, institutional, and research buildings for the biotech industry, supported by diverse housing options, active uses, and other community amenities.

The recommendations of the Creve Coeur 2030 Plan are designed to support the projections and anticipated outcomes of this initiative. Following completion of the Plant Science Innovation District Master Plan, it is recommended that the Master Plan be adopted by the City as an amendment to Creve Coeur 2030.

The East Olive recommendations on pages 97-98 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

- » Olive Boulevard
- » N. Lindbergh Boulevard

- » Old Olive Street Road
- » Corporate Square Drive
- » Paget Drive
- » Woodfield Lane

Service Streets include drives, right-of-ways, and interior circulation in existing developments.

Plant Sciences Innovation District

Vision & Best Practices Character Images



MIXED-USE DEVELOPMENT AT THE HIGHLANDS @ FOREST PARK



RESIDENTIAL LOFTS AT THE HIGHLANDS @ FOREST PARK



MIXED-USE DEVELOPMENT AT THE HIGHLANDS @ FOREST PARK

Recommendations for the Plant Sciences Innovation District

FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » A variety of active, office, and residential ground floor uses should be allowed and encouraged.
- » Establish a front build-to line in place of existing lot frontage setbacks to encourage a consistent location and orientation of building facade frontages to Primary Streets.
- » Parking should primarily be located in shared facilities, behind buildings.
- » When parking is located in front of buildings, pedestrian amenities must be provided along the front facade of each building.
- » Establish a landscape/pedestrian zone along Olive Boulevard and discourage parking within this zone.
- » Develop consistent landscaping standards along Olive Boulevard with street trees, lighting, and pedestrian amenities.
- » Encourage public site amenities, including outdoor dining, plazas, fountains, bicycle parking, “parklets”, and other elements to promote district vibrancy.

FRONTAGE RECOMMENDATIONS – SECONDARY STREETS

- » No limitation on ground floor uses.
- » 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.

FRONTAGE RECOMMENDATIONS – SERVICE STREETS

- » No limitation on ground floor uses.
- » Establish flexible setbacks and limited setback restriction for building and parking service access.
- » No limitation on parking frontage and access.

SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS

- » Encourage the use of building signs on all buildings.
- » Allow the use of monument (ground) signs on all development and establish maximum height and area requirements for such signs.

SIGNAGE RECOMMENDATIONS – SERVICE STREETS

- » Allow and encourage the use of building signs on all buildings.
- » Allow ground signs for wayfinding and establish maximum height and area requirements for such signs.

LOT DEVELOPMENT STANDARDS

- » Establish requirements for pedestrian facilities between buildings and the public sidewalk.
- » Establish requirements for cross-lot pedestrian facilities connecting the pedestrian amenities of neighboring buildings to encourage walkability between lots.
- » Establish guidelines for pedestrian connectivity between parking facilities and buildings.
- » Allow pervious pavement that does not count toward site coverage, up to a specified maximum, as incentives for stormwater and tree coverage best practices.
- » Incentivize low-voltage LED site lighting (including parking lot lighting) by allowing an increase in pervious surface coverage, up to a specified minimum.
- » Encourage reflective white roofing and green (vegetated) roofing system, and count green roofs as on-site stormwater detention.

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (refer to pages 104-108).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (refer to pages 102-103).

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.

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7.

Lindbergh Boulevard

The Vision for Lindbergh Boulevard is to create a visually-distinctive mixed-use and office corridor that provides enhanced bicycle and pedestrian infrastructure for improved City-wide connectivity and supports adjacent institutions and future development.

Historically, the stretch of N. Lindbergh Boulevard between Chaminade College Preparatory School and the Monsanto campus has faced challenges similar to those of the East Olive Corridor. Relatively shallow lot depths have limited the types of development that can occur, and the economic viability of redevelopment has been impacted by current zoning restrictions. Furthermore, this corridor has challenging topographic conditions that limit cross-lot access, and Lindbergh Boulevard/U.S. 67 is a divided highway. The lack of easy access to adjacent parcels has limited the viability of retail businesses and restaurants.

Over time, it is anticipated that the development character of Lindbergh Boulevard will evolve to uses that are not negatively impacted by these conditions. This could include office or laboratory development supporting the Plant Science Innovation District, or multi-family residential. In the meantime, the recommendations for Lindbergh Boulevard are intended to accommodate existing land uses and development patterns while allowing new uses, thus facilitating the long-term evolution of the corridor.

The Lindbergh corridor is part of the Mixed-Use District (MU) place type. This place type supports the development of a variety of medium-density commercial, retail, office, institutional, dining, community services, and multi-family residential within a suburban context. These land uses are supported through primarily vehicular access with improved walkability, pedestrian connections to adjacent neighborhoods, and beautifully landscaped streets.

The Lindbergh Boulevard recommendations on pages 102-103 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

- » N. Lindbergh Boulevard
- » Quailways Drive/N. Tealbrook Drive

- » N. Sunswept Drive
- » Beaver Drive
- » Lawrence Drive

There are no streets classified as Service Streets in the Lindbergh Boulevard corridor.

Recommendations for Lindbergh Boulevard

FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » No limitation on ground floor uses.
- » Encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Primary Streets.
- » Parking can be located in front of buildings, but parking behind buildings and/or in shared facilities, is encouraged.
- » Establish a landscape/pedestrian zone along Lindbergh Boulevard and discourage parking within this zone.
- » Develop consistent landscaping standards along Lindbergh Boulevard with street trees and lighting.

FRONTAGE RECOMMENDATIONS – SECONDARY STREETS

- » No limitation on ground floor uses.
- » 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.
- » Allow cross-access between properties and utilization of secondary streets for secondary access to reduce curb cuts on Lindbergh Boulevard; improve site access; and improve traffic flow to support the continued economic viability of parcels fronting Lindbergh Boulevard.

SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS

- » Allow and encourage the use of building signs on all buildings.
- » For commercial developments with five (5) or more commercial tenants meeting a minimum site area and served by a shared parking facility, one (1) monument (ground) sign should be permitted at the primary entrance to the shared parking facility (Only one (1) designated primary entrance should be permitted per shared parking facility). Establish maximum height and area requirements for such signs.
- » Monument (ground) signs should never be permitted to be located between a building facade and Primary or Secondary Street.

LOT DEVELOPMENT STANDARDS

- » Establish guidelines for pedestrian connectivity between parking facilities and buildings.
- » Allow pervious pavement that does not count toward site coverage, up to a specified maximum, as incentives for stormwater and tree coverage best practices.
- » Incentivize low-voltage LED site lighting (including parking lot lighting) by allowing an increase in pervious surface coverage, up to a specified minimum.
- » Encourage reflective white roofing and green (vegetated) roofing system, and count green roofs as on-site stormwater detention.

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to street type classifications (refer to pages 104-108).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (refer to pages 102-103).

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.

8.

Campus & Institutional Districts

Creve Coeur is home to numerous research, community service, and healthcare institutions; major primary and secondary schools; a university; synagogues and churches; and the headquarters of major global corporations.

Under the City's current zoning, civic and institutional land uses are addressed as conditional uses within other zoning districts. Due to the Creve Coeur's land use patterns, many of these uses fall within residential areas. This has occasionally resulting in conflicts with neighbors over parking, hours of use, and other issues.

This variety of campuses within the city is a major community asset and employment contributor. It plays a significant role in the physical character of the City. In order to ensure that future growth of these stakeholders contributes positively to the physical character of Creve Coeur, the Creve Coeur 2030 Plan's recommendations establish Campus and Civic community place type districts. These districts consist of physical development recommendations to guide the public street frontages of the development, while allowing for maximum flexibility on the interior of the site.

These districts are also intended to protect established, existing residential neighborhoods from potential negative impacts of non-residential land uses. Furthermore, these districts could be developed as overlay districts to preserve the underlying base district zoning and ensure that, if the civic or institutional use ever vacates the site, that the site reverts to the surrounding zoning.

While the recommendations for campus and institutional districts presented herein apply to both of Creve Coeur's civic and campus place types, implementation of these recommendations should be particular to the characteristics of each individual place type. This entails calibrating the individual recommendations to both the existing build character as well as the desired future vision of each place type district.

This process is fundamental to "placemaking" and is necessary for successful implementation of the Plan. The Vision for each residential community place type is provided on the pages 106-107, and Plan recommendations are detailed on page 108. Recommendations apply to new development, new subdivisions, teardowns and infills, and significant expansions of existing buildings.



- VI - Civic (CV)
VII - Campus (CP)

Campus & Institutional Place Type Districts

VI. *Civic (CV)*

The Vision for the *Civic* district is a community place type or overlay for various institutional uses—including schools, churches, religious facilities, and public facilities—comprised of a single primary building with optional ancillary or out-buildings on a single lot. Civic sites have no minimum site area and can be located in a variety of surrounding contexts.



EXISTING PLACE TYPE CHARACTER IMAGE



EXISTING PLACE TYPE CHARACTER IMAGE



EXISTING PLACE TYPE CHARACTER IMAGE

Campus & Institutional Place Type Districts

VII. Campus (CP)

The Vision for the *Campus* district is intended for the development of large, multi-building office structures, institutional facilities, research buildings, educational, and healthcare facilities, deeply set back from site edges and surrounded by beautiful landscape buffers. Campuses, by definition, consist of multiple primary building on a single site. The minimum size for Campuses is recommended to be 10 acres.



EXISTING PLACE TYPE CHARACTER IMAGE



EXISTING PLACE TYPE CHARACTER IMAGE



EXISTING PLACE TYPE CHARACTER IMAGE

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

Recommendations for Civic & Institutional Place Types

LOT DEVELOPMENT STANDARDS

- » Establish Primary Street and Secondary Street build-to lines to provide a consistent relationship between the “first tier” building and the street; build-to lines should be developed separately for each residential place type, to reflect each place type’s articulated Vision.
- » Provide a maximum for the amount of pervious pavement that does not count toward site coverage.
- » When lots directly abut other lots of a different Community Place Type, a landscape buffer, measured horizontally from the lot boundary, should be provided.

STORMWATER & RUNOFF MITIGATION

- » Provide regulatory incentives for increased stormwater detention/recharge (green infrastructure) on private lots.

TREE COVERAGE STANDARDS

- » Establish tree planting and coverage standards for private lots subject to redevelopment, common ground, and street trees in the redevelopment of single lots, multiple lots, and subdivisions.

GREEN SPACE PRESERVATION

- » When located in primarily residential areas, establish a “green edge” landscape zone, measured horizontally from the lot boundary, along all street frontages to maintain compatibility with surrounding development character.
- » Establish a minimum percentage of green space to be preserved on site.

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9.

City-Wide Systems

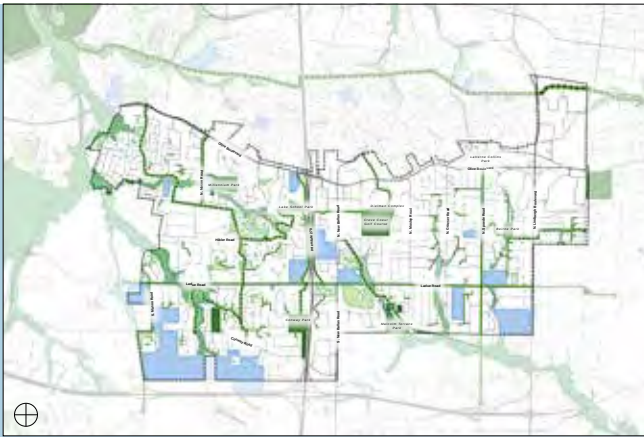
While much of Creve Coeur's identity and physical character results from private land development, the City has numerous interconnected networks of public infrastructure. City-Wide Systems recommendations include Creve Coeur's parks, streets, and public facilities.

The City-Wide Systems recommendations presented herein address the community's Vision and goals to improve the identity, vibrancy, and livability of Creve Coeur. Furthermore, these recommendations build on and articulate many of the principles expressed in the 2002 Comprehensive Plan. Unlike the 2002 Plan, however, which provided relatively general recommendations, the Creve Coeur 2030 Plan provides specific locations, alignments, and facility types for Creve Coeur's infrastructure improvements. As a long-term Plan, it is important to remember that these recommendations are not set in stone. Rather, they provide and outline of specific and feasible future projects to kick-start future planning and implementation efforts.

Finally, because these recommendations apply to city-wide networks that connect both to neighboring cities and the region as a whole, they have been developed to coordinate and capitalize on regional planning efforts. These recommendations, therefore, further the implementation of regional plans while providing greater levels of service to Creve Coeur's neighborhoods, amenities, and residents.

City-Wide Systems recommendations are summarized on the facing page and presented in detail on the following pages:

- » **Parks, Recreation & Open Space** recommendations are presented on pages 112-113;
- » **Bicycle & Pedestrian** recommendations are presented on pages 114-115;
- » Creve Coeur's **Streets** recommendations are presented on pages 116-120; and
- » Creve Coeur's **Public Art** recommendations are presented on pages 121-122.



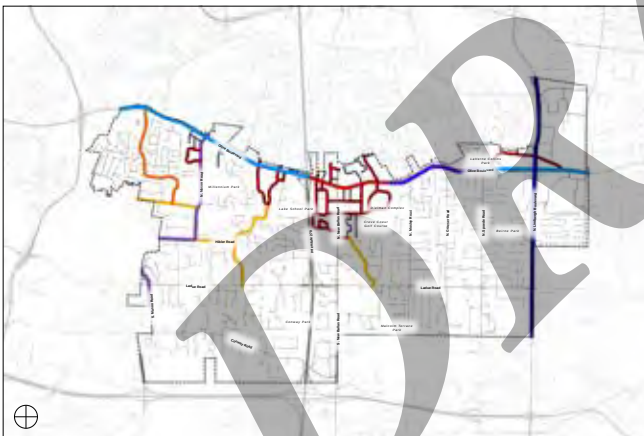
a. Parks, Recreation & Open Space Recommendations

The Parks, Recreation & Open Space recommendations are comprised of an interconnected network of City parks, recreation areas, open space, pedestrian pathways, and multi-use greenway trails. This network links neighborhoods and parks to Creve Coeur's schools, commercial district, and neighboring assets and amenities.



b. Bicycle & Pedestrian Connectivity Recommendations

The Bicycle & Pedestrian Connectivity recommendations are comprised of designated bicycle and pedestrian facilities that link to the regional Gateway Bike Plan initiative of Great Rivers Greenway. Facilities are designed at a City-wide interval of approximately one-half (1/2) mile to ensure that all households are less than 1/4 mile from a designated route.



c. Streets Recommendations

The Streets recommendations outline qualitative improvements for the major streets within Creve Coeur's commercial and mixed-use districts, as well as key streets within the City's residential neighborhoods. The purpose of this plan is encourage the development of Complete Streets—streets with facilities for all users and modes of transportation—incrementally as street improvements are made.



d. Public Art Recommendations

Creve Coeur's Public Art recommendations coordinate the efforts of the City's Arts Committee, Parks and Recreation Department, Public Works Department, and other boards and committees to enhance Creve Coeur's physical appearance and community identity through public art installations, gateways, horticulture, and other aesthetic improvements.

9.a

Parks, Recreation & Open Space Recommendations

The Parks, Recreation & Open Space Plans addresses an interconnected network of City parks, recreation areas, open space, pedestrian pathways, and multi-use greenway trails to link neighborhoods to Creve Coeur's parks, schools, and commercial districts.

These recommendations seek to preserve Creve Coeur's parks and open space and develop a system of connective trails and pathways to provide recreation and mobility options for all residents (refer to Figure 4.10). As a long-term Plan, these recommendations are not set in stone. Rather, they provide an outline of specific and feasible future projects to kick-start future planning and implementation efforts.

PARKS

Creve Coeur has seven (7) parks— Beirne Park; Conway Park; Creve Coeur Golf Course / Dielmann Complex; Lake School Park; Laverne Collins Park; Millennium Park; and Malcolm Terrace Park. These should be preserved and enhanced through facilities improvements to serve user's needs.

SCHOOLS & RECREATION AREAS

There are numerous schools and recreational areas in and around Creve Coeur. The City should pursue options for shared-use agreements with

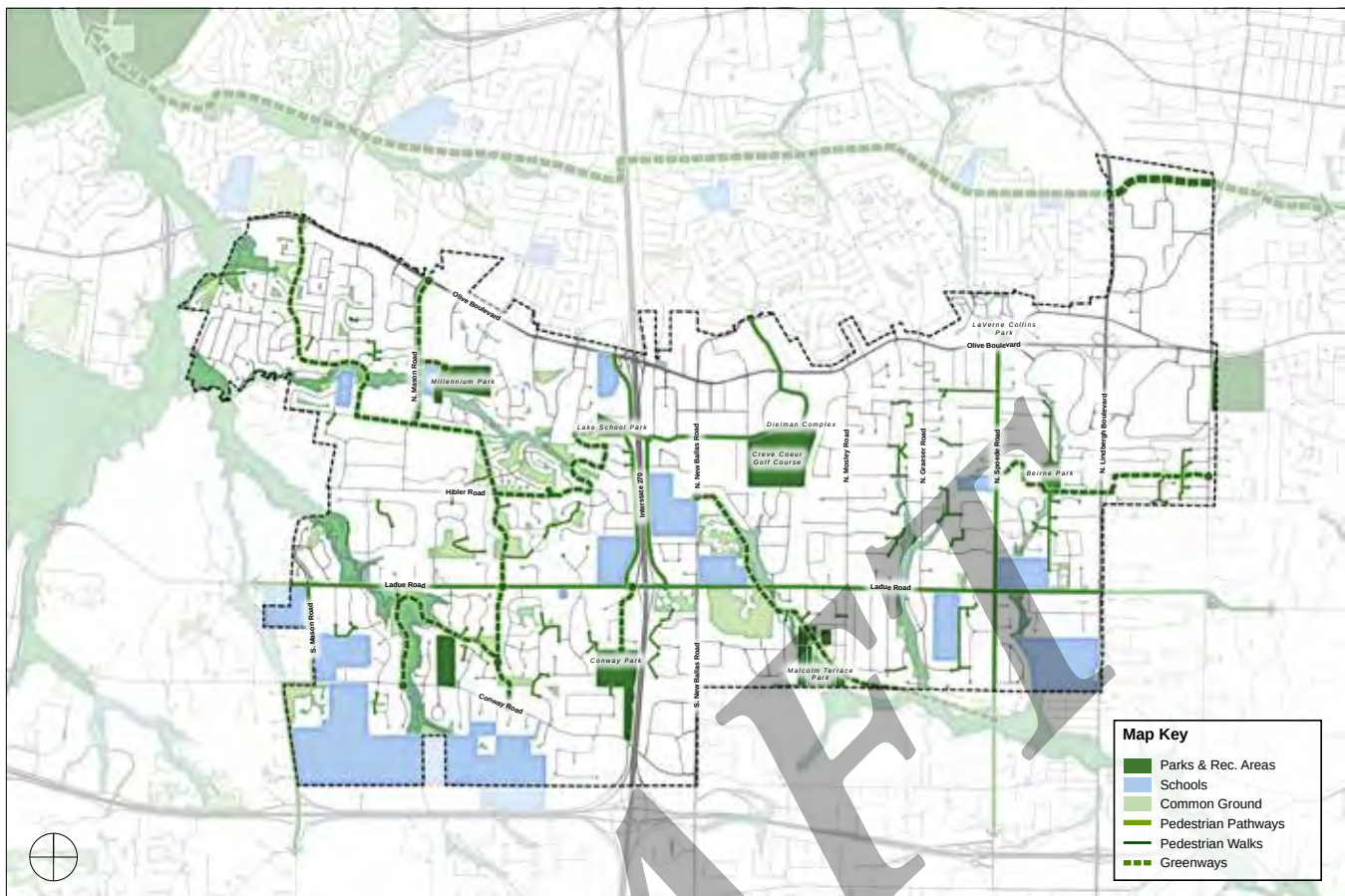
these institutions for residents. The City should also consider the future purchase of any of these sites—should they become available for sale—for park expansion.

- » Bellevue Elementary
- » Creve Coeur Racquet Club
- » Chaminade College Preparatory School
- » Christian Brothers College High School*
- » Countryside Montessori
- » Craig Elementary School*
- » DeSmet Jesuit High School
- » Fern Ridge High School*
- » Hope Montessori Academy
- » Kirk Day School*
- » Ladue School District 5th Grade Center
- » Missouri Baptist University
- » Our Lady of the Pillar School
- » Parkway North High School*
- » Parkway Northeast Middle School
- » Ross Elementary School*
- » Rossman School
- » Shaare Emeth School
- » Solomon Schechter Day School
- » Spoede School
- » St. Monica School
- » St. Richard School
- » Temple Israel School
- » Whitfield School

*These schools are not located in Creve Coeur's corporate boundaries, but are directly adjacent to Creve Coeur.

OPEN SPACE & COMMON GROUND

Many Creve Coeur subdivisions feature common ground tracts. These should be preserved, as they are a major component of the City's green character.



4.10. PARKS, RECREATION & OPEN SPACE RECOMMENDATIONS

PATHWAYS & GREENWAYS

The Creve Coeur 2030 Plan recommends the creation of an extensive greenway and pathway network for bicycle and pedestrian connectivity. The purpose of this network is multi-fold. (1) First, it connects Creve Coeur's parks, schools, and recreation areas to create a network of active and passive recreation amenities. (2) Second, it provides a variety of off-street and on-street connections to promote cycling and walking as viable transportation options. (3) Finally, it provides additional connectivity options where the existing street network exhibits gaps, lack of connectivity, and other barriers to personal mobility. This promotes an equity of mobility for all Creve Coeur residents, regardless of age, income, or ability.

Pathways and greenway facility types are described in greater detail in the following section. As illustrated, these connections are conceptual ideas only. Future implementation will determine specific locations and involve agreements with adjacent property owners.

9.b

*Bicycle & Pedestrian
Connectivity Recommendations*

The Bicycle & Pedestrian Connectivity Plan addresses a system of designated bicycle and pedestrian facilities that link to the regional Great Rivers Greenway Gateway Bike Plan.

These recommendations seek to improve the walkability and bikeability of Creve Coeur—one of residents' top priorities—and provide an equity of mobility for all residents, regardless of age, income, or ability. Facilities are designed at an interval of approximately one-half (1/2) mile to ensure that all households are less than 1/4 mile from a designated route (refer to Figure 4.11).

BIKE LANES

As specified in the Gateway Bike Plan, dedicated on-street bike lanes are recommended for the following roads:

- » Olive Boulevard
- » Conway Road (between N. New Ballas Road & N. Outer 40 Road)

SHARED LANES

Shared lanes include specialized lane markings (known as “sharrows”) with signage indicating that bicyclists may use the full lane. This facility type is designated for roads with lower traffic volumes where bike lanes are not feasible due to dimensional constraints. On four (4) lane roads, shared lanes are confined to the outside lanes.

Shared lane streets include:

- » Mason Road
- » Conway Road
- » N. Outer 40 Road
- » N. New Ballas Road
- » N. Warson Road

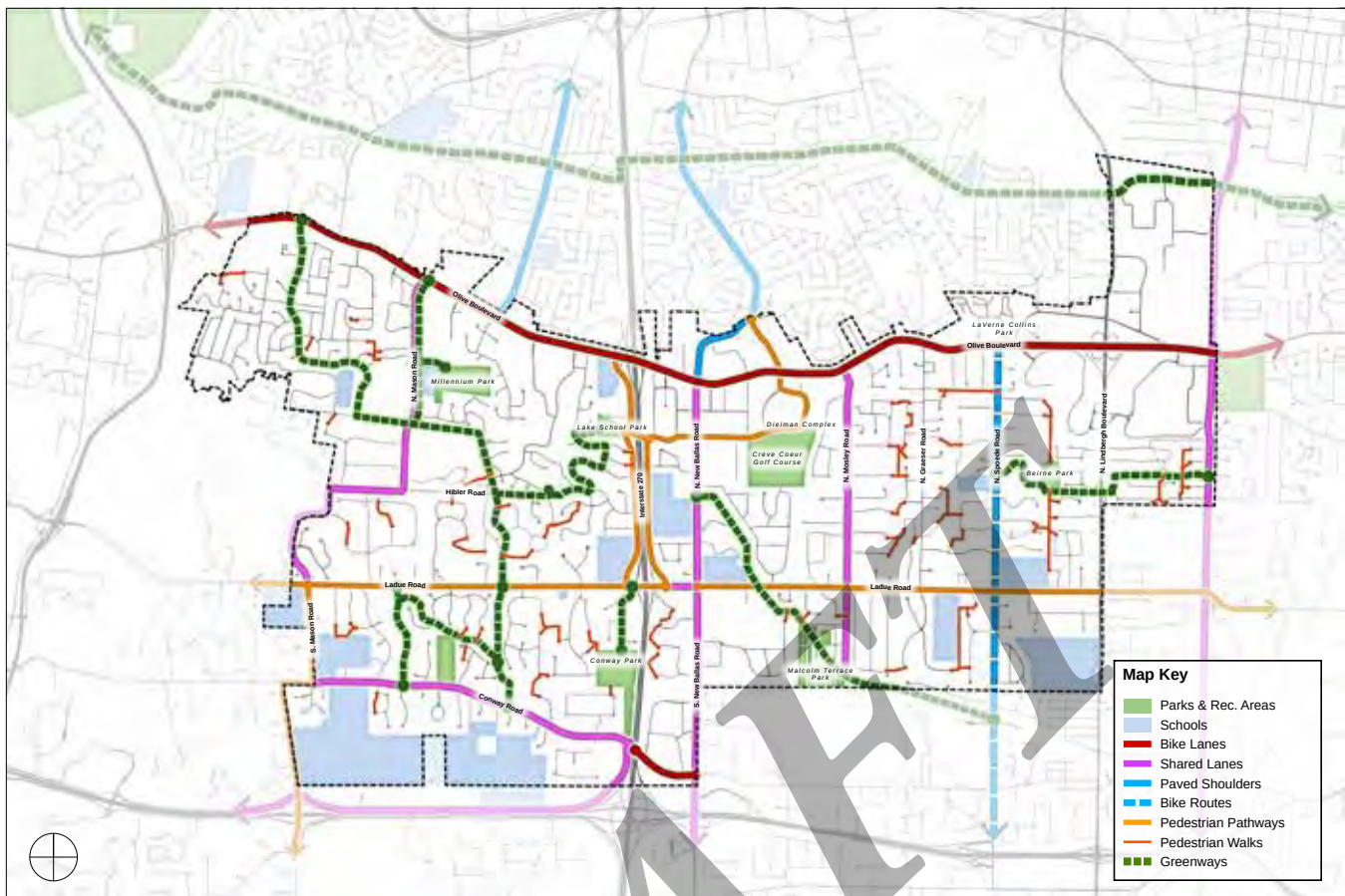
PAVED SHOULDERS

Where possible due to available road configuration or right-of-way (ROW) width, paved shoulders offer designated space for both bicycles and pedestrians while still allowing for occasional street-side parking and other vehicular uses. Streets recommended for paved shoulders include:

- » N. New Ballas Road (between Olive Boulevard & Craig Road)
- » Craig Road (north of N. New Ballas Road)
- » Ross Road

BIKE ROUTES

Bike routes are designated streets, typically with lower traffic volumes, that don't support other facility types due to topography, visibility, or dimensional requirements. They are a compromise facility type designed to improve bicycle network connectivity within physical constraints. One (1) bike route is recommended, on Spode Road.



4.11. BICYCLE & PEDESTRIAN CONNECTIVITY RECOMMENDATIONS

PATHWAYS

As described above in the *Parks, Recreation & Open Space Plan*, Creve Coeur should complete and expand its network of primary pedestrian sidewalks/pathways on key streets. These include:

- » Ladue Road (Complete)
- » Mason Road (south of Ladue Road)
- » Spoede Road (Complete)
- » Countryside Montessori
- » Coeur DeVille Drive
- » Emerson Road (south of Old Ballas Road)
- » Old Ballas / Old Cabin / Office Parkway / Craig Road
- » I-270 Pedestrian Overpass (between Emerson Road & Coeur DeVille Road @ Old Ballas Road)

PEDESTRIAN WALKS

As described above in the *Parks, Recreation & Open Space* recommendation, Creve Coeur should facilitate the development of pedestrian walks to connect key streets, parks, and amenities. Suggested locations are shown on Figure 4.9. However, these walks will require negotiation

with and the full support of neighboring property owners. Therefore, these suggested locations represent logical connection points only, and in no way represent or recommend takings on the part of the City.

GREENWAY TRAILS

As described above in the *Parks, Recreation & Open Space Plan*, this Plan recommends the development of off-street, multi-use greenway trails to connect key streets, districts, and community amenities. These greenways utilize a mix of parallel roadway paths, existing utility rights-of-way ROWs and stream buffers, and connections through subdivision common ground. As with the pedestrian walks above, these greenways will require negotiation with and the full support of neighboring property owners. Therefore, these suggested locations represent logical connection points only, and in no way represent or recommend takings on the part of the City.

9.c

Streets Recommendations

The Creve Coeur 2030 Streets Plan is a qualitative improvement plan for the major streets within Creve Coeur's commercial and mixed-use districts, as well as key streets within the City's residential neighborhoods.

These recommendations encourage the development of Complete Streets—streets with facilities for all users and modes of transportation—incrementally as street improvements are made. While the *Parks, Recreation & Open Space Plan* and the *Bicycle & Pedestrian Connectivity Plan*, presented on the preceding pages, outline specific City-wide connectivity improvements, the Streets Plan provides for safe and effective intra-neighborhood connectivity for pedestrians, bikes, mobility device users, and vehicles alike.

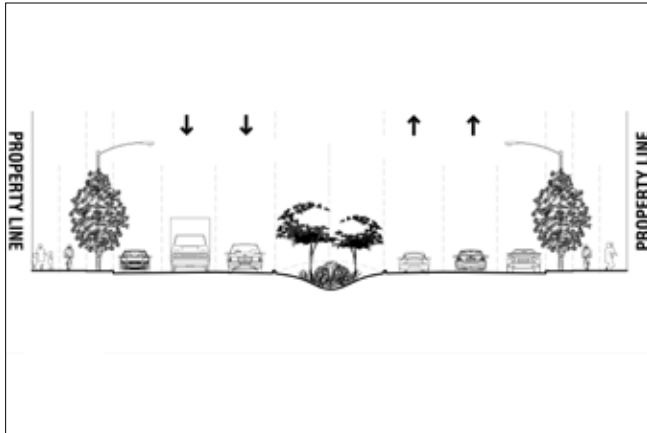
As presented herein, the Streets Plan does not suggest or require the wholesale reconstruction of identified streets. Rather, the Streets Plan provide recommendations and principles for facility types and levels of service for all users, to guide improvements as needed when street repair and/or reconstruction occurs. Additionally, these recommendations and principles should be viewed as guidelines to be adapted to specific existing conditions, including ROW width, pavement width, and adjacent development. No reduction of existing vehicular levels of service (LOS) is recommended, and enhanced LOS is desired.

Streets Plan recommendations are presented according to eight (8) street typologies, as shown in **Figure 4.12** and detailed on the following pages:

1. **Boulevard** typology recommendations are presented on page 108;
2. **Avenue (Type I & II)** typology recommendations are presented on page 108;
3. **Commercial Street Type I** typology recommendations are presented on page 108;
4. **Mixed-Use Street Type II** typology recommendations are presented on page 109;
5. **Mixed-Use Street Type III** typology recommendations are presented on page 109;
6. **Road** typology recommendations are presented on page 109;
7. **Neighborhood Street** typology recommendations are presented on page 110; and
8. **Residential Street** typology recommendations are presented on page 110.



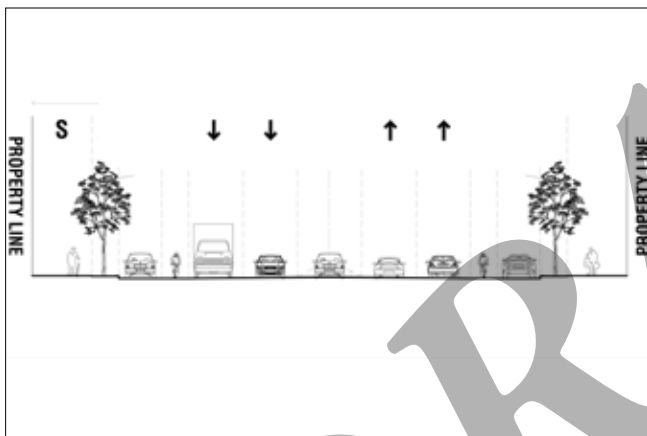
Street Typologies



1. Boulevard

The Boulevard typology is intended for high-volume vehicular thoroughfares, namely Lindbergh Boulevard. Features include:

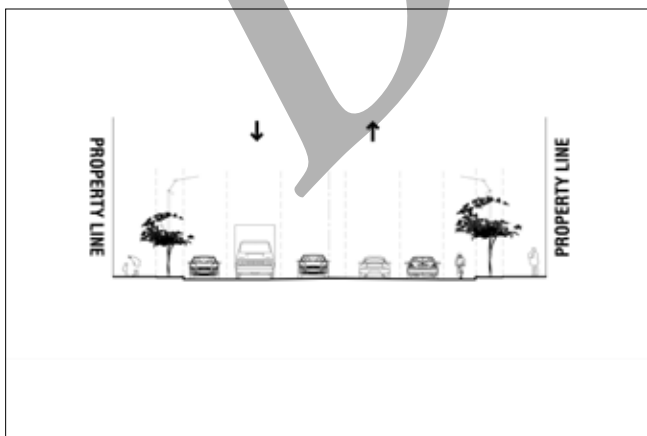
- » 4 to 6 Travel Lanes
- » Optional Parallel Parking Lane
- » Center Median (Optional Center Bioswale)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees



2. Avenue (Type I & II)

The Avenue typologies are intended for high-volume commercial corridors supporting vehicular traffic and large-scale commercial development. This includes the East and West Olive corridors. Features include:

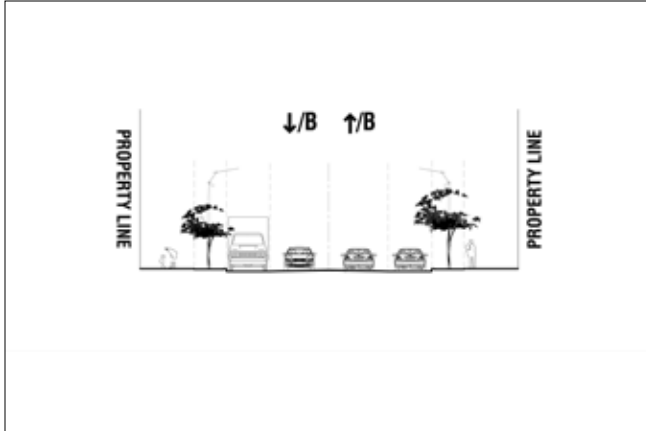
- » 4 to 6 Travel Lanes
- » Optional Parallel Parking Lane
- » Optional Center Turn Lane
- » Optional Bike Lanes (Both Sides)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees



3. Commercial Street Type I

Commercial Street Type I is intended for major commercial streets in the Central Business District, namely Olive Boulevard. Features include:

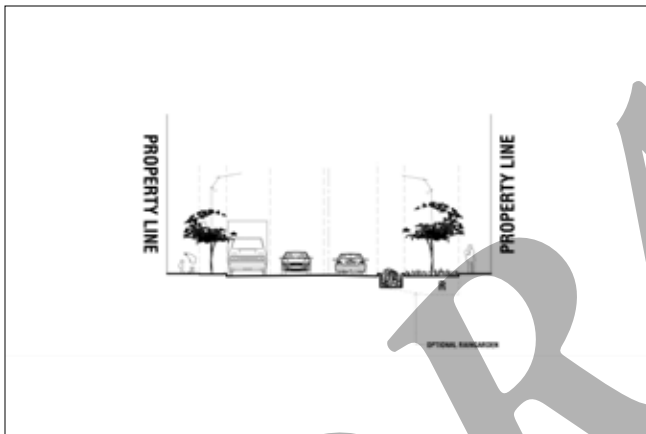
- » 4 Travel Lanes
- » Optional Parallel Parking Lane
- » Optional Center Turn Lane
- » Optional Bike Lanes (Both Sides)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees in Tree Wells



4. Mixed-Use Street Type II

Commercial Street Type II is intended for walkable secondary commercial streets in the Central Business District and Mixed-Use commercial and office districts. Features include:

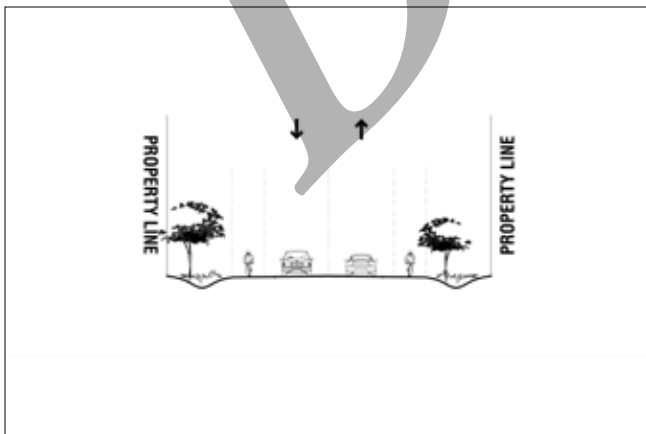
- » 2 Travel Lanes
- » Parallel Parking Lane
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees in Tree Wells



5. Mixed-Use Street Type III

Commercial Street Type III is intended for walkable tertiary and service streets in the Central Business District and Mixed-Use commercial and office districts. Features include:

- » 2 Travel Lanes
- » Optional Parallel Parking Lane
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees
- » Optional Bioswale (One or Both Sides)

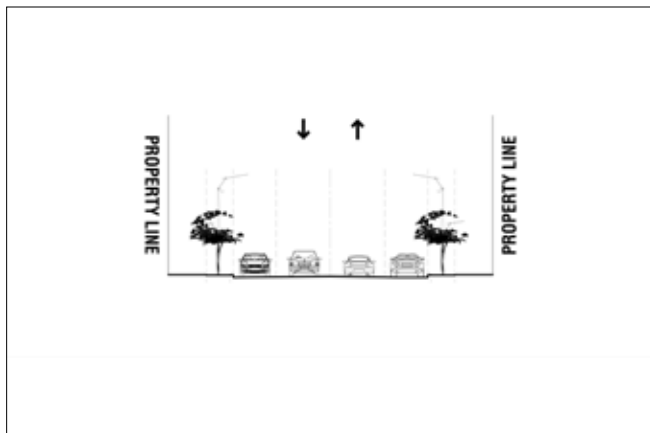


6. Road

The Road typology is intended for residential, two-lane through roads, namely Mason Road. Features include:

- » 2 Travel Lanes
- » Optional Bike Lane or Paved Shoulder
- » Optional Bioswale or Drainageway (One or Both Sides)

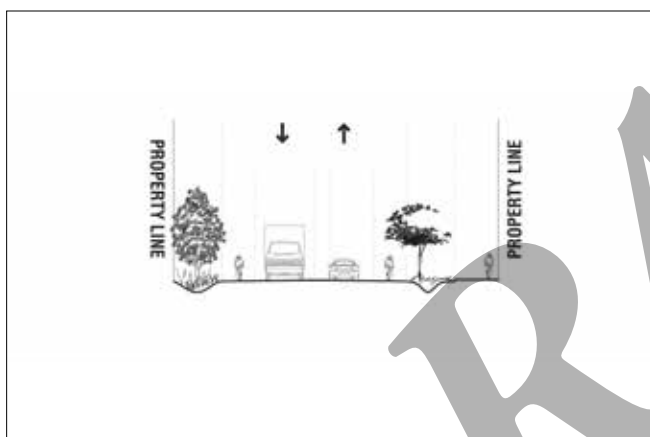
Street Typologies



7. Neighborhood Street

The Neighborhood Street typology is intended for residential, two-lane through streets with sidewalks in the Suburban Neighborhood Type 2 (SR-2) place type district. Features include:

- » 2 Travel Lanes
- » Optional Parallel Parking Lane
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees



8. Residential Street

The Residential Street typology is intended for residential, two-lane through streets in the Estate Neighborhood Type 1 (ER-1), Estate Neighborhood Type 2 (ER-2), and Countryside Estate (CR) place type district. Features include:

- » 2 Travel Lanes
- » Optional Bike Lane or Paved Shoulder
- » Pedestrian Sidewalk (One Side)
- » Optional Bioswale or Drainageway (One or Both Sides)
- » Optional Street Trees

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9.d

Public Art Recommendations

Creve Coeur's Public Art recommendations coordinates the efforts of the City's Arts Committee, Parks and Recreation Department, Public Works Department, and other boards and committees to enhance Creve Coeur's physical appearance and community identity through public art installations, gateways, horticulture, and other aesthetic improvements.

The public art recommendations of this Plan build upon and expand a variety of existing and ongoing initiatives of the City of Creve Coeur. Because the City's Arts Committee is tasked with developing specific public art installation, the Public Art recommendations coordinate the types and locations of art city-wide to promote a coherent and recognizable identity for the City.

CITY GATEWAYS

Like many communities in St. Louis County, the boundaries of Creve Coeur are generally not readily-recognizable. Implementing signature gateways on key streets is an important component in establishing the identity of Creve Coeur. Gateways are recommended to be located at:

- » Olive Boulevard @ east and west City limits
- » Olive Boulevard @ I-270 (complete)
- » Olive Boulevard @ N. Lindbergh Boulevard
- » Ladue Road @ east and west City limits
- » Ladue Road @ I-270
- » Conway Road @ east and west City limits
- » Lindbergh Boulevard @ north and south City limits
- » N. New Ballas Road @ north and south City limits
- » Mason Road @ south City limits
- » Spoeede Road @ south City limits
- » Fee Fee Road @ Olive Boulevard

PARKS AND PUBLIC SPACE

Creve Coeur should develop and enhance public art installations and signature landscapes in all City parks—including an expansion of the Arts Committee's program of developing a standard public art platform for the installation of rotating art exhibits.

In addition to City parks, Creve Coeur should establish a "public arts district" comprising Creve Coeur's central business district for the enhancement of the public realm.



- » Olive Boulevard
- » Ladue Road
- » Conway Road
- » N. New Ballas Road
- » Mosely Road
- » Graeser Road
- » Spodee Road
- » Lindbergh Boulevard

- » An “art on loan” program of revolving outdoor and indoor art exhibits or installations, to be installed in public facilities and public spaces.
- » A “percent for art” program for commercial and mixed-use development, to fund the installation of permanent public art features.
- » Involving local artists in the design and creation of public realm fixtures; “street furniture”; and City branding, wayfinding, and signage.
- » Establishing an ongoing public performing and visual arts program, including concerts, plays, film festivals, and community movie nights.
- » Partnerships with local arts organizations, including COCA and the Regional Arts Commission, to host events in Creve Coeur.

10.

Annexation Potential

North of the Creve Coeur corporate boundary is an isolated pocket of unincorporated St. Louis County, located between Creve Coeur and Maryland Heights to the north. Should the City wish, this is one of the few remaining opportunities for annexation and expansion for Creve Coeur.

Annexation provides both key benefits as well as challenges to Creve Coeur. Benefits include:

- » An increase in St. Louis County sales tax pool allocation, due to an increase in households;
- » Increased property tax revenue;
- » Diversification of housing stock (particularly smaller homes suited for younger population demographics—the segment that Creve Coeur currently lacks) through the annexation of existing neighborhoods;
- » Direct connection to the regional Centennial Greenway;
- » Increased control over the development of the Olive Boulevard corridor, due to both the north and south sides of Olive being located under the same jurisdiction; and

- » A more logical urban development pattern with Olive Boulevard—Creve Coeur's major commercial corridor—located in the middle, rather than on the edge of, Creve Coeur.

These benefits are not without particular challenges, however, including:

- » An increase in City administrative costs, including building inspection and code enforcement activities;
- » An increase in the cost of police services;
- » An increase in resident service costs, particularly trash pickup;
- » Increased capital improvement costs over time, dictated by the current conditions of existing infrastructure in the annexation area; and
- » Local opposition to annexation, both within the current boundaries of Creve Coeur and within the proposed annexation area.

In order for any annexation activities to proceed, a municipality must submit an annexation plan to the St. Louis County Boundary Commission. If a proposed annexation is not on file with the Boundary Commission, annexation of that area (or a portion of that area) cannot occur. Boundary Commission proposals are updated on a five (5) year basis. Therefore, to preserve options, it is beneficial to continue to submit such a proposal to St. Louis County.



This annexation area comprises 2,348 acres (approximately 3.67 square miles) and approximately 4,300 housing units. Additionally, this area includes the Jewish Community Foundation campus as well as Craig Elementary School, Ross Elementary School, and Fern Ridge High School. It is the recommendation of this Plan that, regardless of whether annexation is pursued, this annexation area be filed with the St. Louis County Boundary Commission in order to allow for potential annexation in the future.

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IMPLEMENTATION PLAN

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

Implementation Principles

A critical element of any effective Comprehensive Plan is successful implementation. The Creve Coeur 2030 Comprehensive Plan Update is a 20-year, community-based vision for the City of Creve Coeur, and builds upon Creve Coeur's fundamental shift in planning that occurred with the adoption of the 2002 Comprehensive Plan. At the same time, Creve Coeur 2030 has been developed to address key challenges with the 2002 Comprehensive Plan, especially as they relate to implementation.

The 2002 Comprehensive Plan articulated five (5) major implementation goals:

1. Manage traffic and enhance movement, especially on Olive Boulevard;
2. Creating a town center;
3. Connecting neighborhoods and parks;
4. Enhancing community character and the quality of development, and;
5. Building on the Life Sciences node in the Commerce Center to enhance economic development and improve the existing Lindbergh-Warson Industrial Park.

With the exception of managing traffic on Olive Boulevard and the development of the Plant Sciences innovation district (a separate initiative of the St. Louis Economic Development Partnership), these goals have largely not been achieved. This is due to a number of factors, including:

1. The national economic downturn of 2008;
2. A Comprehensive Plan which is highly-prescriptive;
3. The Plan's reliance on property acquisition and large-scale development projects for implementation (e.g. creating a town center); and
4. A lack of existing City-controlled mechanisms for implementation.

This is not intended as a criticism of either the City of Creve Coeur or the 2002 Comprehensive Plan. On the contrary, Creve Coeur is one of the most successful municipalities in the region, with a strong employment base, major retail amenities, high and stable property values, high median incomes, low property taxes, and high standards for municipal services. Likewise, the 2002 Comprehensive Plan has served the City well over the past 14 years. Nevertheless, the Creve Coeur 2030 Plan incorporates lessons learned from the past to enhance the "actionability" of the Comprehensive Plan and set the City up for greater levels of success.

The Creve Coeur 2030 Implementation Plan is based upon the following principles:

- » **Facilitate Incremental Action:** The City's primary control over future land use and development is through the regulatory environment—specifically, the Code of Ordinances. As part of implementation, Creve Coeur should update its Zoning Code and other ordinances to reflect the Vision of the Plan and allow—by right—for development that incrementally builds toward that Vision.

This means that major community development initiatives like the town center will not necessarily rely on a single large development, as is currently the case, in order to occur. Rather, incremental redevelopment over time will build toward the full implementation of the town center on a lot-by-lot, project-by-project basis.

- » **Provide Specific Direction:** The Comprehensive Plan needs to provide geographically-specific recommendations for capital improvements, zoning and regulatory districts, and new amenities and infrastructure. This provides needed direction to future City staff, commissioners, and elected officials to streamline the implementation of the projects over the Plan's 10- to 15-year lifespan.
- » **Maintain Flexibility:** At the same time, the Comprehensive Plan cannot be too prescriptive (one of the challenges and criticisms of the 2002 Plan). If it were, the City would risk setting itself up for failure by “biting off more than it can chew”, putting in place processes that cannot be sustained and adhered to long-term, and/or relying on activities over which the City has no direct control. A successful

Comprehensive Plan clearly: 1) outlines and the City's activities; 2) prioritizes initiatives that are both achievable and leverage other activities and investments for maximum positive impact; and 3) builds in a level of flexibility to allow for unforeseen circumstances, both positive and negative.

- » **Diversification of Funding:** While the primary public funding source of Plan implementation will be from the City's funds, the Comprehensive Plan should leverage City funding with grant opportunities and other partnerships. Many of the initiatives and recommendations of the Creve Coeur 2030 Plan have been developed to overlap with activities of regional and statewide partners, including Great Rivers Greenway, the East-West Gateway Council of Governments, and MoDOT. This will help to ensure eligibility for existing and future funding opportunities.
- » **Evaluate Success:** Actively reviewing and evaluating the relevance and efficacy of the Plan is important to long-term, successful implementation. The 2002 Comprehensive Plan calls for an annual review of the Plan by the Planning and Zoning Commission (including public engagement), with a five-year reassessment of the entire document. This recommendation proved to be too prescriptive and onerous, and as a result was never undertaken. However, an ongoing outcome management process is recommended and important for successful implementation.

Early Action Items

Identification and successful completion of several early action items will be key to setting the stage for on-going implementation. First, it will establish essential regulatory frameworks for continued, ongoing implementation efforts. Second, it will initiate several key catalytic projects to leverage future investment. Lastly, it will build critical momentum and excitement about the City's future.

In order to successfully begin implementation of the Creve Coeur 2030 Plan, the following eight (8) early action items should be completed by the City of Creve Coeur:

1. **Complete the City's new police station and enhancements to the Government Center:** The City of Creve Coeur has planned for two (2) major public facility capital improvement projects: 1) the construction of a new police station building on the northwest corner of the property at 300 N. New Ballas Road, and 2) the rehabilitation of the Creve Coeur Government Center. These projects should be fully funded and completed and implementation priorities of this Comprehensive Plan.
2. **Develop and adopt a Stormwater Ordinance for lots less than one (1) acre in area:** Currently, stormwater runoff resulting from land disturbance one (1) acre and greater in size is regulated by Metropolitan Sewer District (MSD) under the U.S. Environmental Protection Agency's (EPA's) MS4 (Small Municipality Stormwater) regulations. These regulations require that any net increase in stormwater runoff resulting from development or redevelopment be detained and recharged on site. These regulations do not apply to land disturbance of less than one (1) acre. In Creve Coeur, disturbances of less than one

acre has resulted in similar stormwater runoff issues that MS4 is designed to mitigate.

In order to address this issue, the City's Planning and Community Development and Public Works Departments have been working with the City's Stormwater Committee to develop a local stormwater ordinance. Completion and adoption of this ordinance will have a positive effect on land use, development, and environmental protection in Creve Coeur. The Creve Coeur 2030 Plan recommends that this ordinance be finalized and adopted as soon as possible.

3. **Develop and adopt updates to the City's Zoning Ordinance for residential districts:** Creve Coeur has faced numerous issues with teardowns and redevelopment of infill lots in existing residential neighborhoods. As presented herein, this is due primarily to the current zoning regulations for residential zoning districts in the City's Zoning Ordinance.

As detailed on page 71 in recommendations for residential neighborhoods, a variety of development standards for residential neighborhoods should be adopted. These standards should be written as updates to the current City Zoning Ordinance for residential districts and subsequently adopted by the Planning and Zoning Commission and City Council.

4. **Adopt the Plant Sciences Innovation District master plan and facilitate development of the project:** The regional Plant Sciences Innovation District initiative of the St. Louis Economic Development Partnership (SLEDP) is likely Creve Coeur's and the region's largest economic development project and job creator for the next 20 years. Upon completion of the SLEDP Master Plan, the

City of Creve Coeur should consider adoption of the Master Plan as an addendum to this Comprehensive Plan. Thereafter, the City should actively facilitate the implementation of the Master Plan and physical development of the Plant Sciences Innovation District.

5. Complete and adopt substantial revisions to Creve Coeur’s regulatory ordinances:

As detailed herein, the Community Place Type Districts have been developed and are intended to serve as the basis for a wholesale, City-wide Zoning Ordinance revision. While this is a major undertaking, completing this revision will bring the new Comprehensive Plan and Zoning Ordinance into complete coordination and will ensure that the two documents will work together as intended.

This Comprehensive Plan recommends that the following regulatory ordinances be revised and/or created and adopted:

- » City of Creve Coeur Zoning Ordinance (to be revised per the Community Place Type Districts and recommendations outlined herein);
- » Downtown Form-Based Code (to be completed from the existing draft to guide the development of the Downtown Creve Coeur—the core of the Central Business District); and
- » Sustainability Ordinance (to be developed in conjunction with the Energy and Environment; Horticulture, Ecology, and Beautification; and Stormwater Committees with Public Works and Planning and Community Development Department staff.)

Creation and adoption of these ordinances will require additional community engagement to be completed by the City, including public workshops and a public hearing process.

- 6. Support implementation of the Gateway Bike Plan in Creve Coeur by completing key facility deployments:** As presented on pages 102-103 in the Bicycle and Pedestrian Connectivity Plan, there are a number of bicycle and pedestrian facility improvements recommended for Creve Coeur. These recommendations address key priorities identified by the residents of Creve Coeur, and many of these recommendations align with the regional recommendations of the Gateway Bike Plan. Several of these facilities are identified as implementation priorities:

» **Bike Lanes**

- Olive Boulevard, from east City limits to west City limits; and
- Conway Road, from N. New Ballas Road to N. Outer 40 Road.

» **Shared Lanes (“Sharrows” and signage)**

- Mason Road, from south City limits to Olive Boulevard;
- N. New Ballas Road, from south City limits to Craig Road (outside lanes only); and
- Conway Road, from N. Outer 40 Road to west City limits.

» **Designated Bike Routes (signage and enforcement)**

- Spode Road, from south City limits to Olive Boulevard

7. **Construct greenways to improve pedestrian and bicycle connectivity and provide enhanced recreational opportunities:** Similar to Early Action Item #6, the Parks, Recreation, and Open Space Plan (presented on pages 100-101) contains recommendations for numerous off-street greenways throughout Creve Coeur. Two (2) of these greenways are identified as implementation priorities:

» **“Deer Creek Greenway”:** Connecting Malcolm Terrace Park to N. New Ballas Road, this greenway crosses Ladue Road and roughly follows Deer Creek along the historic railroad right-of-way (ROW) now owned by Union Electric Company, including the following parcels:

- 337 Carlyle Lake Drive
- 11535 Ladue Road
- 400 S. Mosely Road
- 11380 St. Paul Street
- 66 Villa Coublay Drive

» **“Western Greenway”:** Connecting Conway Road to Olive Boulevard west of I-270, this greenway would follow the existing Ameren utility easement and cross the Conway Downs, Ladue Downs, Country Forest, and Lac Du Bois subdivisions. Despite the presence of this utility easement, however, all property under consideration for this greenway is under private ownership, and utilizing any easement for a greenway would necessitate negotiating use and obtaining support from all private property owners. Nevertheless, the Western Greenway represents an important north-south connection in a part of Creve Coeur that currently lacks north-south walkability. Therefore, pursuit of this project should be prioritized.

8. **Establish an ongoing outcome reporting and management system to track progress:** While the ongoing evaluation process specified in the 2002 Comprehensive Plan was too prescriptive and intensive to be successful, tracking progress of the Comprehensive Plan is an important part of successful implementation. In order to achieve this, Creve Coeur should develop and establish an Outcome Measurement Reporting system to track implementation progress. The City should also consider developing a web-based, Community Dashboard to publish outcome measurement reports. This system should also include a five (5) year assessment interval, with the potential to update tracking measures, targets, and/or benchmarks to reflect current implementation status.

Successful completion of these early action items will achieve important milestones in the implementation of the Creve Coeur 2030 Comprehensive Plan Update. Furthermore, these actions will begin to address key issues identified by the Creve Coeur community, mostly utilizing resources (including City staff capacity) that are already available.

Capital Improvement Plan

The Capital Improvement Plan (CIP) is intended to ensure that policymakers are responsible to the residents and businesses of Creve Coeur with respect to the expenditure of City funds for capital improvements. The goals of the CIP are to provide planned replacement and repair of deteriorating infrastructure and to add new facilities that enhance the quality of life in Creve Coeur. A Capital Improvement Plan is a tool to assess the long-term capital needs of a city and to establish funding of high-priority projects in a timely and cost-effective fashion.

The CIP lists projects, describes them, offers cost estimates, and outlines the funding method to be utilized. Projects in the CIP were identified by citizens and business representatives, standing committees of the City, and operating departments. A multi-month process is established to solicit project ideas, gather information, ascertain public input, and prepare the CIP document. The Planning and Zoning Commission's responsibility is an integral element of the CIP process. Prior to forwarding a recommendation to the Creve Coeur City Council, the Commission reviews the document and suggests project prioritization. The City Council is the governing body responsible for final prioritization and adoption of the CIP.

The Capital Improvement Plan spans a five-year period. It is intended that in each subsequent fiscal year a new CIP will be prepared that updates the first four years of the plan, adds a fifth year to the plan, and integrates the capital projects and acquisitions for the then current fiscal year in the City's annual budget.

Revenues are comprised of reserves (fund balance) of the Capital Improvement Fund, revenues from the City's capital improvement sales tax, revenue bonds, certificates of participation, grants, and other intergovernmental revenue, and other funding sources, as opportunities occur in the future.

Within the Creve Coeur 2030 Comprehensive Plan Update, many projects are identified or implied, as specific projects or as conceptual ideas. These projects and others, resulting from recommendations of the Comprehensive Plan, should be developed and incorporated in the City's annual CIP review process. Further detail and refinement of identified and conceptual projects, facilities, or infrastructure improvement needs will be required as the implementation of the Comprehensive Plan occurs.

Implementation Matrix

As detailed herein, implementation of the Creve Coeur 2030 Comprehensive Plan Update will be driven by 72 measurable community development *Strategies*, organized according to seven (7) community Goals and Objectives. These Strategies address the 10 Community Issues and Priorities, detailed on page 13.

The Implementation Matrix, presented on the following pages, describes the interrelation of the Community Issues and Priorities with the Strategies. Collective impact of the Creve Coeur 2030 Comprehensive Plan Recommendations is illustrated by the Primary and Secondary Contributing Strategies for each Issue and Priority. The Matrix also indicates the recommended timeframe in which each Strategy is to be completed. Implementation of these Strategies will be achieved, in part, by the *Plan Recommendations* detailed in Chapter 4.

IMPLEMENTATION MATRIX KEY

- | | |
|---|--|
|  Primary Action & Effect |  Short-Term Implementation Action (0-5 Years) |
|  Secondary Action & Effect |  Medium-Term Implementation Action (5-10 Years) |
|  Indirect Effect |  Long-Term Implementation Action (10+ Years) |

Implementation Matrix

		1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
1. Placemaking & Community Identity												
1.1	Create mixed-use, walkable districts.	●	◐	●	○	●	◐	○	●	●	○	●
1.2	Improve Creve Coeur's walkability and bikeability.	○	○	●	◐	●	◐	◐	◐	●	○	●
1.3	Improve the City's streetscapes and continue public realm enhancements.	○	○	○	○	●	●	○	●	●	○	●
1.4	Celebrate the community with identifiable gateways and public art.	○	○	○	○	●	○	○	●	●	○	●
1.5	Preserve high-quality existing neighborhoods and community assets.	○	●	◐	◐	○	○	●	●	◐	○	●
1.6	Ensure cultural, arts, and entertainment opportunities throughout the community.	◐	○	◐	○	○	○	○	●	◐	○	●
1.7	Update the City's zoning code to facilitate and promote development that matches the community's vision for Creve Coeur.	●	●	●	○	◐	○	●	●	◐	●	●
1.8	Ensure that adjacent non-residential and residential development is compatible with each other.	○	●	◐	○	○	○	●	●	◐	○	●
1.9	Improve the quality of new development by revising architectural design guidelines and establishing lot development standards, including illustrations of desired development patterns.	◐	●	◐	○	○	○	●	●	◐	●	●
1.10	Preserve Creve Coeur's historic properties.	○	●	●	○	○	○	◐	●	●	◐	●
1.11	Provide an increased number of community events and programs	◐	○	◐	●	○	○	○	●	●	◐	●
1.12	Develop a "central gathering place" that is the heart of the community.	◐	○	○	◐	◐	○	○	●	●	○	●

Implementation Matrix

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
2. Residential Development & Preservation											
2.1 Increase housing options to attract changing market demographics—including seniors, young professionals, and families.											
2.2 Guide the rebuilding of outdated housing stock in selected areas to improve housing diversity and maintain a competitive residential market.											
2.3 Continue to provide opportunities for a greater diversity of housing options throughout the City.											
2.4 Improve neighborhood walkability and connectivity.											
2.5 Incentivize stormwater and green infrastructure best management practices (BMPs) for existing homeowners; new developments and infill development; and significant additions to existing homes.											
2.6 Update Creve Coeur's building code to promote green building best practices and adopt the latest International Energy Conservation Code.											
2.7 Review the Zoning Code and land development regulations to ensure new infill residential construction takes into account existing conditions to minimize the impacts of new construction.											

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Secondary Action & Effect
- Indirect Effect
- Short-Term Implementation Action (0-5 Years)
- Medium-Term Implementation Action (5-10 Years)
- Long-Term Implementation Action (10+ Years)

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
2. Residential Development & Preservation (Continued)											
2.8 Establish a limit for the amount of pervious pavement that does not count toward site coverage for											
2.9 Mitigate the impact of non-residential uses such as lighting, noise, and trash on residential uses where they are adjacent.											
2.10 Protect residential areas from negative encroachment of non-residential uses.											
3. Economic Growth & Community Services											
3.1 Ensure future economic growth is responsive to the changing economy and captures the "place-making dividend".											
3.2 Provide the community services, amenities, and experience necessary to leverage and capture these changing consumer preferences.											
3.3 Transform the Olive Boulevard corridor with a Central Business District and supporting mixed-use districts.											
3.4 Improve regional transportation to Olive Boulevard.											
3.5 Embrace public/private partnerships for redevelopment.											
3.6 Work with the business community to develop recommendations for broadband, electrical, and other infrastructure as it impacts economic development.											
3.7 Guide regional retail and services to the Community Center District area.											

Implementation Matrix

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
3. Economic Growth & Community Services (Continued)											
3.8 Preserve the long-term economic strength of Creve Coeur by actively working with the St. Louis Economic Development Partnership and St. Louis County to establish the Plant Science Innovation District; promote its implementation; and support the District's long-term sustainability.	●	○	●	○	○	○	○	●	●	●	●
3.9 Foster development of a town center, which would include the design and construction of a public gathering place or places.	●	○	●	○	●	○	○	●	●	○	●
3.10 Become an active and integral participant with the St. Louis Regional Chamber and other organizations to promote Creve Coeur's interests in regional and statewide economic development.	●	○	●	○	○	○	○	○	○	●	●

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Secondary Action & Effect
- Indirect Effect
- Short-Term Implementation Action (0-5 Years)
- Medium-Term Implementation Action (5-10 Years)
- Long-Term Implementation Action (10+ Years)

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
4. Community Amenities & Facilities											
4.1 Improve City facilities, including the police department headquarters, Government Center, and the Dielmann Complex.											
4.2 Continue to improve the quality and responsiveness of City services, including recycling, limb and leaf pickup, and maintenance of medians and public landscaping.											
4.3 Continue to actively develop and implement the Capital Improvement Program that addresses the needs and desires of the community.											
4.4 Continue the City's strong level of police services.											
4.5 Actively engage with utility providers, fire protection districts, neighboring governments, and other community service providers to ensure that Creve Coeur continues to be served by high-quality, efficient, and effective community services.											
4.6 Maintain existing and develop new reciprocal agreements to share facilities with surrounding municipalities.											

Implementation Matrix

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
5. Parks, Open Space & Environment											
5.1 Actively pursue the integration of trails and bikeways in to the landscape and create a comprehensive community wide network of off-street and on-street pedestrian connections.											
5.2 Require new development or redevelopment to include public amenities such as pedestrian connections, bicycle facilities, public sitting/gathering areas, and open space, as appropriate.											
5.3 Regularly assess the recreation needs of residents and enhance park facilities as necessary to ensure that those needs are met.											
5.4 Explore the development of a central urban park or plaza, community recreation center, youth center, library, or community center.											
5.5 Identify and designate parcels for possible future purchase by the City and redevelopment as public park space.											
5.6 Expand the use of cooperative agreements with local schools and private recreational amenities to provide access to recreational facilities for City residents.											
5.7 Enhance Creve Coeur's existing parks and open spaces to establish greater plant and wildlife diversity.											
5.8 Mitigate flooding and waterway impacts from adjacent development and improve water quality.											

6. Transportation, Connectivity & Mobility

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
6.1 Encourage creation of a comprehensive network of pedestrian and bicycle infrastructure and facilities to become a premier walkable and bikeable community											
6.2 Improve access to public transit opportunities to ensure an equity of mobility for all residents and visitors.											
6.3 Use environmental design, operations, and management to reduce vehicular congestion on Olive Boulevard.											
6.4 Manage traffic impacts in residential neighborhoods.											
6.5 Improve connectivity in the Western half of the City with new bike and pedestrian facilities											
6.6 Promote vehicular cross-access between commercial parking lots.											
6.7 Improve coordination with East-West Gateway Council of Governments (EWGCOG) to increase the City's role in regional transportation planning and transportation initiatives.											
6.8 Utilize Complete Streets principles when conducting major roadway improvements; consider adoption of a City-wide Complete Streets policy.											

IMPLEMENTATION MATRIX KEY

- | | | | |
|--|---------------------------|--|--|
| | Primary Action & Effect | | Short-Term Implementation Action (0-5 Years) |
| | Secondary Action & Effect | | Medium-Term Implementation Action (5-10 Years) |
| | Indirect Effect | | Long-Term Implementation Action (10+ Years) |

Implementation Matrix

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
6. Transportation, Connectivity & Mobility (Continued)											
6.9 Develop procedures to address requests for local traffic calming.											
6.10 Increase local connectivity to the Great Rivers Greenway District's (GRG) regional "River Ring" greenway network; endorse, enhance, and facilitate implementation of GRG projects in Creve Coeur.											
6.12 Enhance the safety of bicycle and pedestrian facilities, including safe pedestrian crossings of major roads.											
7. Community Sustainability & Resilience											
7.1 Facilitate the development of community-supportive retail and services to ensure long-term community vibrancy and resilience.											
7.2 Achieve a sustainable jobs/housing balance within Creve Coeur.											
7.3 Establish a regular schedule for future updates of the Climate Action Plan with new benchmarks, a new planning horizon with updated strategies, and updated targets.											
7.4 Develop a Community Resilience Plan to provide for enhanced emergency service access, alternative transportation options, and energy security in the event of natural disasters and social unrest.											

	1. Business Preservation	2. Residential and Neighborhood Protection	3. Community Sustainability	4. Parks, Trails & Greenways	5. A Walkable and Bikable Community	6. Traffic Congestion	7. Housing and Community Diversity	8. Community Identity	9. Community Facilities and Amenities	10. Effective Implementation	IMPLEMENTATION TIMEFRAME
7. Community Sustainability & Resilience (Continued)											
7.5 Expand the use of renewable energy in City-owned public facilities and promote renewable energy use for all Creve Coeur residents.	○	○	●		○	○	○	●	○	●	●
7.6 Establish city-wide targets for the ratio both public-accessible and private open space.	○	●	●	●	○	○	○	●	○	●	●
7.7 Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality.	○	●	●	○	○	○	○	○	○	○	●
7.8 Establish a storm water level-of-service and prioritize the problems identified in the City's storm water study based on those criteria and accelerate the implementation of the City's Storm Water Master Plan to deal with the prioritized storm water problems.	○	●	●	○	○	○	○	○	○	●	●
7.9 Update the City's landscape guidelines to encourage the use of Missouri native plantings and discourage planting of known invasive species.	○	○	●	●	○	○	○	●	○	●	●
7.10 Review regional sustainability initiatives and work with regional groups to enhance Creve Coeur's sustainability efforts.	○	○	●	○	○	○	○	○	○	●	●

IMPLEMENTATION MATRIX KEY

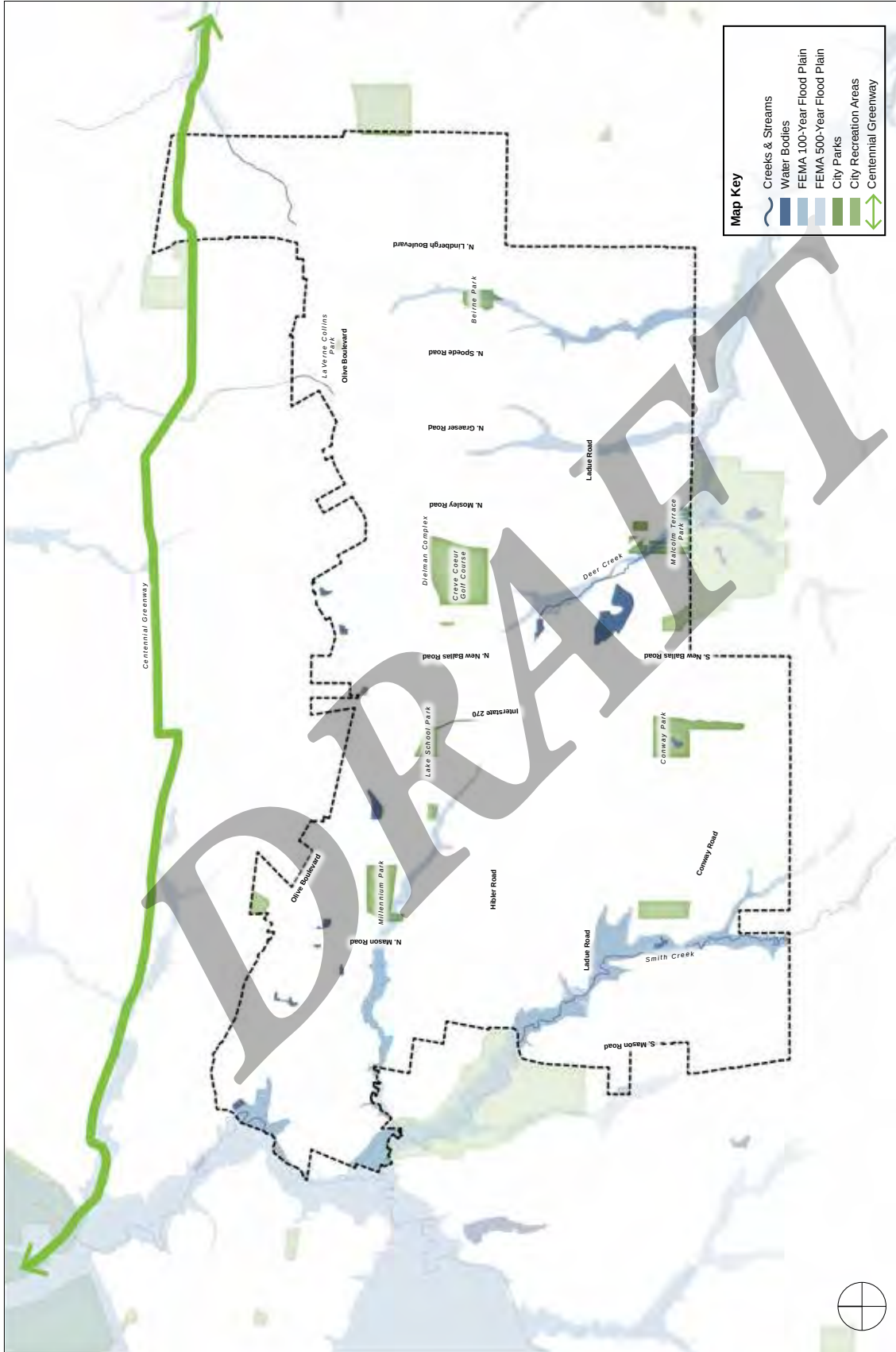
- Primary Action & Effect
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- Secondary Action & Effect
- Medium-Term Implementation Action (5-10 Years)
- Indirect Effect
- Long-Term Implementation Action (10+ Years)

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APPENDIX A: PLAN MAPS



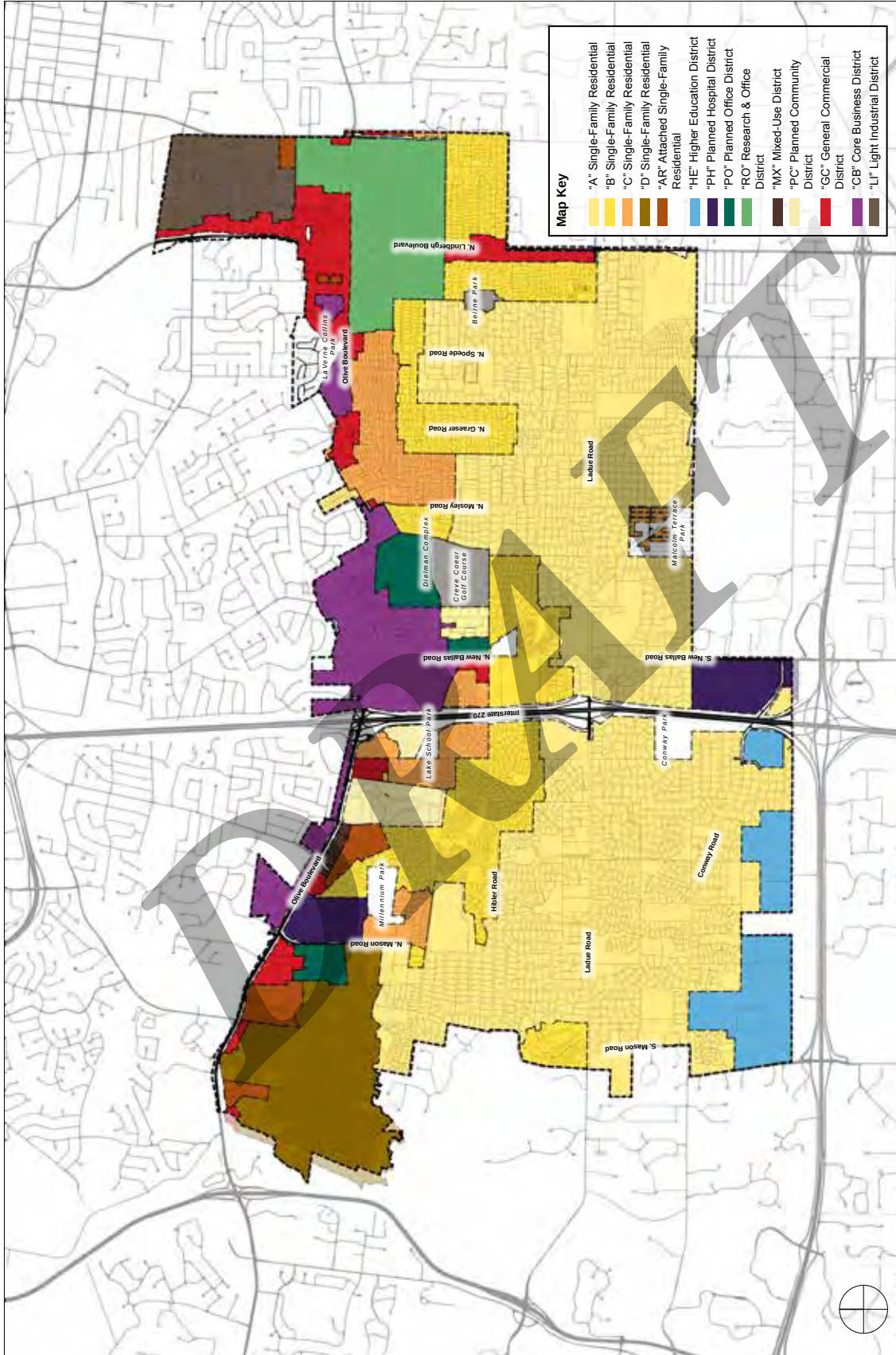
A.2. EXISTING PARKS & GREENWAYS

W X I N D U A D D V 1 / 4 T

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

A.3. EXISTING LAND-USE CLASSIFICATION





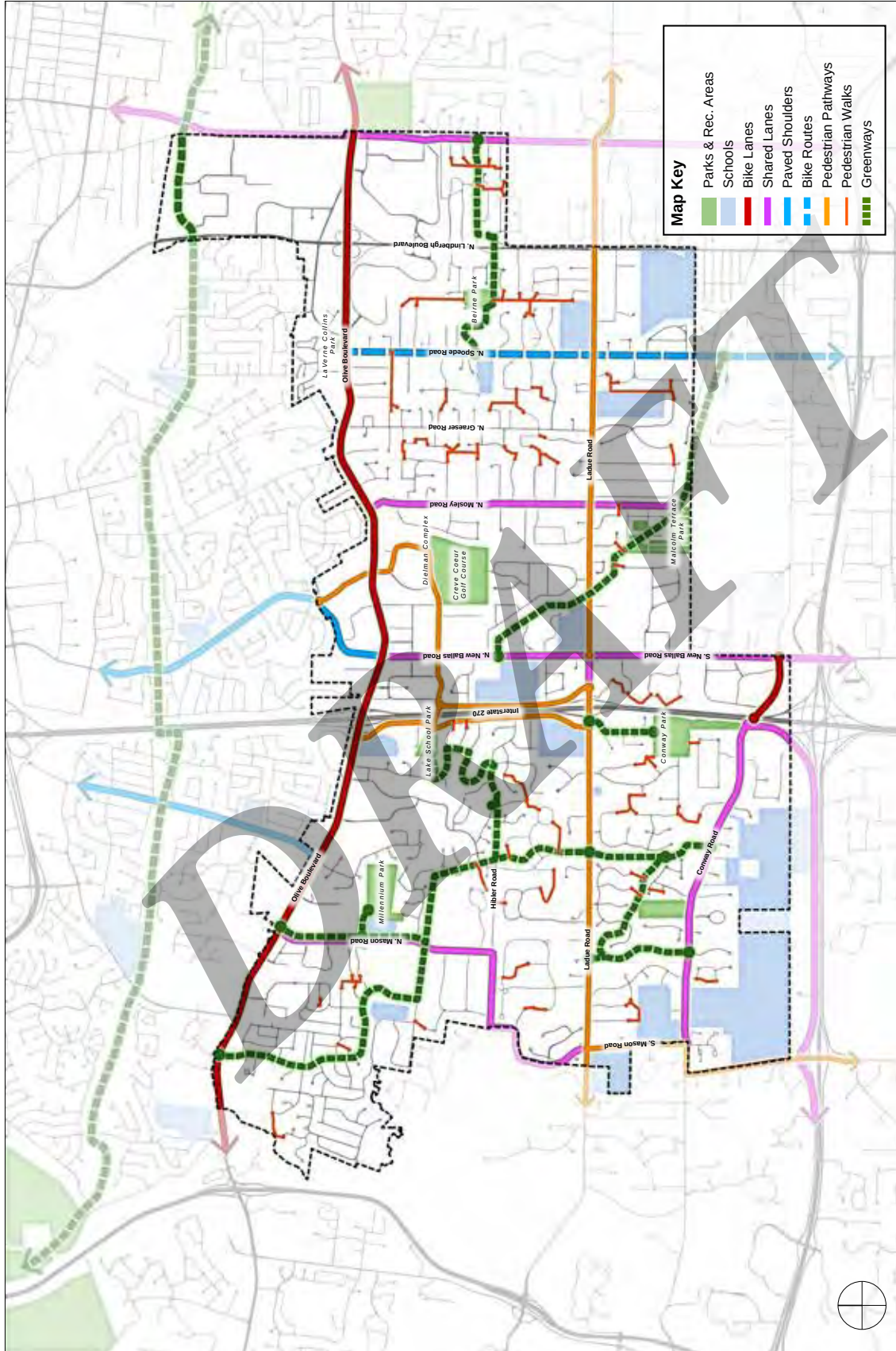
A.4. EXISTING ZONING DISTRICTS

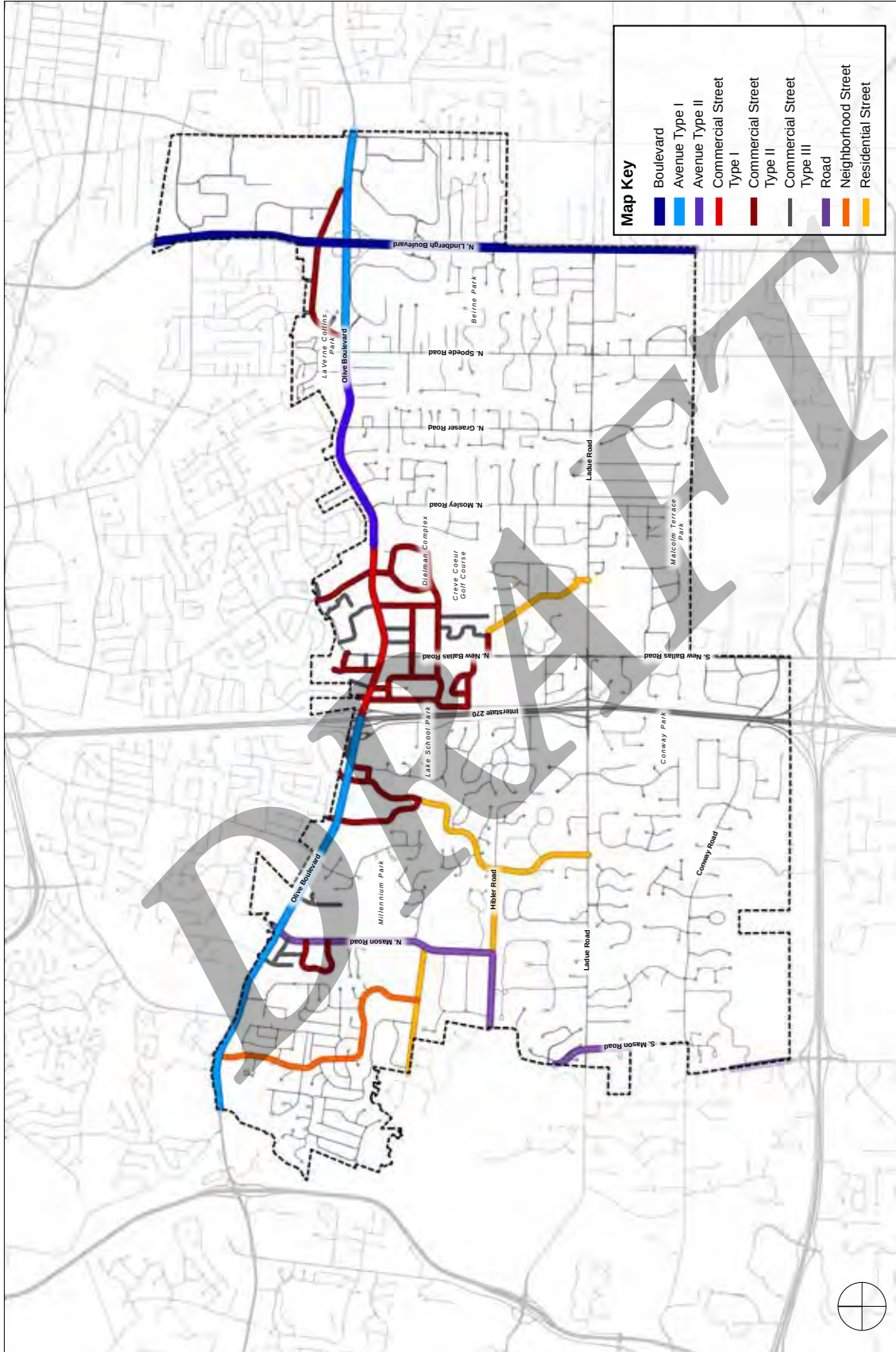
APPENDIX A

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)



Plan Maps



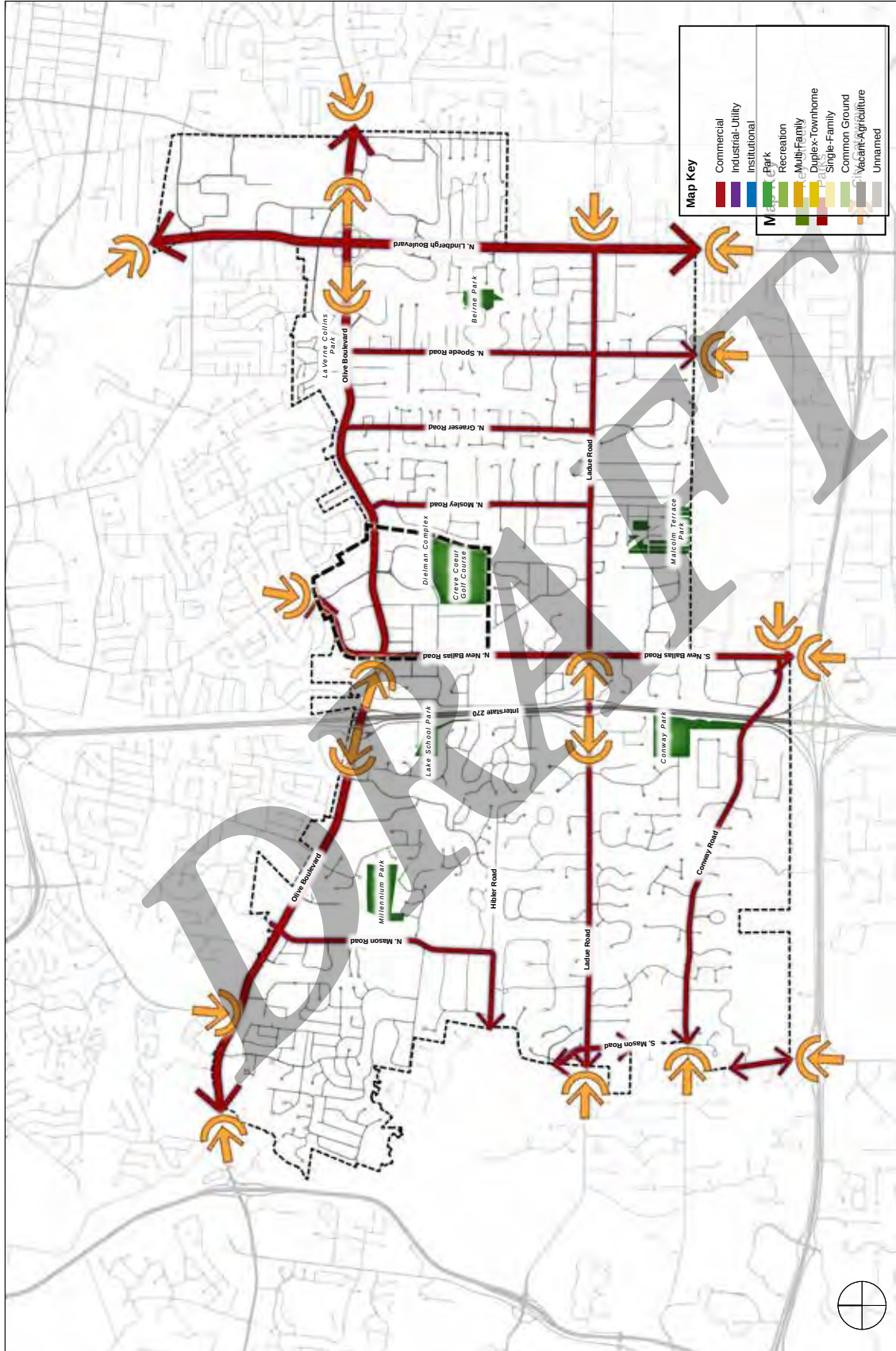


A.8. STREETS RECOMMENDATIONS

W X I N U A D D V I S C T

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)

Plan Maps



A.9. PUBLIC ART, GATEWAYS & WAYFINDING RECOMMENDATIONS

Attachment: CreveCoeur2030_DRAFT_2016-09-19 (2146 : #16-028 Comp Plan Adoption)



DRAFT

DRAFT



Richard M. Kutta

24 Colonial Hills Parkway

Creve Coeur MO 63141

richardkutta@earthlink.net

October 27, 2016

Mr. Jason Jaggi, Director
of Community Development
Planning Department
300 N. New Ballas Road
Creve Coeur MO 63141

Re: Draft Comprehensive Plan Comments

Dear Sir:

Please consider the following comments for incorporation during finalization of the referenced draft plan.

Accessibility [Strategy 1.2]:

Census data shows Creve Coeur is ageing in place, many residents have lived here 30-50 years. The strategic plan should define policy for accommodating and encouraging older residents to live independently in their homes. Creve Coeur is marginally accessible. While city buildings have made required ADA accommodations, they were add-ons and aren't integral with the building purpose. The policy should recognize the need for periodic improvement of all City-owned facilities and parks that welcomes and encourages year-around accessible use by all residents.

Community Centre District (CC) [Strategy 3.9]:

The Town Centre redevelopment is unlikely to occur without a plan to move it towards fruition. Presently the land is privately held and under-utilized. Developing the envisioned Town Center won't happen without a plan and a sponsor. The City could be the sponsor and work actively to secure a planning grant for the area to incorporate a mix of community center, retail, offices, community garden "parklets," shared parking and medium density planned community residential housing. Ideally, Creve Coeur Plaza could be redeveloped and integrated into the Town Center to be readily accessible and walkable from residences and amenities. Once the area is defined, zoning modifications are needed to favor the City Center concept. Streets must be relocated and redesigned to suit the plan. One possibility for the residential may be privately-owned community residences as an Elder Intentional Community, to encourage transitioning residents from individual houses.

East Olive Corridor [Recommendation pp 86-87]:

The draft recommendations need an execution plan. The south side of Olive in the East Olive Corridor between North Mosley and Spoede Roads has been mostly static and under-utilized for 20 years. Lots are for sale but apparently uneconomical because of shallow depth, steep slopes away from the Olive street ridge and restrictive development covenants. The depth of the zoning

district should be increased to not less than 250-300 ft south of the Olive Street ROW to improve redevelopment feasibility. The additional depth will prepare buildable sites at or near street level while enabling cross-accessways, shared parking and storm water management among adjacent properties. A row of diagonal front parking such as employed by The Highlands @ Forest Park may meet the in/out needs of retail uses.

Sustainability [Early Action item 3]:

Creve Coeur already exhibits a positive awareness of the need to mitigate warming-induced climate change. Doing so is consistent with the City's prominence in the Plant Sciences Innovation District. Maintaining a policy of continually adopting the most current International Energy Efficiency Code is strongly endorsed, as are planning practices that encourage green building and reduced carbon footprint. City facilities should participate in Energy Star benchmarking and annual reporting of utility consumption as part of the operating budget. Zoning requirements that encourage car-free transit should be fostered, as should building practices that facilitate cost-effective solar installations on public and private facilities and solar-powered electric vehicle charging stations.

Capital Improvement Plan [pg 123]:

The statement, "establish funding of high-priority projects" would be accurate if there were a systematic process for determining priorities from residents. The present process is to invite written comments and entertain public statements at a public hearing, neither of which generate meaningful participation, which has been interpreted as a lack of public interest. The periodic opinion survey deals with programs but not projects and thus offers little guidance. A neutral web-based survey vehicle is needed annually to assess resident opinions and priorities for CAP inclusion prior to preparing a draft budget. Council would benefit greatly from statistically valid data informing them about important questions like Town Center, Dielman Center, Golf Course, community center and Police Building. Annual surveys are needed because projects are discarded after being passed over.

Annexation Potential [pp 124-125]:

The concept is well stated; I believe benefits outweigh costs. For me, the benefit of diversifying housing stock to accommodate the younger families that we are presently losing should receive more emphasis. Creve Coeur presently has no place for our children. Also, we are presently unable to realize economies of scale. We are presently too small to warrant expenditures on facilities such as converting city vehicles to clean natural gas or building a community center. The proposed new Police Building will accommodate additional personnel. The Early Action Plan should include filing the prerequisite plan with the St. Louis County Boundary Commission.

Thank you for your consideration and effort in updating the Comprehensive Plan.

Sincerely,



Richard Kutta, PE



Whitney Kelly <wkelly@crevecoeurmo.gov>

Fwd: Concerns re updated Comp Plan limitations

Jason Jaggi <jjaggi@crevecoeurmo.gov>
To: Whitney Kelly <wkelly@crevecoeurmo.gov>

Fri, Nov 4, 2016 at 10:20 AM

----- Forwarded message -----

From: **Judy Campbell** <jacampbell314@gmail.com>

Date: Fri, Oct 21, 2016 at 10:49 AM

Subject: Re: Concerns re updated Comp Plan limitations

To: Jason Jaggi <jjaggi@crevecoeurmo.gov>

Cc: mperkins@crevecoeurmo.gov, ssaunders@crevecoeurmo.gov, sbaseley@crevecoeurmo.gov, Deborah Ryan <dryan@crevecoeurmo.gov>

Good morning Jason,

I am very pleased to see that H3 Studio has addressed the limitations of the previous drafts of the Comp Plan. I and others (EEC, residents who signed the petition in May, neighbors, and friends) believe Strategy 7.5 will support sustainability for our environmentally friendly community in the future. It is also reassuring that our Planning and Zoning Commissioners recognize the importance of recycling, energy efficient products, and renewable energy for Creve Coeur at large.

Thank you and have a good weekend.

Sincerely,

Judy Campbell

On Fri, Oct 21, 2016 at 9:34 AM, Jason Jaggi <jjaggi@crevecoeurmo.gov> wrote:

Judy,

Please see attached revision to Strategy 7.5 that staff prepared in consultation with H3 Studio. This revision expands on the areas of sustainability to promote energy efficient products and recycling throughout the City. I believe this addresses your comments.

The revision was presented to P&Z last night and they did not object to the change. Mr. Harris was in attendance last night and spoke on your behalf and he indicated that the proposed change was also acceptable.

Attachment: Follow-up email from JCampbell 10-21-2016 (2146 : #16-028 Comp Plan Adoption)

The next public hearing at P&Z will be Monday, November 7th at 6:30 pm in the Council Chamber. The Plan Recommendations (Chapter 4) will be the focus of this meeting.

Thank you.

On Mon, Oct 17, 2016 at 10:03 AM, Jason Jaggi <jjaggi@crevecoeurmo.gov> wrote:

Judy,

Good morning. I will discuss your suggested revisions with the planning consultant and will follow up with you on any recommended changes. For informational purposes, the City's trash contract covers all owner-occupied residential units (condos) but does not cover rental residential properties such as apartments or commercial businesses.

Thanks for taking the time to review the document.

--Jason

[Quoted text hidden]

[Quoted text hidden]

If you have received this message by mistake, please notify the City of Creve Coeur IT Coordinator (314-872-2509) and delete this message from your system. All email to and from the City are checked for viruses. Although this e-mail and any attachment(s) are believed to be free of any virus, worm, or other digital illness or defect that might affect any computer system that receives and opens this message, it is the responsibility of the recipient to make sure that it is free from any virus or other defect. The City does not accept, and specifically disclaims, any responsibility or liability for any loss or damage arising from the receipt or use of this message, and any attachment(s) in any way.

--
Jason W. Jaggi, AICP
Director of Community Development
City of Creve Coeur, Missouri
300 North New Ballas Rd
Creve Coeur, MO 63141
[314-872-2504](tel:314-872-2504)

PLEASE NOTE MY NEW EMAIL ADDRESS:

jjaggi@crevecoeurmo.gov

www.creve-coeur.org

Attachment: Follow-up email from JCampbell 10-21-2016 (2146 : #16-028 Comp Plan Adoption)



city of

CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
 (314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #16-028 FOR THE REVIEW AND ADOPTION OF THE DRAFT COMPREHENSIVE PLAN UPDATE, *CREVE COEUR 2030*

FOR THE MEETING OF: October 20, 2016 (Special Meeting)

LOCATION: City-wide

REQUEST: An application for review and approval of the draft Comprehensive Plan Update for the City of Creve Coeur, *Creve Coeur 2030*, prepared by H3 Studio based upon multiple public workshops and various stakeholder sessions, to provide guidance on future development throughout the City for the next 15-20 years.

ADDITIONAL INFORMATION: The Planning and Zoning Commission will review the proposed draft plan for approval and adoption at a series of public hearings scheduled for Thursday, October 20th, 2016 to present an overview of the plan and focusing on Sections 1-3; Monday, November 7, 2016 focusing on Sections 4-5; and Monday, November 21, 2016 for final comments. A draft resolution will be prepared after review by the Commission upon conclusion of the public hearings. City Council action is not required.

APPLICANT: Jason Jaggi
 Director of Community Development
 City of Creve Coeur
 300 North New Ballas Road
 Creve Coeur, MO 63141

REPORT PREPARED BY:

Jason W. Jaggi, AICP, Director of Community Development

ATTACHMENT: Draft Comprehensive Plan, *Creve Coeur 2030*, Prepared by H3 Studio dated September 2016

State Regulations:

- The comprehensive plan is a critical basis for local zoning regulations. It is exclusively developed and adopted by the planning commission. (89.340-89.370)
- Zoning regulations must be made in accordance with a comprehensive plan. (89.040). The plan is considered to only be a guide and not enforceable independent of the zoning ordinance.

Zoning Code References

- Section 405.1030:
 Planning and Zoning
 Commission

BACKGROUND

In April 2015, the City Council approved a resolution to enter into a contract with H3 Studio and Urban Advisors, Ltd. for the preparation of an update to the City's Comprehensive Plan. The City's current Comprehensive Plan was adopted in 2002.

The Comprehensive Plan is a critical basis for local zoning regulations and is exclusively developed and adopted by the Planning Commission per state statute. The zoning regulations must be made in accordance with a Comprehensive Plan which serves as a guide for the physical development of the city. The Comprehensive Plan is therefore only a guide; while the zoning regulations are enforceable by law and serve to carry out the goals and objectives of the Comprehensive Plan.

PREPARATION OF THE DRAFT PLAN

The process to update the Comprehensive Plan began in July 2015. From September 2015 through June 2016, five (5) public workshops were held to receive input and feedback at key point in the development of the plan. In addition to the public workshops, a total of five (5) focus meetings were conducted by H3 Studio in the fall of 2015 consisting of City staff, elected officials, and commission members to identify key issues within community. A total of six (6) meetings were held in the fall of 2015 with citizen committee members and the business community. Follow up sessions were held with these stakeholder groups in the spring of 2016 to obtain feedback on draft recommendations. Two (2) work session meetings were held with the Planning and Zoning Commission in May 2016 to review the draft recommendations and obtain input. The current draft has been reviewed by planning staff, city administration staff, and the City attorney.

To promote citizen involvement in the development of the plan, a section of the City's website has been maintained throughout highlighting the progress of the planning process and providing content and results from all of the public workshops. Information cards were distributed at various meetings and were made available to the public at City facilities. The monthly resident newsletter featured an update on the planning process in nearly every edition since the kick-off of the plan update. An e-mail distribution list from prior attendees was utilized to promote the public workshops. Finally, the City utilized its various social media accounts to also provide regular updates on the progress of the plan.

The draft Comprehensive Plan was posted for review by the public on the City's website on September 20, 2016 and a copy has been available at the Government Center. The October newsletter also featured information on where the draft plan can be viewed and the public hearing schedule by the Commission. An e-mail by City staff to prior public meeting attendees was distributed announcing the draft plan has been completed and is available for review.

OVERVIEW OF THE COMPREHENSIVE PLAN

The Draft Comprehensive Plan is structured into five (5) chapters and a map appendix as follows:

- Introduction and Background
- Creve Coeur Today
- Objectives and Strategies
- Plan Recommendations
- Implementation Plan
- Map Appendix

The consultant will present an overview of the draft plan and present the first three (3) chapters of the draft plan at the first meeting. Below is a brief summary of Chapters 1 through 3:

- Chapter 1: Introduction and Background
The chapter details the purpose of the Comprehensive Plan and describes how the plan will be used. This Chapter also summarizes the public engagement process and identifies ten (10) key community issues and priorities. Seven (7) overall goals for the community are identified which serve as the foundation for the objectives, strategies and recommendations as found in the later chapters of the plan.
- Chapter 2: Creve Coeur Today
The chapter describes the socio-economic characteristics trends of Creve Coeur as well as a market analysis of the retail, office and employment sectors. This Chapter also describes the current trends within these commercial sectors and how they impact the development of the Comprehensive Plan. An analysis of current land use, zoning, open space, transportation, sustainability and economic development conditions are described.
- Chapter 3: Objectives and Strategies
This chapter offers seven (7) key objectives and 67 individual strategies. These objectives and strategies have been developed based upon citizen input throughout the process in order to achieve the vision of the community. The community vision statement that has been developed is as follows:

Creve Coeur's Community Vision

"Creve Coeur will continue to prosper as a premier livable and sustainable community by preserving and capitalizing on new opportunities for the City's key residential, business, environmental, and civic assets. Utilizing comprehensive place-making, Creve Coeur will enhance its unique and recognizable physical identity; its healthy and vibrant neighborhoods; and remain a regional leader as a green and environmentally friendly community."

SUMMARY AND CONCLUSION

The Draft Comprehensive Plan is the result of a 15-month planning process. Based upon prior discussions with the Commission, the Comprehensive Plan Update will be reviewed at a series of three (3) public hearings. Spreading the review process out over a period of three (3) meetings will provide for greater dialogue between the Commission, the consultant and staff as well as members of the public who are in attendance. Written comments that are submitted via the website or directly to staff will be included in the agenda packets prior to each meeting, or if received after the agenda packet is distributed, will be placed at each member's station.

ACTION AND MOTION

A draft resolution for adoption of the plan will be prepared at the conclusion of the public hearings and final review by the Commission. Since no action will be taken at this meeting, upon conclusion of the discussions for the evening the Commission should continue the public hearing to the November 7, 2016 meeting. The following would be an example motion for this application:

“I move to continue the public hearing on the update to the City’s Comprehensive Plan Application #16-028 to the November 7, 2016, meeting of the Planning and Zoning Commission.”

October 21, 2016

Mayor and City Council
City of Creve Coeur
300 N. New Ballas Road
Creve Coeur, Missouri 63141

RE: Creve Coeur 2030 Comprehensive Plan - DRAFT

Concern for the Plan

As Owners and Managers of the 7 acres land and neighborhood shopping center known as Creve Coeur Plaza, located at the corner of Ballas Road and Olive Street Road, and a member of the community for the past 40 years we continue to express our concern with the Comprehensive Plan. Our review of the current draft of the Comprehensive Plan as develop by the Consultant H2 to the City of Creve Coeur raises significant questions about the viability of such a plan and the danger it could pose to property owners and the City.

At this time we have concerns about the following items:

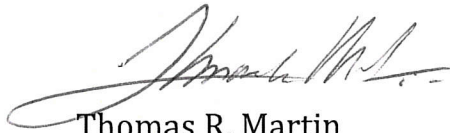
1. The plan could be ***destructive to property values***,
2. The Plan could be ***harmful to the economic vitality*** of the District and economically harmful to the City, and
3. The character and ***nature of this location is significantly different*** and distinct from the developments that it sees as a model such as Kirkwood Commons.

It is our hope that the City will NOT adopt this plan at this time until further consideration is given to certain aspects of the plan including, but not limited to: moving the buildings to the front of the property lots, shared parking in the rear of developments, and other requirements for density levels that may encourage or restrict the types of market demand that this location may yield.

For further clarification we have attached the current demographic information that shows how this location is starkly different from the development in Kirkwood that is mentioned as a model for this area.

Please consider our request.

Respectfully submitted,



Thomas R. Martin



Paul Hilton



Executive Summary

X:-90.406071 Y:38.579533
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 38.57953
Longitude: -90.40607

	1 mile	2 miles	3 miles
Population			
2000 Population	11,600	40,203	74,037
2010 Population	11,885	40,119	73,525
2016 Population	11,995	40,812	74,395
2021 Population	12,069	41,264	75,017
2000-2010 Annual Rate	0.24%	-0.02%	-0.07%
2010-2016 Annual Rate	0.15%	0.27%	0.19%
2016-2021 Annual Rate	0.12%	0.22%	0.17%
2016 Male Population	44.7%	46.5%	47.2%
2016 Female Population	55.3%	53.5%	52.8%
2016 Median Age	44.4	43.7	44.2

In the identified area, the current year population is 74,395. In 2010, the Census count in the area was 73,525. The rate of change since 2010 was 0.19% annually. The five-year projection for the population in the area is 75,017 representing a change of 0.17% annually from 2016 to 2021. Currently, the population is 47.2% male and 52.8% female.

Median Age

The median age in this area is 44.4, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	85.1%	89.6%	89.7%
2016 Black Alone	10.7%	5.9%	5.4%
2016 American Indian/Alaska Native Alone	0.2%	0.1%	0.1%
2016 Asian Alone	1.7%	1.9%	2.4%
2016 Pacific Islander Alone	0.0%	0.0%	0.0%
2016 Other Race	0.5%	0.5%	0.5%
2016 Two or More Races	1.9%	1.9%	1.9%
2016 Hispanic Origin (Any Race)	2.3%	2.2%	2.2%

Persons of Hispanic origin represent 2.2% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 22.6 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	5,139	16,668	30,226
2010 Households	5,320	16,702	30,155
2016 Total Households	5,362	16,936	30,431
2021 Total Households	5,396	17,101	30,650
2000-2010 Annual Rate	0.35%	0.02%	-0.02%
2010-2016 Annual Rate	0.13%	0.22%	0.15%
2016-2021 Annual Rate	0.13%	0.19%	0.14%
2016 Average Household Size	2.20	2.37	2.41

The household count in this area has changed from 30,155 in 2010 to 30,431 in the current year, a change of 0.15% annually. The five-year projection of households is 30,650, a change of 0.14% annually from the current year total. Average household size is currently 2.41, compared to 2.41 in the year 2010. The number of families in the current year is 20,257 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 20, 2016



Executive Summary

X:-90.406071 Y:38.579533

Rings: 1, 2, 3 mile radii

Prepared by Esri

Latitude: 38.57953

Longitude: -90.40607

	1 mile	2 miles	3 miles
Median Household Income			
2016 Median Household Income	\$67,810	\$79,671	\$81,844
2021 Median Household Income	\$76,213	\$88,166	\$91,243
2016-2021 Annual Rate	2.36%	2.05%	2.20%
Average Household Income			
2016 Average Household Income	\$100,528	\$114,554	\$118,738
2021 Average Household Income	\$109,404	\$125,109	\$129,343
2016-2021 Annual Rate	1.71%	1.78%	1.73%
Per Capita Income			
2016 Per Capita Income	\$45,069	\$47,488	\$48,736
2021 Per Capita Income	\$49,003	\$51,774	\$53,005
2016-2021 Annual Rate	1.69%	1.74%	1.69%

Households by Income

Current median household income is \$81,844 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$91,243 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$118,738 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$129,343 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$48,736 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$53,005 in five years, compared to \$32,025 for all U.S. households

Housing

2000 Total Housing Units	5,416	17,263	31,265
2000 Owner Occupied Housing Units	3,680	14,019	25,692
2000 Renter Occupied Housing Units	1,459	2,649	4,534
2000 Vacant Housing Units	277	595	1,039
2010 Total Housing Units	5,813	17,838	32,083
2010 Owner Occupied Housing Units	3,740	13,847	25,537
2010 Renter Occupied Housing Units	1,580	2,855	4,618
2010 Vacant Housing Units	493	1,136	1,928
2016 Total Housing Units	5,894	18,179	32,522
2016 Owner Occupied Housing Units	3,663	13,820	25,398
2016 Renter Occupied Housing Units	1,699	3,116	5,034
2016 Vacant Housing Units	532	1,243	2,091
2021 Total Housing Units	5,959	18,434	32,898
2021 Owner Occupied Housing Units	3,681	13,938	25,546
2021 Renter Occupied Housing Units	1,715	3,163	5,104
2021 Vacant Housing Units	563	1,333	2,248

Currently, 78.1% of the 32,522 housing units in the area are owner occupied; 15.5%, renter occupied; and 6.4% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 32,083 housing units in the area - 79.6% owner occupied, 14.4% renter occupied, and 6.0% vacant. The annual rate of change in housing units since 2010 is 0.61%. Median home value in the area is \$280,615, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 0.64% annually to \$289,767.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 20, 2016



Executive Summary

11756 Olive Blvd, Creve Coeur, Missouri, 63141
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 38.67048
Longitude: -90.44240

	1 mile	2 miles	3 miles
Population			
2000 Population	8,068	29,330	56,703
2010 Population	8,620	29,797	57,362
2016 Population	8,503	29,712	57,425
2021 Population	8,464	29,743	57,585
2000-2010 Annual Rate	0.66%	0.16%	0.12%
2010-2016 Annual Rate	-0.22%	-0.05%	0.02%
2016-2021 Annual Rate	-0.09%	0.02%	0.06%
2016 Male Population	47.7%	47.6%	47.8%
2016 Female Population	52.3%	52.4%	52.2%
2016 Median Age	43.8	45.7	43.0

In the identified area, the current year population is 57,425. In 2010, the Census count in the area was 57,362. The rate of change since 2010 was 0.02% annually. The five-year projection for the population in the area is 57,585 representing a change of 0.06% annually from 2016 to 2021. Currently, the population is 47.8% male and 52.2% female.

Median Age

The median age in this area is 43.8, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	74.0%	75.7%	72.6%
2016 Black Alone	10.3%	10.5%	11.1%
2016 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2016 Asian Alone	12.2%	10.3%	12.1%
2016 Pacific Islander Alone	0.0%	0.0%	0.0%
2016 Other Race	0.6%	0.7%	1.3%
2016 Two or More Races	2.6%	2.5%	2.6%
2016 Hispanic Origin (Any Race)	2.9%	3.1%	3.8%

Persons of Hispanic origin represent 3.8% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 48.7 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	3,723	12,617	25,172
2010 Households	4,049	13,135	25,558
2016 Total Households	3,986	13,089	25,526
2021 Total Households	3,962	13,091	25,568
2000-2010 Annual Rate	0.84%	0.40%	0.15%
2010-2016 Annual Rate	-0.25%	-0.06%	-0.02%
2016-2021 Annual Rate	-0.12%	0.00%	0.03%
2016 Average Household Size	2.09	2.22	2.21

The household count in this area has changed from 25,558 in 2010 to 25,526 in the current year, a change of -0.02% annually. The five-year projection of households is 25,568, a change of 0.03% annually from the current year total. Average household size is currently 2.21, compared to 2.21 in the year 2010. The number of families in the current year is 14,967 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 20, 2016



Executive Summary

11756 Olive Blvd, Creve Coeur, Missouri, 63141
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 38.67048
Longitude: -90.44240

	1 mile	2 miles	3 miles
Median Household Income			
2016 Median Household Income	\$79,701	\$78,761	\$74,452
2021 Median Household Income	\$85,844	\$86,619	\$82,193
2016-2021 Annual Rate	1.50%	1.92%	2.00%
Average Household Income			
2016 Average Household Income	\$112,878	\$114,996	\$112,286
2021 Average Household Income	\$123,321	\$125,630	\$122,331
2016-2021 Annual Rate	1.79%	1.78%	1.73%
Per Capita Income			
2016 Per Capita Income	\$50,898	\$50,613	\$50,154
2021 Per Capita Income	\$55,551	\$55,221	\$54,551
2016-2021 Annual Rate	1.76%	1.76%	1.69%

Households by Income

Current median household income is \$74,452 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$82,193 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$112,286 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$122,331 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$50,154 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$54,551 in five years, compared to \$32,025 for all U.S. households

Housing

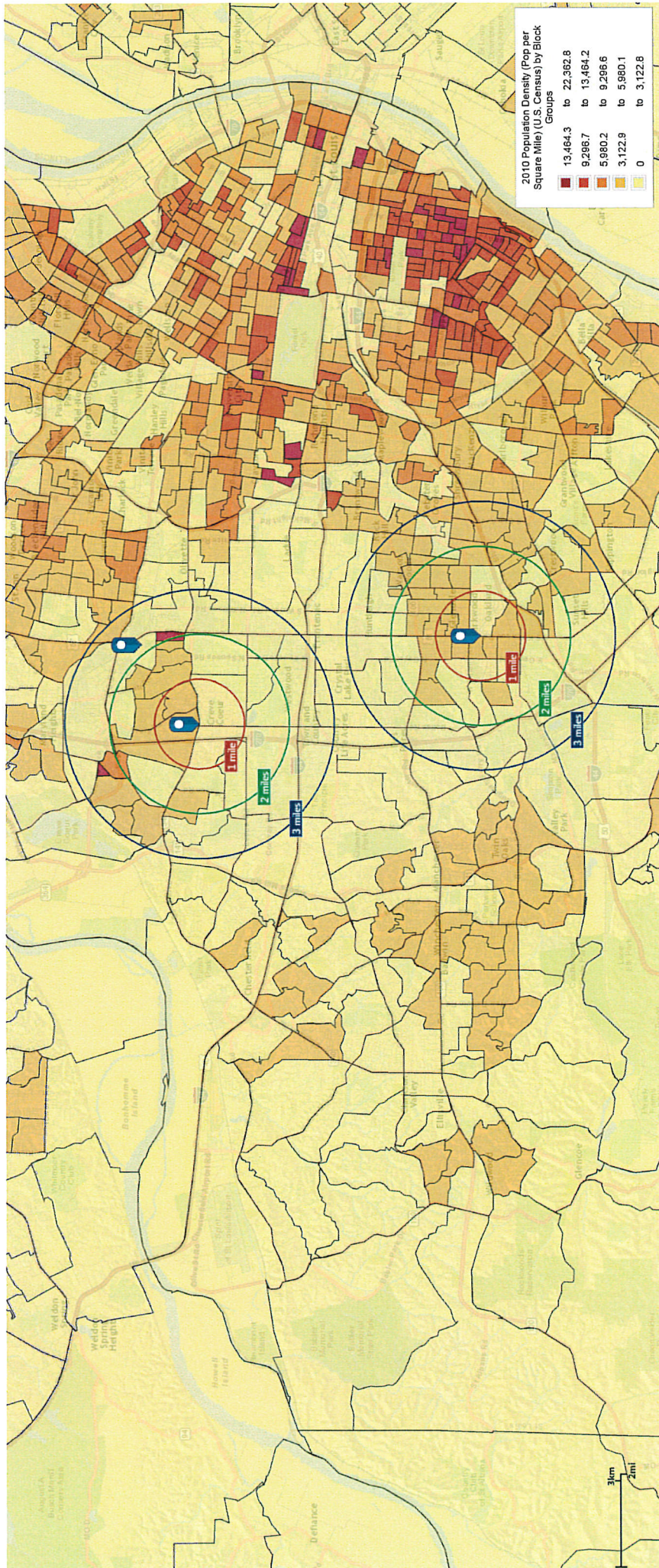
2000 Total Housing Units	4,038	13,268	26,485
2000 Owner Occupied Housing Units	2,580	9,125	16,642
2000 Renter Occupied Housing Units	1,143	3,492	8,530
2000 Vacant Housing Units	315	651	1,313
2010 Total Housing Units	4,473	14,233	27,758
2010 Owner Occupied Housing Units	2,513	9,239	16,506
2010 Renter Occupied Housing Units	1,536	3,896	9,052
2010 Vacant Housing Units	424	1,098	2,200
2016 Total Housing Units	4,473	14,300	27,938
2016 Owner Occupied Housing Units	2,394	8,991	16,080
2016 Renter Occupied Housing Units	1,593	4,098	9,446
2016 Vacant Housing Units	487	1,211	2,412
2021 Total Housing Units	4,488	14,387	28,122
2021 Owner Occupied Housing Units	2,370	8,989	16,070
2021 Renter Occupied Housing Units	1,592	4,103	9,498
2021 Vacant Housing Units	526	1,296	2,554

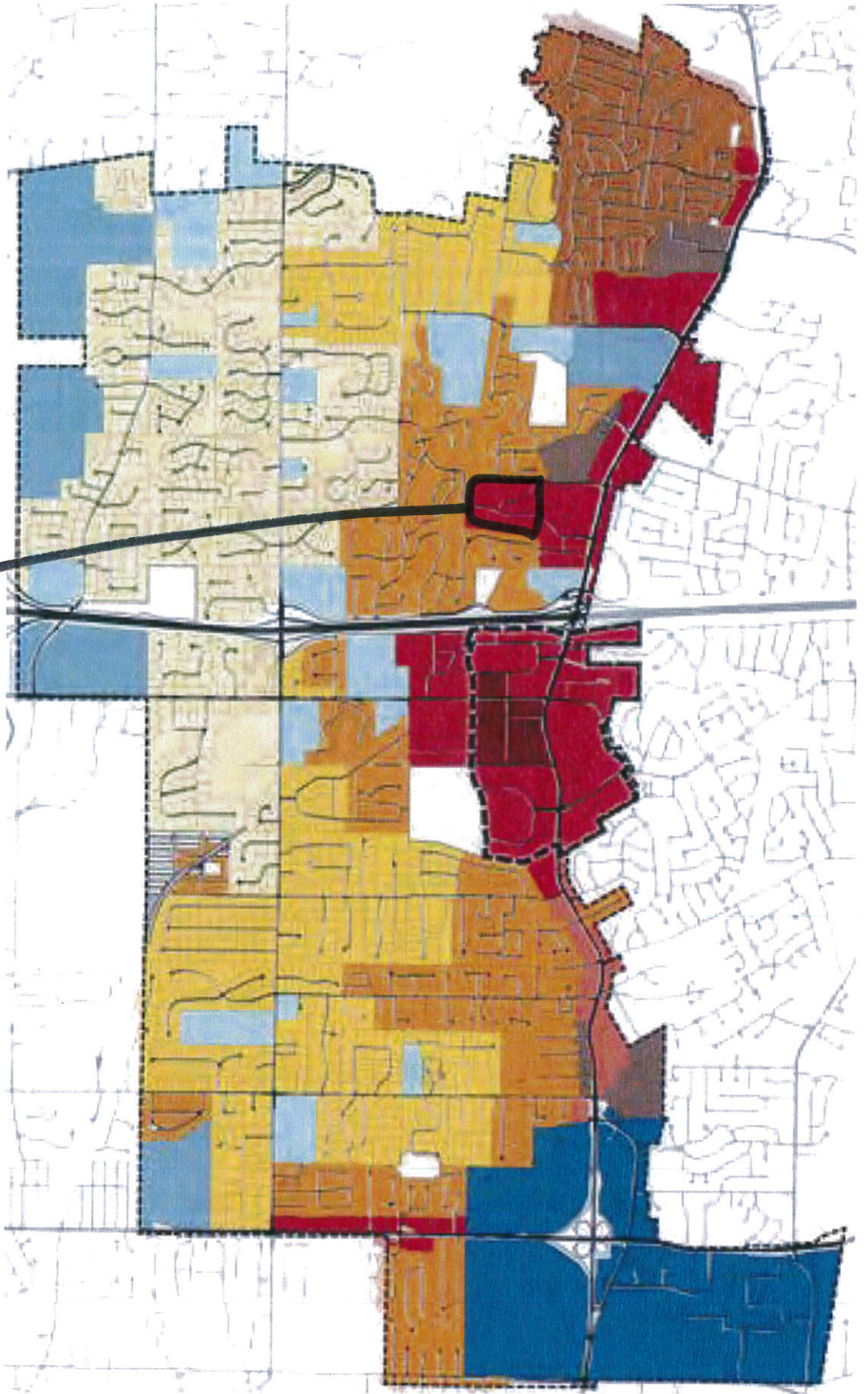
Currently, 57.6% of the 27,938 housing units in the area are owner occupied; 33.8%, renter occupied; and 8.6% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 27,758 housing units in the area - 59.5% owner occupied, 32.6% renter occupied, and 7.9% vacant. The annual rate of change in housing units since 2010 is 0.29%. Median home value in the area is \$256,871, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 1.02% annually to \$270,181.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 20, 2016





Suburban Multi-Family

SR-1

Submitted during Public Comment Hearing 10/20/2016 by William Gumbrecht - Wilmington, DE



Whitney Kelly <wkelly@crevecoeurmo.gov>

Fwd: Updated Comp Plan concerns

Jason Jaggi <jjaggi@crevecoeurmo.gov>
To: Whitney Kelly <wkelly@crevecoeurmo.gov>

Mon, Oct 10, 2016 at 9:54 AM

----- Forwarded message -----

From: **Saunders, Scott** <Saunders_S@kids.wustl.edu>

Date: Thu, Oct 6, 2016 at 3:21 PM

Subject: Re: Updated Comp Plan concerns

To: Judy Campbell <jacampbell314@gmail.com>

Cc: "ssaunders@crevecoeurmo.gov" <ssaunders@crevecoeurmo.gov>, "sbaseley@crevecoeurmo.gov" <sbaseley@crevecoeurmo.gov>, Mark Perkins <mperkins@crevecoeurmo.gov>, "jjaggi@ci.creve-coeur.mo.us" <jjaggi@ci.creve-coeur.mo.us>

Hi Judy

I have not had the chance to review the document myself as yet...but I am passing your very thoughtful comments on to Mark and Jason as well.

Thanks,

Scott

From: Judy Campbell <jacampbell314@gmail.com>

Date: Thursday, October 6, 2016 at 2:45 PM

To: "ssaunders@crevecoeurmo.gov" <ssaunders@crevecoeurmo.gov>, "sbaseley@crevecoeurmo.gov" <sbaseley@crevecoeurmo.gov>

Subject: Updated Comp Plan concerns

Dear Councilmembers,

Attachment: Public Comment Received 10-10-2016 (2146 : #16-028 Comp Plan Adoption)

I received the final updated Comprehensive Plan (Comp Plan) on September 20 and was shocked to not find the Energy and Environment Committee (EEC) recommendations incorporated into the document. There is no mention of encouraging recycling, energy efficiency, or renewable energy for all residents (in apartments and condos), businesses, or organizations in the main sections of the document. There is mention for encouraging sustainable practices for the municipal government.

There is mention of the Climate Action Plan (CAP) under Creve Coeur Today but none of the above mentioned sustainable practices listed under Objectives and Strategies, Plan Recommendations or Implementation for CC at large. I understand that city administration has H3 Studio under contract but yet after many committee meetings and numerous emails there has not been any action taken regarding adding the recommendations to the document. Why is at? More importantly do you know if the CAP supersedes the Comp Plan?

I am quite at loss as to why the recommendations are not included but yet the responsibilities of the ECC are listed in the document. I and others would appreciate any assistance and clarification you can both provide.

Thank you.

Judy Campbell, resident and former CATF co-chair

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--
Jason W. Jaggi, AICP
Director of Community Development
City of Creve Coeur, Missouri
300 North New Ballas Rd
Creve Coeur, MO 63141
[314-872-2504](tel:314-872-2504)

PLEASE NOTE MY NEW EMAIL ADDRESS:
jjaggi@crevecoeurmo.gov

www.creve-coeur.org

SPECIAL MEETING
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
300 NORTH NEW BALLAS ROAD
THURSDAY, OCTOBER 20, 2016
6:30 P.M.

PUBLIC HEARING APPLICATION NO. 16-028
COMPREHENSIVE PLAN UPDATE ADOPTION

THOSE IN ATTENDANCE:

Ms. Beth Kistner, Chair
Mr. Tim Carney
Ms. Muriel Hall
Mr. Dan Magruder
Mr. Gene Rovak
Ms. Heather Silverman
Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, Director of Community Development
Ms. Whitney Kelly, City Planner
Ms. Jessica Stutte, Planning Assistant/Recording Secretary

McLaughlin Court Reporting Services, Inc.

Deborah K. McLaughlin, RPR, MO-CCR #314, IL-CSR, KS-CCR
4772 Gatesbury Drive
St. Louis, MO 63128
(314) 487-2259

1 CHAIRMAN KISTNER: Okay. Going to call the
2 meeting to order.

3 Good evening. This is a special meeting of the
4 Planning & Zoning Commission, Thursday, October 20th,
5 2016.

6 Primary purpose here is to have our first
7 hearing for the Comprehensive Plan.

8 We'll start with a roll call.

9 Mr. Carney?

10 MR. CARNEY: Present.

11 CHAIRMAN KISTNER: Ms. Hall is absent, but I
12 think she's going to be coming.

13 Mr. Magruder?

14 MR. MAGRUDER: Present.

15 CHAIRMAN KISTNER: Mr. Rovak?

16 MR. ROVAK: Present.

17 CHAIRMAN KISTNER: Ms. Silverman?

18 MS. SILVERMAN: Present.

19 CHAIRMAN KISTNER: Mr. Schuh is absent.

20 City Attorney, Carl Lumley?

21 MR. LUMLEY: Present.

22 CHAIRMAN KISTNER: Our Director of Community
23 Development, Mr. Jaggi?

24 MR. JAGGI: Present.

25 CHAIRMAN KISTNER: Our City Planner, Whitney

1 Kelly?

2 MS. KELLY: Present.

3 CHAIRMAN KISTNER: And our Planning
4 Assistant/Recording Secretary, Jessica Stutte?

5 MS. STUTTE: Present.

6 CHAIRMAN KISTNER: We have our agenda in front
7 of us.

8 Do we have a motion to approve the agenda?

9 MR. MAGRUDER: I so move.

10 MR. CARNEY: Second.

11 CHAIRMAN KISTNER: Okay. We have a motion from
12 Mr. Magruder, second from Mr. Carney.

13 All in favor?

14 (All responded aye.)

15 CHAIRMAN KISTNER: Chair votes aye.

16 We have no minutes to approve.

17 If there's anybody in the audience who would
18 like to speak to a matter that's not on the agenda, now is
19 the time you can come forward.

20 Seeing none.

21 We will start by opening our public hearing.

22 We have -- there's going to be three public
23 hearings -- meetings -- or one public hearing, three
24 meetings, scheduled for the review and adoption of the
25 Comprehensive Plan.

1 Tonight we're going to cover the three -- the
2 first three draft chapters tonight.

3 The Introduction and Background, Review of Creve
4 Coeur Today and The Objectives and Strategy.

5 We're going to begin with a presentation from
6 our consultant, Tim Brieihan, from H3 Studios. He's going
7 to highlight each of the three chapters. There's going to
8 be opportunities for discussion by the Commission and then
9 comments by members of the public after each section.

10 Anyone who knows they want to speak, we ask that
11 you'll turn in cards -- speaker cards, either now or when
12 it's your turn to come up to the podium, where you state
13 your name and address for the record.

14 We did have one comment by a resident that was
15 submitted prior to -- to staff prior to the meeting, and I
16 think the consultant and staff are going to be prepared to
17 respond to that one during -- during our presentation.

18 Because this is a public hearing though,
19 everyone who does want to speak tonight, if you can come
20 forward now to be sworn in. You can just stand where you
21 are, and our recorder will swear you in.

22 (Speakers were sworn in by the court reporter.)

23 CHAIRMAN KISTNER: And anyone who decides later
24 they want to speak, you can still do that and be sworn in
25 at that time.

1 So with that, we'll turn it over to you, Tim, to
2 start with your presentation.

3 Good evening.

4 MR. TIMOTHY BREIHAN: Great. Good evening.
5 Thank you so much.

6 So, as Ms. Kistner just outlined, this is the
7 first of three scheduled public hearings, tonight,
8 October 20th. The Public Hearing No. 2 is scheduled for
9 the meeting on November 7th, and Public Hearing No. 3, the
10 meeting on November 21st.

11 Tonight we will be looking at Chapters 1, 2 and
12 3 of the Comprehensive Plan. And I'll be providing a -- a
13 brief summary overview of the content of those chapters
14 with a particular highlight on elements that have evolved
15 or been revised through staff review in the development of
16 the plan since the last public meeting in June.

17 So getting right into it, starting with Chapter
18 1, which is the Introduction and Background to the Plan.

19 The introduction and plan objective. This plan
20 is -- really acknowledges that Creve Coeur is one of the
21 preeminent communities in the St. Louis region, and that
22 the city is a mature city, and really has few kind of
23 remaining development opportunities that -- that don't
24 involve some sort of redevelopment of existing property.

25 The 2002 Comprehensive Plan, to which this

1 process is an update, really refocused development
2 attention on livability, quality of life and the
3 redevelopment of older underutilized properties within the
4 city. And this plan, the Creve Coeur 2030 Plan, builds
5 upon the current plan with a focus on neighborhood
6 preservation, business district revitalization and
7 improved livability.

8 And in a little bit of a departure from the
9 current 2002 Comprehensive Plan, this plan was
10 specifically created to provide particular recommendations
11 and action items that would help the city to facilitate
12 ongoing incremental revitalization, reinvestment and
13 implementation of the plan.

14 The plan is really written to achieve a vision
15 statement that was developed by H3 Studio and the city
16 staff in -- in -- in consultation with the public through
17 the public engagement process, and it states that the city
18 will continue to prosper as a premier livable and
19 sustainable community by preserving and capitalizing on
20 new development opportunities for residential, business,
21 environmental and civic assets, and it will do that by
22 utilizing comprehensive placemaking to enhance its unique
23 and recognizable physical identity, its healthy and
24 vibrant neighborhoods and remain a regional leader as a
25 green and environmentally friendly community in the

1 region.

2 CHAIRMAN KISTNER: Excuse me just one second --

3 MR. TIMOTHY BREIHAN: Yes.

4 CHAIRMAN KISTNER: -- Tim, I want to note for
5 the record that Mrs. Hall is now here.

6 MS. HALL: Here.

7 MR. TIMOTHY BREIHAN: So the purpose of this
8 plan, it's going to serve as a tool for communicating the
9 city's land use policy.

10 It's designed to coordinate individual decisions
11 into a consistent set of actions that harmoniously shape
12 the city's growth and redevelopment over time.

13 As a -- as an adopted Comprehensive Plan update,
14 it will supercede all land use plans that have previously
15 been adopted by the city, and -- and many of the key
16 recommendations that are still relevant from those plans
17 have been incorporated into this document.

18 And, finally, it should be used as a guide to
19 update and inform administration of the city's existing
20 planning tools, some of which are -- are listed here and
21 enumerated in the plan document.

22 The plan was developed according to a robust
23 community engagement planning process, which was
24 structured around five key community engagement
25 activities.

1 So the core of those activities were the public
2 workshops. There were five public workshops that were
3 conducted in conjunction with the Planning & Zoning
4 Commission.

5 We conducted also a series of city staff and
6 elected official focus groups, as well as resident and
7 stakeholder focus groups. These were conducted in
8 November of 2015.

9 There were five city staff and elected official
10 focus groups and six stakeholder focus groups. The
11 purpose of those was to collect directed input from the
12 stakeholder groups to help assess the success of the 2002
13 Comp Plan and understand issues the city currently faces.

14 We also conducted four client group work
15 sessions with the city staff representatives at key points
16 during the development of the plan.

17 And, finally, in -- in -- in April and May of
18 this year, we conducted a series of follow-up stakeholder
19 focus group meetings, nine in total. The purpose of which
20 was to meet with focus groups that we had met with back in
21 November to collect schematic input on the development of
22 the draft plan.

23 The plan document is basically structured around
24 the following key sections.

25 So Creve Coeur today, which is Chapter 2 of the

1 document, provides an overview of the existing conditions
2 in the city, as well as national trends and projected
3 demographic changes over time.

4 Plan Objectives and Strategies, Chapter 3,
5 include specific initiatives for public facilities,
6 physical improvements and regulatory recommendations to
7 achieve the plan vision, and that's structured around the
8 seven goals that were identified and developed through the
9 process.

10 The plan recommendations, Chapter 4, are
11 geographically based land use goals, placement initiatives
12 and -- and recommendations for city-wide systems.

13 And, finally, Implementation, Chapter 5,
14 includes early action items and an implementation action
15 matrix that sets out the priorities for implementation of
16 the various initiatives in the plan.

17 And then, finally, those are supported by an
18 appendix, which, basically, provides maps and other --
19 other tools used in the process.

20 The -- the conclusion to the introduction to the
21 plan is a summary of the key community issues and
22 priorities.

23 These were identified during the planning
24 process, and they were developed, really, as an update to
25 the community priorities that are presented in the 2002

1 plan.

2 The order that these are presented in in the
3 document in no way reflects any ranking or prioritization,
4 but they include business preservation, protection of
5 residential areas and neighborhoods, community
6 sustainability, parks, trails and greenways, a walkable
7 and bikeable community, traffic congestion, housing and
8 community diversity, community identity, community
9 facilities, amenities and services and effective
10 implementation.

11 And so addressing these key issues and
12 priorities is really how the -- the vision for the plan
13 and the recommendations that we'll talk about tonight and
14 in subsequent meetings, were developed.

15 So that concludes the summary overview of
16 Chapter 1.

17 Are there any questions from the Commission
18 Members on that content?

19 CHAIRMAN KISTNER: One thing about those issues
20 and priorities. I think for purposes of the -- the final
21 plan, that it might make sense not to have those numbered.

22 MR. TIMOTHY BREIHAN: Sure.

23 CHAIRMAN KISTNER: And suggest through them that
24 they are in a particular order, so some other --

25 MR. TIMOTHY BREIHAN: Okay.

1 CHAIRMAN KISTNER: -- method of --

2 MR. TIMOTHY BREIHAN: Absolutely.

3 CHAIRMAN KISTNER: -- having them there.

4 On the creating the plan section, there are
5 dates for some of those early ones in November --

6 MR. TIMOTHY BREIHAN: Uh-huh.

7 CHAIRMAN KISTNER: -- of 2015, and the work
8 really did -- the additional sessions, the plan groups,
9 work sessions and the follow-ups, stakeholder interviews,
10 which did continue on through the -- I think you said
11 April of 2016 on the stakeholder focus groups --

12 MR. TIMOTHY BREIHAN: Yes.

13 CHAIRMAN KISTNER: -- adding a date --

14 MR. TIMOTHY BREIHAN: Sure.

15 CHAIRMAN KISTNER: -- just to show sort of a
16 continuity that it was --

17 MR. TIMOTHY BREIHAN: Absolutely.

18 CHAIRMAN KISTNER: -- not just November 15, and
19 then we were done.

20 MR. TIMOTHY BREIHAN: Absolutely.

21 CHAIRMAN KISTNER: Those are just a few things I
22 had seen.

23 Anybody else on the Commission have any
24 questions?

25 I have speaker cards, and I don't know if people

1 who have provided them have specific issues that they want
2 to speak to.

3 If there's anything in this first section that
4 anybody would like to comment or question on, you're
5 welcome to, or we can wait until we get through the three
6 sections and then ask for your comments then.

7 MR. TIMOTHY BREIHAN: Very good. Thank you.

8 So moving on to Chapter 2. Again, Chapter 2
9 really provides an overview of the existing conditions in
10 the city today, as well as some -- a key national trends
11 and -- and a demographic projections that we've take into
12 account in developing the plan and its recommendations.

13 A lot of this data was -- in fact, all of this
14 data was presented at various times during the public
15 meeting process, so what I want to do tonight is to just
16 provide a summary overview of some key points that I think
17 will be particularly relevant to the discussion of the
18 objectives and strategies in Chapter 3.

19 So we started with demographic trends, and two
20 of the key take-aways are the fact that current
21 projections for the city really show a fairly flat growth
22 rate over the next five years of only about .3 percent.

23 But there is household growth, and, in fact, all
24 household growth that's projected to occur is going to be
25 in incomes over -- household incomes over \$50,000 per

1 year.

2 So what we tend to see is that high -- high
3 income households are -- are gaining within the city. And
4 also corresponding with that are households of ages 65 and
5 older.

6 Looking at -- at retail supply and demand in the
7 city, it's -- it's interesting to note that with only
8 basically 7600 households, we recognize that the city
9 can't support a traditional retail power center, but that
10 there is retail leakage currently and unmet retail demand.
11 Retail leakage being citizens who travel to other
12 communities to purchase goods or services. And the retail
13 demand that's been identified, the unmet retail demand,
14 could support approximately 240,000 square feet of new
15 retail development.

16 One of the things we'll mention momentarily
17 though is the fact that that -- that development should
18 occur in a way that really maximizes user experience and
19 doesn't just provide a good or service.

20 In terms of employment, Creve Coeur has a very
21 robust jobs base of over 53,000 jobs as of 2015.

22 But over 96 percent of the people who work in
23 Creve Coeur live outside of the city limits, which results
24 in approximately 115,000 daily car trips into and out of
25 the city.

1 And when we look at -- at the potential for
2 future job growth, the Plant Sciences and Innovation hub
3 is probably not only the biggest potential generator
4 within the city, but also one of the biggest potential
5 generators in the region over the next fifteen to twenty
6 years.

7 Looking at the cortex example as a precedent.
8 Full development of that -- of that district over the next
9 twenty years could mean easily 10,000 new jobs, based on
10 what cortex is attracting currently.

11 And that goes to a point about placemaking
12 community character, which is that businesses in Creve
13 Coeur make up less than 20 percent of the city's land
14 area, but they compromise over two-thirds of the city's
15 revenues through business taxes and other revenues.

16 And so that's important to consider moving
17 forward, that -- that preserving and maintaining a healthy
18 business community is really important to the overall
19 health of the city, including the health of residential
20 neighborhoods.

21 We did a detailed land use and zoning analysis
22 of the city's current zoning code.

23 Currently the city has fourteen zoning
24 districts. Along Olive Boulevard alone, there are eleven
25 separate zoning districts at the present. And one of the

1 things that we found is comparing the existing built
2 density among -- among zoning districts to what is
3 permitted under the current zoning code, we see that there
4 -- that -- that densities of between 10 percent and 60
5 percent greater than what's currently built out are
6 actually permitted.

7 Another way of saying that is that the city is
8 currently built out at -- at up to two-thirds of what's
9 actually permitted under the zoning code.

10 So when we think about residential protection,
11 when we think about the ability to revitalize commercial
12 areas, the -- the question that comes up is how do we
13 better calibrate the zoning code to reflect the existing
14 character of the community or to achieve the vision for
15 the future of the community that's desired among the
16 residents, because the current zoning code doesn't really
17 do that.

18 The city has several -- has seven existing
19 well-established parks, but in terms of park acreage per
20 resident, it's a little under park. There's only five --
21 roughly five and a half acres per 1,000 residents, which
22 is a little better than half of what the recommended
23 standard is. But there is a lot of private -- privately
24 owned open space, which really supplements those public
25 parks.

1 One of the biggest challenges and opportunities
2 moving forward is looking for ways to connect those open
3 space assets, so that people can better access them, and
4 that there's really a system of parks, trails, greenways,
5 pedestrian and bike amenities throughout the city that
6 begin to link these -- these assets and amenities
7 together.

8 And in terms of transportation and movement, the
9 city has an established road network, and we really don't
10 see many opportunities for changing that over time. A lot
11 of the improvements to transportation and movement are
12 going to come through small, sort of incremental
13 improvements to streetscapes or traffic management
14 initiatives to help improve flow and mitigate congestion.

15 Again, re-enforcing the fact that this -- that
16 Creve Coeur is a mature and largely built-out community.

17 The city, over the last nine years, has really
18 been a leader in the region in terms of sustainability and
19 resilience, beginning with the Mayor's Plan of Protection
20 Agreement, and the first greenhouse gas inventory that was
21 done in 2008.

22 The city has followed that by a number of
23 sustainability ordinances for environmental purchasing
24 preferences, the 25 by 20 energy benchmarking pledge. The
25 city development, a Phase I Climate Action Plan in 2010;

1 developed and adopted, in just this year in June, the
2 Phase II Climate Action Plan, and that makes Creve Coeur
3 the first, and currently the only municipality in the
4 St. Louis region to have both a Phase I and Phase II
5 Climate Action Plan.

6 Those are initiatives that the city should --
7 should rightfully be proud of and should be built upon in
8 this -- in this plan.

9 When we look -- when we look at national trends,
10 and we look at -- look at sort of the future for -- for
11 development potential in the city, we see a couple of
12 interesting things.

13 Going back to the demographic questions, the
14 city has really two potential growth demographics;
15 millennials and baby boomers. This is not unique to Creve
16 Coeur, but they are two demographics that the city is not
17 projected to gain a lot of, so there is -- there is an
18 opportunity there.

19 And there are major overlaps in lifestyle
20 preferences for those two groups, including walkable and
21 bikeable communities, amenities within walking distance of
22 home, access to transit, access to nature and recreation
23 and a strong sense of community.

24 So we see these preferences as areas that the
25 city can, hopefully, capitalize on moving forward to help

1 attract a more, and maintain a more age diverse
2 population, which is going to be important for the overall
3 economic health.

4 And when we look at economic development
5 opportunities for national trends, include again, the
6 preferences of millennial and baby boomers, the
7 preferences of businesses to increasingly locate in
8 amenity-rich suburban centers. The fact that businesses
9 are really no longer tied to kind of traditional
10 infrastructure or utility locations because of technology
11 and because of the fact that they're increasingly being
12 conceived of as innovation hubs and things like that, and
13 the fact that there is a growing preference for urban
14 environments on the part of younger workers. These are
15 the exact types of workers that will be attracted to
16 developments like the Plant Sciences Innovation District.

17 So in conclusion, Creve Coeur is a -- is a
18 maturing city. It's largely built out, and it's located
19 in a part of the region that is also largely built out.
20 So opportunities for redevelopment would really consist of
21 the -- the redevelopment and replacement of aging retail
22 office and housing stock.

23 Creve Coeur has a number of community assets,
24 including established parks, regionally renowned schools,
25 major retail amenities, a robust employment base and

1 stable property values. These are all things that
2 contribute to its regional reputation.

3 The city's growth projected over the next ten to
4 fifteen years is effectively flat, and most of the
5 projected gains today are in households over the age of
6 65.

7 And so in order to continue to prosper, we
8 believe that the city must enhance its competitive
9 position in the region as the premier community in which
10 to live, work and play to continue to attract new
11 residents and really maintain sustainable jobs, housing,
12 economic base over time.

13 So that concludes the summary overview of
14 Chapter 2.

15 Any questions?

16 CHAIRMAN KISTNER: Have any questions?

17 MR. MAGRUDER: I don't. Huh-uh.

18 CHAIRMAN KISTNER: I have one really picky
19 comment.

20 MR. TIMOTHY BREIHAN: Uh-huh.

21 CHAIRMAN KISTNER: In the beginning when you
22 have two tables, one with the ESRI business information
23 services, which has total population --

24 MR. TIMOTHY BREIHAN: Yes.

25 CHAIRMAN KISTNER: -- and then the -- the census

1 bureau --

2 MR. TIMOTHY BREIHAN: Yes.

3 CHAIRMAN KISTNER: -- and the text quotes the
4 census bureau population, and it's different than what's
5 from the ESRI, and I --

6 MR. TIMOTHY BREIHAN: Uh-huh.

7 CHAIRMAN KISTNER: -- I think it's a little
8 distracting to have the -- the two numbers there --

9 MR. TIMOTHY BREIHAN: Okay.

10 CHAIRMAN KISTNER: -- and would just suggest
11 that you find a way to either clarify or choose one or the
12 other. I just -- when future readers look at it, it --
13 I -- I don't see the distraction.

14 MR. TIMOTHY BREIHAN: Okay. Yeah, and the --
15 and the -- the numbers are --

16 CHAIRMAN KISTNER: They're --

17 MR. TIMOTHY BREIHAN: -- relatively close.

18 CHAIRMAN KISTNER: Exactly.

19 MR. TIMOTHY BREIHAN: So, yeah, absolutely.

20 CHAIRMAN KISTNER: In a way, that's why it was
21 even more distracting.

22 MR. TIMOTHY BREIHAN: Right. Right.

23 CHAIRMAN KISTNER: On this particular section,
24 is there anyone from the audience who would like to
25 comment? Okay.

1 MS. SILVERMAN: I've got a question.

2 CHAIRMAN KISTNER: Oh. Uh-huh.

3 MS. SILVERMAN: On 21 -- on page 21, it's
4 creating housing and neighborhood opportunities for young
5 people is essential to maintaining future economic
6 viability. Are we just -- how are we defining young
7 people? Is that millineals or --

8 MR. TIMOTHY BREIHAN: It's -- it's -- it would
9 be primarily millineals, both -- basically, both, sort of
10 households under the age of 25, so, in other words, people
11 who are getting out of college and just starting their
12 career, as well as kind of the -- the 25 to 35 age range
13 of people who would generally be starting families.

14 Those are two areas, particularly the under 25,
15 and I -- both of those would fall into kind of broader
16 millennial category --

17 MS. SILVERMAN: Right.

18 MR. TIMOTHY BREIHAN: -- but those are two areas
19 where the city is not currently projected to see gains.
20 And, in fact, it's projected to see losses in terms of
21 population.

22 MS. SILVERMAN: So are we looking at less at age
23 and more at space and lifestyle, like young singles and
24 young families or --

25 MR. TIMOTHY BREIHAN: I think -- I think it's

1 some of both.

2 MS. SILVERMAN: Okay.

3 MR. TIMOTHY BREIHAN: And I think that the --
4 when you look at some of the other employment
5 opportunities, particularly around the Plant Sciences
6 Innovation District, those employment opportunities are
7 going to be drawing from both of those age -- age groups,
8 but we wanted to stay sort of under -- under the age of
9 35, generally.

10 MR. CARNEY: I had a question related to that.

11 I assume that non-family households are singles
12 or is there --

13 MR. TIMOTHY BREIHAN: Yeah, typically. Yeah.

14 MR. CARNEY: Okay.

15 And is our average household size 2.26, so it's
16 fairly small household size --

17 MR. TIMOTHY BREIHAN: Uh-huh.

18 MR. CARNEY: -- according to demographics,
19 but --

20 CHAIRMAN KISTNER: The empty-nesters tend to
21 dominate that now.

22 MR. CARNEY: Okay.

23 MR. TIMOTHY BREIHAN: Yeah.

24 MR. CARNEY: Thanks.

25 CHAIRMAN KISTNER: Okay.

1 MR. TIMOTHY BREIHAN: Thank you.

2 So we'll move on to Chapter 3, Objectives &
3 Strategies.

4 So the way that this -- I just -- by way of
5 introduction before we get into the content, this chapter
6 is -- or this section of the presentation is effectively
7 organized per Chapter 3 in the report, specifically pages
8 45 through 51 where the goal statement -- where the goal,
9 the objective statement and the strategies are all
10 enumerated.

11 Because there are a lot of strategies to go
12 through, 67 individual strategies, in fact, what I want to
13 do tonight is I want to highlight those where there have
14 been some revisions or updates made since the conclusion
15 of the public meeting process in June.

16 However, they're all available, if -- if -- if
17 you or if residents have specific questions or comments,
18 we can certainly go back and reference those, but I don't
19 want to sort of go through them all one by one, just in
20 the interest of time.

21 So, again, the plan is broadly organized
22 according to seven key goals, each with an objective
23 statement and a number of strategies that support it, and
24 these are really designed to address the key community
25 issues and priorities that came up through the planning

1 process, as well as to fulfill the vision that was
2 developed in conjunction with the community.

3 So Goal No. 1 is Placemaking & Community
4 Identity. The objective statement says that Creve Coeur
5 will enhance its unique regional identity and develop an
6 18/7 community experience to become an even better place
7 to live, shop, work and play.

8 And that is supported by twelve individual
9 strategies, and I'm not going to go through them one by
10 one. But -- but these strategies in -- in Objective 1
11 have -- have not been updated or modified since -- since
12 the public meeting on June 6th.

13 Goal No. 2, Residential Development &
14 Preservation. The objective statement reads that Creve
15 Coeur will preserve and evolve its high-quality
16 residential development and stable property values while
17 enhancing the diversity of housing types and improving the
18 walkability and accessibility of neighborhoods.

19 Again, this objective is supported by ten
20 specific strategies, which also have remained,
21 essentially, unchanged or unmodified since the June 6th
22 public meeting.

23 Goal No. 3, Economic Growth & Community
24 Services. The objective statement reads that Creve Coeur
25 will capitalize on new job growth and commercial

1 development opportunities to strengthen its position as a
2 major regional business center and provide necessary
3 neighborhood services for the community.

4 Again, as with the first two, this objective is
5 supported by ten strategies, which have not changed since
6 the June 6th public meeting.

7 Goal No. 4, Community Amenities & Facilities.
8 The objective statement reads that Creve Coeur will
9 enhance existing public facilities and provide a variety
10 of new, high-quality public amenities and community
11 facilities that meet the needs and desires of all Creve
12 Coeur residents.

13 Now this section and the strategies that are --
14 that are articulated here have been revised somewhat since
15 the public meeting, and I'll explain the major revision.

16 So in working through this with -- with city
17 staff and getting their input, as well as input from the
18 Planning Commission -- Planning & Zoning Commission, it
19 was -- it was felt that some of the strategies were
20 redundant or duplicative of each other, and there were
21 also some strategies which had, in part, carried over from
22 the 2002 plan, but dealt with either services or other
23 entities which are separate from the city, and, therefore,
24 outside of the city's control.

25 An example of that would be the fire protection

1 districts or the provision of water service, for example,
2 both of which are provided by other entities and not under
3 the control of Creve Coeur.

4 And so what we did, in order to really
5 streamline and clarify this -- this section, some of the
6 redundant strategies were either eliminated or combined,
7 and other strategies, including Strategy 4.5, were --
8 were -- were re-worded to basically give more -- basically
9 put them within the purview of the city and remove things
10 that are not under the city's control.

11 So, again, if there are any questions about
12 specific strategies, we can speak about those.

13 But I'll go ahead and move on to Goal No. 5,
14 Parks, Open Space & Environment.

15 The objective statement here reads that Creve
16 Coeur will utilize its physical geography and diverse
17 landscapes to remain a regionally-recognized green
18 community and increase the amount of accessible public
19 parks and open space for preservation and recreation.

20 There are eight strategies identified, two of
21 which have been substantially revised since the June 6th
22 public meeting.

23 The first is Strategy 5.3. This deals with the
24 idea of -- of working to continually enhance park
25 facilities as necessary to ensure that the needs of

1 residents are met. What was not articulated in the
2 statement before was how those needs were being assessed.
3 And so this strategy was revised to state that the city
4 should engage in regular assessments of the recreation
5 needs of Creve Coeur residents and enhance park facilities
6 as necessary.

7 So clarifying both the assessment process, as
8 well as the need to keep the facilities up-to-date.

9 Likewise, Strategy 5.5, which talks about the --
10 the fact that the city should, over time, look for
11 opportunities and -- and utilize opportunities to expand
12 existing city-owned parks and green space.

13 Originally this strategy had identified some
14 specific parcels, namely, the Creve Coeur Racket Club on
15 Conway Road. It was felt that that specific reference to
16 a single property owner was not appropriate, and so that
17 was removed, and the statement was made more of a general
18 principle.

19 But, otherwise, those -- those strategies are --
20 are largely unchanged with the exception of what I just
21 mentioned from the June 6th public meeting.

22 Goal No. 6. Transportation, Connectivity &
23 Mobility. The objective statement reads that Creve Coeur
24 will utilize development and partnerships with other
25 jurisdictions to better manage automobile traffic; reduce

1 traffic congestion; and improve transit, walkability and
2 bikeability.

3 Again, there are eleven strategies articulated
4 under this objective. All but one of them are essentially
5 unchanged from the June 6th public meeting.

6 Strategy 6.8 was significantly modified, and it
7 stated previously that the city should look at updated
8 design and engineering standards for roadways, but it was
9 not -- it was brought to our attention through review with
10 city staff that -- that the -- that those updated
11 standards are not specified.

12 And so the strategy was re-worded to state that
13 the city should utilize Complete Streets Principles, which
14 is a -- a nationally recognized set of principles, when
15 conducting major improvements to existing roadways to
16 enhance bicycle and pedestrian accommodations, and also
17 that moving forward the city should consider adoption of a
18 City-wide Complete Streets policy.

19 So, again, it was -- it was some additional
20 clarification and an additional action item that were
21 added to that strategy to clarify its intent.

22 And then, finally, Goal No. 7. Community
23 Sustainability & Resilience. This has probably had the
24 most -- the most revision since the June 6th public
25 meeting, based on primarily some developments in -- in

1 sustainability-related matters that have occurred in the
2 city.

3 The objective statement reads that Creve Coeur
4 will lead the region in integrating community
5 sustainability with on-going revitalization.

6 So key updates to this include Strategy 7.3,
7 which previously referenced adoption of the Phase II
8 Climate Action Plan. That has been adopted, and so the
9 statement was -- was re-worded to state that the city
10 should establish a regular schedule for future updates to
11 the Climate Action Plan with new benchmarks, a new
12 planning horizon, updated strategies and updated targets.

13 Strategy 7.5 was a strategy that was added based
14 upon input from the follow-up stakeholder focus group
15 session with the Energy Environment Committee dealing with
16 promoting the use of renewable energy for all Creve Coeur
17 residents and expanding the use of renewable energy in
18 city-owned public facilities.

19 During the public -- public viewing and public
20 comment period of the draft plan document, a -- a written
21 comment was submitted to the city by a citizen that --
22 that wished to expand the scope of that strategy, and so
23 working with staff, we have made a proposed revision,
24 which you can see here on the screen, which includes --
25 which adds the use of energy efficient products and

1 recycling for all Creve Coeur residents and businesses.

2 So the strategy now reads, "Expand the use of
3 renewable energy in City-owned public facilities and
4 promote renewable energy use, the use of energy efficient
5 products and recycling for all Creve Coeur residents and
6 businesses".

7 And we felt that the recommendation that was
8 included in that written comment was a -- a beneficial
9 clarification to the document.

10 Finally, Strategy 7.7 and 7.8. These deal with
11 stormwater and erosion problems related to public
12 infrastructure, as well as -- as well as issues of the
13 city's stormwater ordinance and the city's stormwater
14 master plan.

15 And in -- in the past draft of the plan, these
16 two strategies prioritized stormwater issues and erosion
17 problems, as defined by MSD, and it was felt from city
18 staff's perspective that the problems really should --
19 should be as defined by the City of Creve Coeur. And so
20 that's -- the reference to MSD was removed from those
21 strategies to make them a little bit more broad --
22 broad-reaching, and also not to tie the recommendation to
23 something that was coming from, again, a third -- a
24 third-party agency.

25 So that, at this point, concludes the

1 presentation of the content of Chapter 3, and concludes
2 the summary overview presentation for this evening.

3 So we have all of the information from the plan
4 available on the slides.

5 Be happy to take any questions on the strategies
6 that have been revised that I presented, or on any other
7 strategies that you might have questions or comments on.

8 CHAIRMAN KISTNER: Commission Members, anybody
9 ready with questions?

10 I have a list.

11 MS. HALL: I have a question.

12 CHAIRMAN KISTNER: Go ahead.

13 MS. HALL: Okay. So under the Economic Growth &
14 Community Services, Strategy 3.4. I don't have my
15 glasses. To improve regional transportation to Olive
16 Boulevard.

17 MR. TIMOTHY BREIHAN: Yeah.

18 MS. HALL: So what would be our plan there?

19 MR. TIMOTHY BREIHAN: So that would include --
20 it would include primarily things like providing
21 enhanced -- enhanced or additional transit stops for metro
22 bus, bus stops, things like that.

23 It could also include things like advocating
24 with -- or with or to metro for increased or expanded
25 transit service along the corridor.

1 MS. HALL: Okay.

2 CHAIRMAN KISTNER: It seems like an example
3 similar to something you mentioned earlier, where we don't
4 have a whole lot of control --

5 MR. TIMOTHY BREIHAN: Sure.

6 CHAIRMAN KISTNER: -- over that, and, perhaps,
7 re-wording it to be more about working collaboratively
8 to --

9 MR. TIMOTHY BREIHAN: Okay.

10 CHAIRMAN KISTNER: -- enhance that kind of
11 thing.

12 MR. TIMOTHY BREIHAN: Sure. Absolutely.

13 MR. JAGGI: I think that, having looked at this
14 strategy again, I think that that's a good point that's
15 been raised --

16 MR. TIMOTHY BREIHAN: Yeah.

17 MR. JAGGI: -- too. I think we need to add a
18 little bit more to that statement, it's kind of open and
19 ambiguous, so --

20 MR. TIMOTHY BREIHAN: Uh-huh.

21 MS. HALL: Thank you.

22 MR. JAGGI: -- I think we can definitely make
23 that change.

24 MS. HALL: Okay.

25 CHAIRMAN KISTNER: Anybody else?

1 I'll go then with the -- on the first one,
2 the -- the definition of the Placemaking & Community
3 Identity mentions 18/7.

4 MR. TIMOTHY BREIHAN: Yes.

5 CHAIRMAN KISTNER: Is that a version of 24/7?

6 MR. TIMOTHY BREIHAN: It -- it is. And we
7 provided, in the document on -- in the introduction,
8 Chapter 1, we did provide a footnote referencing that,
9 that it refers to, basically, eighteen hours a day, seven
10 days a week. This is on -- on page 14. And it stated
11 that it refers to community vibrance and activity in a
12 less-intense, suburban context. So it differs from 24/7,
13 which would suggest a higher level of activity than would
14 be appropriate in a suburban community like Creve Coeur.

15 So, as you now mention that, I see that
16 there's -- that that -- that reference note should
17 probably be -- be repeated on page -- pages 44 and 45 just
18 to clarify that statement.

19 CHAIRMAN KISTNER: I think that would help.

20 Strategy 1.10: Preserve Creve Coeur's historic
21 properties.

22 MR. TIMOTHY BREIHAN: Yes.

23 CHAIRMAN KISTNER: Are those listed in --
24 somewhere else? I mean other than the Tappmeyer House and
25 a recognized -- one subdivision, I don't know whether we

1 have other designated spaces.

2 MR. TIMOTHY BREIHAN: Those -- those would
3 be the -- those would be the -- the ones that this
4 strategy was really referring to.

5 So it may be beneficial if -- if -- if the
6 Commission wishes, that we would, perhaps, mention both of
7 those by name, but also state, and -- and other historic
8 properties that may be designated in the future or
9 something like that.

10 CHAIRMAN KISTNER: Happens in Conway Park.

11 MR. TIMOTHY BREIHAN: Yeah.

12 MR. JAGGI: With -- with that comment, just a
13 point of clarification, we -- we can certainly promote and
14 advocate for the historic properties to remain, although
15 we don't have total control at this time to preserve them
16 in a true absolute sense, because we don't have a local
17 ordinance that regulates historic districts or historic
18 properties.

19 So I did -- I think it's a worthwhile strategy,
20 but we don't have the full authority to -- to regulate
21 that because we don't have a local ordinance that governs
22 a historic district or historic property, so I just wanted
23 to make that point known for the Commission.

24 CHAIRMAN KISTNER: I agree. So, perhaps, maybe
25 talk about some --

1 MR. JAGGI: So -- so the one neighborhood that
2 we have is on the National Register, and that's primarily
3 a designation of -- of recognition by the -- by the
4 federal government. It does not have any sort of
5 regulatory teeth to it, so anybody that were to purchase a
6 property in that neighborhood, even though it's listed on
7 the National Register, there's nothing the city could do
8 to prevent its demolition or removal or alteration.

9 Now, there may be covenants or restrictions that
10 are private that are associated with the subdivision,
11 which is outside of the purview of the city. But in terms
12 of regulatory sense, without a local ordinance to specify
13 how that can happen, it just doesn't exist today so.

14 CHAIRMAN KISTNER: And because we -- we don't
15 have a lot of historic properties --

16 MR. JAGGI: Right.

17 CHAIRMAN KISTNER: -- I think that's -- that
18 needs a little bit more specificity because we're --

19 MR. JAGGI: Yeah, it does.

20 CHAIRMAN KISTNER: -- we're not --

21 MR. JAGGI: Now, we do have some churches that
22 are historic.

23 We do have -- we have some institutional
24 properties that I do believe are historic and are widely
25 considered throughout the region as historically

1 architecturally significant from a historic perspective
2 because they're architecturally significant. We have a
3 fair amount of those.

4 So it -- this does -- this does kind of broaden
5 that, but at the same time, we don't have the regulatory
6 ability right now to say you can't change, demolish or
7 alter these structures.

8 MR. MAGRUDER: How is the structure determined
9 to be historic?

10 MR. JAGGI: There are --

11 MR. MAGRUDER: Can you comment on that?

12 MR. JAGGI: Yeah, there are qualifying criteria
13 through the National Park Service.

14 Through the National Park Service runs the
15 National Register of Historic Places and Districts. And
16 there are -- there is criteria. And the state -- State
17 Historic Preservation Office called the SHPO is the state
18 agency of the National Park Service that certifies
19 buildings, whether they're historic or not.

20 So there's -- there's processes. There's
21 qualifying -- there's criteria that's in place to
22 determine whether it's historic or not. And there has to
23 be survey work by a qualified architectural historian to
24 actually survey and research the history and architectural
25 significance, and then that gets turned in to the state.

1 And then if the federal government agrees with
2 it, then they are -- then they're designated either a
3 historic landmark, which is an individual building or
4 property, or a historic district, which is a collection of
5 historic buildings, such as the residential neighborhood
6 that we have here in Creve Coeur.

7 MR. MAGRUDER: So someone has to apply
8 through --

9 MR. JAGGI: Yes.

10 MR. MAGRUDER: -- that process?

11 MR. JAGGI: Yes, it has to be initiated either
12 -- yeah, it has to be initiated --

13 MR. MAGRUDER: That's what I thought. Okay.

14 MR. JAGGI: -- yeah, the government won't just
15 go out and do it on its own typically. It has to be
16 initiated.

17 Now, St. Louis County has a person named Leslie
18 Hamilton. He worked for the County Parks Department. He
19 has been really the champion of historic districts
20 throughout St. Louis County, and -- and works for the
21 county, and actually goes out and knows all the historic
22 properties, and he submits nominations for -- for the
23 register on his own. Yeah, somebody has to initiate the
24 activity.

25 MR. MAGRUDER: Thank you.

1 MR. JAGGI: You're welcome.

2 CHAIRMAN KISTNER: I'm -- I'm all in favor of
3 being, you know, of recognizing and preserving historic
4 areas, but knowing that we don't really have any
5 legislative or regulatory construct for doing that, I'm
6 just a little bit worried about a -- a false statement
7 like that --

8 MR. JAGGI: Right.

9 CHAIRMAN KISTNER: -- what that means.

10 MR. JAGGI: Yeah.

11 MS. SILVERMAN: I'm not sure that this is
12 within -- listening to the discussion of what we're --
13 kind of our goal is, I don't know that it's appropriately
14 here on the page. I mean this is much stronger than what
15 I'm hearing.

16 CHAIRMAN KISTNER: Maybe you can look at some
17 wording.

18 MR. JAGGI: Yeah, maybe we can -- we can look
19 back at it, Tim and I and Whitney, we can go back and
20 re-look at that statement. You know, certainly, we do
21 have some historic properties that are under the city's
22 control.

23 We do have, you know, the Tappmeyer House,
24 obviously that's -- that's the one that we would want to
25 preserve, but that's -- that's in a park, and it's

1 probably not going anywhere any time soon.

2 So we'll re-look at that, and bring it back at
3 the next meeting, see if you all agree with the change.

4 CHAIRMAN KISTNER: Strategy 2.1 and 2.3, are
5 they different? They -- they seem very similar. They
6 both talk about greater diversity of housing options.
7 They just seem a little bit redundant.

8 MR. TIMOTHY BREIHAN: Yeah, I think -- I think
9 that's -- I think that's a fair assessment. I think
10 those -- those could both probably be -- that the -- the
11 nuance of both of those could be consolidated into one
12 strategy.

13 CHAIRMAN KISTNER: Okay.

14 Strategy 4 -- 4.2 --

15 MR. TIMOTHY BREIHAN: Uh-huh.

16 CHAIRMAN KISTNER: -- talks about the services,
17 including recycling, limb and leaf pick-up, maintenance of
18 medians, public landscaping, could we add trash services
19 to that? That's always --

20 MR. JAGGI: Which one was this to?

21 MR. TIMOTHY BREIHAN: 4.2.

22 CHAIRMAN KISTNER: 4.2.

23 MR. JAGGI: 4.2, okay.

24 CHAIRMAN KISTNER: Also in 4.4, which is
25 continue the city's strong level of police services, I

1 would like to add to that something to the effect of
2 administrative operations, because I think it's really the
3 two together that are so foundational, fundamental to
4 the --

5 MR. TIMOTHY BREIHAN: Sure. Absolutely.

6 CHAIRMAN KISTNER: -- strength of the city.

7 MR. MAGRUDER: That's a good idea.

8 MR. ROVAK: I had a question on that.

9 Administrative. Police, you know, is a specific
10 service.

11 CHAIRMAN KISTNER: Uh-huh.

12 MR. ROVAK: Administrative, does that require
13 further breaking down into things like public works or
14 other --

15 CHAIRMAN KISTNER: I just thought all --

16 MR. ROVAK: -- or do we just -- we have police
17 and everything else.

18 CHAIRMAN KISTNER: That was my thought.

19 MR. ROVAK: I mean I don't know that that's bad,
20 but I just want to make sure that -- that we know that's
21 what we're -- what we're looking at here.

22 MR. JAGGI: Well, if we wanted to make it
23 broader, we could say, continue the city's strong level of
24 municipal services.

25 CHAIRMAN KISTNER: I like culling out police.

1 MR. JAGGI: Okay. Yeah.

2 CHAIRMAN KISTNER: I mean I think that's
3 appropriate.

4 MS. SILVERMAN: I like municipal services better
5 than administrative, but I mean that -- I don't know if
6 that includes your Parks Department and things like --

7 CHAIRMAN KISTNER: Well, and I was thinking the
8 operations of it. That it's the administration. It's the
9 police and the administration of all these other services.

10 MR. ROVAK: I think there are some things that
11 are administered; there are some things that are provided
12 in kind. I don't know if we're getting too deep into the
13 weeds to cull that out, but I think there is an important
14 distinction where we -- where we do some things and some
15 things are just -- the administration contracts those
16 out --

17 CHAIRMAN KISTNER: Sure.

18 MR. ROVAK: -- to other parties.

19 I don't know. I'm just kind of throwing that
20 out to see if do we need to make a distinction, or is
21 that -- is that too much fine tuning.

22 MR. JAGGI: Well, my thought is, you know, I
23 think the City of Creve Coeur is well known throughout the
24 region for providing a high level of municipal services.

25 MR. ROVAK: Uh-huh.

1 MR. JAGGI: Those services that we provide
2 are -- are at a very high level, and that's the
3 expectation that the community has set upon its
4 government. So in that regard, if we wanted to broaden
5 it, I think that would be a good -- good way to do so.

6 If you wanted to specifically cull out the
7 police department, which also, obviously, maintains a very
8 high and well-deserved reputation in the region, we could
9 keep it separate, or we could add one to maybe address the
10 full cadre of municipal services too. We could -- we
11 could add one, if you want.

12 CHAIRMAN KISTNER: Leave that to you to --

13 MR. JAGGI: Okay.

14 CHAIRMAN KISTNER: -- to wordsmith and to make
15 sure we capture the --

16 MR. MAGRUDER: Or you could just simply say
17 police, other municipal services all in one sentence.

18 MR. JAGGI: Yeah.

19 But 4.5 does kind of seek to, to Mr. Rovak's
20 question, does seek to try to split that out a little bit,
21 that, you know --

22 CHAIRMAN KISTNER: Right.

23 MR. JAGGI: -- we don't control all of the
24 services that are delivered to the residents and
25 businesses. We only have -- you know, we have some, but

1 not all, so.

2 CHAIRMAN KISTNER: Moving on.

3 Strategy 6.1 is very similar to Strategy 5.1
4 having to do with the comprehensive network of pedestrian
5 and bicycle infrastructure.

6 Don't know whether that was intentional that
7 strategies connect to more than one thing.

8 MR. TIMOTHY BREIHAN: I -- I -- it was -- it
9 was -- it was intentional, and the -- the intent behind it
10 was that we wanted to, and -- and we'll see this next time
11 in the recommendations for both, kind of the parks and
12 open space network, as well as the transportation network.

13 But we -- we wanted to be explicit that when
14 conceiving of these bicycle and pedestrian improvements,
15 that they're both -- that they should both have a
16 recreational function, as well as a transportation
17 mobility function, so it -- so it was intentional in
18 that -- in that regard.

19 CHAIRMAN KISTNER: Okay.

20 MS. SILVERMAN: I think relating back to the
21 goals, it's two different strategies -- well, they sound
22 similar in relation to the goal that they're under, they
23 are different.

24 MR. ROVAK: Continuing to pick on that then, and
25 I can see the reason for them both existing in these

1 sections, but in that case, would the integration into a
2 community-wide network, that portion of 5.1, really be
3 more in 6.1?

4 MR. TIMOTHY BREIHAN: It --

5 MR. ROVAK: Leaving -- leaving them both, that I
6 see, want to provide recreation and what it provides, but
7 if we talk about integrating it into a network, then that
8 looks like that's more of the connectivity that --

9 MR. TIMOTHY BREIHAN: Yeah --

10 MR. ROVAK: -- talking about.

11 MR. TIMOTHY BREIHAN: -- and in 5.1 that the
12 network was really -- was really dealing with the network
13 of parks and open space and -- and linear connections
14 between them, as opposed to a transportation network, for
15 instance, so -- so and --

16 MR. ROVAK: Okay.

17 MR. TIMOTHY BREIHAN: -- so 5.1 is really about
18 looking at the existing parks and open space amenities and
19 then connecting those into a parks and open space network.

20 Whereas, 6.1 was about ensuring that there are
21 alternative mobility or transportation options with
22 bicycle pedestrian facilities.

23 MR. CARNEY: I'd like to see something in 6.1
24 that talks about the safety to pedestrians. Because that,
25 to me, I think there's some very dangerous intersections

1 by walk in Creve Coeur, and I think there's things you
2 could do to encourage safe passage, so maybe that's a
3 difference between 6.1 and 5.1 is just to protect people
4 from the passenger cars.

5 MR. TIMOTHY BREIHAN: Right.

6 Now, Strategy 6.11 states, to enhance the safety
7 of existing bicycle and pediatrician facilities, including
8 safe pedestrian crossings of major roads.

9 MR. CARNEY: Okay.

10 MR. TIMOTHY BREIHAN: Would -- would it be more
11 desirable to integrate that into --

12 MR. CARNEY: I think maybe -- maybe you could
13 put that all into one -- one strategy.

14 MR. TIMOTHY BREIHAN: Okay. Yeah, we could
15 certainly look at -- look at that.

16 MR. JAGGI: One thing we need to be careful is
17 making these strategies, you know, paragraphs --

18 CHAIRMAN KISTNER: I don't mind culling off
19 safety by itself, just to draw attention to it.

20 MR. TIMOTHY BREIHAN: Yeah, I think it's a big
21 issue.

22 CHAIRMAN KISTNER: Getting lost, so.

23 MR. TIMOTHY BREIHAN: Well, and, you know, it
24 could simply be, because, again, these -- these strategies
25 are not -- are not ranked in any particular priority

1 order, so maybe it's simply a matter for the clarity of
2 the document moving -- making that Strategy 6.2, so that
3 it follows directly after the creation of the network.

4 MR. JAGGI: I think that's a good change. That
5 seems a little out of place maybe --

6 CHAIRMAN KISTNER: Yeah.

7 MR. JAGGI: -- per Tim's comment.

8 CHAIRMAN KISTNER: Strategy 6.9, develop
9 procedures to address requests for local traffic calming.

10 I thought we had those. I thought they had been
11 developed a decade ago by our Traffic Committee.

12 If -- if that's not the case, fine, but I don't
13 want to cull out the need to develop those if -- if
14 they're already in place.

15 MR. JAGGI: And maybe there are. We have not
16 been made aware of that, if they exist. It was reviewed
17 internally, this document, but we can follow-up on that.

18 CHAIRMAN KISTNER: You need to hear from --
19 if -- Mark, if you have an answer to that, you have to be
20 sworn in, otherwise, you can just speak after --

21 MR. JAGGI: Yeah. We -- I --

22 CHAIRMAN KISTNER: You'll look into that.

23 MR. JAGGI: You know, there are standards for --
24 for traffic calming. There are procedures. I -- I know
25 we've implemented traffic calming measures.

1 CHAIRMAN KISTNER: I actually thought the
2 Traffic Committee about ten years ago --

3 MR. JAGGI: Okay.

4 CHAIRMAN KISTNER: -- had, you know, had
5 developed a full set --

6 MR. JAGGI: Uh-uh.

7 CHAIRMAN KISTNER: -- and it was a process that
8 you could apply to the Traffic Committee to be reviewed
9 and, you know, there was a whole set.

10 MR. MAGRUDER: When I -- when I was chair of the
11 Police Committee, we were looking at that at the time. I
12 don't know what's gone, but there is something in place.

13 MS. SILVERMAN: So would it be more appropriate
14 to (inaudible) procedures?

15 CHAIRMAN KISTNER: I think find out whether
16 they're still --

17 MS. SILVERMAN: Active.

18 CHAIRMAN KISTNER: Right.

19 MR. MAGRUDER: Exactly.

20 CHAIRMAN KISTNER: If they're still there or
21 not.

22 MR. TIMOTHY BREIHAN: Okay.

23 CHAIRMAN KISTNER: Is there anyone in the --

24 MR. CARNEY: I have one more question.

25 CHAIRMAN KISTNER: Okay.

1 MR. CARNEY: On sustainability, Strategy 7.6,
2 establish city-wide targets for the ratio both
3 public-accessible and private. What are -- what are we
4 talking about there, the ratio of the -- the amount that
5 we have per resident or the sustainability?

6 MR. TIMOTHY BREIHAN: So -- so it -- honestly,
7 the ratio can take a variety of forms. And I -- and we --
8 we weren't -- we intentionally did not want to be overly
9 specific about that.

10 But it could, for example, include a -- a
11 desired per capita or ratio per resident. It would also
12 be recommended, for instance, that in the -- that there be
13 a -- a per -- per development or even per -- per land acre
14 ratio or guideline that's established when reviewing
15 re-plats or new subdivision plans or things like that.

16 But I think it could -- it could take a variety
17 of forms. It could actually take multiple, multiple forms
18 moving forward, and we intentionally didn't want to be too
19 specific with the understanding that there probably needed
20 to be some additional discussion and input on the
21 development of that as a -- as an implementation activity.

22 MR. JAGGI: Okay. I would also just comment on
23 that too.

24 Is, you know, we have already -- the plan
25 already states that we're a little under our ratio from a

1 national standard, from a National Recreation & Parks
2 Association, however, if we were to look at that in terms
3 of implementation on what is our desired ratio, knowing
4 that we're a relatively small community, and there is
5 access to a regional park, Creve Coeur Lake Park, nearby,
6 or Queeny Park, you know, there are parks that are outside
7 of our boundary, but are enjoyed by the residents and, you
8 know, maybe we -- maybe it just doesn't make sense for us
9 to be at that high target.

10 MR. TIMOTHY BREIHAN: Right.

11 MR. JAGGI: That's an example of what -- what's
12 our -- what's our ratio that we feel comfortable with,
13 but --

14 MR. TIMOTHY BREIHAN: Right.

15 MR. JAGGI: -- in terms of a national standard,
16 just looking internally to our boundaries, we're a little
17 low on park space per capita, per -- per population basis.

18 CHAIRMAN KISTNER: Right.

19 MR. ROVAK: One other thing.

20 And I mean I can see where maybe it's included
21 in here, but maybe too subtly and too nuance. I had
22 brought this up in one of our much earlier meetings. I
23 thought maybe it would get a little bit more attention.

24 Looking at 7.7 and --

25 MR. TIMOTHY BREIHAN: Uh-huh.

1 MR. ROVAK: -- maybe to a lesser extent, 7.8 and
2 7.9 --

3 MR. TIMOTHY BREIHAN: Uh-huh.

4 MR. ROVAK: -- but all I -- I see in the -- in
5 the last several two phrases, proactively mitigate
6 stormwater runoff and improve water quality.

7 I don't think we need to use catchwords like
8 "low impact development" or "best management practices",
9 but I think -- I think that needs somewhat -- to be
10 somewhat strengthened.

11 MR. TIMOTHY BREIHAN: Okay.

12 MR. ROVAK: Some of those on staff know what the
13 city went through a few years ago trying to put into
14 practice an ordinance that involved rain gardens --

15 MR. TIMOTHY BREIHAN: Sure.

16 MR. ROVAK: -- and there was -- there was some
17 bad advice given along the way that came in here.

18 So even though I and several other people
19 supported it, there was a lot of pushback, and the city
20 was -- had to kind of give away and give away and give
21 away until finally there was nothing left to really
22 implement.

23 MR. TIMOTHY BREIHAN: Uh-huh.

24 MR. ROVAK: But a Comprehensive Plan is -- is
25 there in order to provide the impetus and the logic

1 rationale for ordinances that come later --

2 MR. TIMOTHY BREIHAN: Agree.

3 MR. ROVAK: -- regulations and ordinances. And
4 I think something a little bit stronger, and I don't have
5 the words right now, unless we were going to say low
6 impact or best management practice, but something that
7 jumps out a little bit more than that half line,
8 proactively mitigates stormwater runoff and improves water
9 quality.

10 MR. TIMOTHY BREIHAN: Sure.

11 MR. ROVAK: I would say at least through
12 recognized practices or accepted engineering design.

13 I mean something needs to be put there that
14 would then give a little bit of backbone and impetus later
15 on when we do come up to try to make that happen.

16 MR. TIMOTHY BREIHAN: Right.

17 So, for example, Strategy 2.5 under Residential
18 Development & Preservation states, incentivize stormwater
19 and green infrastructure best management practices for
20 existing homeowners; new developments and infill
21 development; and significant additions to existing homes.

22 So some of that language could be incorporated,
23 just be a little more specific about what we're talking
24 about.

25 MR. ROVAK: Yeah, I mean that is good that

1 you're -- that's strictly incentivizing --

2 MR. TIMOTHY BREIHAN: Right.

3 MR. ROVAK: -- and that doesn't give you the --

4 MR. TIMOTHY BREIHAN: Correct.

5 MR. ROVAK: -- when you --

6 MR. TIMOTHY BREIHAN: Correct.

7 MR. ROVAK: -- work something into a development
8 ordinance later --

9 MR. TIMOTHY BREIHAN: Correct.

10 MR. ROVAK: -- so, but, yes, along that line --

11 MR. TIMOTHY BREIHAN: Okay.

12 MR. ROVAK: -- something in here --

13 MR. TIMOTHY BREIHAN: Uh-huh.

14 MR. ROVAK: -- I would certainly like to see
15 that.

16 CHAIRMAN KISTNER: Any other questions or
17 comments from the Commission?

18 For the people from the public who have come to
19 speak, now is your opportunity.

20 I think I'll just start with the cards that I
21 have.

22 Toby Marfine. And if you've been sworn in, just
23 come up and give your name and address.

24 TOBY MARFINE: My name is Toby Marfine. My
25 address, for the purposes of the meeting tonight, is Creve

1 Coeur Plaza, which is at the corner of Olive and Ballas.
2 My residential address is 10 Ladue Manor, not far away.

3 But I'm here tonight just to say a few things
4 about the process we're in. And for those of you who I do
5 not know, I'm one of the owners and I've been one of the
6 managers of Creve Coeur Plaza at the corner of Ballas and
7 Olive, of the shopping center. I'm with my business
8 partner, Paul Hilton, of Cushman & Wakefield.

9 And both Paul and I have spent the last 25 years
10 in the real estate services business. We are not
11 developers by day, we are a real estate services
12 providers, more brokers, managers and this is -- is a
13 property that we are owners in, and it's something that we
14 are, obviously, very interested in seeing how it
15 progresses with the city.

16 And I just wanted to make a few comments. It's
17 great you guys have taken this initiative, and we've had
18 some meetings with -- with Jason and Mark over the years,
19 and we want to be part of the conversation as this goes
20 on.

21 We think we're a critical part -- we're a
22 critical node in your city, and we applaud that you're
23 looking forward, because, clearly, the city's changing,
24 the demographics are changing, and the way people are
25 going to do business in the future is going to change, and

1 the way that corner is used is in transition now.

2 And as you can see from the improvements that
3 are there, it's an older structure. It's built in the
4 early '70s. We've always struggled to lease that part of
5 that center, as many of the older retail shopping centers
6 that are in the city, and it's going to continue to be a
7 struggle, and we think it can continue to be even a
8 greater struggle as time goes on.

9 So this is a great time to be talking about
10 redevelopment. So this forward-looking document that
11 you're putting together, we think is excellent in many
12 respects, and we're glad that the city's taking the time
13 now to do some planning and get everybody on the same
14 page.

15 Paul and I were here earlier in the summer. We
16 made some comments at the meeting. We made some comments
17 to Jason and to Mark. We've made some comments to the
18 Mayor privately. But I thought this would be a good time
19 to let the Council know sort of where -- how we feel about
20 things, and this is an ongoing conversation that we hope
21 to be part of, and we hope to redevelop our property one
22 day.

23 And we hope it to be a great fit with what the
24 city would like to see there, with what the market will
25 demand, and what we would like to, one day, maybe give to

1 our children as something that they can benefit from.

2 And I've got a short letter that I'm not going
3 to read, but I'd like to pass along, to turn it in at the
4 end of the session.

5 And I'd just like to be very concise. There are
6 only a couple things I'd like to make a comment on.

7 I think the consultant's gone through a
8 painstaking process in getting everybody involved and
9 getting lots of input on everybody. Then I was sitting
10 there thinking this is almost like the tables are turned.
11 You know, normally we come in here and ask for a bunch of
12 things and --

13 CHAIRMAN KISTNER: Speak to the microphone.

14 TOBY MARFINE: -- now you guys are coming in
15 here asking for a bunch of things.

16 And really asking your stakeholders --

17 CHAIRMAN KISTNER: Mr. Marfine, speak to your
18 microphone.

19 TOBY MARFINE: -- to listen to you.

20 And so he's done a good job, and you guys have
21 done a lot of work, and I recognize that, so you can see
22 what it's like to be on the other side of the table.

23 One of the things that we feel like is very
24 important to note for the group is that this plan
25 encourages retail to be pushed to the front of the lot

1 lines.

2 And we feel like this is a highly unusual
3 stipulation or restriction to place on retail. Retail is
4 going through an amazing transformation right now. And if
5 you just google retail, you'll see the top ten reasons
6 that retail is changing, all of them relate to online or
7 mobile applications. And traditional retail is going
8 through a huge change right now.

9 Moving, we think, the -- the -- the buildings to
10 the front of the lot is a restriction that could be
11 damaging in the future to all of your retail in this
12 Central Business District.

13 So we'd like you to look very closely at that
14 when you go forward, as you adopt this plan, as you adopt
15 zoning regulations in the future, we'd like you to do a
16 little more research on what you really think that that's
17 going to do to your retailer. So that's number one.

18 Number two. We feel like if you place these
19 additional restrictions on retailers, so it's -- if you
20 look around your city, you don't have a power center, you
21 have neighborhood retail, and it's all aging, and it's all
22 going to have to be transformed, be careful about placing
23 those restrictions on these retailers, as retail goes
24 through this transition. We think it's an unknown. We
25 don't know where it's going. But we think we all have to

1 be flexible.

2 And, finally, the third thing that I note in
3 this short letter that we've written to the city, is that
4 the demographics are also changing, and that's why this
5 forward-looking document is important, because you are
6 going to have a different city in twenty years. A lot of
7 us aren't going to be here. And I hope the millennials
8 are here. I hope the Plant Science Center is -- is doing
9 wonderful things. It's a tremendous asset for the city.
10 And the change that is going on across the street,
11 obviously, will impact the city for years to come with
12 Monsanto being bought now by an international company.

13 But the demographics of our city are not the
14 same demographics that are enjoyed by places like
15 Kirkwood, for instance, where Kirkwood Station exists, and
16 this is a type of a development that has been referenced
17 in many of your work sessions, as an urban, work, play,
18 live experience.

19 And we believe that Creve Coeur has many
20 wonderful traits, but it does not have that similar
21 demographic. It doesn't have a similar residential
22 character, and it does not have the similar walkability
23 and street feature of those cities.

24 So included in the letter, we've just put some
25 demographics that we look at when we do projects every

1 day, that is Cushman & Wakefield, it's a large service
2 company in St. Louis, now with the old Turley Martin, and
3 we'd like you to take a look at the demographics the way
4 we look at them. And we've compared what those
5 demographics are in Kirkwood at Kirkwood Station Plaza,
6 and the demographics that you can see at that corner.

7 So that really concludes my remarks. We
8 appreciate the chance to be part of the conversation. We
9 love the city. We love our property there. We want to
10 see it thrive. We want to see the city transform in a
11 wonderful way to be ready for tomorrow. And we look
12 forward to working with you in the future.

13 Thank you.

14 CHAIRMAN KISTNER: Thank you very much.

15 MR. MAGRUDER: Thank you.

16 CHAIRMAN KISTNER: Hal Harris.

17 HAL HARRIS: Hi. I'm Hal Harris. I live at 16
18 Country Fair Lane, and -- Ward I.

19 And I'm here mainly because my friend, Judy
20 Campbell, who was the co-chair of the Climate Action Task
21 Force, asked me to come in here and pound the table for
22 her.

23 And, unfortunately, I'm not going to be able to
24 do that very well because Strategy Item 7.5 was recently
25 added to the -- to the plan, and -- I think as a result of

1 conversations between her and Jason Jaggi. And I'm very
2 pleased to see that many of the ideas that she wanted me
3 to -- to make sure were brought to the attention of
4 Planning & Zoning are already there. So that's --
5 that's -- that's a very good thing.

6 She, naturally -- she is a very strong
7 environmentalist, and she is concerned about the -- the
8 prominence or a lack of prominence for recycling in -- in
9 the -- in the plan. She wants to make sure that doesn't
10 fall through the cracks. And especially recycling outside
11 of the things that we have direct control over, like city
12 properties. But we also have -- we have rental properties
13 and -- and -- and businesses in the area where we don't
14 really control the recycling. We don't do the recycling.

15 But she wants to make sure that that
16 responsibility for that doesn't fall through the cracks.
17 And she wants to make sure that it is referred to the
18 Energy Environment -- Environment Committee, on which I
19 serve, as would be a natural locus for that.

20 So, really, I want to first congratulate you for
21 including her. I mean it shows you what one citizen can
22 do. Her -- her notes really translated directly into a
23 part of the plan, and many of the ideas that I've
24 expressed also, and especially in respect to bicycling and
25 bicycle safety and programs related to bicycle

1 transportation, have also been included in other parts of
2 the plan.

3 So thank you very much.

4 CHAIRMAN KISTNER: Thank you very much for your
5 participation, and please thank Judy also for us.

6 HAL HARRIS: She'll be at the other two
7 meetings, I'm sure.

8 CHAIRMAN KISTNER: Okay. Good. Thank you.
9 Abby Schaberg.

10 ABBY SCHABERG: Good evening. My name is Abby
11 Schaberg, Jenkins & Kling, P.C., with offices at 150 North
12 Meramec, Suite 400, St. Louis, Missouri 63105.

13 I'm here on behalf of the Questover
14 Subdivisions; Questover -- Manors at Questover and
15 Questover Crossing.

16 I have a very specific thing to address that I
17 think may speak more to what's going to be presented at
18 the next meeting, but I'll go ahead and address it tonight
19 in hopes that you all can incorporate some -- my requests.

20 Specifically, there is a multi-family --
21 existing multi-family apartments or townhomes. It's south
22 of, I believe, it's the Westgate Shopping Centre, east of
23 the Questover Subdivision, and that's why I brought this,
24 because I knew I wouldn't be able to describe it very
25 well. So I'll give you all --

1 MR. MAGRUDER: Thank you.

2 CHAIRMAN KISTNER: And is there a particular
3 page or a section of the plan that you're addressing?

4 ABBY SCHABERG: Probably not till Chapter 4.

5 CHAIRMAN KISTNER: Understand. But maybe just
6 so we can relate it to something specific in here.

7 ABBY SCHABERG: I would have to look. And I
8 brought it with me, but I'll have to page through it and
9 let you know.

10 CHAIRMAN KISTNER: Okay.

11 ABBY SCHABERG: Or, you know, I'll be at the
12 next meeting too, and I'll be happy to --

13 CHAIRMAN KISTNER: Okay.

14 ABBY SCHABERG: -- be more specific then as
15 well.

16 Did you guys --

17 VOICE: Yes, please. Thank you.

18 ABBY SCHABERG: So I'll try to keep my comments
19 brief.

20 The Comprehensive Plan is currently showing that
21 this -- the property that I squared off for you is
22 designated as mixed-use.

23 I would just like to point out that -- that we
24 would request that this be redesignated as a suburban
25 multi-family SR-1 designation. There's only a few

1 properties that are currently shown as that designation in
2 the Comprehensive Plan right now.

3 We believe that that designation would be much
4 more consistent with how the property's currently built
5 out, and how it's currently zoned.

6 We also want to point out that this piece of
7 property is bounded on three sides by what's the new
8 designation will be Estate Neighborhood One, but in the
9 event -- it's single-family residential right now.

10 We believe that a multi-family designation is
11 more appropriate because it'll help buffer these
12 neighborhoods from potential commercial redevelopment that
13 would be allowed by a mixed-use designation. And it would
14 be just more consistent with that area of Creve Coeur.

15 And kind of to preface my comments tonight, I
16 wanted to point out that Questover Subdivisions have a
17 history of litigation with Creve Coeur in connection with
18 probably a lot of things, but specifically proposed
19 redevelopment adjacent to neighborhoods that the residents
20 felt was inconsistent and incompatible with their homes.

21 So my comments tonight, I'm kind of here -- I'm
22 kind of here to possibly prevent repeating history in that
23 regard.

24 So to conclude, we would request that you
25 consider my comments here tonight and, hopefully, we would

1 like to see a change to the designation to the suburban
2 multi-family SR-1 designation.

3 And if you'd like, I can try to page through
4 that now to find specific page --

5 CHAIRMAN KISTNER: That's okay.

6 ABBY SCHABERG: -- or I can do that later.

7 CHAIRMAN KISTNER: No, that's okay.

8 ABBY SCHABERG: Thank you.

9 CHAIRMAN KISTNER: Are there any questions from
10 the Commission?

11 MR. JAGGI: Chair, I do -- I would say that we
12 are going to get into this topic. I think it does come in
13 Chapter 4.

14 ABBY SCHABERG: Yeah, I --

15 MR. JAGGI: We're going to get into that
16 tomorrow -- or not tomorrow -- the next public hearing --

17 CHAIRMAN KISTNER: Sure.

18 MR. JAGGI: -- meeting date.

19 We can certainly explain some of that since
20 you're here this evening, if you'd like, or we can just
21 kind of get into that in the bigger picture and how that
22 came about at the next meeting, it's --it's up to you.

23 ABBY SCHABERG: Yeah, I don't want to waste
24 anybody's time here tonight forcing something that you're
25 going to talk about next meeting, so.

1 CHAIRMAN KISTNER: Might make more sense when
2 we're in --

3 ABBY SCHABERG: Yeah.

4 CHAIRMAN KISTNER: -- discussion in that
5 context.

6 ABBY SCHABERG: Yeah, when I got here tonight, I
7 figured I'd be speaking a little prematurely, but I
8 thought I'd pass it along.

9 CHAIRMAN KISTNER: Okay. As long as you're able
10 to -- to come back at the next one --

11 ABBY SCHABERG: Yeah.

12 CHAIRMAN KISTNER: -- I think that'll work well.

13 MR. JAGGI: Okay.

14 CHAIRMAN KISTNER: Thank you.

15 MR. TIMOTHY BREIHAN: Ms. Kistner, I just wanted
16 to let you know that in terms of the reference, page
17 number reference, the document of the map that was
18 provided, it's the Community Place Type Districts
19 composite map, which is provided on page 55, as well as on
20 page 150, in Appendix A, and it's provided in other
21 locations as well, but.

22 ABBY SCHABERG: Okay. That's helpful. Thank
23 you.

24 MR. TIMOTHY BREIHAN: Uh-huh.

25 CHAIRMAN KISTNER: Is there anybody else in the

1 audience who would like to speak even if you have not
2 turned in a speaker card?

3 If you could come up and be sworn in first.

4 TIM PLUNKETT: Okay.

5 (Speaker sworn in by the court reporter.)

6 CHAIRMAN KISTNER: And if you could start with
7 your name and address.

8 TIM PLUNKETT: Sure. Tim Plunkett, 9841 Country
9 Shire, Ward I.

10 I did not have bionic eyes. Is there a way to
11 get copy of what all the strategies that were printed?

12 CHAIRMAN KISTNER: Absolutely. It's on the
13 website.

14 TIM PLUNKETT: Well -- okay. That was my
15 question. And the address?

16 MR. JAGGI: I -- I'll follow-up with you, and I
17 can give you my contact information --

18 TIM PLUNKETT: That's fine.

19 MR. JAGGI: -- walk you through where that is on
20 the website --

21 TIM PLUNKETT: Just -- it was -- unless you had
22 a hard copy, you were --

23 CHAIRMAN KISTNER: Right.

24 TIM PLUNKETT: -- lost.

25 MR. JAGGI: We can -- we can make arrangements

1 to provide one with you or I can show you where --

2 TIM PLUNKETT: That's fine. Thought would be --
3 I was just asking the question. Thank you.

4 MS. KELLY: Sir, you are welcome to take my
5 copy.

6 MR. MAGRUDER: That's quick.

7 CHAIRMAN KISTNER: Should have asked sooner.

8 TIM PLUNKETT: Thank you.

9 CHAIRMAN KISTNER: All right.

10 Are there any other final comments, questions?

11 This is very productive.

12 Tim, good presentation. I think we're off to a
13 good start.

14 Anything else before we start our wrap-up?

15 So the -- this public hearing is going to resume
16 at the regular P&Z meeting, the next one on Monday,
17 November 7th. That's a big day, just before Election Day.

18 That'll be at 6:30 here in the Council Chamber,
19 and the focus will be on the -- the plan recommendations,
20 so all of Chapter 4, which is sort of a big meaty chapter,
21 so we will take the entire time for Chapter 4.

22 Want to thank everybody for coming.

23 And see if we have a motion to adjourn.

24 MR. MAGRUDER: I will make -- I move to continue
25 the public hearing on the update of the City's

1 Comprehensive Plan, Application No. 16-028 to the
2 November 7, 2016 meeting Planning & Zoning Commission.

3 CHAIRMAN KISTNER: Can you tack on a motion to
4 adjourn with it?

5 MR. MAGRUDER: And I'll -- and adjourn.

6 CHAIRMAN KISTNER: Okay.

7 A second?

8 MR. ROVAK: Second.

9 CHAIRMAN KISTNER: Second from Mr. Rovak.

10 All in favor?

11 (All responded aye.)

12 CHAIRMAN KISTNER: Chair votes aye, and meeting
13 is ended.

14 (The meeting was adjourned at 7:50 p.m.)
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STATE OF MISSOURI)
) SS
COUNTY OF ST. LOUIS)

I, Deborah K. McLaughlin, Registered Professional Reporter, Missouri Certified Court Reporter, Illinois Certified Shorthand Reporter and Kansas Certified Court Reporter, do hereby certify that I reported the Planning and Zoning public hearing stenographically and later reduced to typewriting; and that this is a true and accurate transcript of the public hearing.

Deborah K. McLaughlin, RPR, MO-CCR, IL-CSR, KS-CCR

Deborah K. McLaughlin, RPR, MO-CCR, IL-CSR, KS-CCR

ABBY SCHABERG: [14] 60/9 61/3 61/6 61/10 61/13 61/17 63/5 63/7 63/13 63/22 64/2 64/5 64/10 64/21 CHAIRMAN KISTNER: [117] HAL HARRIS: [2] 58/16 60/5 MR. CARNEY: [12] 2/9 3/9 22/9 22/13 22/17 22/21 22/23 44/22 45/8 45/11 47/23 47/25 MR. JAGGI: [45] 2/23 32/12 32/16 32/21 34/11 34/25 35/15 35/18 35/20 36/9 36/11 37/8 37/10 37/13 37/25 38/7 38/9 38/17 39/19 39/22 40/21 40/25 41/21 41/25 42/12 42/17 42/22 45/15 46/3 46/6 46/14 46/20 46/22 47/2 47/5 48/21 49/10 49/14 63/10 63/14 63/17 64/12 65/15 65/18 65/24 MR. LUMLEY: [1] 2/20 MR. MAGRUDER: [18] 2/13 3/8 19/16 36/7 36/10 37/6 37/9 37/12 37/24 40/6 42/15 47/9 47/18 58/14 60/25 66/5 66/23 67/4 MR. ROVAK: [28] 2/15 40/7 40/11 40/15 40/18 41/9 41/17 41/24 43/23 44/4 44/9 44/15 49/18 49/25 50/3 50/11 50/15 50/23 51/2 51/10 51/24 52/2 52/4 52/6 52/9 52/11 52/13 67/7 MR. TIMOTHY BREIHAN: [75] MS. HALL: [7] 7/5 31/10 31/12 31/17 31/25 32/20 32/23 MS. KELLY: [2] 3/1 66/3 MS. SILVERMAN: [11] 2/17 20/25 21/2 21/16 21/21 22/1 38/10 41/3 43/19 47/12 47/16 MS. 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A anywhere [1] 39/1 apartments [1] 60/21 appendix [2] 9/18 64/20 applaud [1] 53/22 APPLICATION [2] 1/9 67/1 applications [1] 56/7 apply [2] 37/7 47/8 appreciate [1] 58/8 appropriate [5] 27/16 33/14 41/3 47/13 62/11 appropriately [1] 38/13 approve [2] 3/8 3/16 approximately [2] 13/14 13/24 April [2] 8/17 11/11 April of [1] 11/11 architectural [2] 36/23 36/24 architecturally [2] 36/1 36/2 are [108] area [3] 14/14 59/13 62/14 areas [6] 10/5 15/12 17/24 21/14 21/18 38/4 aren't [1] 57/7 around [5] 7/24 8/23 9/7 22/5 56/20 arrangements [1] 65/25 articulated [3] 25/14 27/1 28/3 as [67] 5/6 6/18 6/24 7/8 7/13 7/13 7/18 8/6 8/6 9/2 9/2 9/24 12/10 12/10 13/21 14/7 17/24 18/12 19/9 21/12 21/12 24/1 24/1 25/1 25/4 25/17 25/17 26/25 27/6 27/7 27/8 30/12 30/12 30/12 30/12 30/17 30/19 33/15 35/25 37/5 43/12 43/12 43/16 43/16 44/14 48/21 48/21 53/19 54/2 54/5 54/8 55/1 56/14 56/14 56/23 57/17 58/25 59/19 61/14 61/22 61/24 62/1 64/9 64/9 64/19 64/19 64/21 as a [1] 48/21 ask [3] 4/10 12/6 55/11 asked 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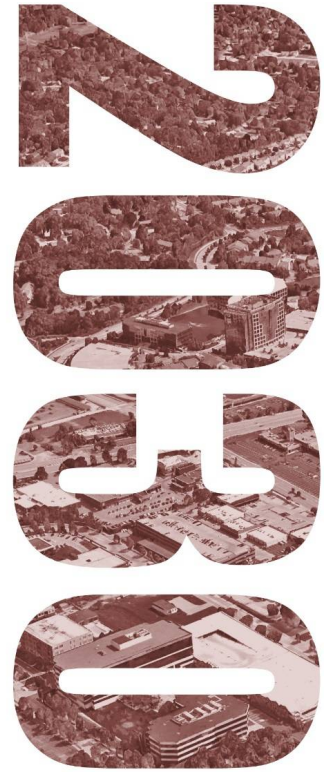
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COMPREHENSIVE PLAN UPDATE

PUBLIC HEARING #1
October 20, 2016

Attachment: CCCPU_10-20-2016 PowerPoint by H3 (2146 : #16-028 Comp Plan Adoption)

Public Hearing Schedule

Public Hearing #1 – October 20, 2016

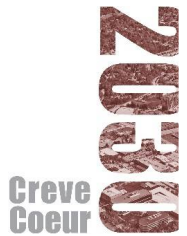
- Public Hearing Process Overview
- Presentation of Chapters 1, 2, and 3
- Public Comment on Chapters 1, 2, and 3

Public Hearing #2 – November 7, 2016

- Presentation of revisions to Chapters 1, 2, and 3
- Presentation of Chapter 4
- Public Comment on Chapter 4

Public Hearing #3 – November 21, 2016

- Presentation of revisions to Chapter 4
- Presentation of Chapter 5
- Public Comment on Chapter 5
- Vote for Adoption



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Public Hearing Schedule

Public Hearing #1 – October 20, 2016

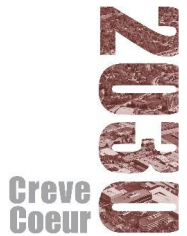
- Public Hearing Process Overview
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Public Hearing #3 – November 21, 2016

- Presentation of revisions to Chapter 4
- Presentation of Chapter 5
- Public Comment on Chapter 5
- Vote for Adoption



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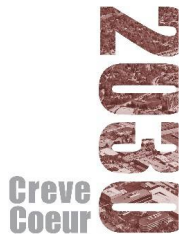
01

Introduction & Background

INTRODUCTION & BACKGROUND

Introduction & Plan Objective

- Creve Coeur is one of the preeminent communities in the St. Louis region
- The City is mature, and few opportunities remain for new development (without redevelopment)
- The 2002 Comprehensive Plan refocused development attention on livability, quality of life, and redevelopment of older, underutilized properties
- The Creve Coeur 2030 Plan builds upon this plan with a focus on neighborhood preservation, business district revitalization, and improved livability
- The Creve Coeur 2030 Plan provides specific recommendations and actions to facilitate ongoing, incremental revitalization.



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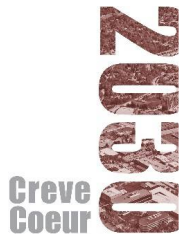


INTRODUCTION & BACKGROUND

Vision Statement

*Creve Coeur will continue to prosper as **a premiere livable and sustainable community** by preserving and capitalizing on new opportunities for the City's key residential, business, environmental, and civic assets.*

Utilizing comprehensive place-making, *Creve Coeur will enhance its unique and recognizable physical identity; its healthy and vibrant neighborhoods; and remain **a regional leader as a green and environmentally-friendly community.***



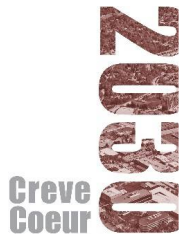
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INTRODUCTION & BACKGROUND

How Will the Plan be Used?

- It is a tool for communicating the City's **land use policy**
- It coordinates individual decisions into a **consistent set of actions** that harmoniously shape the City's growth and redevelopment.
- It **supersedes all land use plans** previously adopted by the City.
- It should be used to **update and inform administration of the City's existing planning tools**, which include, but may not be limited to the following:
 - ü Zoning Ordinance (Chapter 405)
 - ü Subdivision Ordinance (Chapter 410)
 - ü City of Creve Coeur Design Guidelines
 - ü Creve Coeur CBD / Downtown Area Implementation Strategy ("Downtown Plan"; 2006)
 - ü Creve Coeur Pedestrian Plan (2002)
 - ü Traffic Calming / Traffic Mitigation Program (2002)
 - ü Stormwater Evaluation Final Report (2012)
 - ü Public Art Master Plan
 - ü Capital Improvement Program (Five-Year Plan)



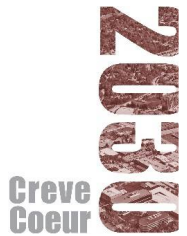
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INTRODUCTION & BACKGROUND

Planning Process

The Plan is the product of a robust community engagement process utilizing five (5) activities:

- **Public Workshops:** Five (5) public workshops, in conjunction with the Planning & Zoning Commission.
- **City Staff and Elected Official Focus Groups:** Five (5) Focus Groups meetings were conducted in November, 2015. The purpose of these meetings was to collect directed input and assess the success of the 2002 Comprehensive Plan.
- **Resident and Stakeholder Focus Groups:** Six (6) Focus Group meetings were conducted in November, 2015.
- **Client Group Work Session:** Four (4) Client Group Work Sessions with representatives of the City.
- **Follow-Up Stakeholder Focus Group Meetings:** Nine (9) follow-up Focus Group Meetings with key stakeholder groups to collect thematic input on the Plan.

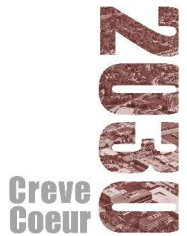


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INTRODUCTION & BACKGROUND

Plan Outline

- 1. Creve Coeur Today:** Overview of existing conditions in Creve Coeur.
- 2. Plan Objectives & Strategies:** Specific initiatives for City-wide public facilities, physical improvements, and regulatory recommendations to achieve the Plan Vision and addresses the community's key issues and priorities.
- 3. Plan Recommendations:** Geographically-based future land use goals; placemaking initiatives; and City-wide systems.
- 4. Implementation:** Early Action Items and Implementation Action Matrix.
- 5. Appendix A – Plan Maps:** Enlarged version of the ten (10) key existing conditions and Plan maps.



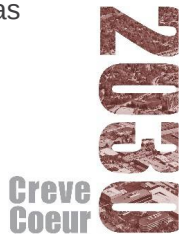
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INTRODUCTION & BACKGROUND

Key Community Issues & Priorities

1. **Business Preservation:** Maintaining a strong economic base is crucial for the long-range success of the City; Creve Coeur should address outdated and underutilized commercial development and capitalize on high-tech industrial growth opportunities.
2. **Residential and Neighborhood Protection:** Some residents feel threatened by potential intrusion of commercial uses into established residential areas, and teardowns and infill of new homes must positively contribute to the character of existing neighborhoods.
3. **Community Sustainability:** Creve Coeur is a regional leader in community sustainability, and should continue to expand municipal sustainability initiatives and integrate sustainability throughout community and economic development.
4. **Parks, Trails, and Greenways:** Residents and visitors alike value the “green appearance” of Creve Coeur and want to see it preserved and expanded.
5. **A Walkable and Bikeable Community:** Pedestrian and bicycle facilities are insufficient and inconsistent in Creve Coeur, and current designated bike routes are perceived as unsafe.
6. **Traffic Congestion:** Traffic has continued to increase and cause frustration, particularly on Olive Boulevard.
7. **Housing and Community Diversity:** Support the development of varying housing types and community amenities that matches projected population growth and changes.
8. **Community Identity:** Creve Coeur does not have an identifiable downtown or central community gathering place.
9. **Community Facilities, Amenities, and Services:** Residents of Creve Coeur desire expanded and improved public facilities; unique, walkable, and locally-oriented stores and restaurants; and community-supporting service businesses.
10. **Effective Implementation:** Achieving this Comprehensive Plan will be supported by improving the efficiency of local government and ensuring that the City's regulations and ordinances match the community's vision, as articulated in this Plan.



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02

Creve Coeur Today

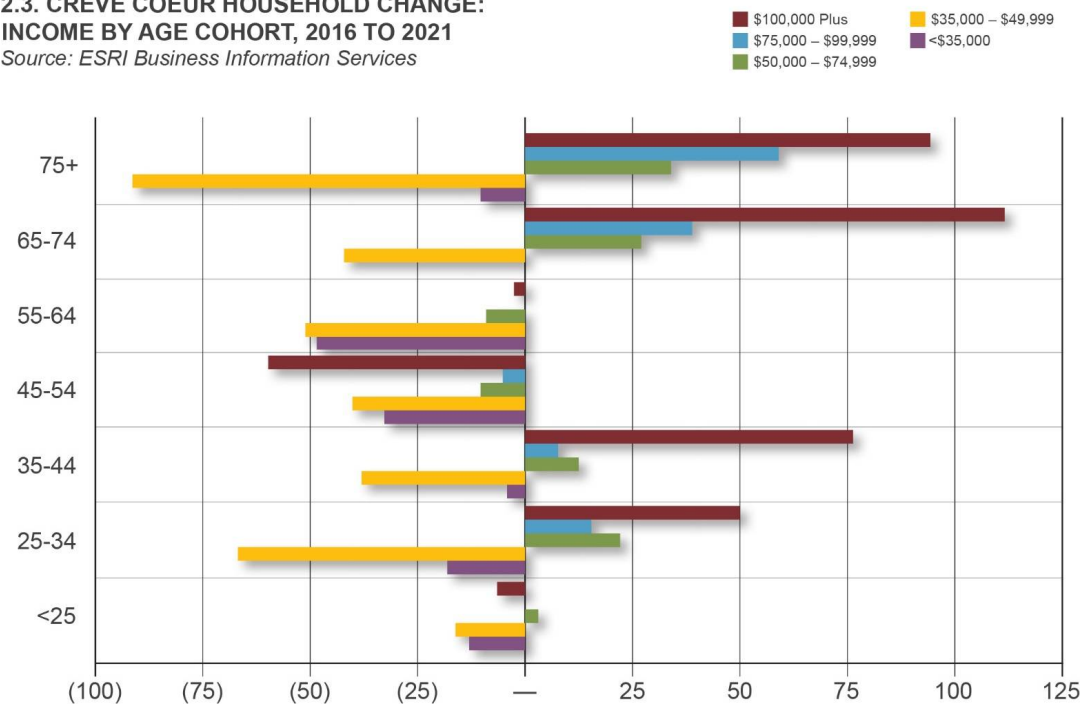
CREVE COEUR TODAY

Demographic Trends

- **0.3% growth anticipated over the next 5 years**
- **All household growth is in household incomes over \$50,000**
- Households under 25 years and between 45 and 65 years of age are declining
- Households between 45 and 64 comprise 50% of losses
- Households over 65 years comprise 51% of gains

2.3. CREVE COEUR HOUSEHOLD CHANGE: INCOME BY AGE COHORT, 2016 TO 2021

Source: ESRI Business Information Services



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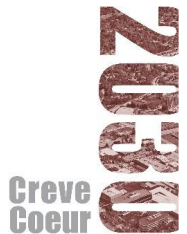
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Retail Supply & Demand

- With 7,687 households, Creve Coeur cannot support a traditional retail “power center”
- There is over \$100 million in retail leakage
- There is over \$50 million in unmet retail demand
- This could support approximately 240,000 square feet of new retail development

2.5. RETAIL LEAKAGE*Source: ESRI Business Information Services*

Categories of Leakage	2021 Demand Less 2016 Sales	Square Feet at Sales of \$450 per Square Foot
Furniture & Home Furnishings	\$3,054,456	6,800
Building Materials & Garden Equipment	\$13,303,269	29,600
Beer, Wine & Liquor	\$2,991,573	6,600
Clothing	\$8,379,087	18,600
Sporting Goods, Hobby, Books & Music	\$8,862,750	19,700
General Merchandise	\$111,371,285	247,500
Miscellaneous Store Retailers	\$8,946,321	19,900
Limited-Service Eating Places	\$3,624,027	8,100
Special Food Services	\$490,597	1,100
Drinking Places – Alcoholic Beverages	\$4,722,761	10,500
Total at 100-Percent Capture	\$109,688,513	243,800

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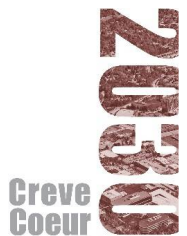
Employment Patterns & Planning

- **Creve Coeur has 53,230 jobs**
- **51,363 employees (96%) live outside of Creve Coeur – over 115,000 daily car trips**
- **Job growth is primarily in professional sectors**
- **Health care is the single largest sector (27.5%)**
- **Plant Sciences Innovation Hub could mean 10,000 new jobs**
- **8.9 million square feet of existing office space with 17.5% vacancy**

2.7. CREVE COEUR OFFICE MARKET – FIRST QUARTER 2016

Source: NAIDesco

Submarket	Class	Buildings	Total Square Feet	Available	Total Vacancy	YTD Absorption	Average Rate
Creve Coeur/ Hwy 67	A	4	232,601	44,390	19.1%	9,812	\$26.58
	B	85	3,445,709	861,235	25.0%	(25,195)	\$16.23
I-270/Olive Blvd	A	17	2,356,371	210,313	9.1%	3,519	\$24.01
	B	27	2,894,074	444,819	15.4%	18,994	\$18.63
TOTALS/		185	8,928,755	1,560,757	17.5%	7,130	\$19.56

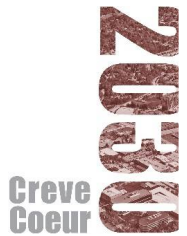


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Placemaking: Community Character

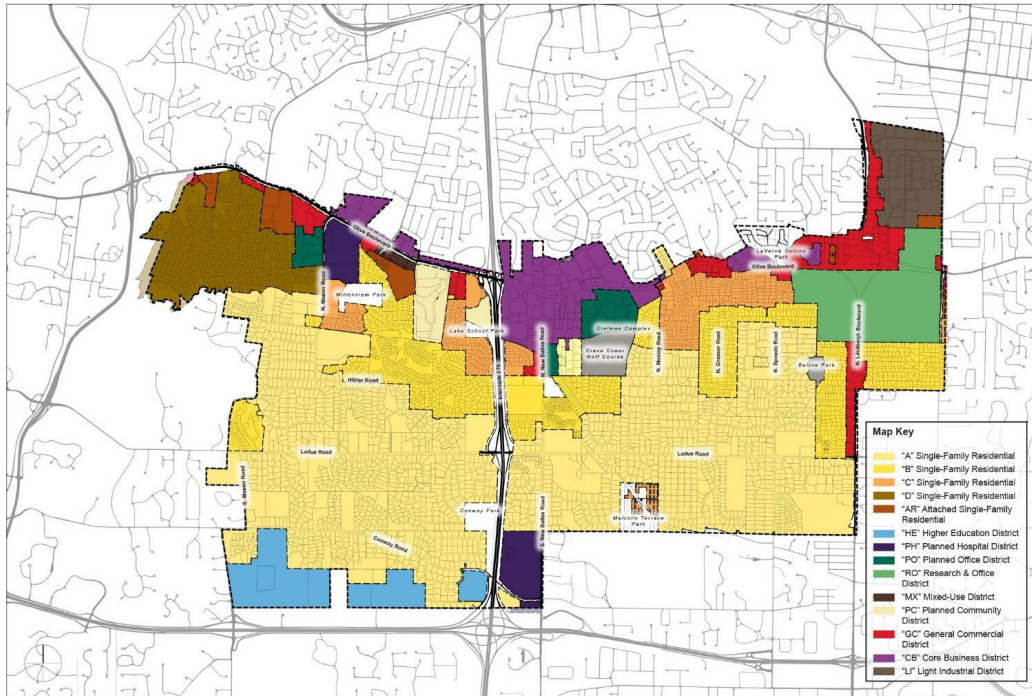
- Creve Coeur has two distinct characters—quiet, residential neighborhoods and a bustling commercial district along Olive.
- Creve Coeur lacks a defined commercial center and other characteristics to define it in the region.
- **Businesses make up less that 20% of the City's land area but comprise over 67% of the City's revenues**
- There are redevelopment opportunities along Olive Boulevard and New Ballas Road to improve the quality and character of commercial districts.
- Shoppes at Questover, King's Landing, and the Vanguard and Vue apartments are examples of quality, new development.

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CREVE COEUR TODAY

Land Use & Zoning

2.8. ZONING DISTRICTS



2.9. ZONING & LAND-USE CAPACITY ANALYSIS

Zoning District	Minimum Lot Area	Maximum Site Area	Average Site Coverage (District Wide, age vs. Actual As-Built)	Ratio, Permitted Site Coverage vs. Actual Site Coverage
"A" Single-Family Residential	43,560 s.f. (1 acre)	25% ²	19.5%	1.3
"B" Single-Family Residential	20,000 s.f.	35% ²	23.6%	1.5
"C" Single-Family Residential	15,000 s.f.	40% ²	26.0%	1.5
"D" Single-Family Residential	10,000 s.f.	45% ²	22.0%	2.0
"AR" Attached Single-Family Residential	2,000 to 4,000 s.f.	50% ²	43.7%	1.1
"HE" Higher Education District	15 acres	50%	17.6%	2.8
"PH" Planned Hospital District	30 acres	63% (30-55 acres) 55% (55.01 - greater acres)	52.3%	1.05 to 1.2
"PO" Planned Office District	21,780 s.f. (0.5 acre)	63% (70% Conditional)	70.2%	1.0
"RO" Research & Office District	5 acres	60%	25.7%	2.3
"MX" Mixed-Use District	43,560 s.f. (1 acre)	63% (70% Conditional)	58.0%	1.2
"PC" Planned Community District	15,000 to 21,780 s.f. (Use dependant)	45% (50% Conditional)	41.4%	1.2
"GC" General Commercial District	21,780 s.f. (0.5 acre)	63% (70% Conditional)	56.8%	1.2
"CB" Core Business District	21,780 s.f. (0.5 acre)	63%	64%	1.0
"LI" Light Industrial District	21,780 s.f. (0.5 acre)	85%	73.0%	1.2
Residential Districts; Average Ratio of Permitted to As-Built Site Coverage				1.5
Office & Mixed-Use Districts; Average Ratio of Permitted to As-Built Site Coverage				1.6
Commercial Districts; Average Ratio of Permitted to As-Built Site Coverage				1.1

2. Pervious pavement surfaces do not count against site coverage, with no maximum.

Creve Coeur

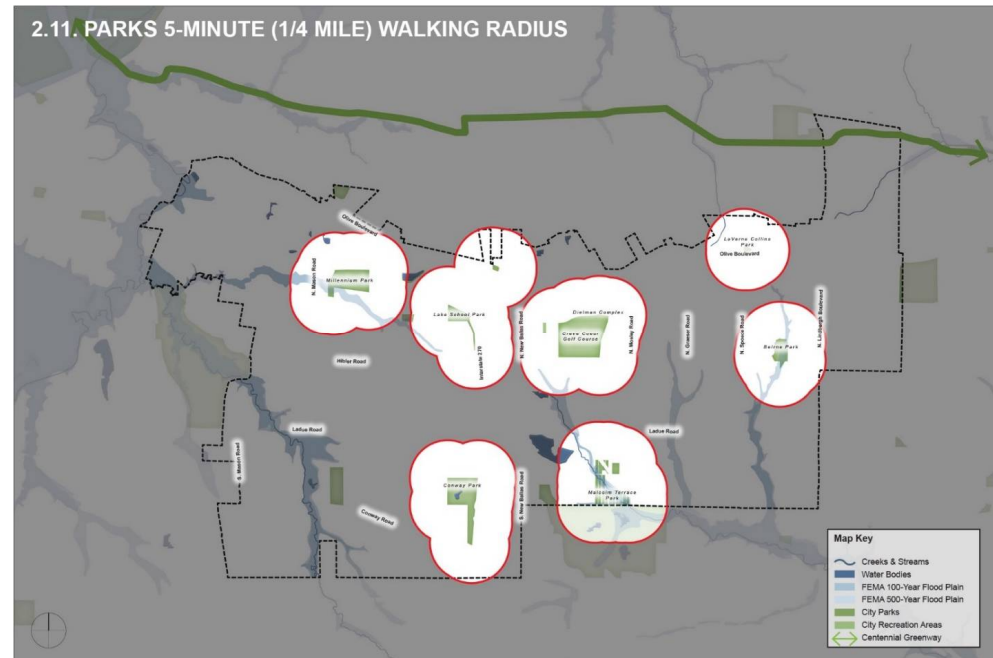
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Parks, Green Space & Environment

- Seven (7) existing parks totaling 154 acres
- 5.4 acres/1000 residents (NRPA standard is 10 acres/1000 residents)
- Most open space is privately owned
- There is a lack of trails, pedestrian facilities, and bike facilities (brought up through public engagement)
- Over 4 miles of rights-of-way (railroad and utility) are available
- Creve Coeur has developed and adopted a Pedestrian Plan



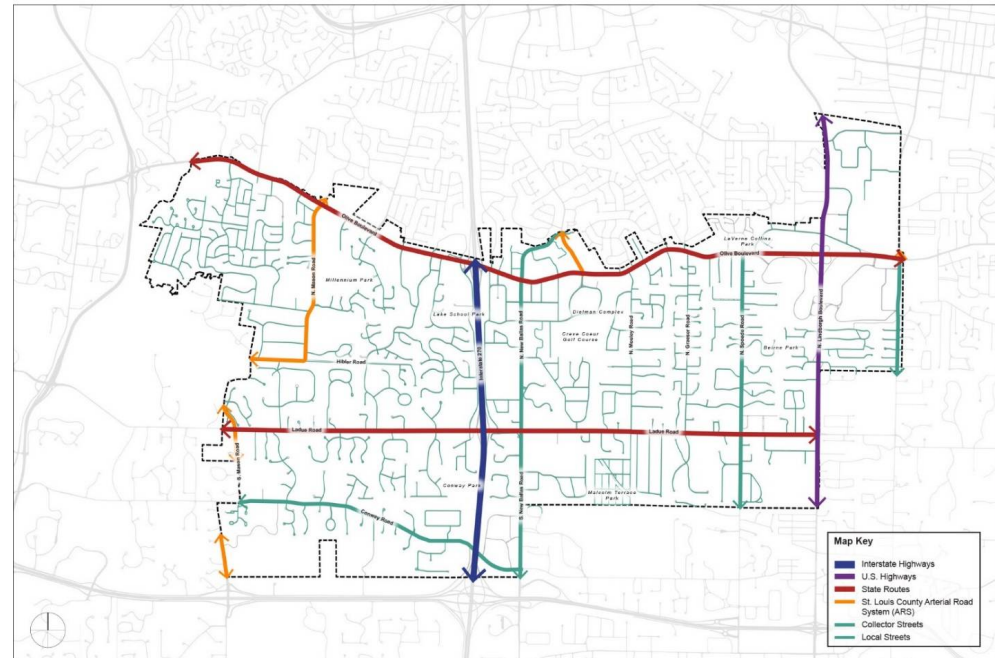
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CREVE COEUR TODAY

Transportation & Movement

- There is little existing opportunity to expand roadway capacity through widening or adding lanes
- Rush hour traffic remains congested on Olive Boulevard, and congestion spills over into adjacent residential areas
- There is a lack of road continuity on the west side of the City
- **Traffic management can improve flow and mitigate congestion within existing roadway constraints (Traffic Calming/Mitigation Program)**

2.12. STREET & ROADWAY CLASSIFICATIONS



Creve Coeur
2030

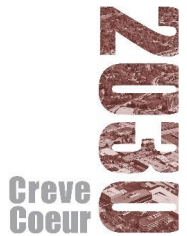
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Sustainability & Resilience

- U.S. Mayor's Climate Protection Agreement & GHG Inventory (2008)
- Environmental Purchasing Preference ordinance (2009)
- Phase I Climate Action Plan (2010)
- GHG Inventory Update, 25X20 Energy Benchmarking Pledge, and establishing the Energy & Environment Committee (2014)
- Phase II Climate Action Plan (2016)
- Creve Coeur is the first and currently the only municipality in the St. Louis region to adopt a Phase II Climate Action Plan

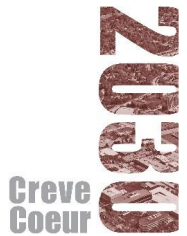
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Lifestyle Preferences & Future Development

Creve Coeur has two (2) potential growth demographics—Millennials and Baby Boomers. There are major overlaps in lifestyle preferences for these two groups:

- Walkable, bikable communities and the ability to move freely without a car
- Amenities within walking distance of home
- Access to transit and all modes of mobility
- Access to nature and recreation
- A strong sense of community



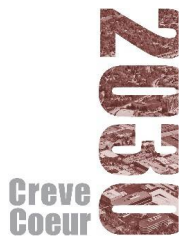
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CREVE COEUR TODAY

Economic Development Opportunities

There are four (4) trends that should be considered in developing a future land use plan and strategies (based on regional and national trends)

- The preferences of Millennials and Baby Boomers
- The preference of business to locate in “vibrant sub-urban centers” that are amenity-rich and respond to current trends for work-life balance
- The ability of businesses to locate without regard to traditional resources, due to technology (STEM, “idea factories”, innovation hubs, etc.)
- The growing preference for urban environments on the part of younger workers.

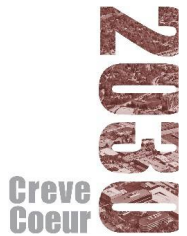


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CREVE COEUR TODAY

Conclusion

- Creve Coeur is a maturing city; it is largely built-out and located in a part of the region that is also largely built-out.
- Redevelop opportunities consist of redevelopment and replacement of aging retail, office, and housing stock.
- Creve Coeur has established parks, regionally-renowned schools, major retail amenities, a robust employment base, and stable property values.
- Creve Coeur's projected growth is effectively flat, and most household gains are in households over age 65
- In order to continue to prosper, Creve Coeur must enhance its competitive position in the region as the premier community in which to live, work, and play

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03

Objectives & Strategies

OBJECTIVES & STRATEGIES

1. *Placemaking & Community Identity*

Creve Coeur will enhance its unique regional identity and develop an 18/7 community experience to become an even better place to live, shop, work, and play!

Strategy 1.1: **Create mixed-use, walkable districts.**

Strategy 1.2: **Improve Creve Coeur's walkability and bikeability.**

Strategy 1.3: **Improve the City's streetscapes and continue public realm enhancements.**

Strategy 1.4: **Celebrate the community with identifiable gateways and public art.**

Strategy 1.5: **Preserve high-quality existing neighborhoods and community assets.**

Strategy 1.6: **Ensure cultural, arts, educational, and entertainment opportunities throughout the community.**

Strategy 1.7: **Update the City's zoning code to facilitate and promote development that matches the community's vision for Creve Coeur.**

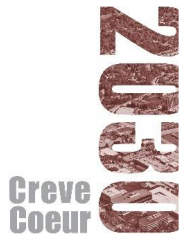
Strategy 1.8: **Ensure that adjacent non-residential and residential developments are compatible with each other.**

Strategy 1.9: **Improve the quality of new development by revising architectural design guidelines and establishing lot development standards, including illustrations of desired development patterns.**

Strategy 1.10: **Preserve Creve Coeur's historic properties.**

Strategy 1.11: **Provide an increased number of community events and programs.**

Strategy 1.12: **Develop a "central gathering place" that is the heart of the community.**



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OBJECTIVES & STRATEGIES

2. *Residential Development & Preservation*

Creve Coeur will preserve and evolve its high-quality residential development and stable property values while enhancing the diversity of housing types and improving the walkability and accessibility of neighborhoods.

Strategy 2.1: Increase housing options to attract changing market demographics—including seniors, young professionals, and families.

Strategy 2.2: Guide the rebuilding of outdated housing stock in selected areas to improve housing diversity and maintain a competitive residential market.

Strategy 2.3: Continue to provide opportunities for a greater diversity of housing options throughout the City.

Strategy 2.4: Improve neighborhood walkability and connectivity.

Strategy 2.5: Incentivize stormwater and green infrastructure best management practices (BMPs) for existing homeowners; new developments and infill development; and significant additions to existing homes.

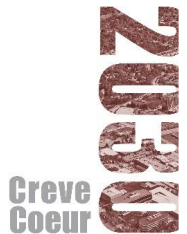
Strategy 2.6: Update Creve Coeur's building code to promote green building best practices and adopt the latest International Energy Conservation Code as part of any building code update.

Strategy 2.7: Review the Zoning Code and land development regulations to ensure new infill residential construction takes into account existing conditions such as topography and stormwater flow with the measurement of building height, grading, and stormwater mitigation to minimize the impacts of new construction.

Strategy 2.8: Establish a limit for the amount of pervious pavement that does not count toward site coverage allowance for residentially zoned properties.

Strategy 2.9: Mitigate the impact of non-residential uses such as lighting, noise, and trash on residential uses where they are adjacent.

Strategy 2.10: Protect residential areas from negative encroachment of non-residential uses.



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OBJECTIVES & STRATEGIES

3. *Economic Growth & Community Services*

Creve Coeur will capitalize on new job growth and commercial development opportunities to strengthen its position as a major regional business center and provide necessary neighborhood services for the community.

Strategy 3.1: **Ensure future economic growth is responsive to the changing economy and captures the “place-making dividend”.**

Strategy 3.2: **Provide the community services, amenities, and experience necessary to leverage and capture these changing consumer preferences.**

Strategy 3.3: **Transform the Olive Boulevard corridor with a Central Business District and supporting mixed-use districts.**

Strategy 3.4: **Improve regional transportation to Olive Boulevard.**

Strategy 3.5: **Embrace public/private partnerships for redevelopment.**

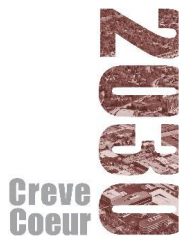
Strategy 3.6: **Work with the business community to develop recommendations for broadband, electrical, and other infrastructure as it impacts economic development.**

Strategy 3.7: **Guide regional retail and services (serving as a destination amenity) to the Community Center District area.**

Strategy 3.8: **Preserve the long-term economic strength of Creve Coeur by actively working with the St. Louis Economic Development Partnership and St. Louis County to establish the Plant Science Innovation District; promote its implementation; and support the District's long-term sustainability.**

Strategy 3.9: **Foster development of a town center, which would include the design and construction of a public gathering place or places.**

Strategy 3.10: **Become an active and integral participant with the St. Louis Regional Chamber and other organizations to promote Creve Coeur's interests in regional and statewide economic development efforts.**



The Heart of Community & Commerce

OBJECTIVES & STRATEGIES

4. *Community Amenities & Facilities*

Creve Coeur will enhance existing public facilities and provide a variety of new, high-quality public amenities and community facilities that meet the needs and desires of all Creve Coeur residents.

Strategy 4.1: **Improve City facilities, including the police department headquarters, Government Center, and the Dielmann Complex.**

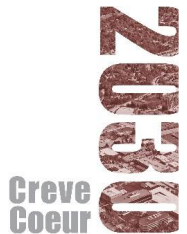
Strategy 4.2: **Continue to improve the quality and responsiveness of City services, including recycling, limb and leaf pickup, and maintenance of medians and public landscaping.**

Strategy 4.3: **Continue to actively develop and implement the Capital Improvement Program that addresses the needs and desires of the community.**

Strategy 4.4: **Continue the City's strong level of police services.**

Strategy 4.5: **Actively engage with utility providers, fire protection districts, neighboring governments, and other community service providers to ensure that Creve Coeur continues to be served by high-quality, efficient, and effective community services.**

Strategy 4.6: **Maintain existing and develop new cooperative and reciprocal agreements and partnerships to share community facilities with surrounding municipalities and public and private institutions.**



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OBJECTIVES & STRATEGIES

5. *Parks, Open Space & Environment*

Creve Coeur will utilize its physical geography and diverse landscapes to remain a regionally-recognized green community and increase the amount of accessible public parks and open space for preservation and recreation.

Strategy 5.1: **Actively pursue the integration of trails and bikeways and create a comprehensive community wide network of off-street and on-street connections for pedestrians between parks and open spaces, commercial centers, schools, and neighborhoods.**

Strategy 5.2: **Require new development or redevelopment to include public amenities such as pedestrian connections, bicycle facilities, public sitting/ gathering areas, and open space, as appropriate.**

Strategy 5.3: **Engage in regular assessments of the recreation needs of Creve Coeur residents and enhance park facilities as necessary to ensure that those needs are met.**

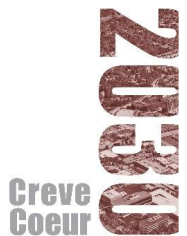
Strategy 5.4: **Explore the development of a central urban park or plaza as the central gathering space of the community (perhaps as part of the Community Center district) and development of a community recreation center, youth center, library, or community center.**

Strategy 5.5: **Identify and designate parcels for possible future purchase by the City and redevelopment as public park space.**

Strategy 5.6: **Expand the use of cooperative agreements with local schools and private recreational amenities to provide access to recreational facilities for City residents.**

Strategy 5.7: **Enhance Creve Coeur's existing parks and open spaces to establish greater plant and wildlife diversity.**

Strategy 5.8: **Mitigate flooding and waterway impacts from adjacent development and improve water quality.**



The Heart of Community & Commerce

OBJECTIVES & STRATEGIES

6. *Transportation, Connectivity & Mobility*

Creve Coeur will utilize development and partnerships with other jurisdictions to better manage automobile traffic; reduce traffic congestion; and improve transit, walkability, and bikeability.

Strategy 6.1: **Encourage creation of a comprehensive network of pedestrian and bicycle infrastructure and facilities to become a premier walkable and bikeable community**

Strategy 6.2: **Improve access to public transit opportunities to ensure an equity of mobility for all residents and visitors—regardless of age, income, or ability.**

Strategy 6.3: **Use environmental design, operations, and management to reduce vehicular congestion on Olive Boulevard.**

Strategy 6.4: **Manage traffic impacts in residential neighborhoods.**

Strategy 6.5: **Improve connectivity in the western half of the City by developing bicycle and pedestrian facilities to bridge gaps in the existing street network.**

Strategy 6.6: **Promote vehicular cross-access between commercial parking lots to facilitate shared parking, reduce access points along commercial thoroughfares, improve traffic flow, and provide access to secondary streets.**

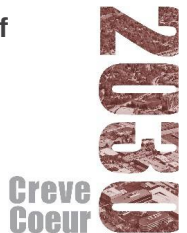
Strategy 6.7: **Improve coordination with East-West Gateway Council of Governments (EWGCOG) to increase the City's role in regional transportation planning and transportation initiatives.**

Strategy 6.8: **Utilize Complete Streets principles when conducting major improvements to existing roadways to enhance bicycle and pedestrian accommodations; consider the adoption of a City-wide Complete Streets policy.**

Strategy 6.9: **Develop procedures to address requests for local traffic calming.**

Strategy 6.10: **Increase local connectivity to the Great Rivers Greenway District's (GRG) regional "River Ring" greenway network; endorse, enhance, and facilitate implementation of GRG projects in Creve Coeur.**

Strategy 6.11: **Enhance the safety of existing bicycle and pedestrian facilities, including safe pedestrian crossings of major roads.**



The Heart of Community & Commerce

OBJECTIVES & STRATEGIES

7. *Community Sustainability & Resilience*

Creve Coeur will lead the region in integrating community sustainability with on-going revitalization.

Strategy 7.1: **Facilitate the development of community-supportive retail and services to ensure long-term community vibrancy and resilience.**

Strategy 7.2: **Achieve a sustainable jobs/housing balance within Creve Coeur.**

Strategy 7.3: **Establish a regular schedule for future updates to the Climate Action Plan with new benchmarks, a new planning horizon with updated strategies, and updated targets.**

Strategy 7.4: **Develop a Community Resilience Plan to provide for enhanced emergency service access, alternative transportation options, and energy security in the event of natural disasters and social unrest.**

Strategy 7.5: **Expand the use of renewable energy in City-owned public facilities and promote renewable energy use, the use of energy-efficient products, and recycling for all Creve Coeur residents and businesses.**

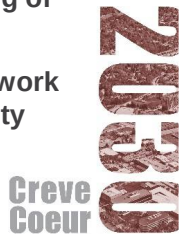
Strategy 7.6: **Establish city-wide targets for the ratio both public-accessible and private open space.**

Strategy 7.7: **Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality.**

Strategy 7.8: **Establish a storm water level-of-service and prioritize the problems identified in the City's storm water study based on those criteria and accelerate the implementation of the City's Storm Water Master Plan to deal with the prioritized storm water problems.**

Strategy 7.9: **Update the City's landscape guidelines to encourage the use of Missouri native plantings and discourage planting of known invasive species.**

Strategy 7.10: **Review regional sustainability initiatives and work with regional groups to enhance Creve Coeur's sustainability efforts.**



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