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ILLUSTRATIVE MASTER PLAN

Illustrative Master Plan

The Illustrative Master Plan depicted on the foldout sheets reflects the final master plan for the Manchester Road corridor, based upon input from the public throughout the planning effort and input from the Steering Committee, the Technical Committees, MoDOT, East-West Gateway, and mayors and other city officials in the five communities.

The Illustrative Plan depicts the vision for the eventual redevelopment and transformation of the Manchester Road corridor over the next thirty years. The communities along the corridor expect changes to occur in phases over time, depending on economic factors and the availability of funding for public improvements such as streets, landscaping, and other civic amenities. The layout and orientation of buildings and roadways on the plan is intended to be purely illustrative of how various parcels could be redeveloped or revitalized under the recommendations of the plan. Deviations from the Illustrative Plan are anticipated and expected by the five communities. The Illustrative Plan does not recommend the immediate removal or renovation of any existing land use, building, or business along the corridor. The incorporation of existing uses along Manchester Road into redevelopment projects and revitalization plans may be encouraged. The planning effort assumed that almost every parcel and land use along Manchester Road (with the exception of churches and other existing civic destinations such as city hall buildings) would redevelop in some way over the next 30 years. Over the last thirty years, major redevelopment projects along the corridor have included Manchester Highlands and the Ballwin Town Center. However, the extent of redevelopment will, again, depend on economic conditions and government policies toward development.

The majority of the buildings along the Manchester Road corridor are over 20 years old and largely obsolete. Therefore, even without intervention through this master plan, the normal actions of the market will result in the reconstruction of the corridor over time. As this process naturally occurs, the master plan provides the opportunity to define the form of the future community.

The Illustrative Master Plan provides a vision for how the economic and transportation recommendations of the master planning effort will translate into changes along the corridor over the next thirty years. The five communities will continue working to determine how to incorporate the Illustrative Master Plan and the recommendations of the planning effort into public policies, including changes to zoning, Comprehensive Plan amendments, and changes to development regulations.

Key Recommendations of the Illustrative Master Plan

- The red and orange colors for buildings depicted on the Illustrative Plan diagrammatically illustrate the potential locations of town center areas (in red) and for neighborhood districts along the corridor (in orange).
- Based upon input from the planning effort and the recommendations of the economic analysis, the Illustrative Plan assumes that both town center areas (in red) and neighborhood districts (in orange) could include a mixture of different land uses (including residential, retail, office, or civic uses), rather than merely retail uses.
- The Illustrative Plan does not represent the final, agreed-upon location for town centers and neighborhood districts (in red and orange). Further planning efforts by the five communities will further refine the locations for town centers, versus neighborhood districts.
- The concept of town center areas (described below) resulted from input from the public during the planning process and input from the consultant team, elected officials, and city officials.
- The Illustrative Plan provides recommendations concerning the recommended location of landscape and open space areas along the corridor, including open space corridors along some of the major drainages in the study area such as Fishpot Creek and Grand Glaize Creek.

- The Illustrative Plan denotes the potential locations for future streets, transportation connections, and access to and from Manchester Road. The Transportation section provides greater detail concerning these recommendations.

Subsequent sections provide more detailed recommendations from the master plan concerning Transportation, Parks and Open Space connections and amenities, Public Art, and other elements.

Town Centers

Traditional zoning in the United States, in the St. Louis region, and along the Manchester Road corridor separates uses (such as retail, residential, and office) into distinct zoning classifications for commercial, office, and residential uses. The strict separation of all uses, however, has limited connectivity between neighborhoods, shopping areas, and places of employment so significantly that many suburbs today lack a “sense of place”. In an effort to create more vibrant destinations that integrate places to live, shop, and work and serve as gathering places for everyone, many suburbs nationwide over the last decade have moved toward mixed-use zoning and the creation of new “town centers”. Many communities have found that by allowing retail, office, and residential uses in the same development or in close proximity to each other, new developments have fared better in the market and created more desirable destinations for residents and visitors.

Input from the citizens in the Manchester Road area during the various rounds of public meetings for the Great Streets project expressed support for the creation of a series of distinct town centers along the Manchester Road corridor. The Illustrative Plan for the Manchester Road corridor evolved during the series of public meetings with the ideas of districts, including town centers, in mind. Participants in meetings and online surveys understood that town centers could include a mixture of uses, integrated either horizontally or vertically. The public expressed support for future land use planning that denotes key community gathering places and nodes of more intense activity at the town center locations.

In the initial round of public meetings in November 2009, participants expressed strong support for the creation of a distinct set of town centers, similar to the downtown Kirkwood district. During the Chip Game exercises in December 2009, participants indicated a preference for “town centers” at key intersections and destinations along the Manchester Road corridor. During the February 2010 public meetings participants expressed a preference for the eventual creation of four town center “nodes” of development along the corridor (in Wildwood, Ellisville, Ballwin, and Manchester). Feedback during the March and May 2010 public meetings again expressed support for the creation of four mixed-use town center nodes along the corridor, and for the promotion of mixed-use development throughout the corridor study area.

The following summarizes the key recommendations of the Manchester Road Great Streets Master Plan for town centers:

- The existing Wildwood Town Center would continue to develop as a town center serving the Wildwood community and surrounding areas of West St. Louis County.
- A town center could develop in the vicinity of Clarkson and Manchester in Ellisville to take advantage of the north-south access of Clarkson and Kiefer Roads. This town center should include open space connections with Bluebird Park to the south and would include key civic amenities such as the Ellisville City Hall.
- A town center could develop in the area generally between Holloway and Ries / Seven Trails along Manchester Road in Ballwin. This town center should include open space connections with Vlassis

Park and the Ballwin Athletic Association and would include the Ballwin City Hall and other civic amenities.

- A town center could develop between Baxter / Sulphur Spring Road and Route 141 in Manchester, generally including the historic portion of Manchester along Manchester Road. This town center would include open space connections and amenities along Grand Glaize Creek, the existing Manchester City Hall, and could include space for the Manchester Athletic Association.
- The Illustrative Plan does not include a town center development specifically in the community of Winchester. The size and location of town centers in the Illustrative Plan resulted from public input during the planning process as well as input from the consultant team concerning the viability for town center development in the corridor study area. Given its close proximity to the town centers in the Ballwin and Manchester areas, the Winchester area did not contain sufficient market demand for a significant town center. The Illustrative Plan suggests the integration of various land uses in the Winchester area (including retail, office, residential, and civic uses such as a city hall), but does not call for the creation of a separate town center. In addition, the City of Winchester includes only around a quarter mile of frontage along the south side of Manchester Road. This frontage would not provide sufficient space to locate a town center development.
- While the real estate market will determine the exact mix of product types and densities for the town centers, the consultant team recommends, based upon experience in other markets and the dynamics of the local real estate market, that the four town centers along Manchester Road develop at densities of 18 to 25 residential dwelling units per acre. Developing town centers of this density or greater would provide sufficient demand for neighborhood-serving retail in the town centers and would support the development of mass transit options along the corridor (as described further in the Transportation section).

Integration with Form Based Code

In order to more formally articulate the vision and recommended design guidelines for the town centers and other districts along the Manchester Road corridor, the consultant team introduced the concept of Form Based Codes to the Steering Committee and the general public in West County. Form Based Codes (FBCs) outline recommended development for a given area in terms of anticipated levels of intensity or densification, rather than in terms of strict guidelines for specific land uses. FBCs usually include a range of districts, denoted as “transects”, ranging from less intense development to more intense development.

The corridor study area includes three potential transects tied to the vision illustrated in the Illustrative Master Plan.

T-5 Town Center – This transect includes areas of greater intensity and greater potential density (for homes, businesses and offices) in and around the town center locations (in Wildwood, Ellisville, Ballwin, and Manchester). The T-5 transect includes a total of nearly 900 acres within the Manchester Road corridor study area.

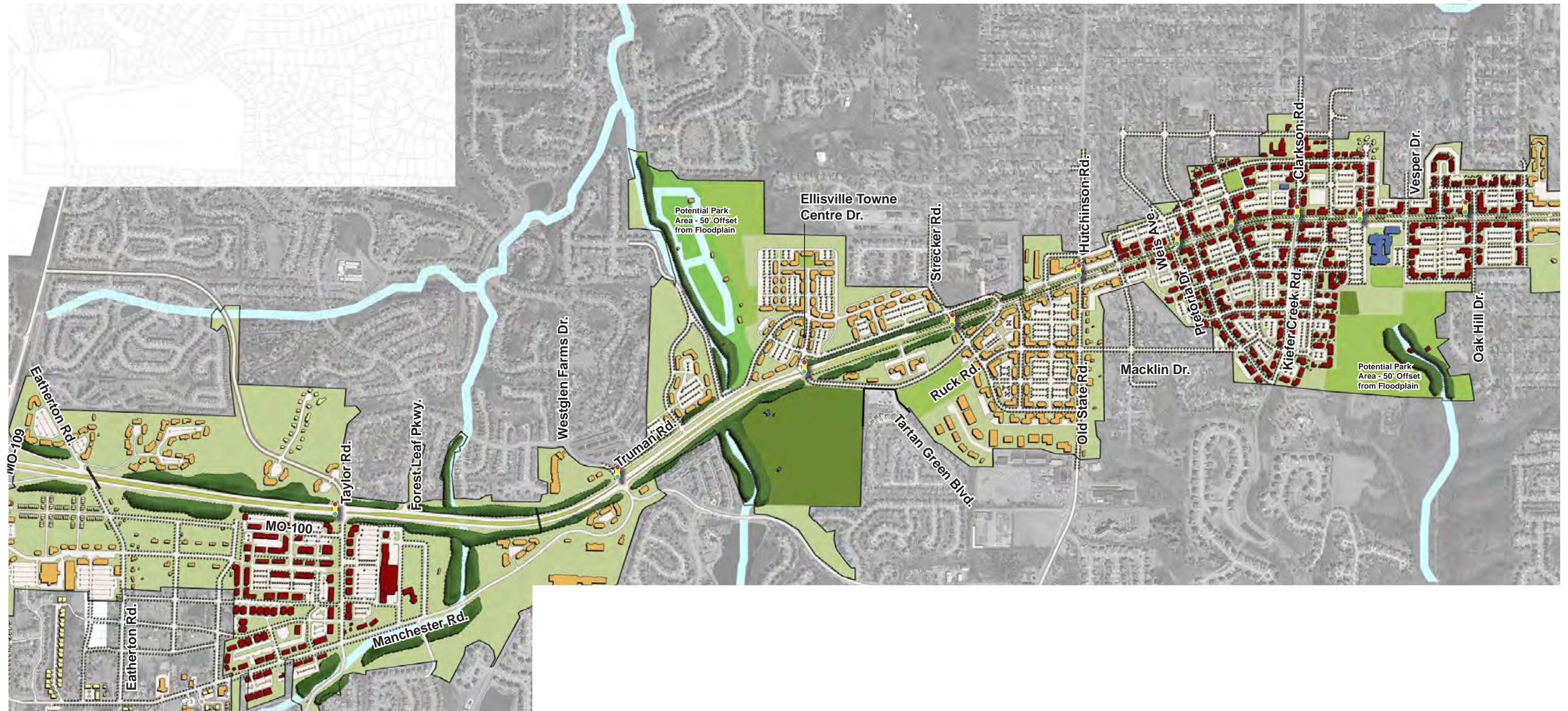
T-4 Neighborhood District - Includes most of the lands located between the Town Centers. The T-4 transect may include a variety of mixtures and arrangements of retail, residential, and office uses. However, the T-4 transect anticipates a lower level of density compared to T-5. The T-4 transect includes a total of 683 acres.

T-3 Sub-Urban transect - Includes a total of 100 acres along the fringes of the study area, located in most cases a block or more to the north or south of Manchester Rd. The T-3 transect may include retail, commercial, residential, and office uses, but calls for more neighborhood-oriented streets, anticipates

less traffic and less density, and tends to include more residential than commercial uses. Many older neighborhoods in American cities resemble the T-3 transect. Older residences dominate the districts, but at select street corners or locations smaller retail or office buildings provide for amenities and services to residents.

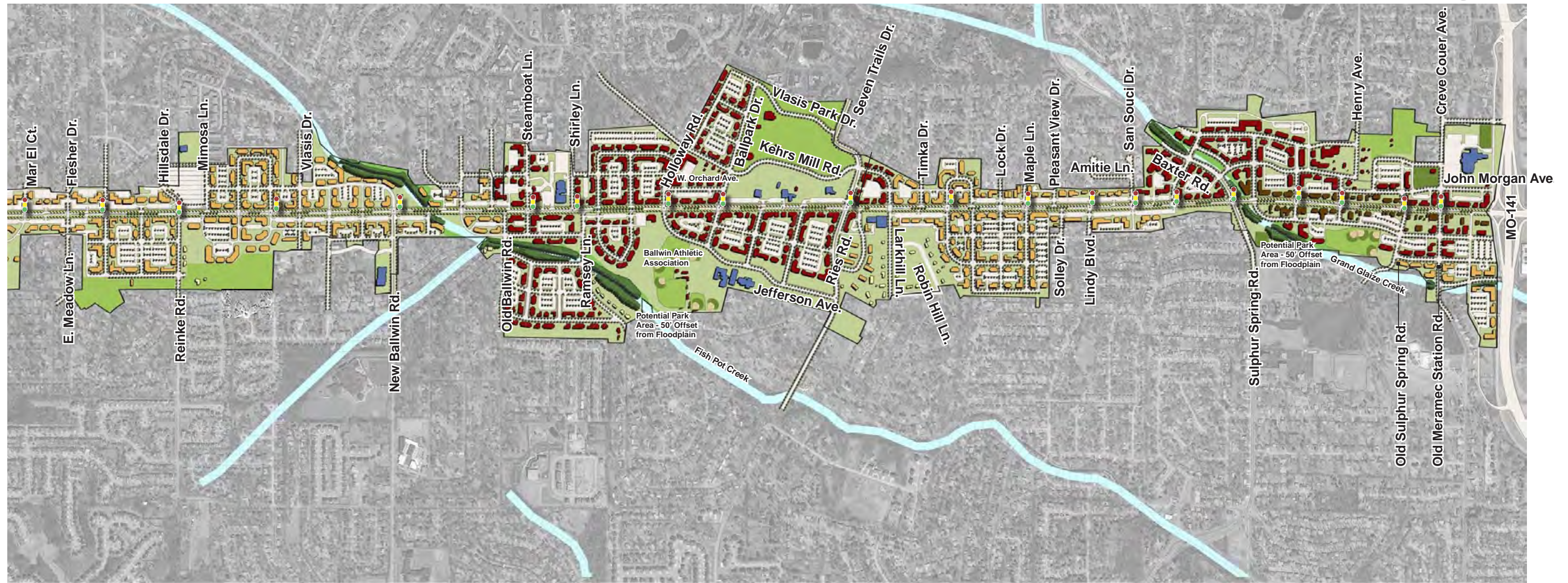
Although Form Based Codes allow for a greater diversity of uses compared to traditional suburban zoning, they provide more specific guidance concerning the physical form of the various districts for civic leaders and the private sector. The codes for the different transects articulate how buildings relate to the street, stipulations for setbacks from the street to buildings, the allowable types of streets in a given district, and rules concerning allowable uses in the district. The intent of the codes is to provide greater clarity to builders and developers as they proceed with projects, reducing confusion and overhead for all parties involved. Form Based Codes intend to help create districts that retain their urban design over many decades, as tenants and individual businesses come and go. The distinctive “feel” of particular town centers, for example, would remain as generations pass, thereby creating a real sense of place for the community.

As discussed further in the Implementation section, the consultant team recommends that the communities adopt Form Based Codes in order to create their own distinct districts or town centers that will stand the test of time. The consultant team prepared a comprehensive set of recommendations and graphics associated with the Form Based Code as a separate document from the Master Plan book. It is recommended that citizens and civic leaders consult the Form Based Code book in order to better understand how the proposed codes may guide development along the Manchester Road corridor in the future.



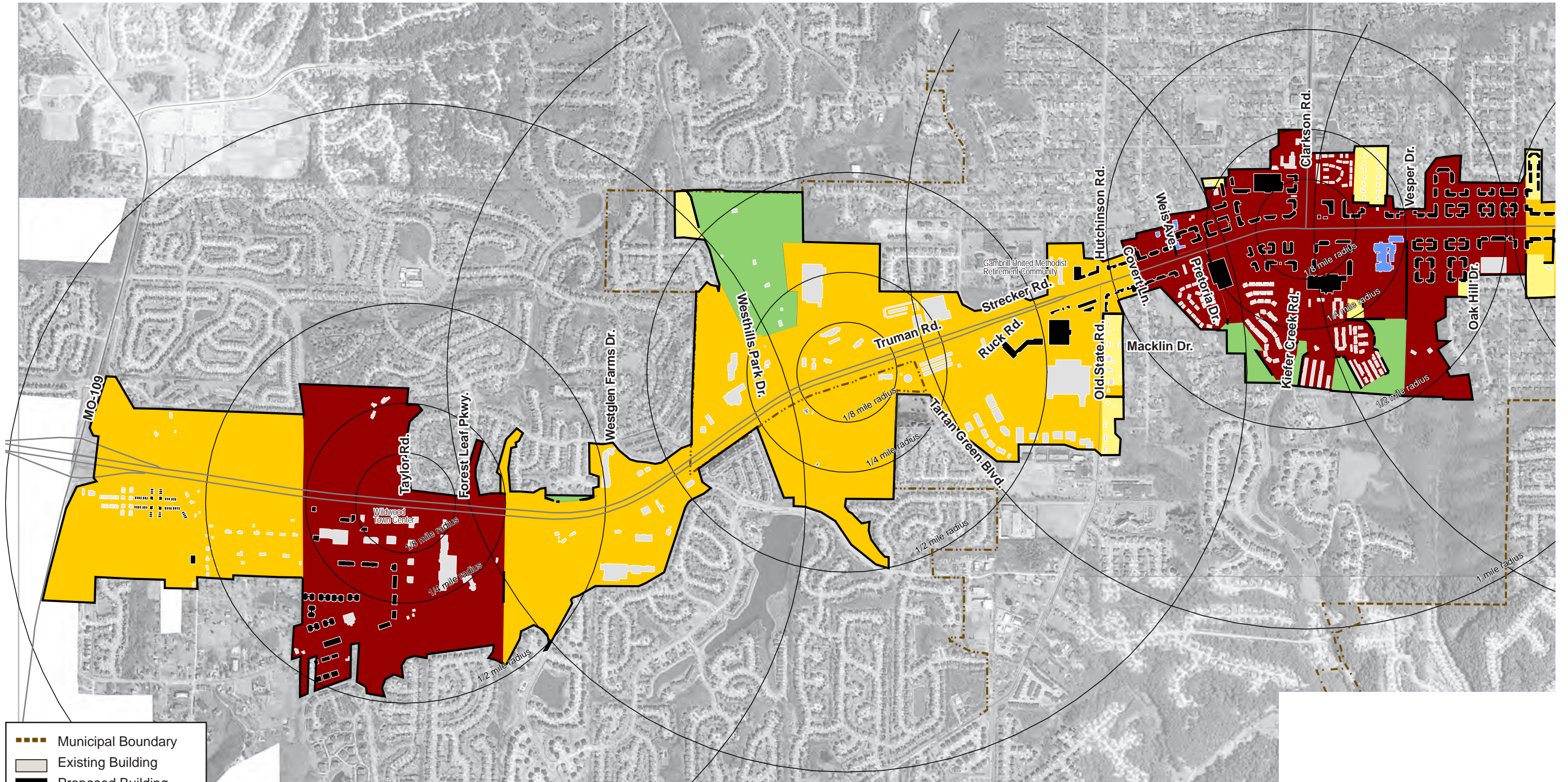
- Civic Building
- Sub Urban and Neighborhood District Area Buildings
- Town Center Area Buildings
- Parks/Open Space

Illustrative Master Plan - Eastern Segment



- Civic Building
- Sub Urban and Neighborhood District Area Buildings
- Town Center Area Buildings
- Parks/Open Space

Recommended Transects Along the Manchester Road Corridor - Western Segment



- Municipal Boundary
- Existing Building
- Proposed Building
- Existing- Civic Building
- T-3 Sub-Urban
- T-4 Neighborhood District
- T-5 Town Center
- Park/Open Space

Recommended Transects Along the Manchester Road Corridor - Eastern Segment

