

Creve Coeur



The Heart of Community & Commerce



COMPREHENSIVE PLAN UPDATE
for the City of Creve Coeur, Missouri

March 2017

RESOLUTION 16-028

A RESOLUTION OF THE PLANNING AND ZONING COMMISSION OF THE CITY OF CREVE COEUR, MISSOURI, ADOPTING THE CREVE COEUR 2030 COMPREHENSIVE PLAN AS THE OFFICIAL LAND USE PLAN OF THE CITY.

WHEREAS, Sections 89.340 et seq. direct the Creve Coeur Planning and Zoning Commission to make and adopt a plan for the physical development of the City; and

WHEREAS, the Commission adopted such a plan in April 2002; and

WHEREAS, the Commission has completed careful and comprehensive surveys and studies of current existing conditions and probable future growth of the City, including by engaging a consultant and, with their assistance and the guidance and support of the Department of Community Development, holding a series of public workshops, focus group meetings, and work sessions; and

WHEREAS, in the course of such proceedings the Commission has confirmed that the April 2002 Comprehensive Plan should be updated; and

WHEREAS, application 16-028 was submitted by the City of Creve Coeur Director of Community Development to make such an update; and,

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri, held a public hearing thereon at the Creve Coeur Government Center over the course of four meetings on October 20, 2016, November 7, 2016, November 21, 2016 and December 15, 2017; and,

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

WHEREAS, all persons who presented themselves at said hearing and desiring to be heard were given an opportunity to be heard and a copy of the proposed comprehensive plan has been made available for public inspection prior to its consideration by the Commission; and,

WHEREAS, the Commission has determined that it is fully and sufficiently informed on the matter and that the plan has the general purpose of guiding and accomplishing a coordinated development of the City which will, in accordance with existing and future needs, best promote the general welfare as well as efficiency and economy in the process of development;

NOW, THEREFORE, be it resolved by the Planning and Zoning Commission of the City of Creve Coeur, Missouri, as follows:

Section 1: The Creve Coeur 2030 Comprehensive Plan dated March 2017 attached hereto as **Exhibit A**, including all maps, descriptive matter and other materials contained therein, and as amended at the meeting of March 20, 2017, is hereby adopted as the official land use plan for the City of Creve Coeur, Missouri, and shall therefore supersede any and all previously adopted land use plans developed for the City or any part or section thereof, including as further explained on page 10 of **Exhibit A**.

Section 2: The Commission shall commence with the task of implementing the new Comprehensive Plan as provided therein to the full extent of its authority.

Section 3: This Resolution shall become effective immediately upon adoption.

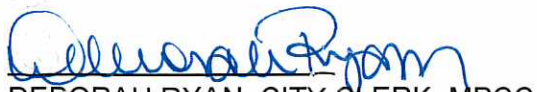
Section 4: The adopted Comprehensive Plan shall be kept on file in the Department of Community Development, which serves as the office of the Commission, and the Director shall cause a copy thereof to be certified to the City Council and City Clerk to be available in the Clerk's office for public inspection during normal office hours, and further the Director shall cause a certified copy thereof to be available in the office of the St. Louis County Recorder of Deeds, all in compliance with Section 89.360 RSMo.

ADOPTED BY VOTE OF 6 OF THE 7 MEMBERS OF THE COMMISSION ON THIS
20th DAY OF March, 2017


ELIZABETH KISTNER
CHAIR PERSON


SECRETARY

ATTEST:


DEBORAH RYAN, CITY CLERK, MPCC

Acknowledgements

City of Creve Coeur

Planning & Zoning Commission

Beth Kistner	Chairwoman
Gene Rovak	Commissioner
Tim Carney	Commissioner
Heather Silverman	Commissioner
Mural Hall	Commissioner
Donald Magruder	Commissioner
Matthew Schuh	Commissioner
<i>James Faron</i>	<i>Former Commissioner</i>
<i>Charles Pullium</i>	<i>Former Commissioner</i>

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Elected Officials

Barry Glantz	Mayor
James Faron	City Council, Ward I
Alexis Travers	City Council, Ward I
Ellen Lawrence	City Council, Ward II
Ted Ruzicka	City Council, Ward II
Charlotte D'Alfonso	City Council, Ward III
Robert Hoffman	City Council, Ward III
Scott Saunders	City Council, Ward IV
Sue Baseley	City Council, Ward IV
<i>Cynthia Kramer</i>	<i>Former Ward I Councilwoman</i>
<i>Dave Kreuter</i>	<i>Former Ward I Councilman</i>
<i>James Wang</i>	<i>Former Ward II Councilman</i>
<i>Robert Kent</i>	<i>Former Ward IV Councilman</i>

Senior Staff

Sharon Stott	Assistant to the City Administrator
Jason Valvero	Director of Recreation
Glenn A. Eidman	Chief of Police
James H. Heines	Director of Public Works
Matt Wohlberg, PE	City Engineer
Steve Unser	Chief Building Official
Bess McCoy	Public Information Officer
<i>Dan Smith</i>	<i>Former Director of Finance</i>
<i>Andrea Muskopf</i>	<i>Former H.R. & Management Analyst</i>

Boards and Commissions

Arts Committee
Economic Development Committee
Energy and Environment Committee
Horticulture, Ecology, and Beautification Committee
Parks and Historic Preservation Committee
Stormwater Committee

Planning Team

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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.***

An aerial photograph of a university campus, heavily overlaid with a semi-transparent red color. The image shows a dense collection of buildings, mostly rectangular and multi-story, interspersed with green spaces and trees. The perspective is from a high angle, looking down on the campus layout. The red overlay is uniform in color and opacity across the entire image.

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 is home to a large office market and medical community of regional importance with two hospitals, Mercy Hospital and BJC West County Hospital, and numerous other medical establishments. A growing plant science and ag-tech business sector, including Monsanto and the Donald Danforth Plant Science Center employ people from all over the world. Together, Creve Coeur businesses 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.

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, *Creve Coeur 2030* provides specific recommendations, actions, and regulatory code updates to facilitate ongoing, incremental implementation.

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.

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 redevelopment. 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 for 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. Conducted between April and June, 2016, 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 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.

Key Community Issues & Priorities

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.

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.

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.

Parks, Trails, and Greenways: Residents and visitors alike value the “green appearance” of Creve Coeur and want to see it preserved and expanded.

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.

Traffic Congestion: Traffic has continued to increase and cause frustration, particularly on Olive Boulevard.

Housing and Community Diversity: Support the development of varying housing types and community amenities that matches projected population growth and changes.

Community Identity: Creve Coeur has a significant employment base and desirable neighborhoods yet lacks an identifiable downtown or central community gathering place to bring together residents and employees of local businesses.

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.

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.

Creve Coeur's Goals

1.0: 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!

2.0: 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.

3.0: 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.

4.0: 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.

5.0: Parks, Open Space & Environment

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

6.0: 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.

7.0: Community Sustainability, Health & Resilience

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

* 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.



02

CREVE COEUR TODAY

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 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.

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

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):

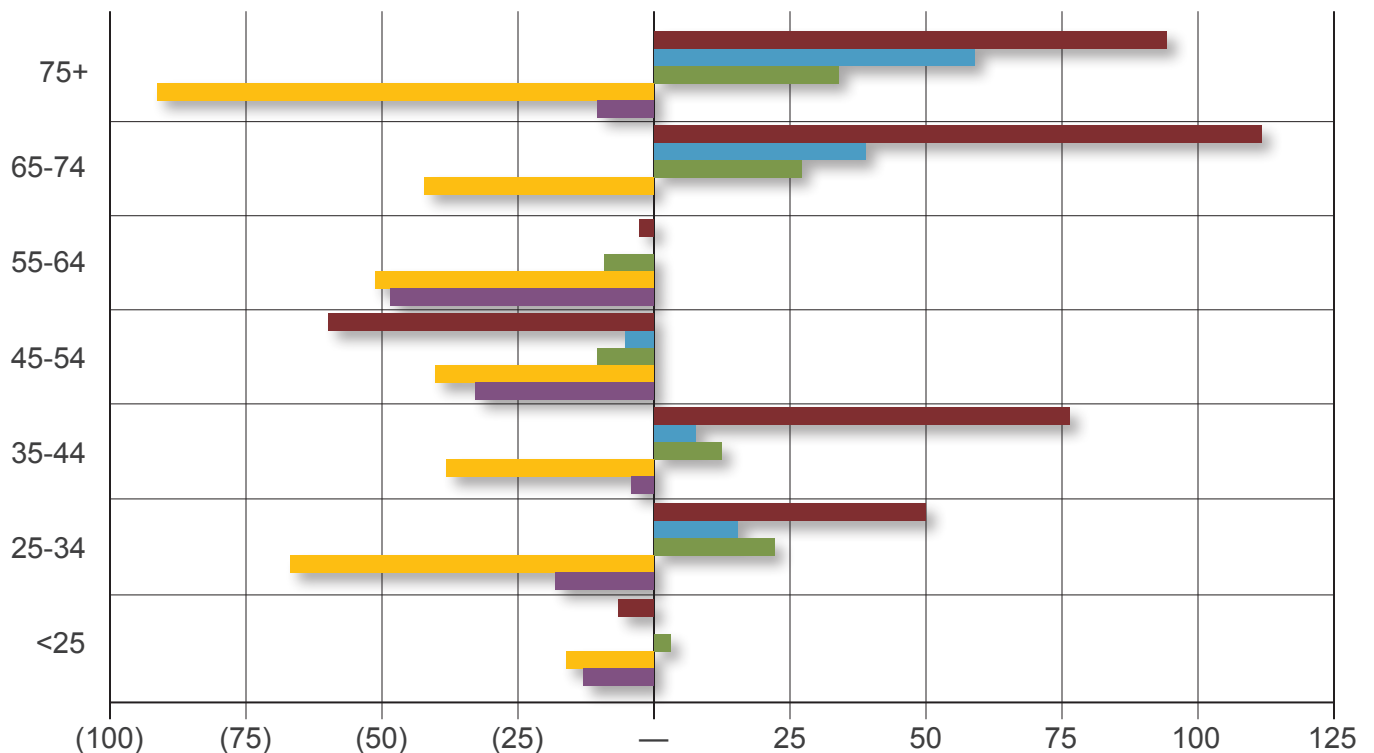
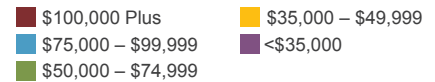
- » All household growth is in household incomes of \$50,000 and greater
- » Households under 25 years and between 45-64 years of age are declining
- » Households 45-64 years of age comprise 50% of household losses
- » Households from 25 to 44 years of age are increasing, but only at upper incomes
- » 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 under
age 35 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 under-served 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 39 North plant science and agricultural technology district project of the St. Louis Economic Development Partnership (SLEDP). Funded through a Department of Labor Grant, this planning initiative comprises 600 acres in the northeast 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 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 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 39 North plant science and agricultural technology district 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 to 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.

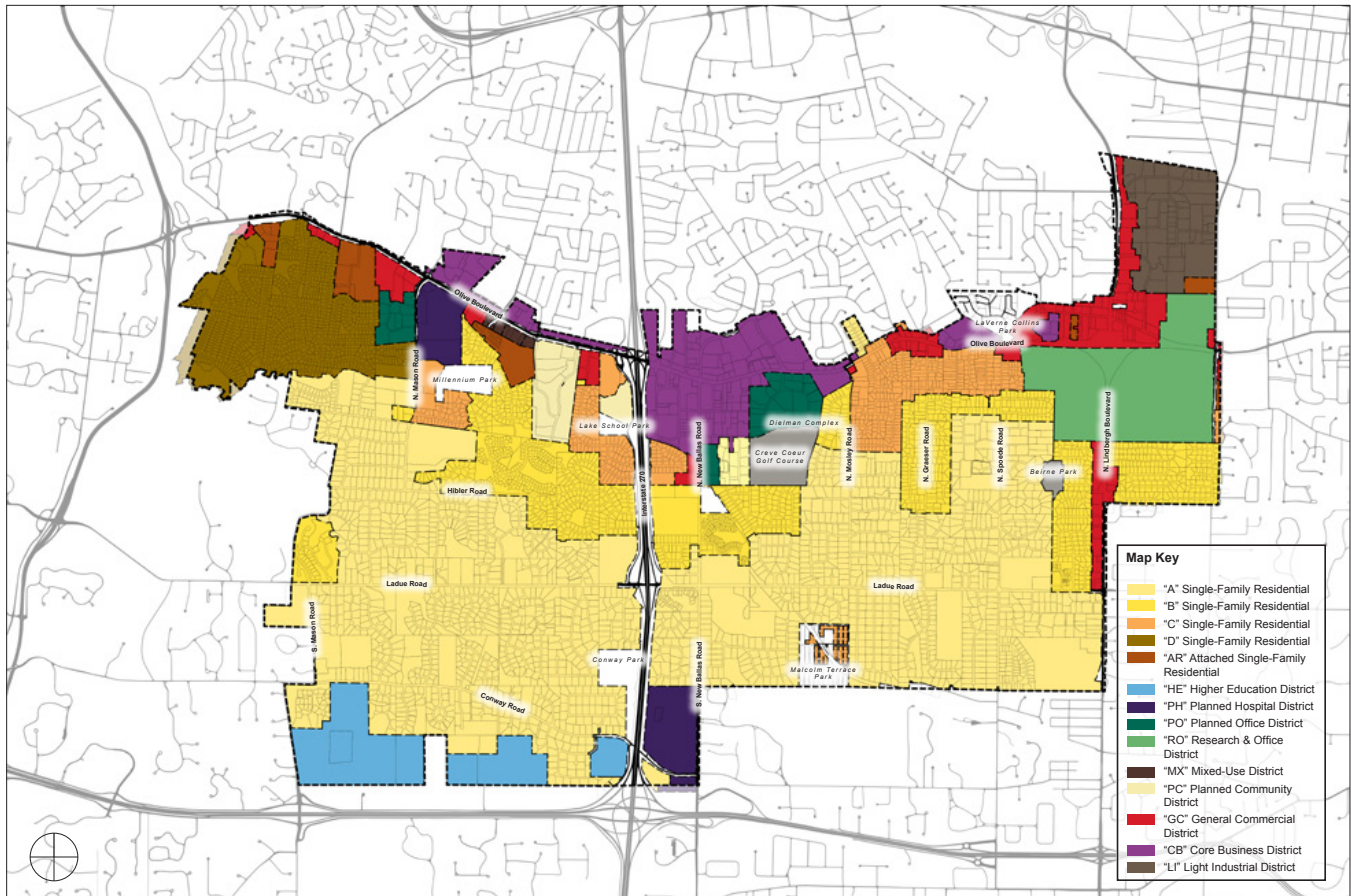


Land Use & Zoning

Development and land use in Creve Coeur are currently regulated by 14 zoning districts, and the City's zoning map generally reflects the existing land use pattern. Five (5) of these are residential districts; four (4) are non-commercial institutional and office districts; two (2) are specialty or mixed-use districts; and three (3) are commercial districts. The existing Creve Coeur zoning districts are shown in **Figure 2.8** below.

The number of zoning districts has increased over the past 30 years, with new districts added to accommodate specific development projects. Both the "MX" Mixed-Use and "PC" Planned Community Districts are examples. The addition of districts has led to increasing regulatory complexity. This is especially true along Olive Boulevard, which is covered by 11 separate districts.

2.8. ZONING DISTRICTS



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.

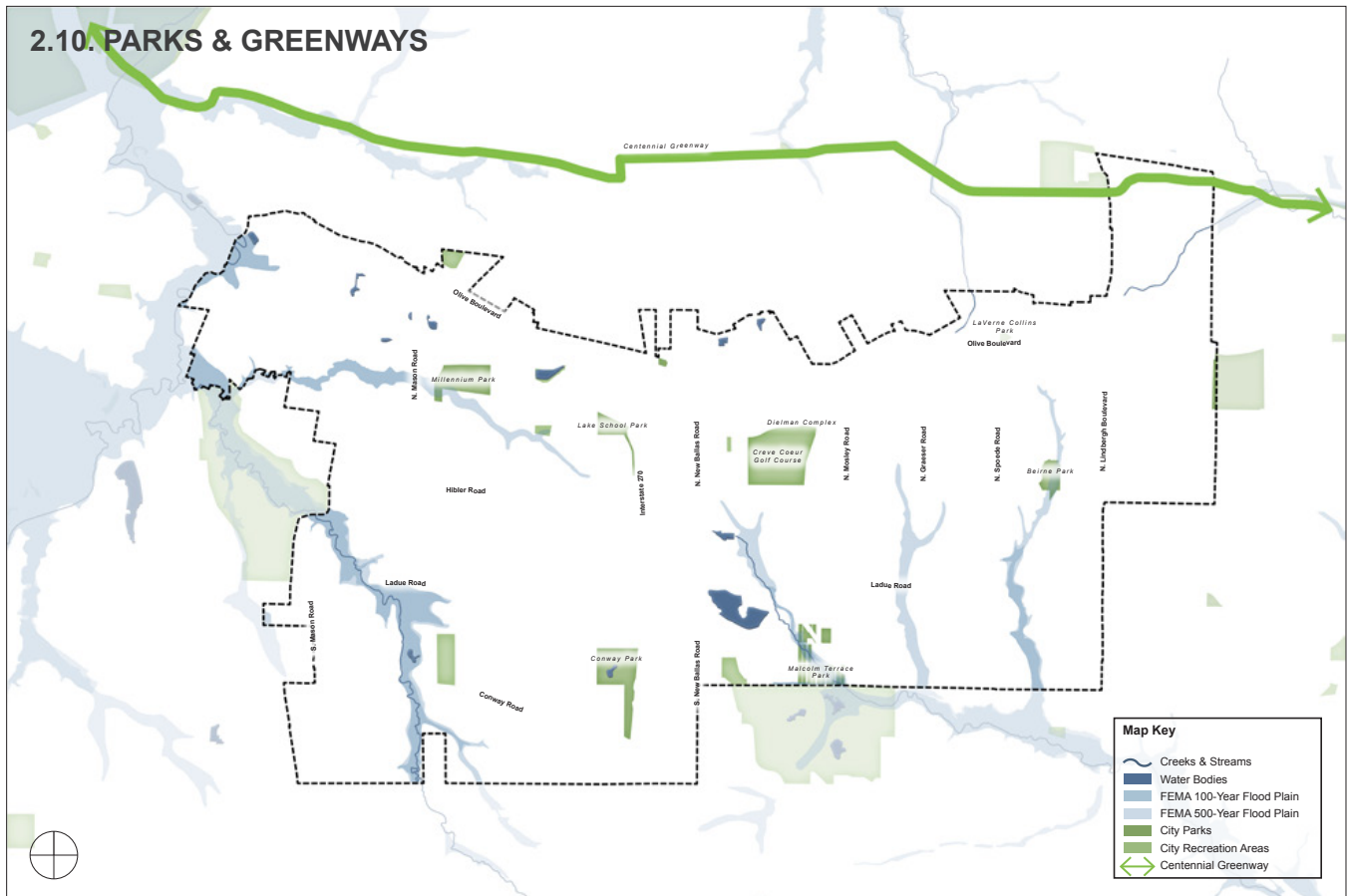
Creve Coeur spans both the Deer Creek Watershed (approximately east of I-270; drains to the Mississippi River via River Des Peres) and Creve Coeur Creek Watershed (approximately west of I-270; drains to the Missouri River). The headwaters of Deer Creek begin within the Creve Coeur Municipal Golf Course 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.

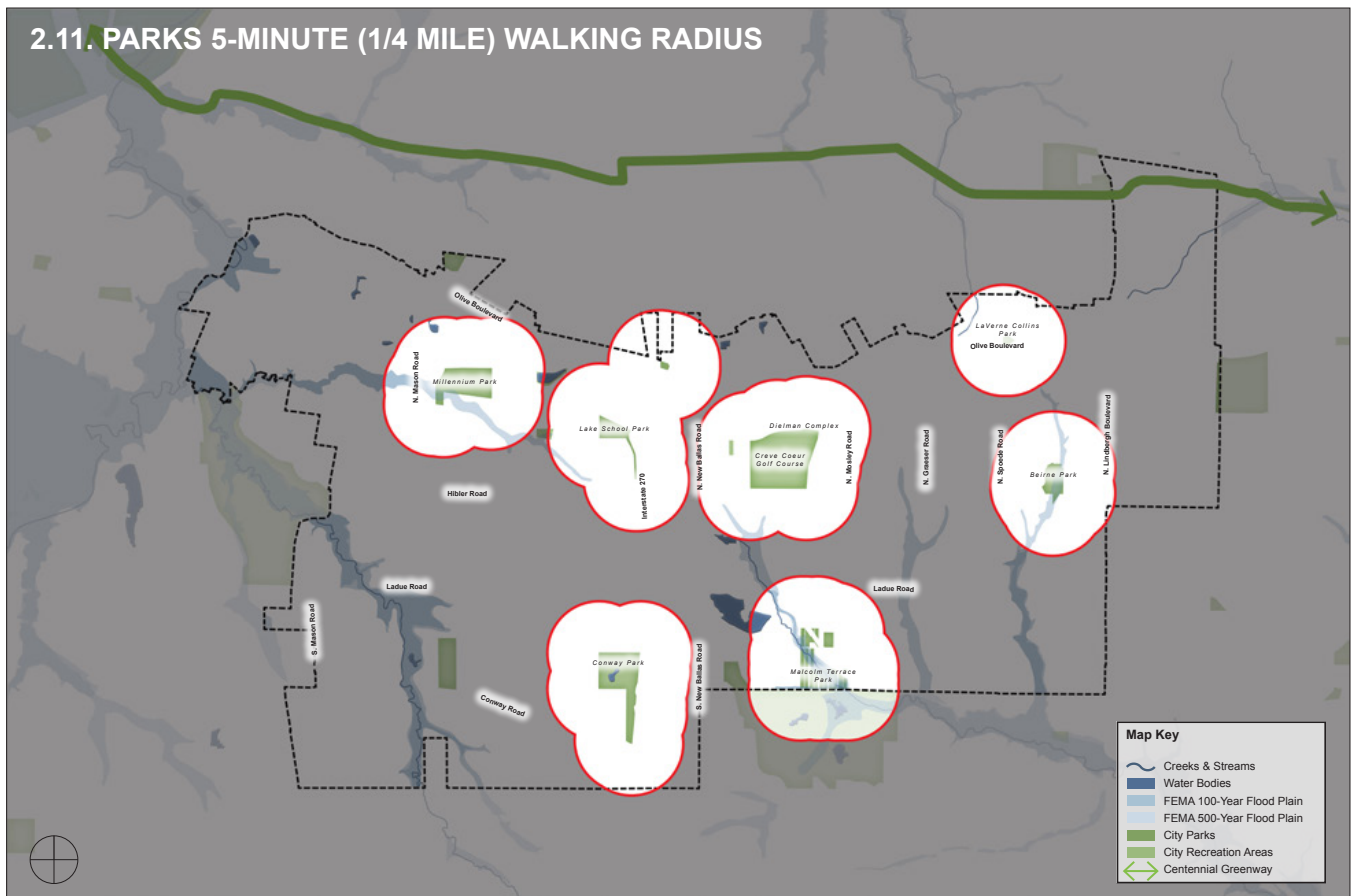
Creve Coeur currently has seven (7) public parks: Millennium Park (which includes the historic Tappmeyer House; purchased in 2001 and developed between 2001 and 2004), Lake School Park, Fountain Park, LaVerne Collins Park, Beirne Park, Malcolm Terrace Park, and Conway Park. The City also owns and operates 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.



SUMMER CONCERT IN MILLENNIUM PARK

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 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.

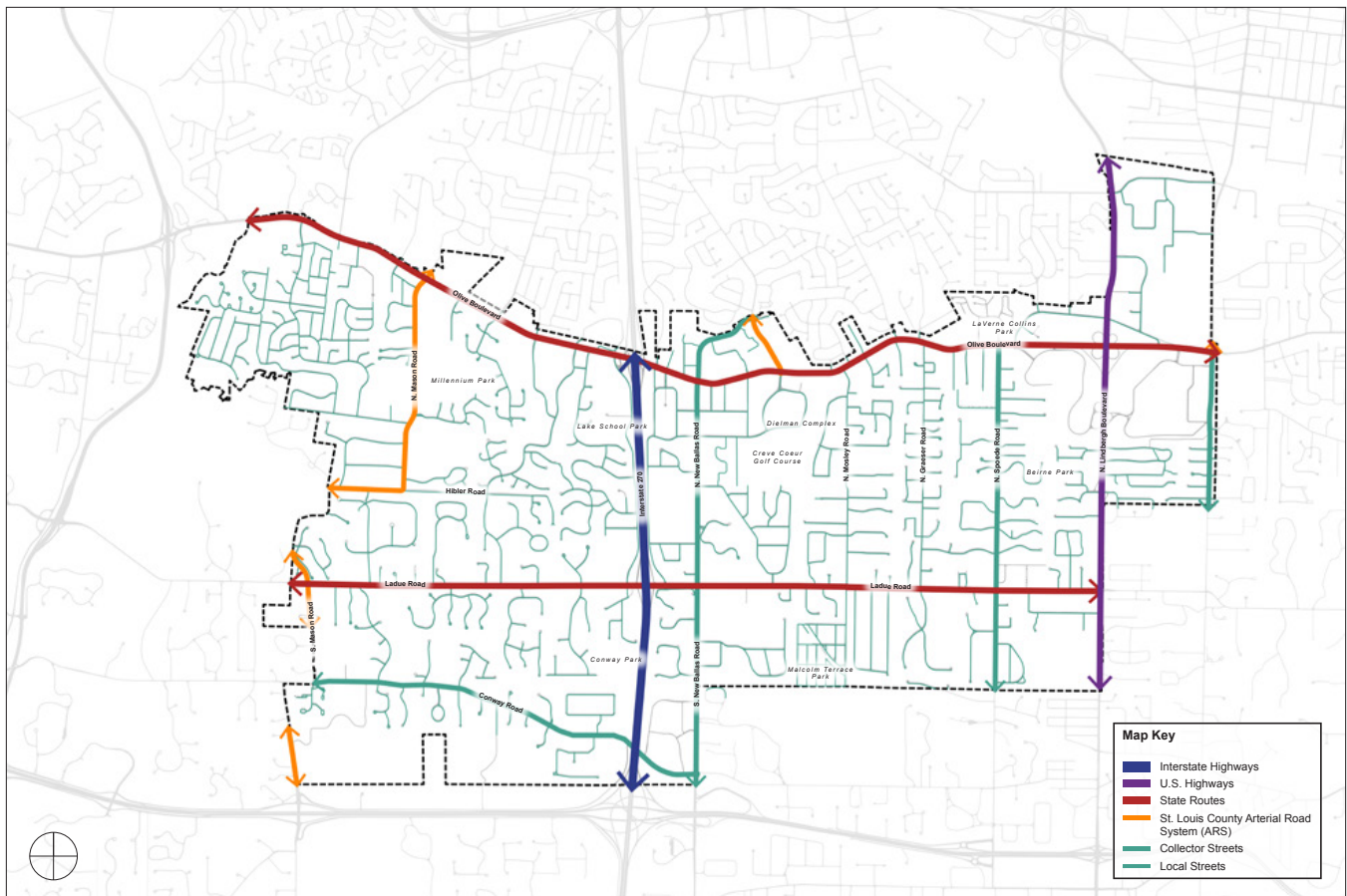
The amount of traffic on Olive Boulevard can be explained in terms of vehicle origin and destination. In addition to Creve Coeur residents' use of Olive Boulevard, a significant amount of vehicular traffic on Olive originates from external sources. Numerous vehicles originate from outside the City in 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 the 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:

- » Providing 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 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.

The Creve Coeur 2030 Comprehensive Plan update presents a holistic strategy to preserve and strengthen the characteristics of the City that give Creve Coeur its 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.



CREVE COEUR FARMERS MARKET



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

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.**

* 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.

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: Provide opportunities for a greater diversity of housing options throughout the City 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: Improve neighborhood walkability and connectivity.

Strategy 2.4: Incentivize stormwater and green infrastructure best management practices (BMPs) for existing homeowners; new developments and infill development; and significant additions to existing homes.

Strategy 2.5: 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 2.6: 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 2.7: Establish a limit for the amount of pervious pavement that does not count toward site coverage allowance for residentially-zoned properties.

Strategy 2.8: Mitigate the impact of non-residential uses such as lighting, noise, and trash on residential uses where they are adjacent.

Strategy 2.9: 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: Collaborate with regional transportation agencies, including Metro (Bi-State Development Agency) to improve regional transportation and mobility on 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 39 North plant science and agricultural technology 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, leaf, and trash 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 and other municipal 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: Enhance the safety of existing bicycle and pedestrian facilities, including safe pedestrian crossings of major roads.

Strategy 6.3: Improve access to public transit opportunities to ensure an equity of mobility for all residents and visitors—regardless of age, income, or ability.

Strategy 6.4: Use environmental design, operations, and management to reduce vehicular congestion on Olive Boulevard.

Strategy 6.5: Manage traffic impacts in residential neighborhoods.

Strategy 6.6: Improve connectivity in the western half of the City by developing bicycle and pedestrian facilities to bridge gaps in the existing street network.

Strategy 6.7: 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 6.8: Improve coordination with East-West Gateway Council of Governments (EWGCOG) to increase the City's role in regional transportation planning and transportation initiatives.

Strategy 6.9: 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 6.10: 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.

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 energy efficiency, renewable energy use, and recycling by all Creve Coeur residents, businesses, and organizations.**

Strategy 7.6: **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.**

Strategy 7.7: **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) including bioswales, rain gardens, and native landscape restoration.**

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.**



04

PLAN RECOMMENDATIONS

1.

Community Place Types Overview

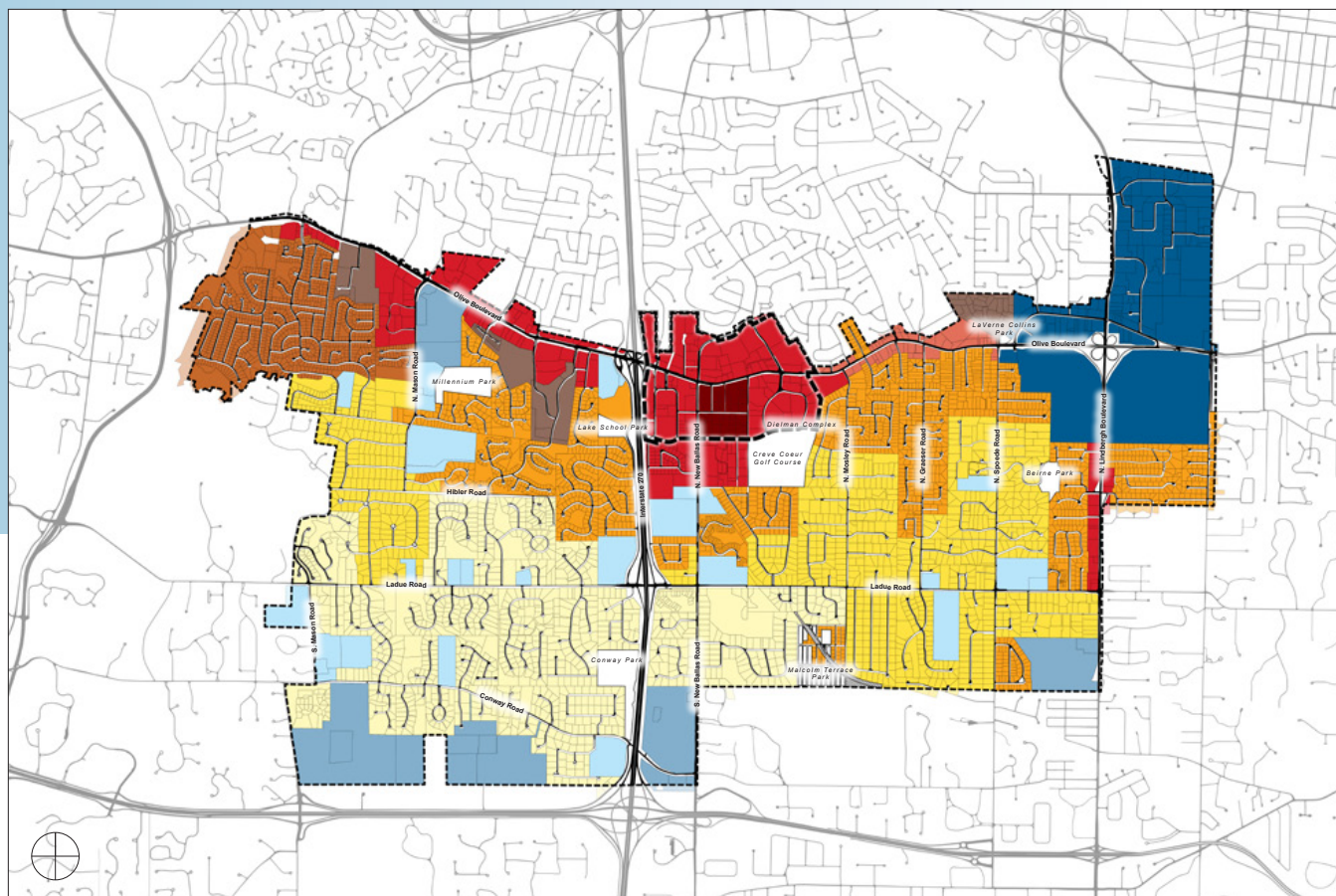
The geographic framework and future land use plan of the Creve Coeur 2030 Comprehensive Plan Update relies upon the Community Place Type Districts. Community Place Types utilize aspects of both zoning districts and a typical land use plan. They identify the existing physical character of development, 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:

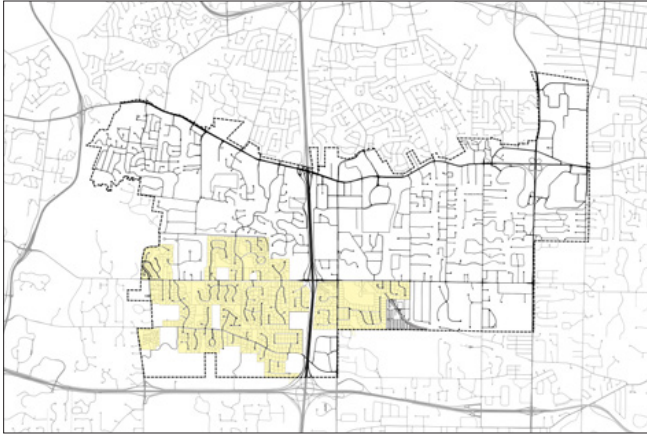
- » **Residential neighborhood recommendations** are presented on pages 64-71;
- » **Central Business District recommendations** (Community Center place type) are presented on pages 72-81;
- » **West Olive and large commercial site recommendations** (Mixed-Use place type) are presented on pages 82-87;
- » **East Olive recommendations** (Neighborhood Commercial place type) are presented on pages 88-94;
- » **Mixed-Use Innovation Campus District recommendations** are presented on pages 96-100;
- » **Lindbergh Boulevard commercial recommendations** are presented on pages 102-105; and
- » **Campus and Institutional District recommendations** are presented on pages 106-110.



4.1. COMMUNITY PLACE TYPE DISTRICTS

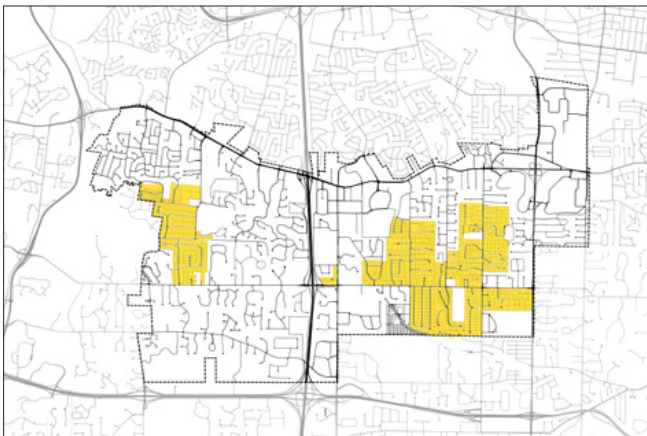
- I - Countryside Estate (CR)
- II - Estate Neighborhood 2 (ER-2)
- III - Estate Neighborhood 1 (ER-1)
- IV - Suburban Neighborhood 2 (SR-2)
- V - Suburban Multi-Family Neighborhood 1 (SR-1)
- VI - Civic (CV)
- VII - Campus (CP)
- VIII - Neighborhood Commercial District (NC)
- IX - Mixed-Use District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

Community Place Types Overview



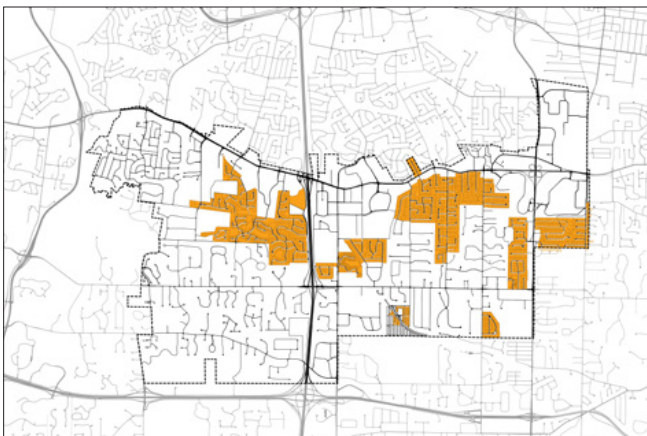
I. Countryside Estate (CR)

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.



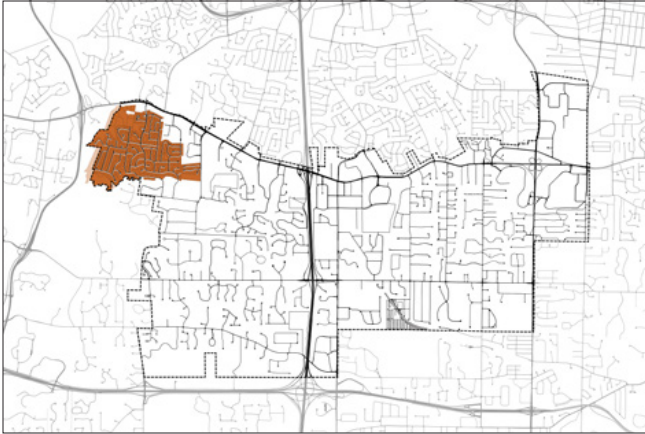
II. Estate Neighborhood 2 (ER-2)

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.



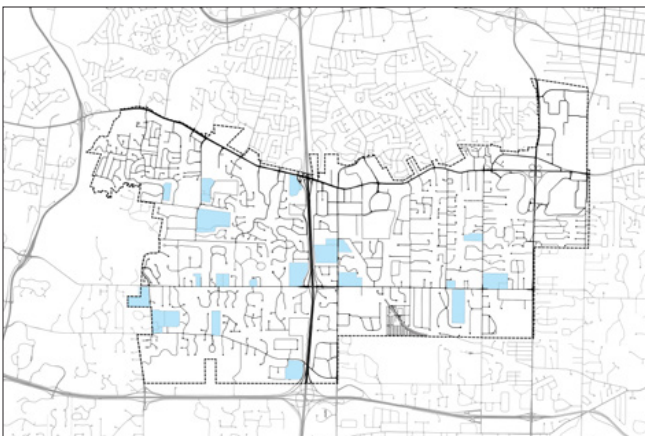
IV. Suburban Neighborhood 2 (SR-2)

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)

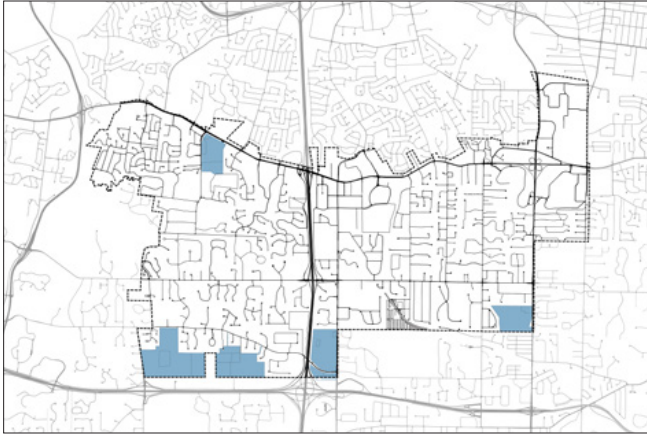
Suburban Neighborhood 1 describes attached multi-family residential neighborhoods—including multi-story apartment and condominium buildings and attached rowhouses or townhomes—built around an interconnected street grid or an internal vehicular circulation system with common parking areas. Suburban Multi-Family 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 a community place or overlay district 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



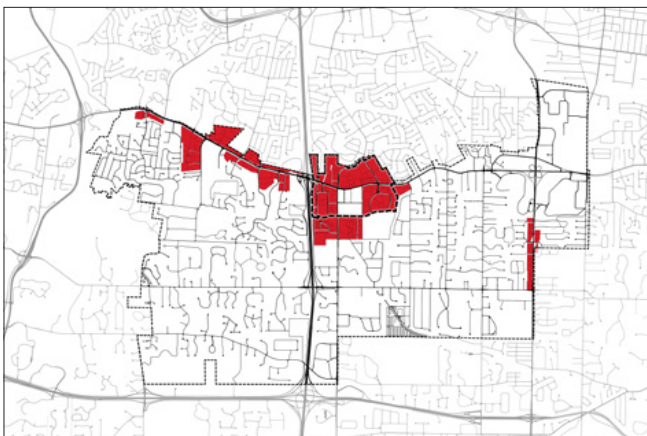
VII. Campus (CP)

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 pre-dominantly 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 matches the adjacent frontages on that commercial street.



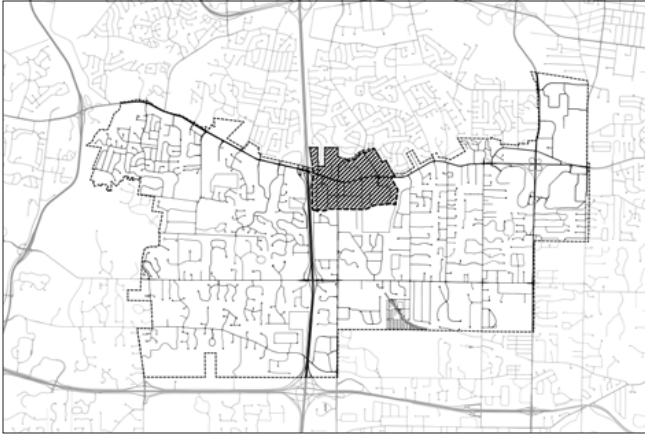
VIII. Neighborhood Commercial District (NC)

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.



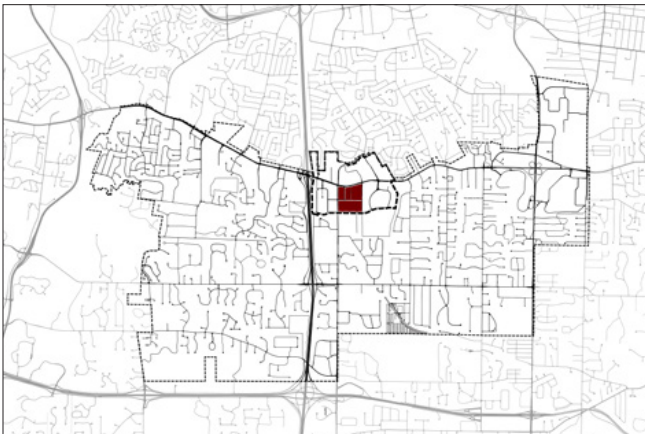
IX. Mixed-Use District (MU)

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.



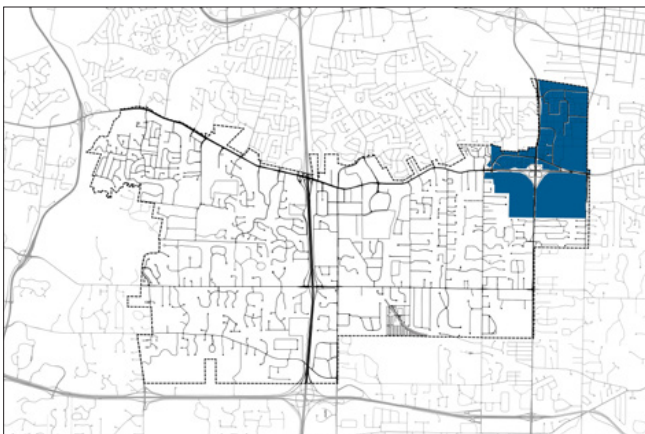
IX.A. Central Business District (CBD)

Including both the entirety of the Community Center (CC) place type district, as well as a portion of the Mixed-Use place type district, the Central Business District matches the boundaries of the City's 2005 Central Business Land Use Plan and includes City Place, Creve Coeur Executive Office Park, Dierbergs West Oak Square, and the core Downtown sub-area. Functioning as an overlay to Mixed-Use place type district, the Central Business District is designed to create an intense, urban thoroughfare setting along Olive Boulevard on large development parcels.



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 District (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, multi-family housing, and other community amenities. The Mixed-Use Innovation Campus District is intended to accommodate the development of—and is coterminous with—the SLEDP 39 North plant science and agricultural technology district.

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 N. 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 five (5) commercial and mixed-use Community Place Type Districts:

1. **VIII: Neighborhood Commercial District (NC);**
2. **IX: Mixed-Use District (MU);**
3. **IX.A: Central Business District (CBD) Overlay boundary;**
4. **X: Community Center District (CC); and**
5. **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 variety of specific frontage characteristics within the commercial and mixed-use districts, each defining a particular desired use and physical character. Illustrative examples of the way in which the Frontage Plan recommendations guide infill and new development are shown to the right. These images are examples only and do not necessarily represent the specific recommendations contained in this plan.



**FRONTAGE PLAN EXAMPLE INFILL
EXISTING CONDITIONS**



**FRONTAGE PLAN EXAMPLE INFILL
SHORT-TERM INFILL**



**FRONTAGE PLAN EXAMPLE INFILL
LONG-TERM REDEVELOPMENT**

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2. 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.

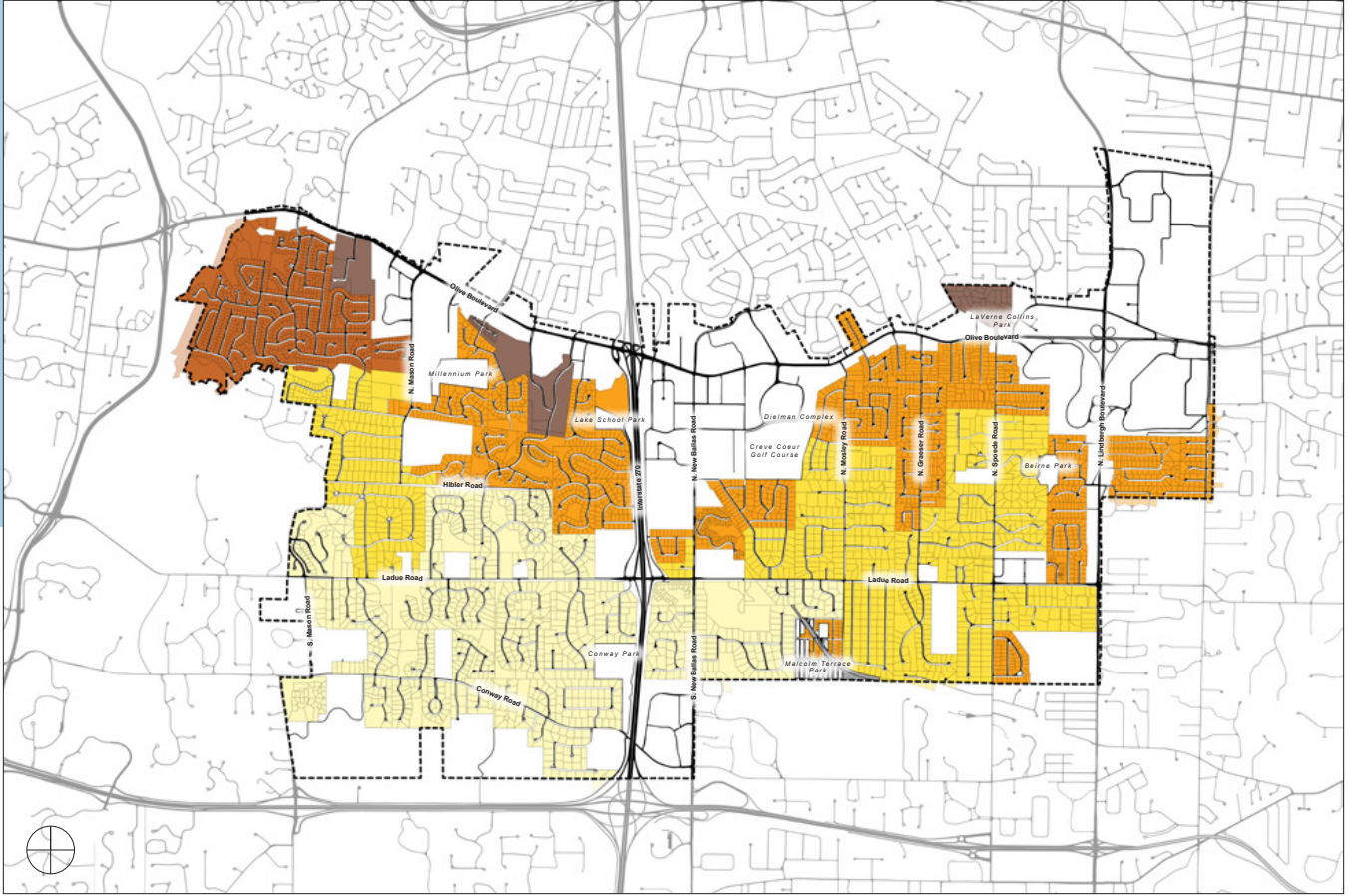
As detailed in Creve Coeur Today, the City's residential neighborhoods—while of excellent quality and maintaining high property values—face several challenges. These include:

- » 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.



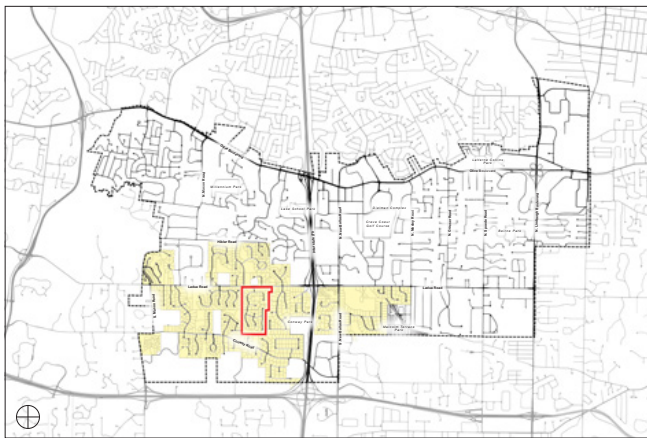
4.2. RESIDENTIAL PLACE TYPE DISTRICTS

- | | |
|---|---|
|  | 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

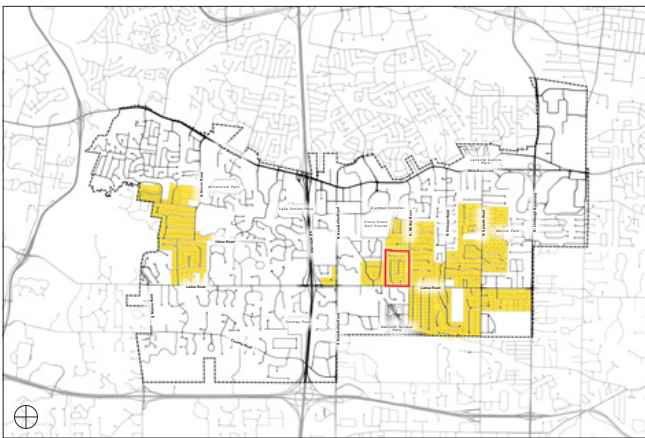


EXISTING PLACE TYPE CHARACTER IMAGE

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

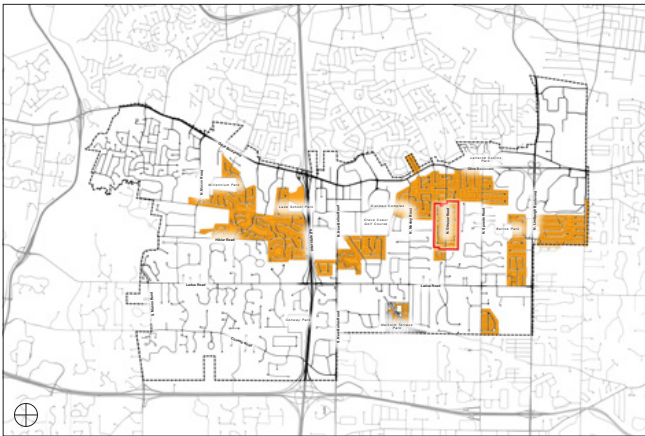


EXISTING PLACE TYPE CHARACTER IMAGE

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

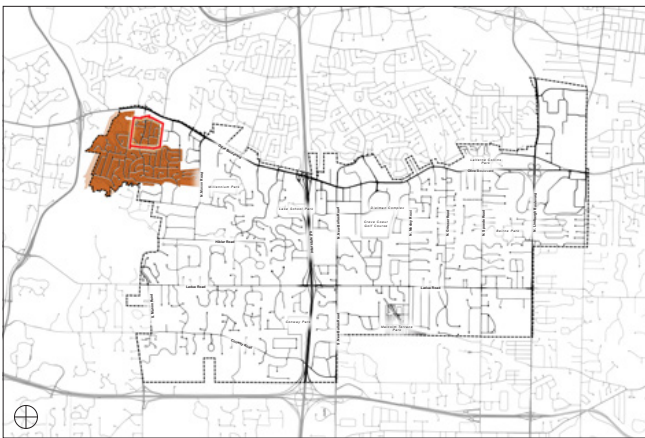


EXISTING PLACE TYPE CHARACTER IMAGE

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 118-122**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 116-117**).

STORMWATER & RUNOFF MITIGATION

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

Creve Coeur's Central Business District (CBD) extends from approximately the City boundary on the north; Olde Cabin Road and Old Ballas Road 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 or parking lots fronting onto primary streets in conjunction with maximum building setbacks; 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 N. New Ballas Road to the west. This area includes the Creve Coeur Plaza strip center and King's Landing mixed-use development on N. 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



» Outdoor site amenities, including plazas, outdoor dining and retail; parklets, and great streetscapes to encourage walkability.

The Central Business District recommendations on pages 76-77 should apply as properties are redeveloped or undergo significant renovations. Refer to pages 61-62 for additional frontage plan information. Further elaboration on Town Center concepts and development opportunities are provided on page 78.

- Primary Streets

- Secondary Streets

- Service Streets

- Central Business District Boundary

PRIMARY STREETS

- » Olive Boulevard
- » N. New Ballas Road
- » Old Ballas Road (N. New Ballas to Olde Cabin)

SECONDARY STREETS

- » Old Ballas Road (Olde Cabin to Olive)
- » Studd Avenue

SERVICE STREETS

- » Will Avenue
- » Ham Avenue

Central Business District

Existing Conditions Character Images



KING'S LANDING



CITY PLACE



CITY PLACE



CREVE COEUR ASSISTED LIVING AND MEMORY CARE



630 THROUGH 652 EMERSON ROAD



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)



DOWNTOWN SOUTHLAKE, TEXAS



BRENTWOOD BOULEVARD

Recommendations for the Central Business District

CENTRAL BUSINESS DISTRICT (CBD) OVERLAY DISTRICT FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » Promote active ground floor uses.
- » Establish a maximum front setback and designated landscape/public amenity zone along Primary Streets. Encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Primary Streets.
- » Allow for limited parking along primary street frontages, and encourage parking in shared facilities, located behind or on the sides of buildings.
- » 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 storefront commercial buildings.
- » Buildings should generally be 3- to 6-stories tall, with defined, limited front setbacks 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, including 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

- » Flexible ground floor uses, including site and building service functions.
- » 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.
- » In the Central Business District (CBD), wall signage is preferred; however consideration should be given to allow monument signs for multi-tenant, multi-use developments on larger properties at the primary entrance to the shared parking facility.

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.
- » Support sustainable and low impact site development practices such as permeable pavement, bio-retention, native landscaping, and energy efficient lighting through the use of zoning incentives such as site or density bonuses.

- » Update the 2006 Downtown design guidelines for the Community Center (CC) District and develop design guidelines for the remainder of the Central Business District (CBD) to achieve the desired character of the place type.

STREET & CONNECTIVITY STANDARDS

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

STORMWATER & RUNOFF MITIGATION

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

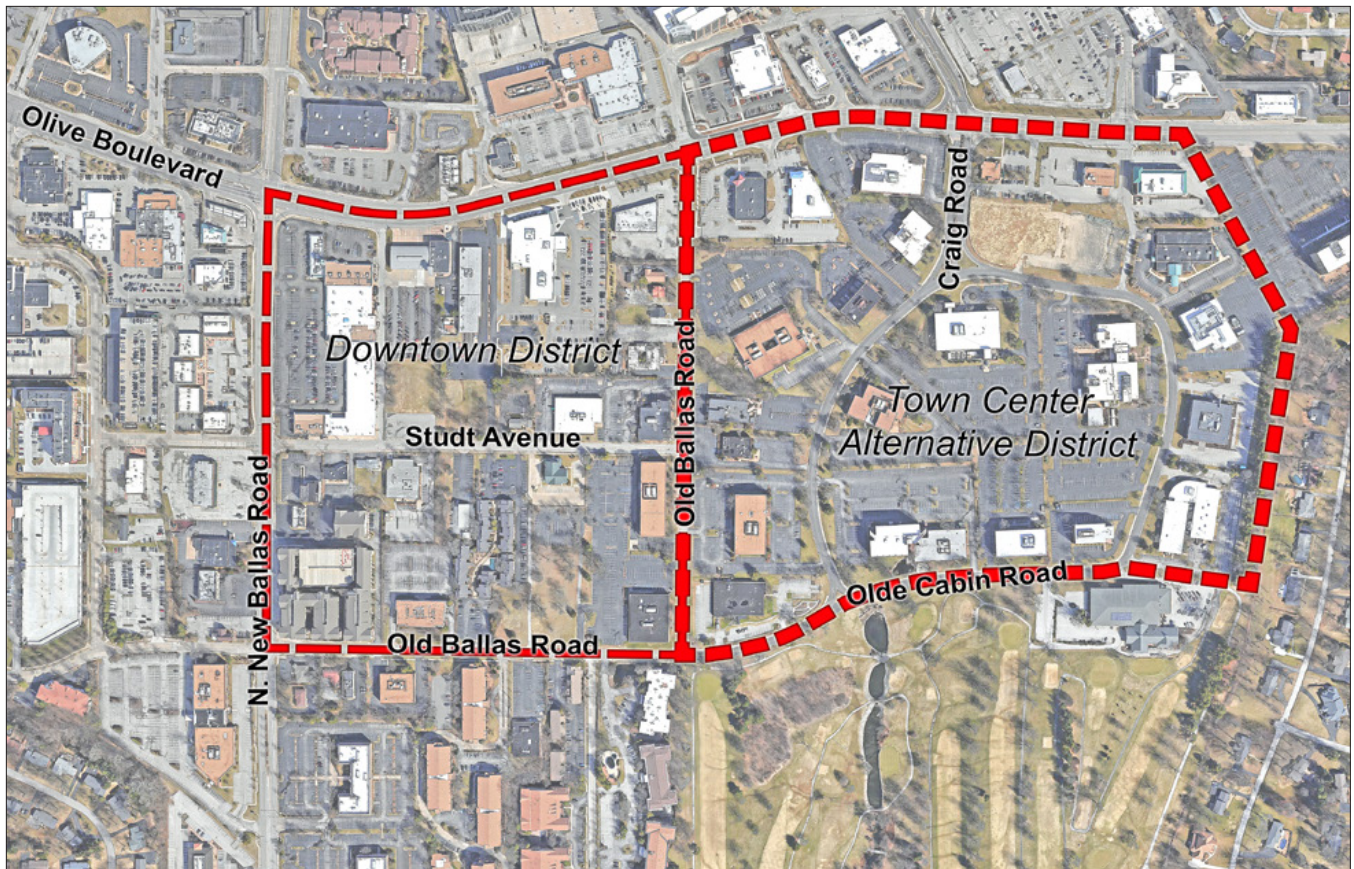
TREE COVERAGE STANDARDS

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

GREEN SPACE PRESERVATION

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

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 illustrated in **Figure 4.4**. (The Downtown District is roughly coterminous with the boundaries of the Downtown Plan and Downtown Form-Based Code Overlay District, with the exception of parcels located west of N. New Ballas Road.) 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.

In the event the town center occurs in one of the identified locations and not the other, then the area not developed in accordance with the town center concepts as articulated in this plan should revert to the recommendations for the larger Central Business District (CBD).



SKATING AT THE CREVE COEUR ICE ARENA

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



SPLASH PAD AT MILLENNIUM PARK

4.

West Olive & Large Commercial Property Recommendations

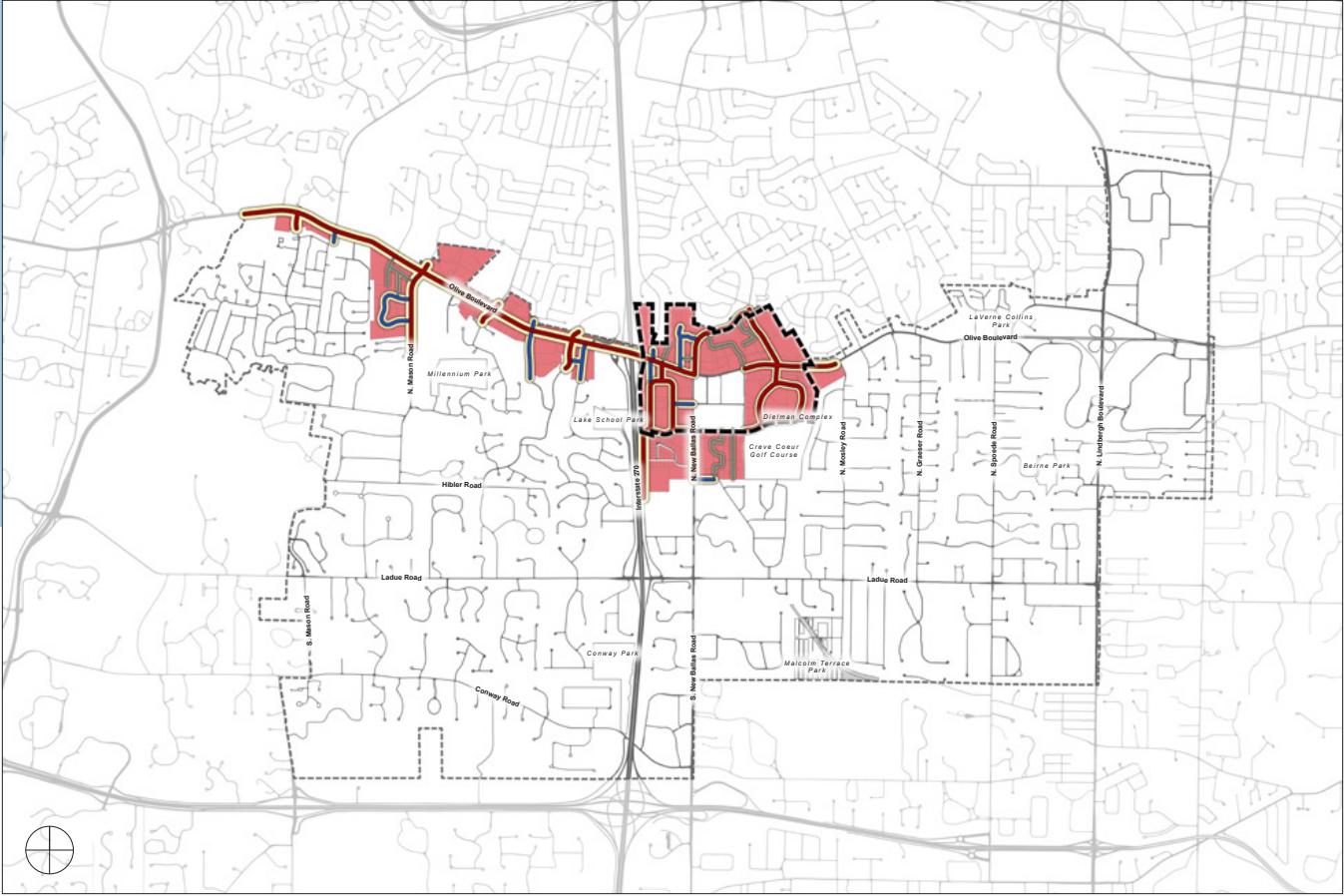
The Vision for West Olive is to create a visually-distinctive and regionally-recognized commercial corridor that improves walkable and bikeable access to retail and service businesses for the “day-to-day” use of Creve Coeur’s residents and workers.

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



SOUTHLAKE BOULEVARD (SOUTHLAKE, TEXAS)



BRENTWOOD BOULEVARD (BRENTWOOD, MISSOURI)



BRENTWOOD STATION (BRENTWOOD, MISSOURI)



SOUTHLAKE, TEXAS



HANLEY ROAD @ DALE AVENUE (BRENTWOOD, MISSOURI)



MCARTHUR BOULEVARD (IRVING, TEXAS)

Recommendations for West Olive & Large Commercial Properties

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

- » Flexible ground floor uses, including site and building service functions.
- » 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.
- » Support sustainable and low impact site development practices such as permeable pavement, bio-retention, native landscaping, and energy efficient lighting through the use of zoning incentives such as site or density bonuses.
- » Develop design guidelines to achieve the desired character of the place type.

STREET & CONNECTIVITY STANDARDS

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

STORMWATER & RUNOFF MITIGATION

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

TREE COVERAGE STANDARDS

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

GREEN SPACE PRESERVATION

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

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, attached townhomes, and low-density multi-family homes and single family homes. Development of the East Olive corridor should encourage pedestrian access from adjacent neighborhoods and prioritize walkability between neighboring lots while accommodating car access and easy parking.

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

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

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

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



4.6. NEIGHBORHOOD COMMERCIAL DISTRICT (NC) FRONTAGE PLAN

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

- Primary Streets
- Secondary Streets
- Service Streets

PRIMARY STREETS

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

SECONDARY STREETS

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

SERVICE STREETS

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

East Olive Corridor

Existing Conditions Character Images



SCOTSMAN COIN & JEWELRY (OLIVE BOULEVARD @ GRAESER ROAD)



EAST OLIVE CORRIDOR



EAST OLIVE CORRIDOR

Vision & Best Practices Character Images



MARKETPLACE – CLAYTON ROAD (LADUE, MISSOURI)



MARKETPLACE – CLAYTON ROAD (LADUE, MISSOURI)



DEMUN POINTE (CLAYTON, MISSOURI)



MARKETPLACE – CLAYTON ROAD (LADUE, MISSOURI)



STATION PLAZA (KIRKWOOD, MISSOURI)



MARKET AT MCKNIGHT (ROCK HILL, MISSOURI)

East Olive Corridor

Proposed Development Examples

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



Existing Conditions



Proposed Consistent Setback and Buffer Zone Examples

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



New Building and Parking Configuration Examples

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

Recommendations for the East Olive Corridor

FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

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

FRONTAGE RECOMMENDATIONS – SECONDARY STREETS

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

SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS

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

LOT DEVELOPMENT STANDARDS

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

STREET & CONNECTIVITY STANDARDS

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

STORMWATER & RUNOFF MITIGATION

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

TREE COVERAGE STANDARDS

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

GREEN SPACE PRESERVATION

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

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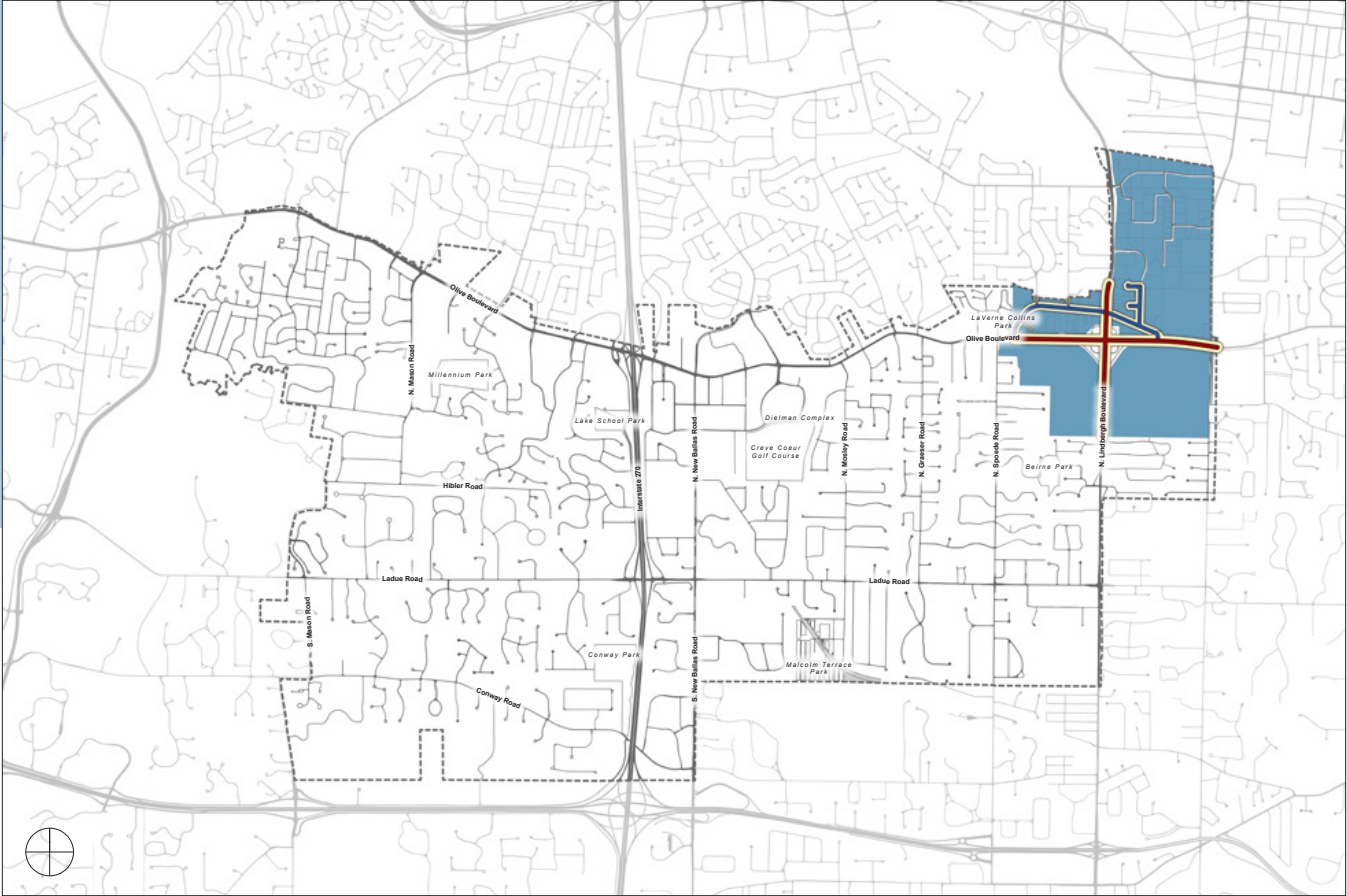
Mixed-Use Innovation Campus District

The Vision for the Mixed-Use Innovation Campus 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 39 North plant science and agricultural technology 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 39 North 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's Mixed-Use Innovation Campus District are designed to support the projections and anticipated outcomes of this initiative. Following completion of the 39 North master plan, it is recommended that the Master Plan be adopted by the City as an amendment to Creve Coeur 2030.

The Mixed-Use Innovation Campus District recommendations on pages 99-100 should apply as properties are redeveloped or undergo significant renovations. Refer to pages 61-62 for additional frontage plan information.



4.7. MIXED-USE INNOVATION CAMPUS DISTRICT (MUIC) FRONTAGE PLAN

- Primary Streets
- Secondary Streets
- Service Streets

PRIMARY STREETS

- » Olive Boulevard
- » N. Lindbergh Boulevard

SECONDARY STREETS

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

SERVICE STREETS

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

Mixed-Use Innovation Campus District

Vision & Best Practices Character Images



MIXED-USE DEVELOPMENT AT THE HIGHLANDS @ FOREST PARK



DONALD DANFORTH PLANT SCIENCE CENTER



MIXED-USE DEVELOPMENT AT THE HIGHLANDS @ FOREST PARK

Recommendations for the Mixed-Use Innovation Campus 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

- » 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

- » Flexible ground floor uses, including site and building service functions.
- » 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.
- » In the Mixed-Use Innovation Campus District (MUIC) place type, wall signage is preferred; however consideration should be given to allow monument signs for multi-tenant, multi-use developments on larger properties at the primary entrance to the shared parking facility.

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.
- » Support sustainable and low impact site development practices such as permeable pavement, bio-retention, native landscaping, and energy efficient lighting through the use of zoning incentives such as site or density bonuses.
- » Develop design guidelines to achieve the desired character of the place type.

STREET & CONNECTIVITY STANDARDS

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

STORMWATER & RUNOFF MITIGATION

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

TREE COVERAGE STANDARDS

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

GREEN SPACE PRESERVATION

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

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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 Mixed-Use Innovation Campus 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.



4.8. LINDBERGH BOULEVARD FRONTAGE PLAN

- Primary Streets
- Secondary Streets
- Service Streets

- PRIMARY STREETS**
- » N. Lindbergh Boulevard
 - » Quailways Drive/N. Tealbrook Drive

- SECONDARY STREETS**
- » N. Sunswept Drive
 - » Beaver Drive
 - » Lawrence Drive

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

Recommendations for Lindbergh Boulevard

FRONTAGE RECOMMENDATIONS – PRIMARY STREETS

- » A variety of 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 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

- » A variety of 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.
- » 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.
- » Allow the use of monument (ground) signs on all developments and establish maximum height and area requirements for such signs.

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 118-122**).
- » Develop bicycle facilities, pedestrian, and multi-use pathways (**refer to pages 116-117**).

STORMWATER & RUNOFF MITIGATION

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

TREE COVERAGE STANDARDS

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

GREEN SPACE PRESERVATION

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

8.

Campus & Institutional Districts

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

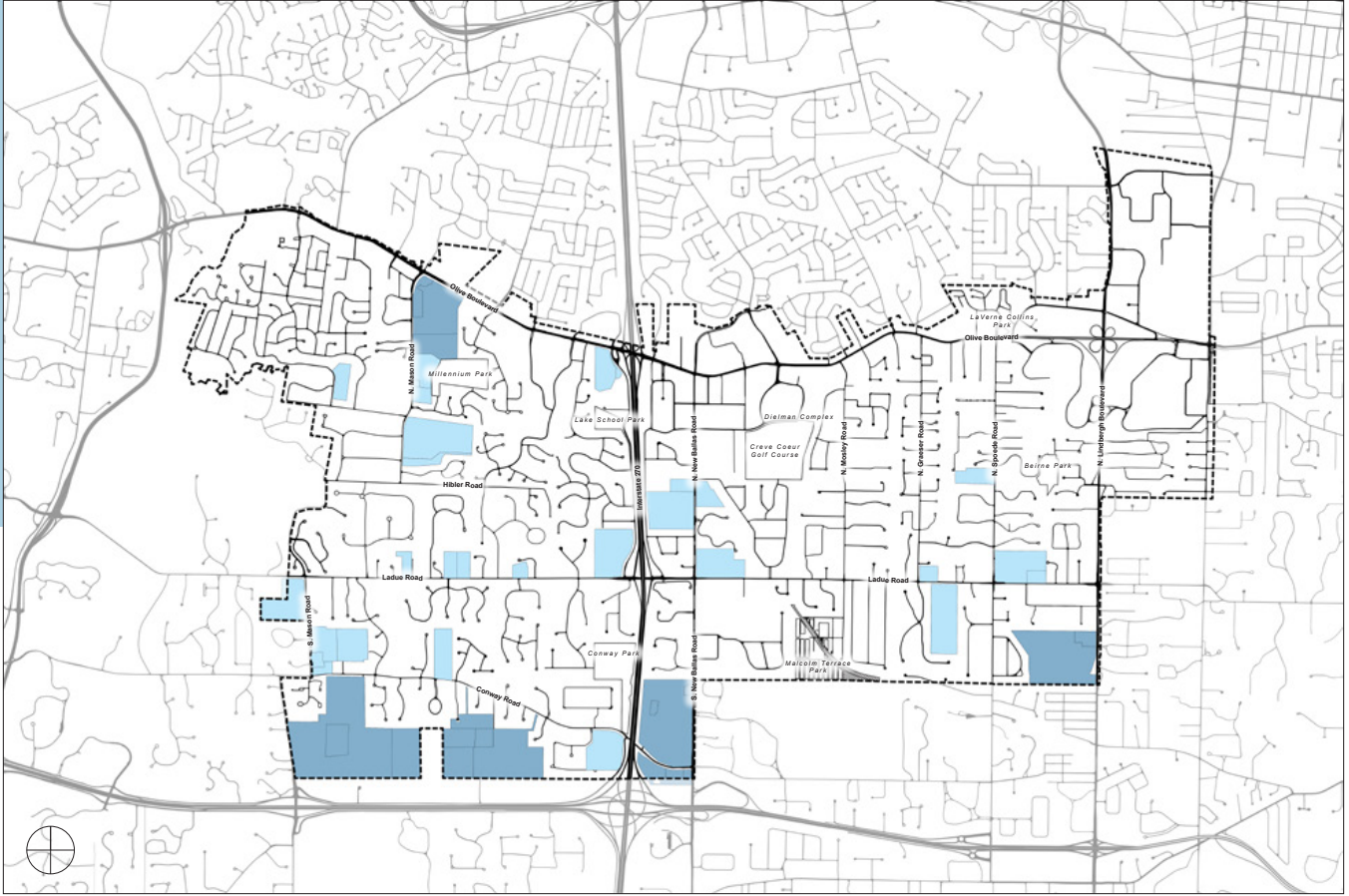
Under the City's current zoning, civic and institutional land uses are addressed as conditional uses within other zoning districts. Due to the Creve Coeur's land use patterns, many of these uses fall within residential areas. This has occasionally resulting in conflicts with neighbors over parking, hours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

The 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.



4.9. CAMPUS & INSTITUTIONAL PLACE TYPE DISTRICTS

- 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 a minimum recommended size of three (3) acres 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

Recommendations for Civic & Institutional Place Types

LOT DEVELOPMENT STANDARDS

- » Establish Primary Street and Secondary Street setbacks that are compatible with neighboring residential and commercial place type districts; setbacks should be developed separately for each civic and institutional 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 residential 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 lots subject to redevelopment, including the provision of street trees along Primary and Secondary Streets.

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; buildings shall be prohibited from this landscape zone.
- » Establish a minimum percentage of green space to be preserved on site.

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9.

City-Wide Systems

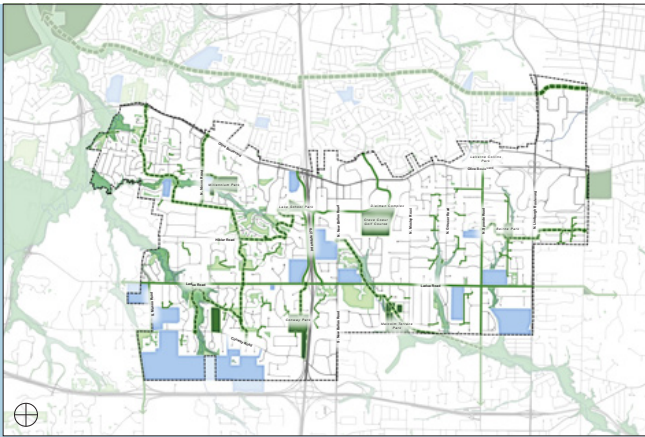
While much of Creve Coeur's identity and physical character results from private land development, the City has numerous interconnected networks of public infrastructure. City-Wide Systems recommendations include Creve Coeur's parks, streets, and public facilities.

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 an 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.

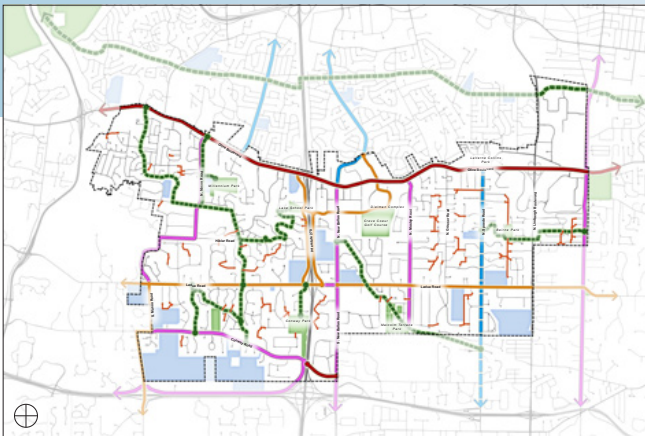
City-Wide Systems recommendations are summarized on the facing page and presented in detail on the following pages:

- » **Parks, Recreation & Open Space** recommendations are presented on pages 114-115;
- » **Bicycle & Pedestrian** recommendations are presented on pages 116-117;
- » Creve Coeur's **Streets** recommendations are presented on pages 118-122; and
- » Creve Coeur's **Public Art** recommendations are presented on pages 123-124.



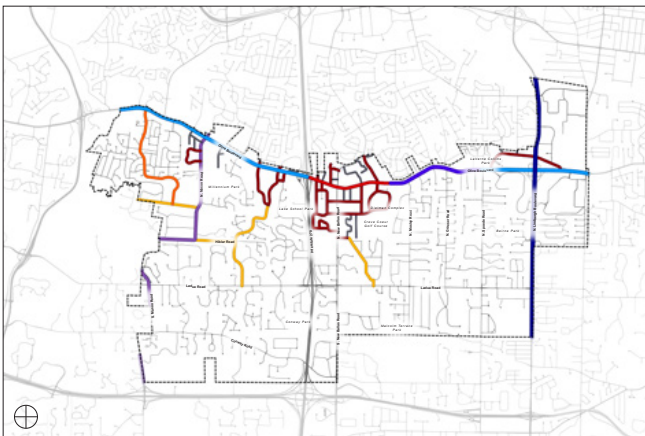
a. Parks, Recreation & Open Space Recommendations

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.



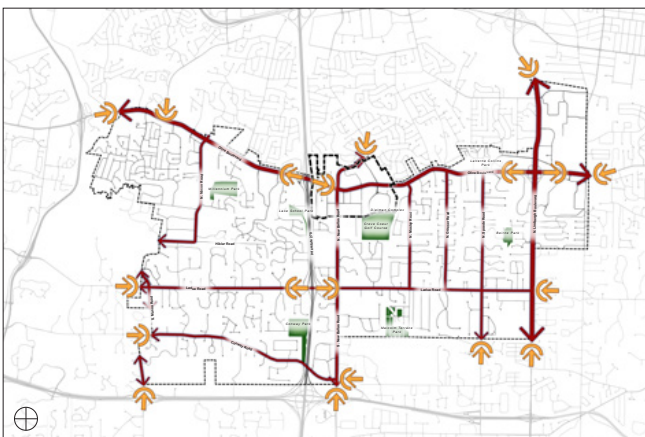
b. Bicycle & Pedestrian Connectivity Recommendations

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 Recommendations 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. These recommendations have been developed in close coordination with the Parks and Historic Preservation Committee, and should be regularly reviewed by Committee moving forward.

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.

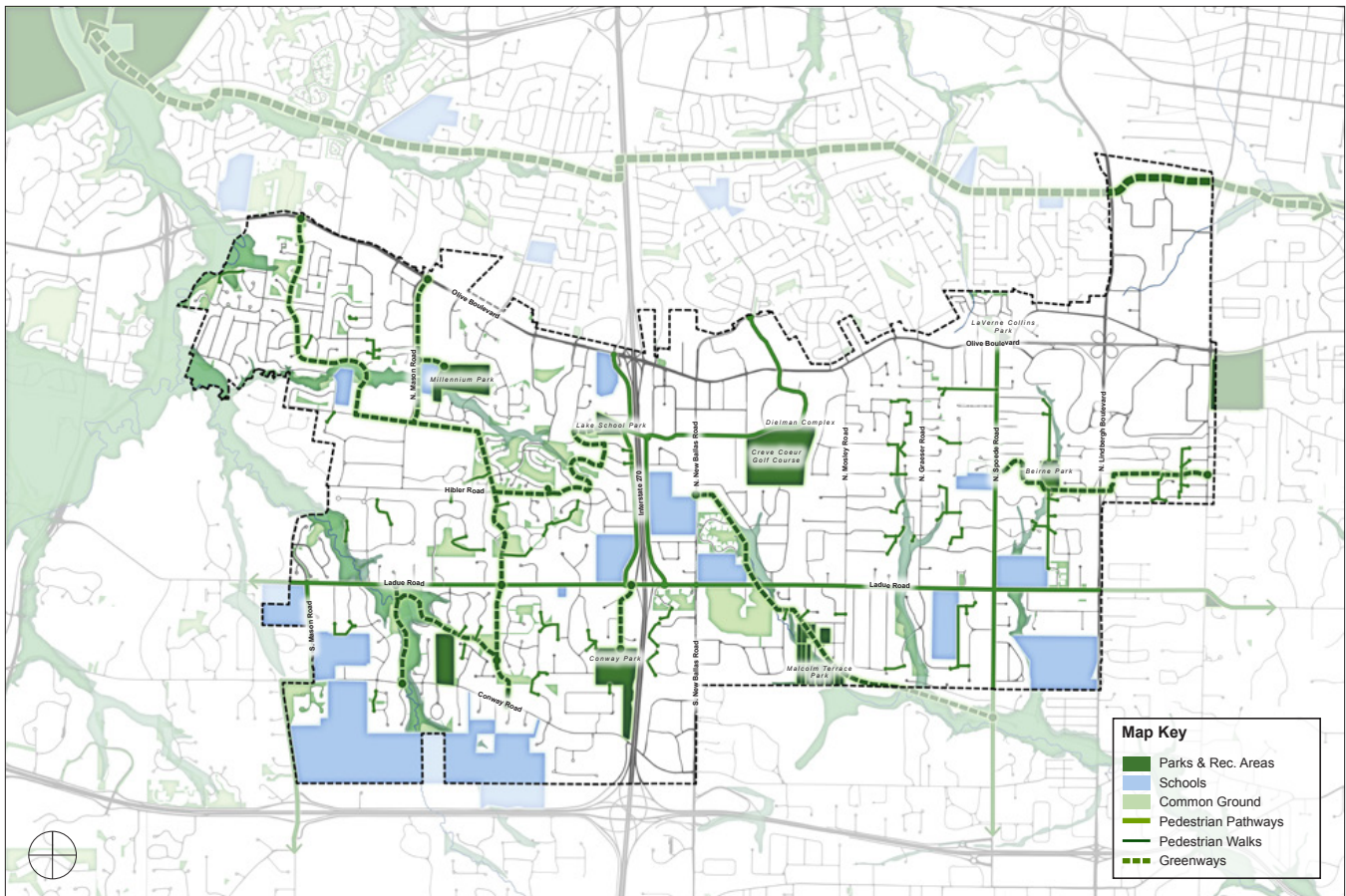
Schools and recreation areas serving Creve Coeur include:

- » 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
- » Saul Mirowitz Jewish Community School
- » Shaare Emeth School
- » Spoeede 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.

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—as well as four (4) important historic structures—Lake School (Lake School Park), Clester



4.10. PARKS, RECREATION & OPEN SPACE RECOMMENDATIONS

Cabin (Conway Park), Hackmann Log Cabin (Conway Park), and Tappmeyer House (Millennium Park)—located in the City’s parks. Creve Coeur’s parks and historic structures should be preserved and enhanced through facilities improvements to serve user’s needs.

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.

PATHWAYS & GREENWAYS

The Creve Coeur 2030 Plan recommends 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, recreation areas, shopping districts, and other community amenities 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 Recommendations address 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

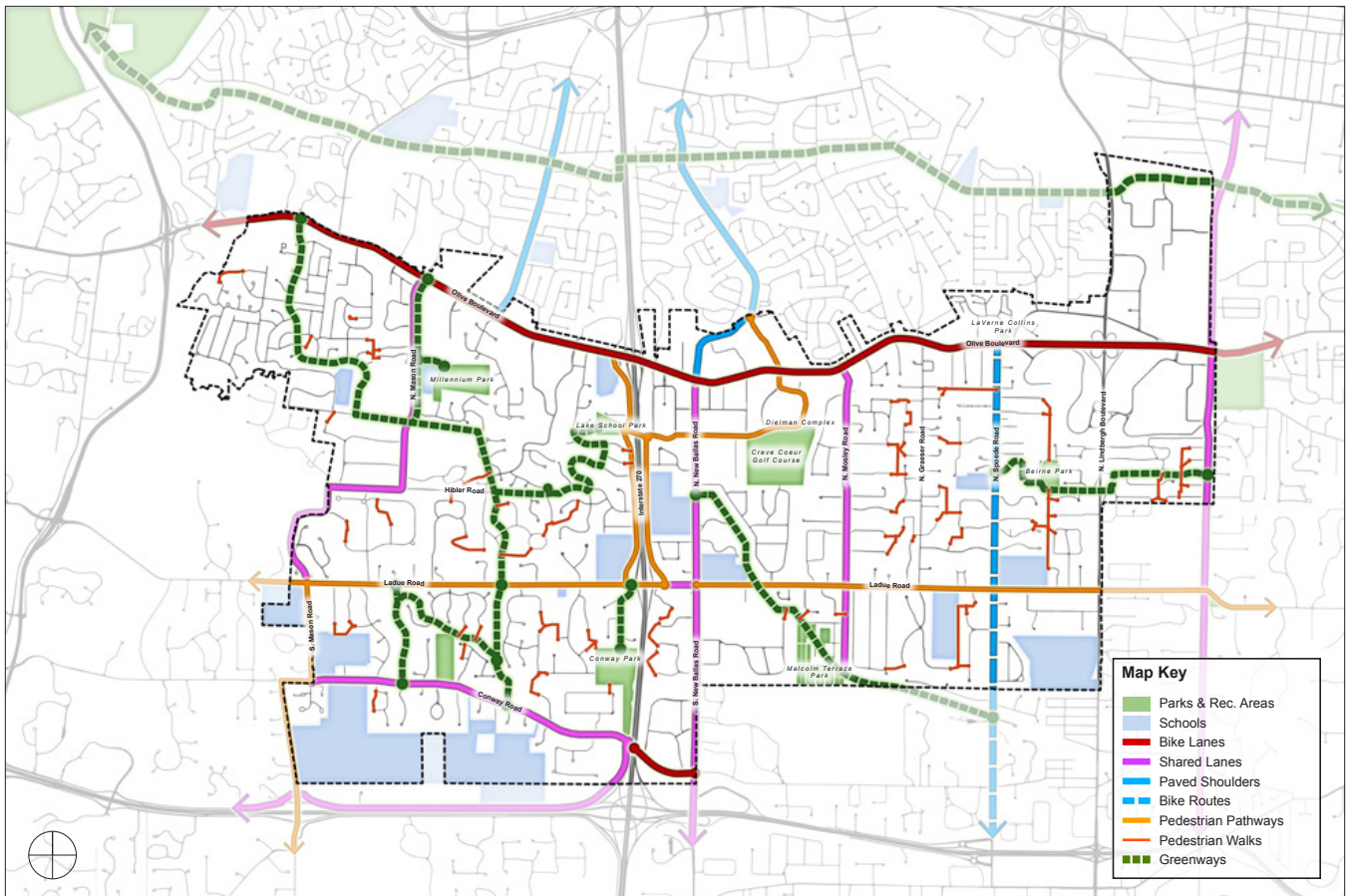
PAVED SHOULDERS

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 in the *Parks, Recreation & Open Space Recommendations*, 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 in the *Parks, Recreation & Open Space Recommendations*, these recommends include 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 Recommendations are qualitative improvements for the major streets in Creve Coeur’s commercial and mixed-use districts, as well as key streets within the City’s residential neighborhoods.

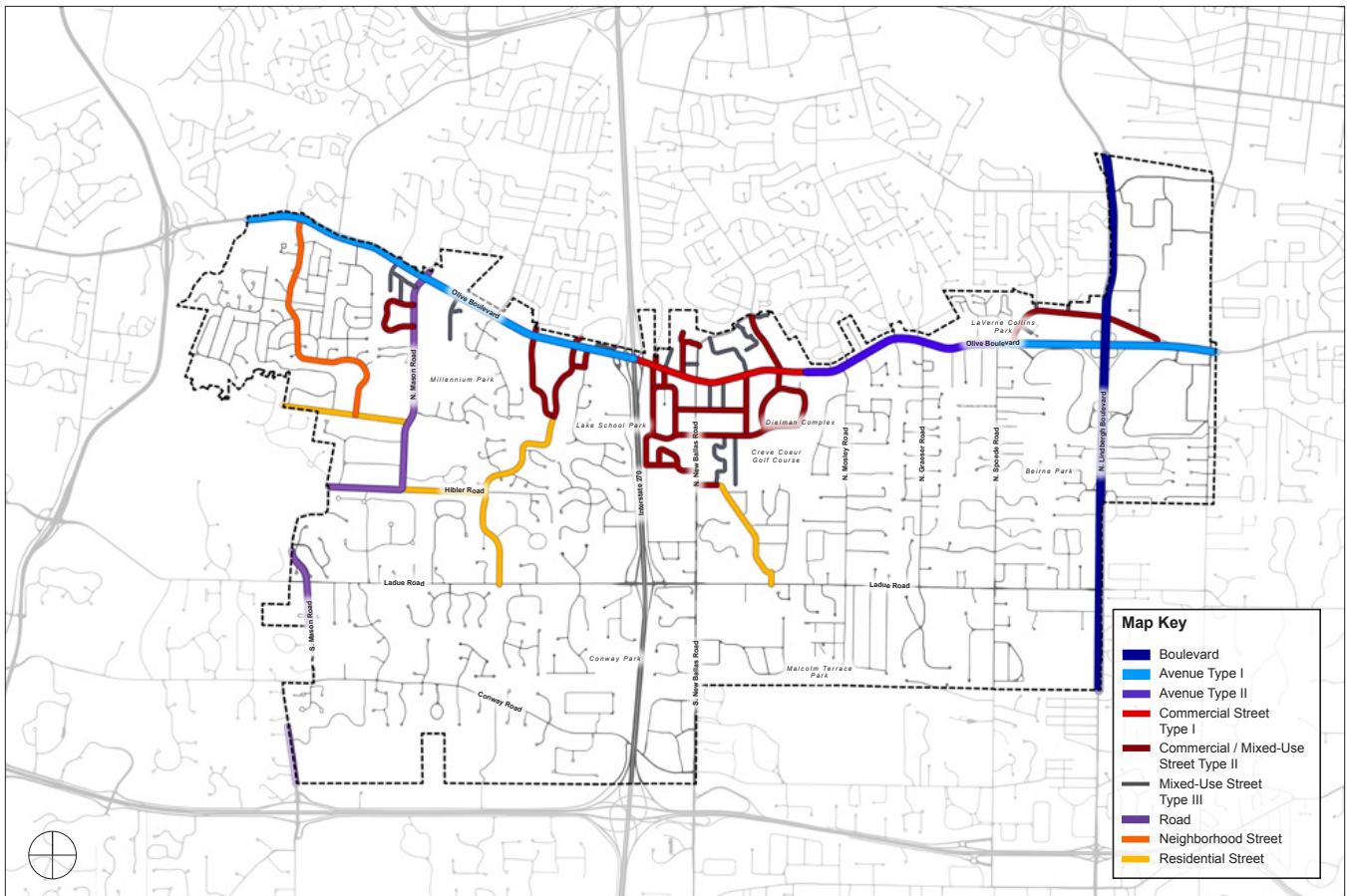
These recommendations encourage the development of Complete Streets—streets with facilities for all users and modes of transportation—incrementally as street improvements are made. While the *Parks, Recreation & Open Space Plan* and the *Bicycle & Pedestrian Connectivity Plan*, presented on the preceding 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, these recommendations do not suggest or require the wholesale reconstruction of identified streets. Rather, they establish principles for facility types and levels of service for all users, to guide improvements as needed when street repair, reconstruction, or improvements required by redevelopment projects 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 120;
2. **Avenue (Type I & II)** typology recommendations are presented on page 120;
3. **Commercial Street Type I** typology recommendations are presented on page 120;
4. **Commercial / Mixed-Use Street Type II** typology recommendations are presented on page 121;
5. **Mixed-Use Street Type III** typology recommendations are presented on page 121;
6. **Road** typology recommendations are presented on page 121;
7. **Neighborhood Street** typology recommendations are presented on page 122; and
8. **Residential Street** typology recommendations are presented on page 122.

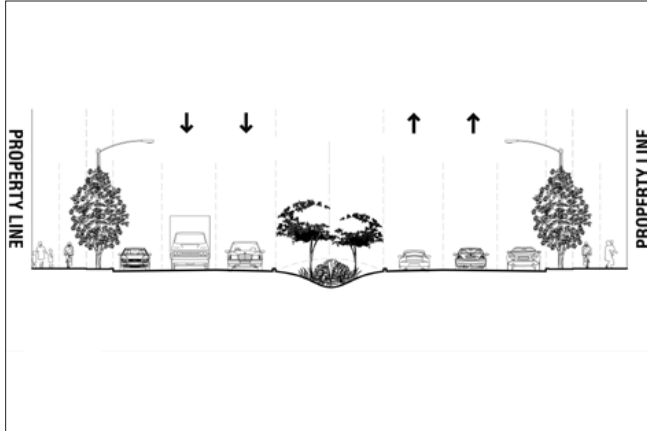


4.12. STREETS RECOMMENDATIONS



5 K RUN ON N. NEW BALLAS ROAD

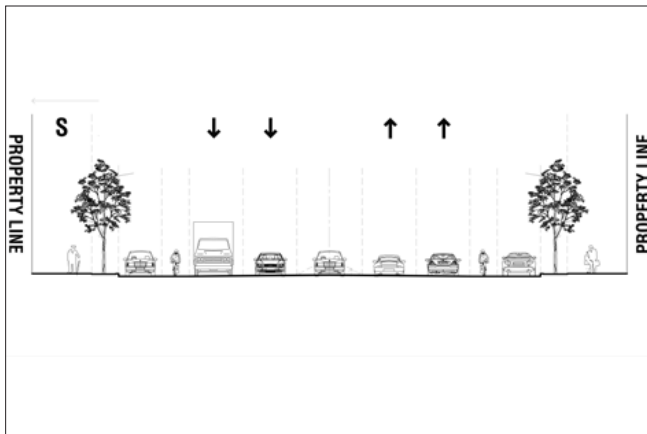
Street Typologies



1. Boulevard

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

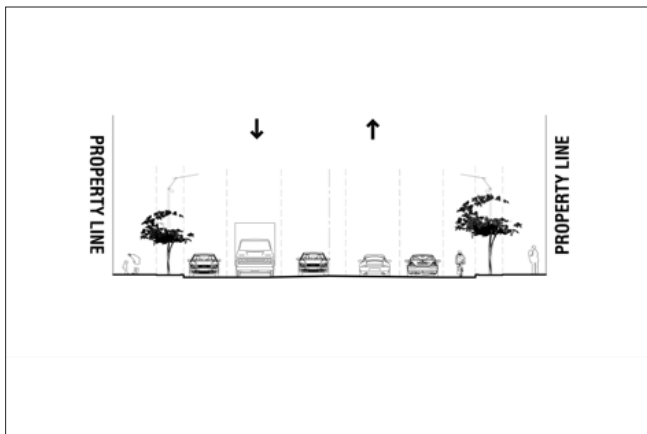
- » 4 to 6 Travel Lanes
- » Optional Parallel Parking Lane
- » Center Median (Optional Center Bioswale)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees



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:

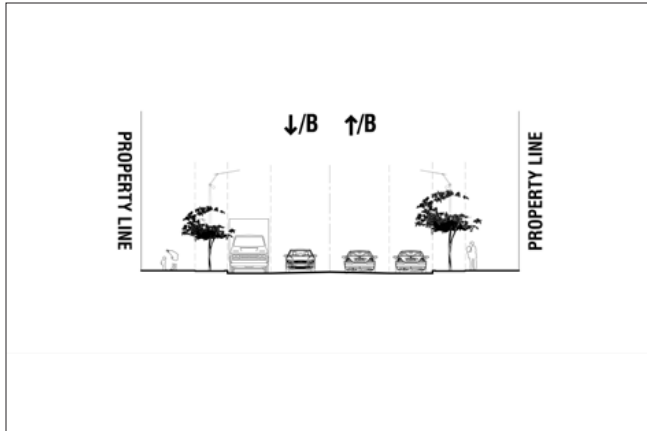
- » 4 to 6 Travel Lanes
- » Optional Parallel Parking Lane
- » Optional Center Turn Lane
- » Optional Bike Lanes (Both Sides)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees



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:

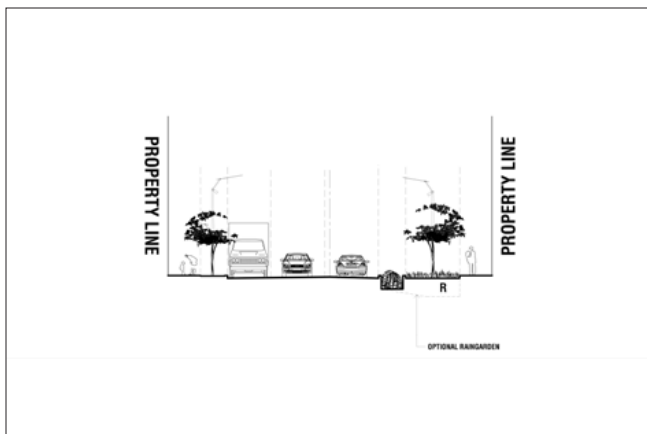
- » 4 Travel Lanes
- » Optional Parallel Parking Lane
- » Optional Center Turn Lane
- » Optional Bike Lanes (Both Sides)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees in Tree Wells



4. Commercial / Mixed-Use Street Type II

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

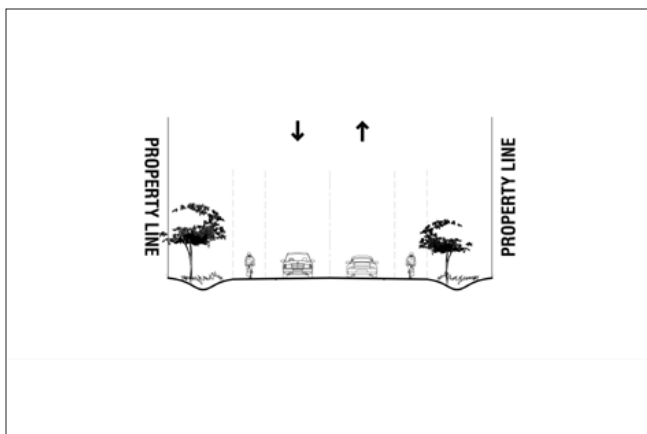
- » 2 Travel Lanes
- » Parallel Parking Lane
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees in Tree Wells



5. Mixed-Use Street Type III

Mixed-Use 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)

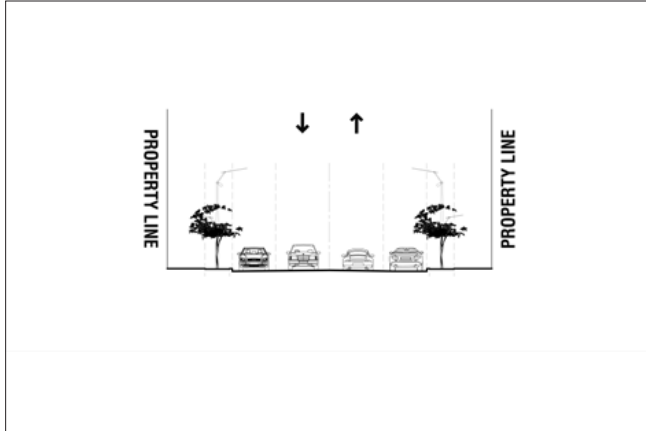


6. Road

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)

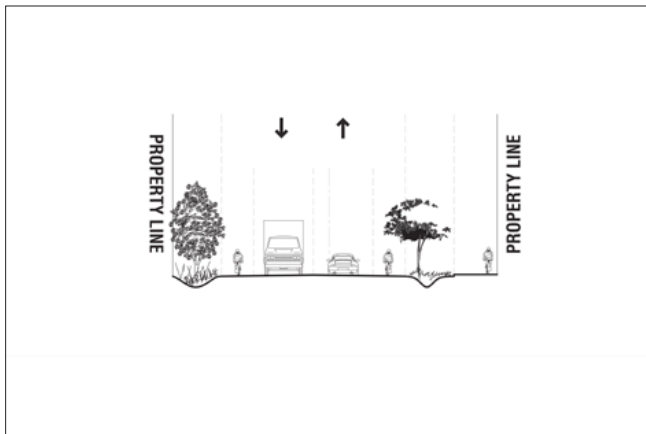
Street Typologies



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. These recommendations should be reviewed on a regular basis by the Art Committee, Planning & Zoning Commission, and City Council, as appropriate, to gather sufficient public input and make updates or adjustments as required.

CITY GATEWAYS

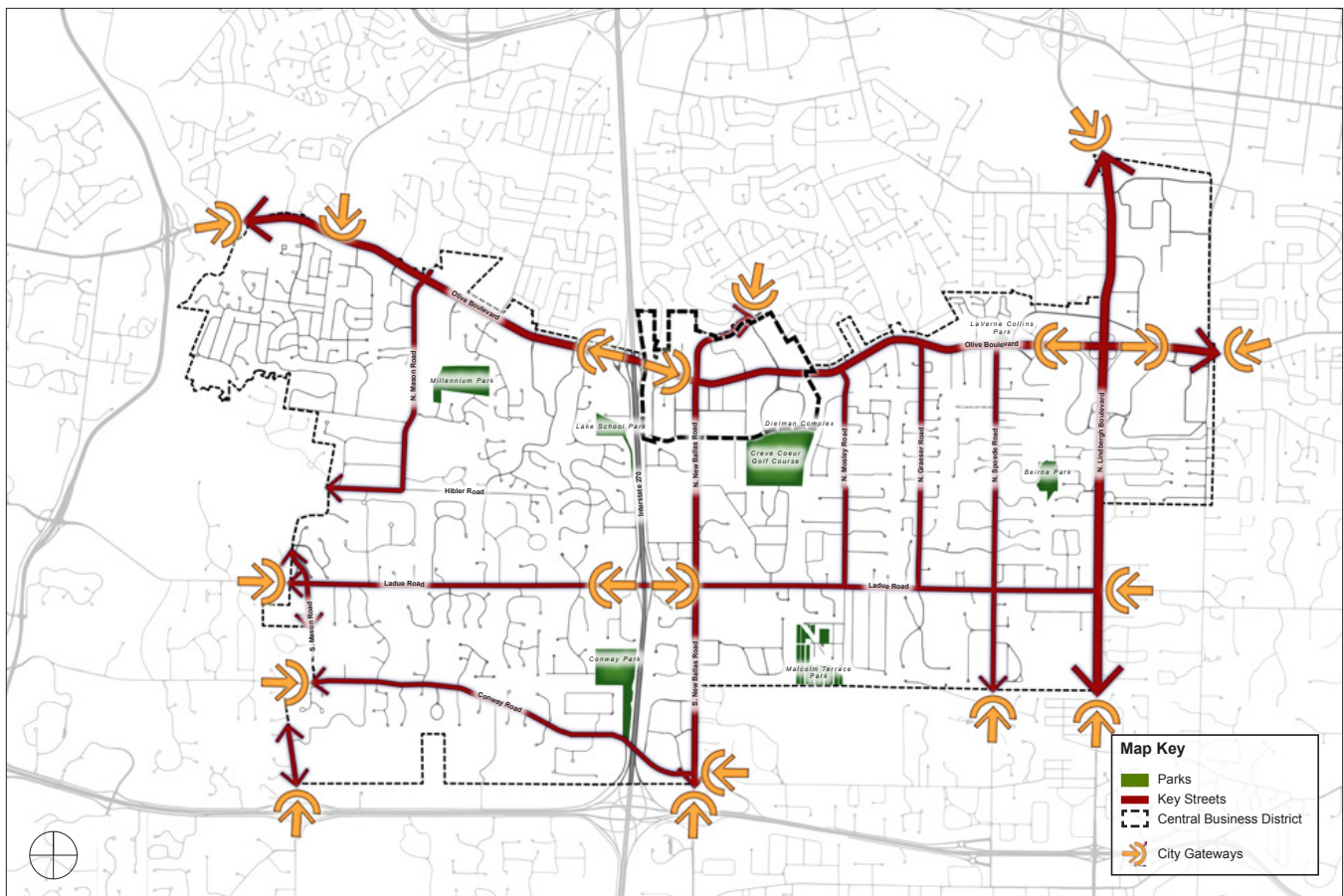
Like many communities in St. Louis County, the boundaries of Creve Coeur are generally not readily-recognizable. Implementing signature gateways on key streets is an important component in establishing the identity of Creve Coeur. Gateways are recommended to be located at:

- » 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.



4.13. PUBLIC ART, GATEWAYS & WAYFINDING RECOMMENDATIONS

SIGNATURE STREETSCAPES

Creve Coeur should develop and enhance signature streetscapes on key city streets. Streetscape amenities will work in concert with city gateways to establish an identifiable physical identity for travelers through and visitors to Creve Coeur.

Streetscape amenities should include signature light fixtures; banners; bus shelters; street trees; planters; and ground landscaping and horticulture.

Key streets for improvements include:

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

PROGRAMS AND PARTNERSHIPS

The City, in cooperation with the Arts Committee, Parks and Recreation Department; Public Works Department; and Horticulture, Environment, and Beautification Committee, should continue existing and develop new public art and beautification initiatives. These should include, but not be limited to:

- » 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.
- » Zoning incentives to encourage installation of public art as part of the redevelopment of properties.

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:

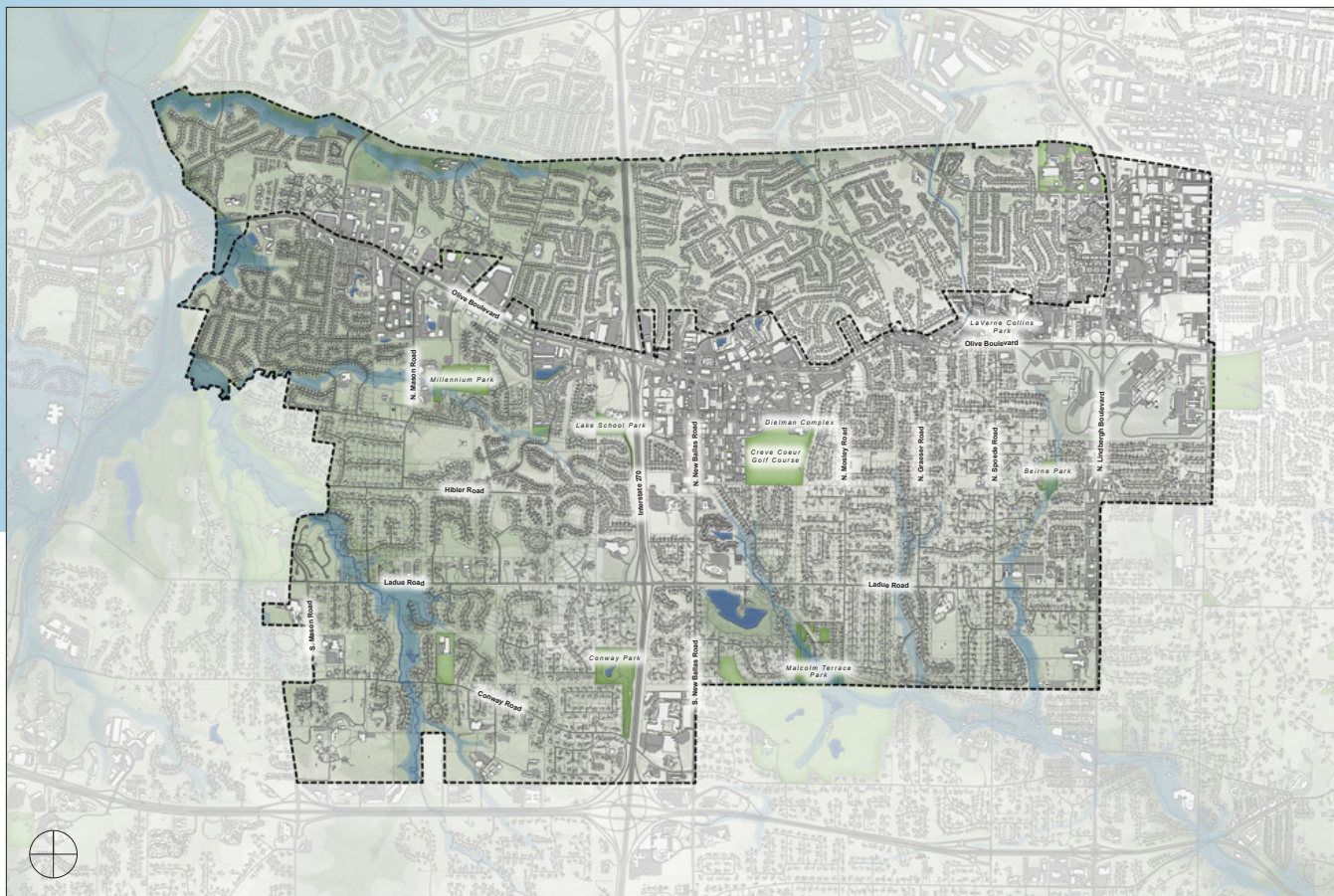
- » An increase in St. Louis County sales tax pool allocation, due to an increase in households;
- » Increased property tax revenue;
- » Diversification of housing stock (particularly smaller homes suited for younger population demographics—the segment that Creve Coeur currently lacks) through the annexation 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.



4.14. POTENTIAL ANNEXATION AREA

As illustrated in **Figure 4.14**, a logical annexation area would extend north of the current corporate boundary to the Ameren utility right-of-way (ROW) immediately north of the Jewish Federation of St. Louis Millstone Campus. This ROW is the alignment for the Great Rivers Greenway Centennial Greenway, which when complete will link Creve Coeur Park and Forest Park, and the ROW provides an identifiable physical boundary.

This annexation area comprises 2,348 acres (approximately 3.67 square miles) and approximately 4,300 housing units. Additionally, this area includes the Jewish Federation of St. Louis Millstone 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.

This annexation area comprises approximately half of the area of unincorporated St. Louis County that is located between Creve Coeur and Maryland Heights, to the north. Extending this annexation area farther north is another potential option. While this Plan proposed a smaller area, this Plan would not oppose a larger annexation area if there were reasons to do so in the future.

An aerial photograph of a city, likely Atlanta, Georgia, showing a dense urban landscape with numerous buildings, roads, and green spaces. The image is overlaid with a semi-transparent purple filter. The number '05' is prominently displayed in the bottom right corner of the image area.

05

IMPLEMENTATION PLAN

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 39 North plant science and agricultural technology district master plan (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. **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.
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.
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.

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.

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 39 North plant science and agricultural technology district master plan and facilitate development of the project:

The regional 39 North plant science and agricultural technology 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-led 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 39 North plant science and agricultural technology 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. 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 as implementation priorities of this Comprehensive Plan.

7. Support implementation of the Gateway Bike Plan in Creve Coeur by completing key facility deployments:

As presented on pages 116-117 in the Bicycle and Pedestrian Connectivity Recommendations, 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)**

- Spoede Road, from south City limits to Olive Boulevard

8. **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 Recommendations (presented on pages 115-116) 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.

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 65 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
-  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)

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	Promote the City's historically-significant structures through educational awareness programs and encourage their preservation.											
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 Provide opportunities for a greater diversity of housing options throughout the City 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 Improve neighborhood walkability and connectivity.											
2.4 Incentivize stormwater and green infrastructure best management practices (BMPs) for existing homeowners; new developments and infill development; and significant additions to existing homes.											
2.5 Update Creve Coeur's building code to promote green building best practices and adopt the latest International Energy Conservation Code.											
2.6 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.											

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	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
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2. Residential Development & Preservation (Continued)

2.7	Establish a limit for the amount of pervious pavement that does not count toward site coverage for											
2.8	Mitigate the impact of non-residential uses such as lighting, noise, and trash on residential uses where they are adjacent.											
2.9	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	Collaborate with regional transportation agencies, including Metro (Bi-State Development Agency) to improve regional transportation and mobility on 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.											

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)											
3.7 Guide regional retail and services to the Community Center District area.	●	○	○	○	○	○	○	●	○	●	●
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 39 North plant science and agricultural technology 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

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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, leaf, and trash 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 and other municipal 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 cooperative and reciprocal agreements and partnerships to share community facilities with surrounding municipalities and public and private institutions.											

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 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.											
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 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.											
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.											

	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											
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 Enhance the safety of bicycle and pedestrian facilities, including safe pedestrian crossings of major roads.											
6.3 Improve access to public transit opportunities to ensure an equity of mobility for all residents and visitors.											
6.4 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 to facilitate shared parking, reduce access points along commercial thoroughfares, improve traffic flow, and provide access to secondary streets.											

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Implementation Matrix

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6. Transportation, Connectivity & Mobility (Continued)											
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.											
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.											
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 energy efficiency, renewable energy use, and recycling by all Creve Coeur residents, businesses, and organizations.											
7.6 Establish city-wide targets for the ratio both public-accessible and private open space, taking into account nearby recreation areas outside of the City limits.											
7.7 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											
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.											

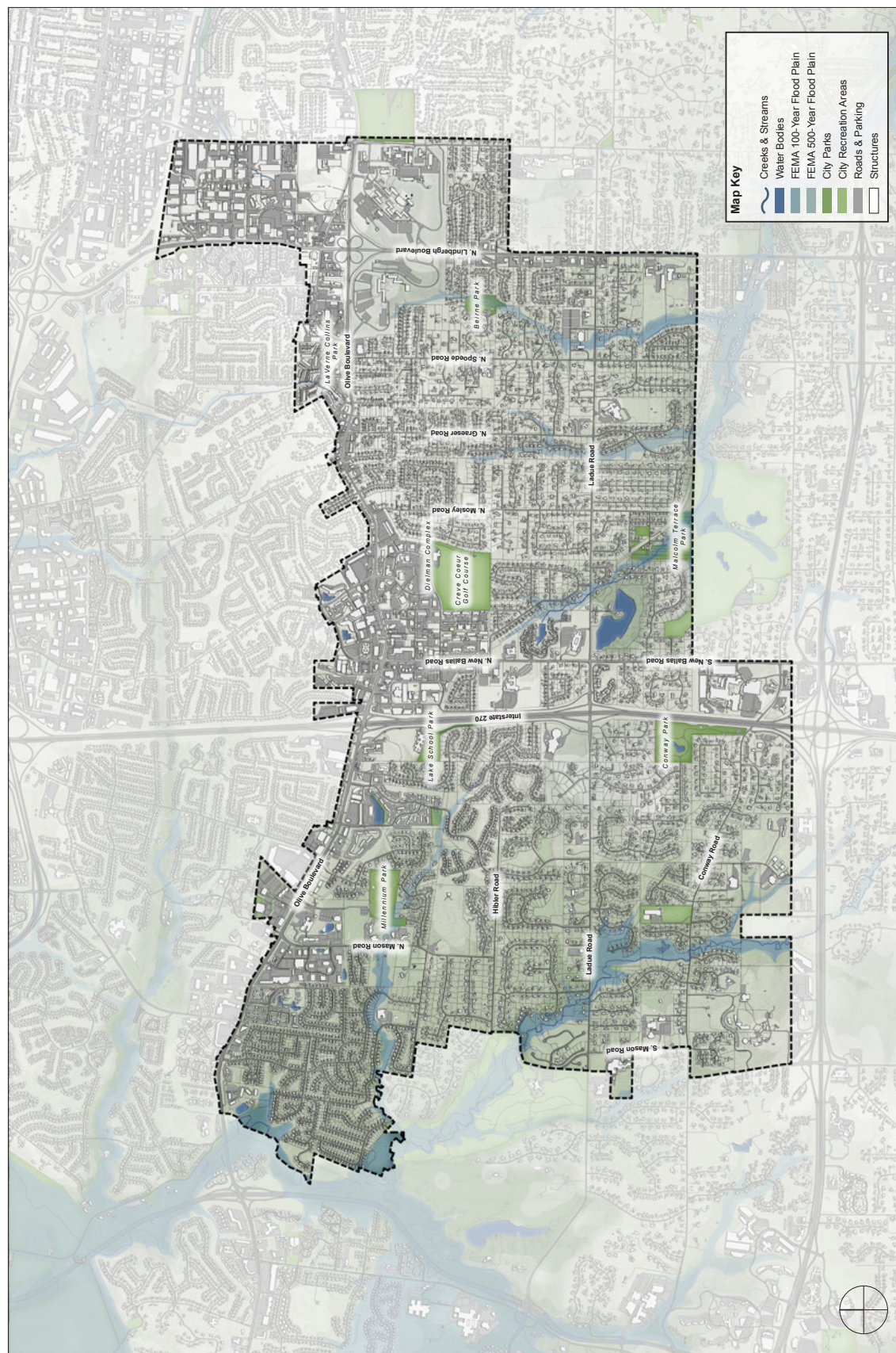
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APPENDIX A: PLAN MAPS

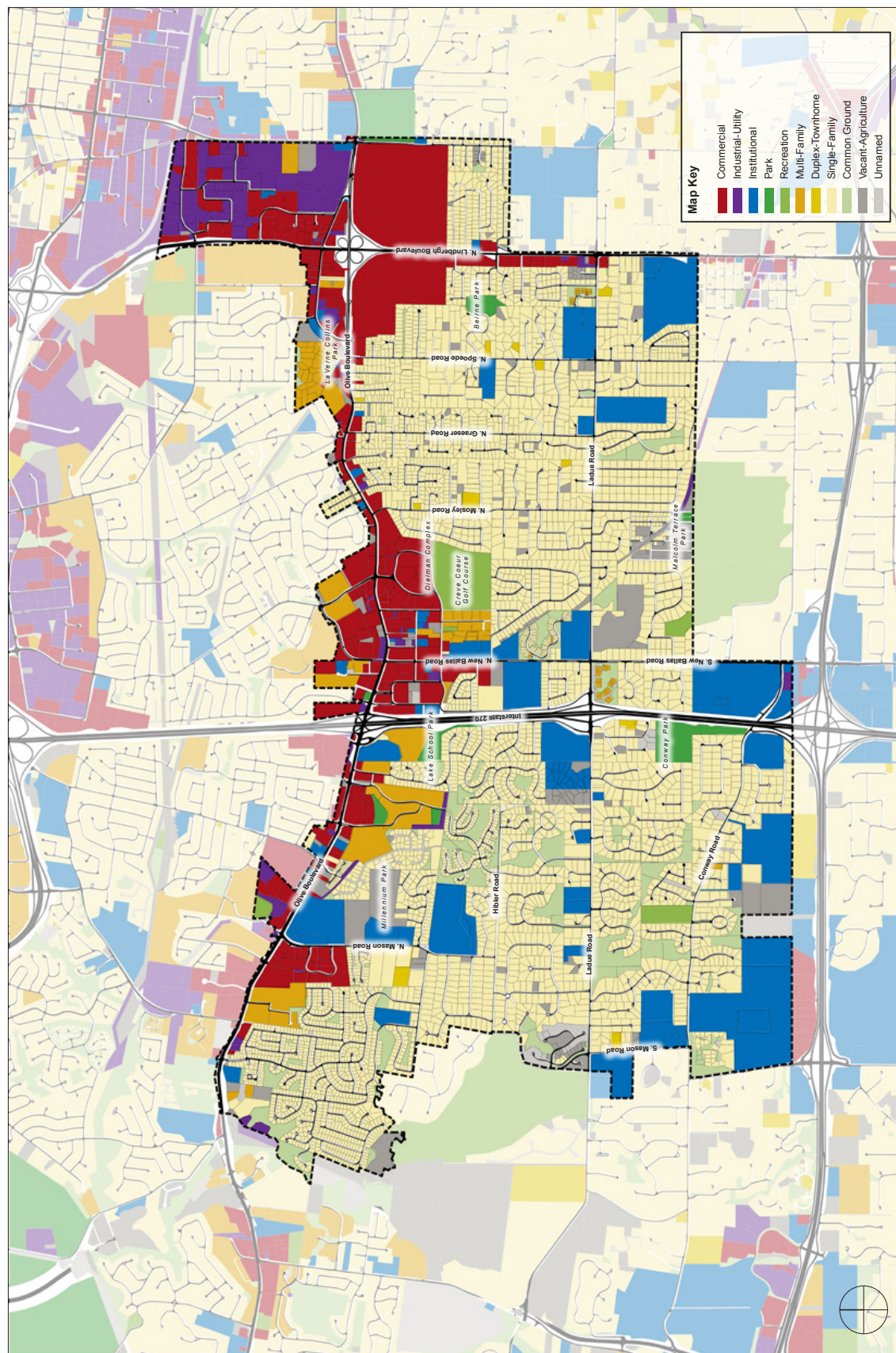
A.1. CREVE COEUR BASE MAP

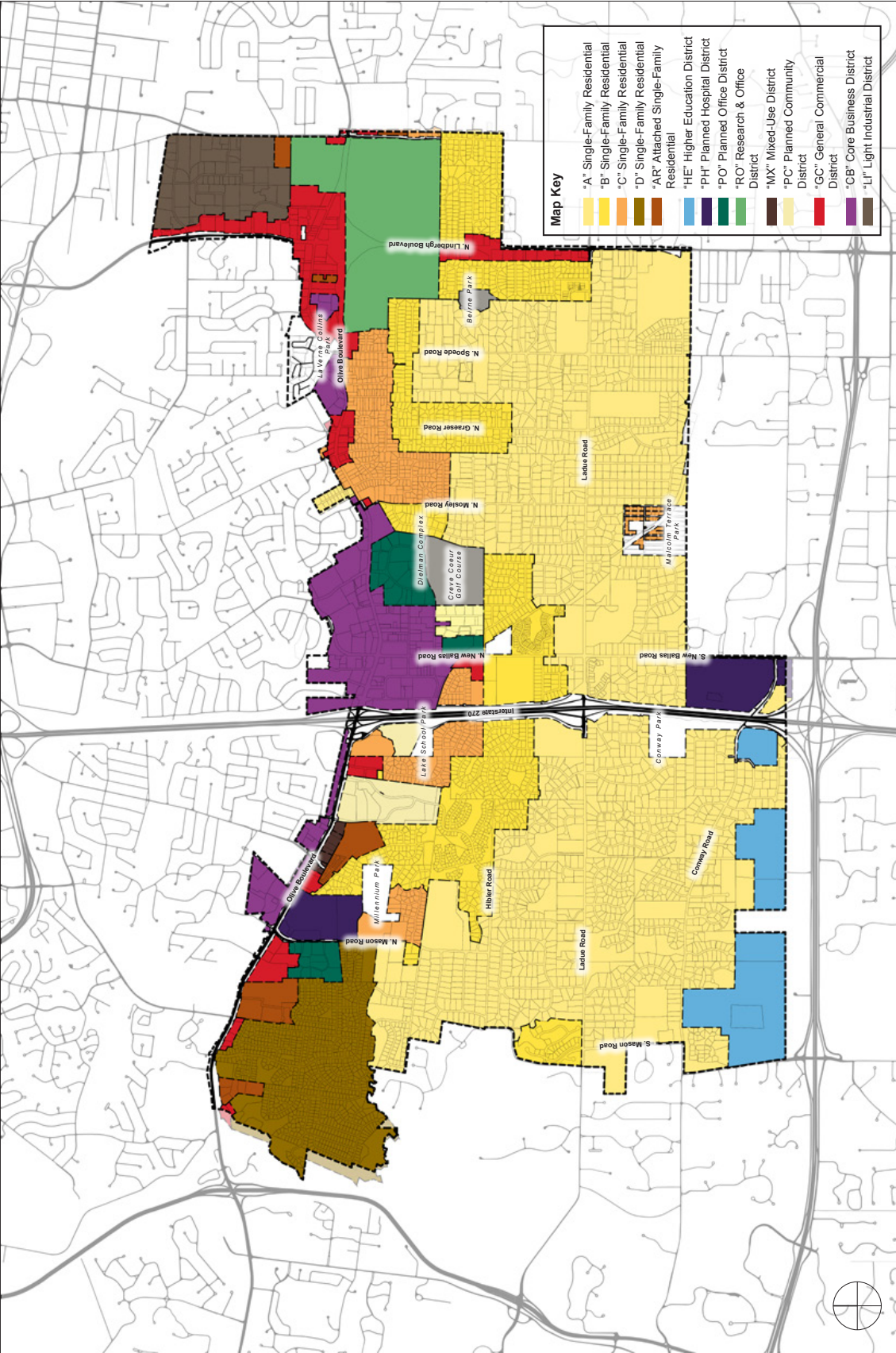


Map Key

- Creeks & Streams
- Water Bodies
- FEMA 100-Year Flood Plain
- FEMA 500-Year Flood Plain
- City Parks
- City Recreation Areas
- Centennial Greenway

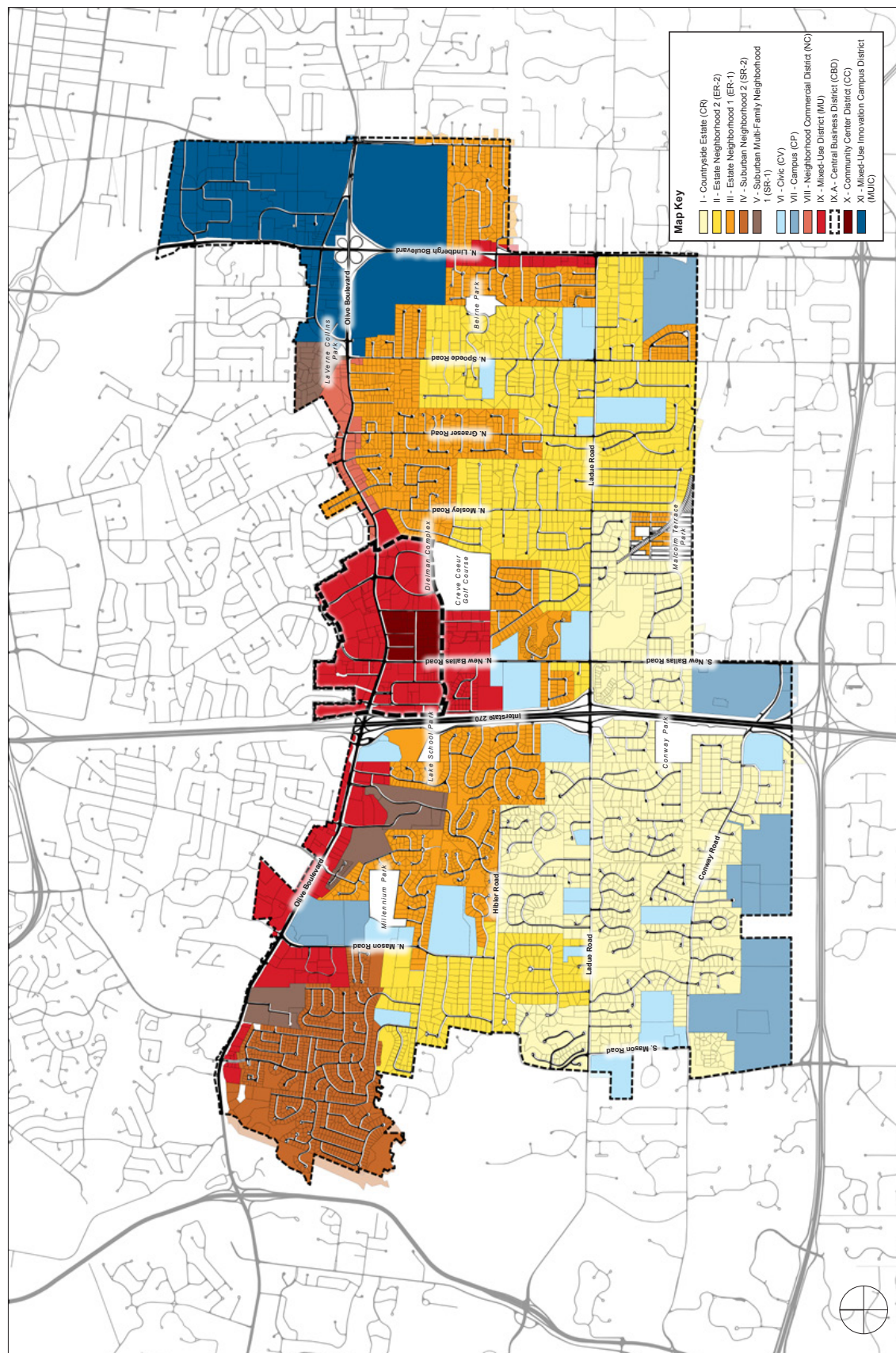
A.3. EXISTING LAND-USE CLASSIFICATION

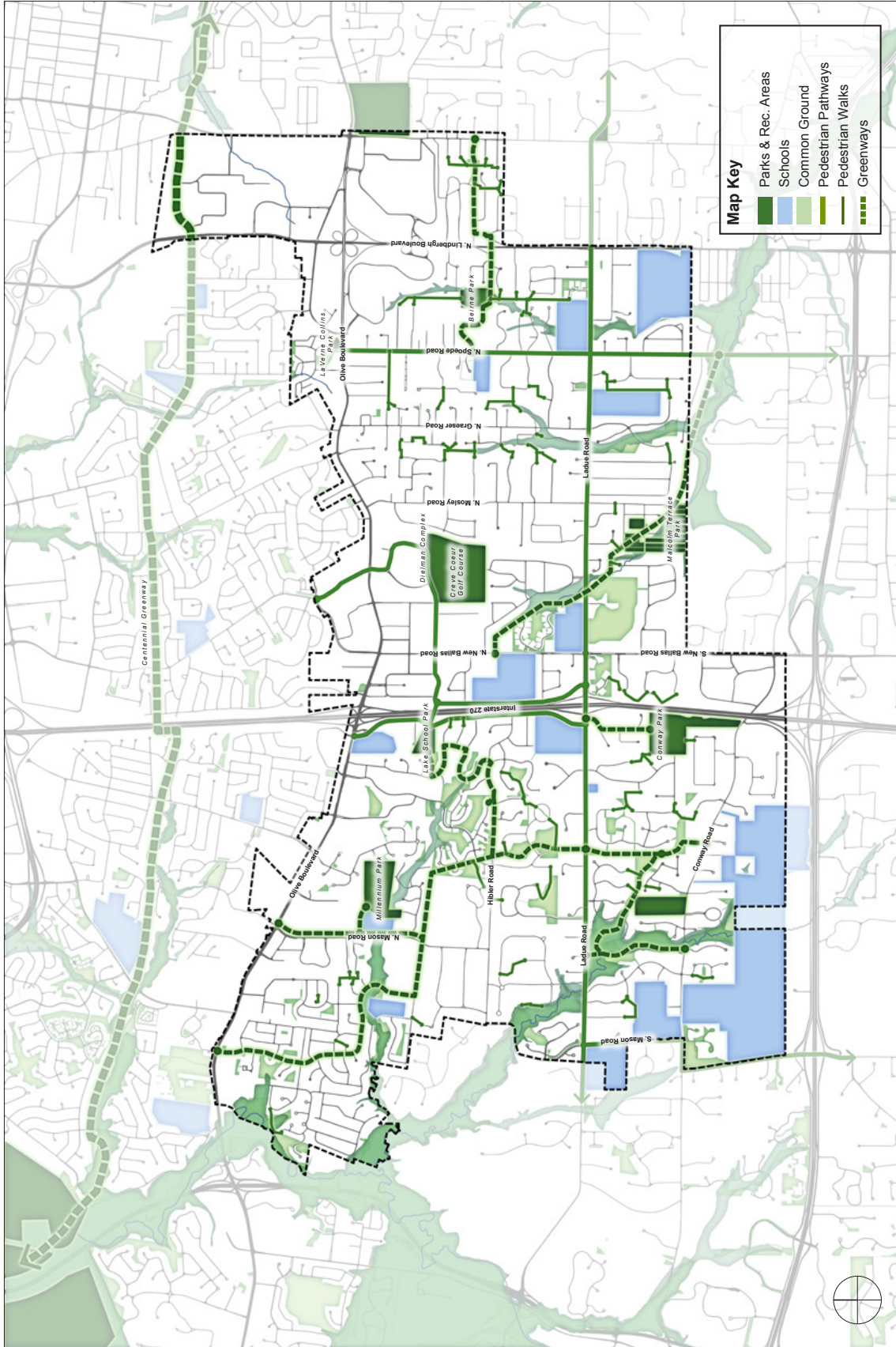




A.4. EXISTING ZONING DISTRICTS

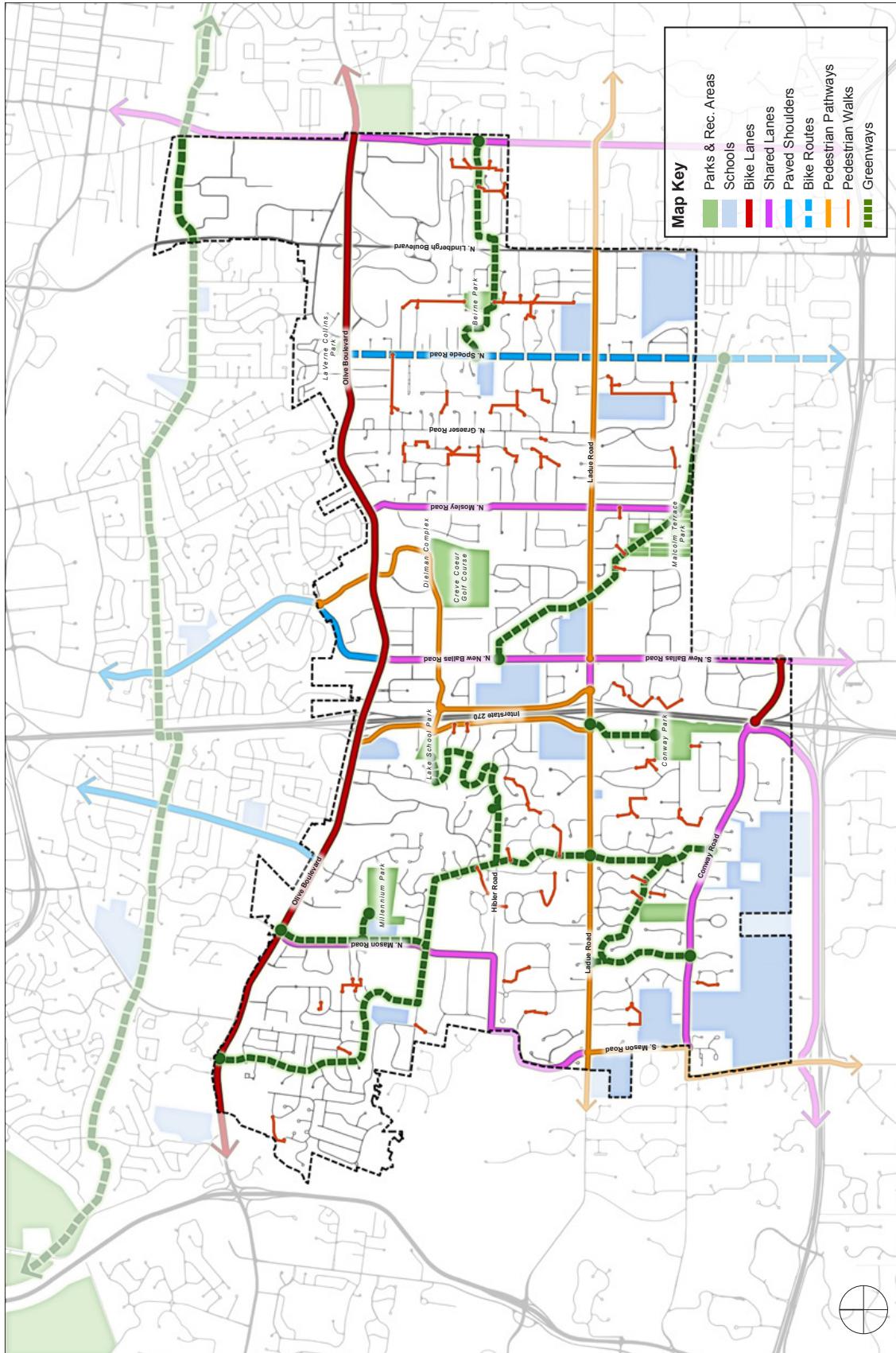
A.5. COMMUNITY PLACE TYPE DISTRICTS



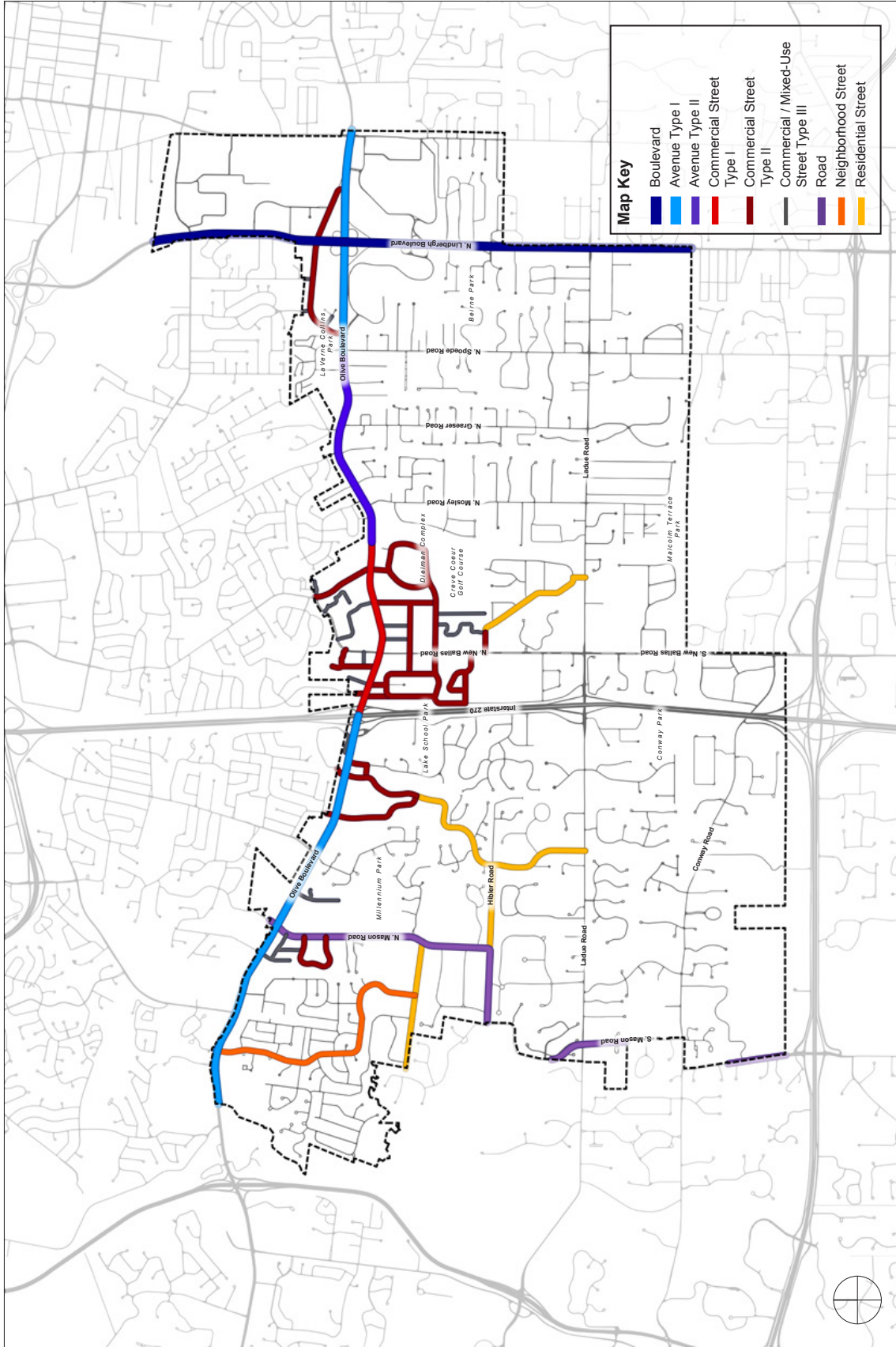


A.6. PARKS, RECREATION & OPEN SPACE RECOMMENDATIONS

Plan Maps

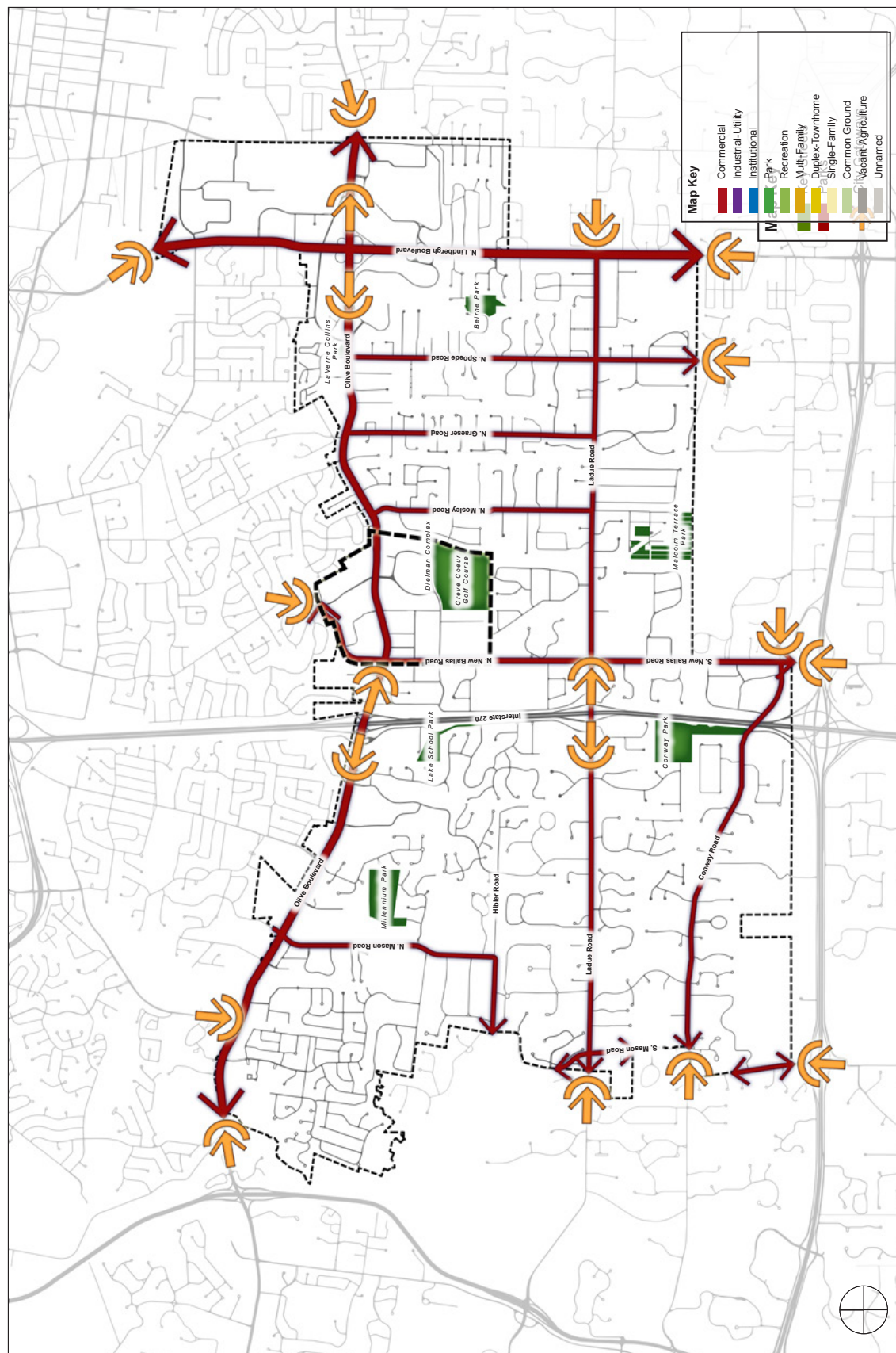


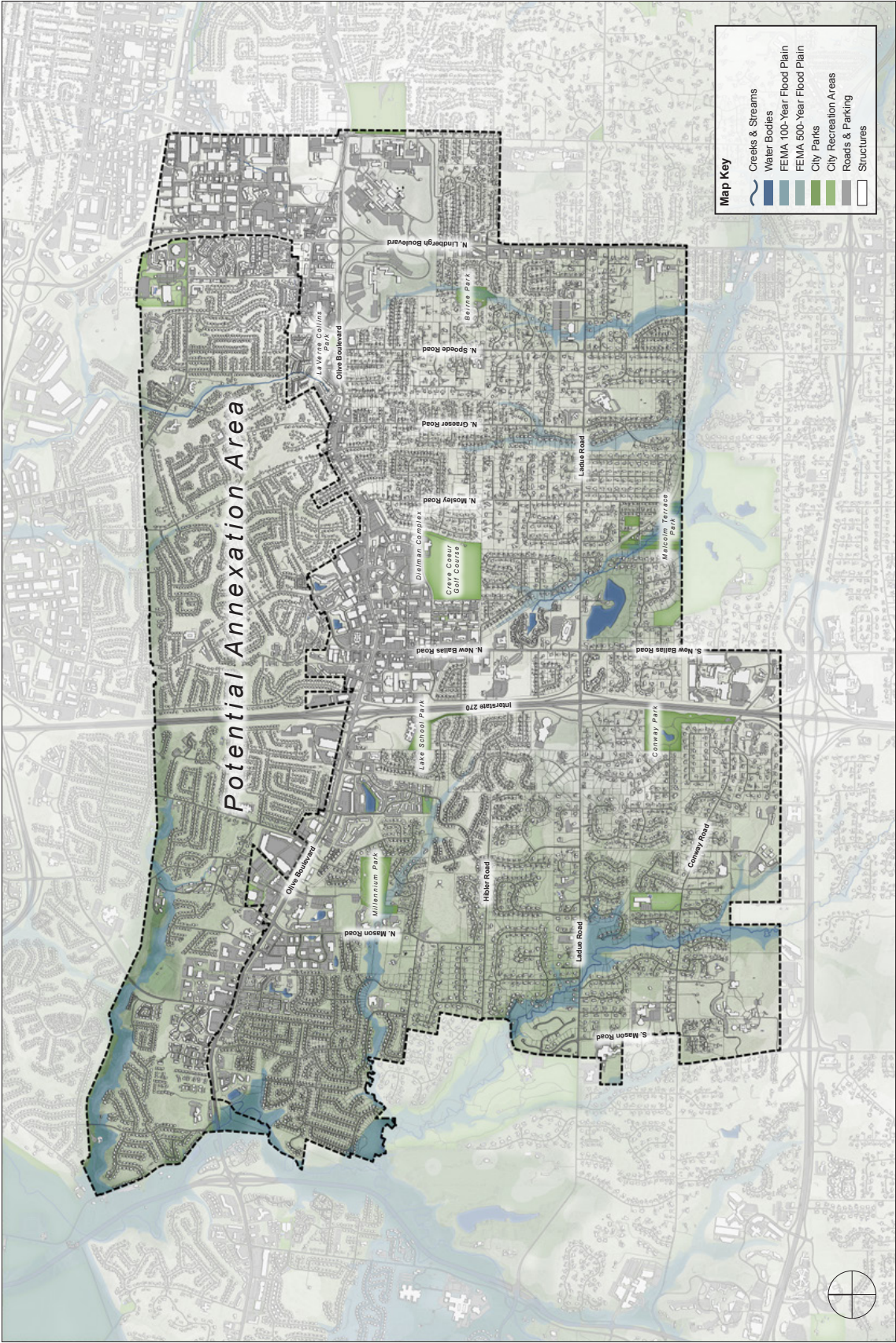
A.7. BICYCLE & PEDESTRIAN CONNECTIVITY RECOMMENDATIONS



A.8. STREETS RECOMMENDATIONS

A.9. PUBLIC ART, GATEWAYS & WAYFINDING RECOMMENDATIONS





A.10. POTENTIAL ANNEXATION AREA

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