



City of Ballwin, Missouri
2007 Comprehensive Community Plan

July 2007

"Bringing People Together"

Prepared By:

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INTRODUCTION AND PURPOSE

State law (RSMO Chapter 89) allows municipalities to adopt and utilize community comprehensive plans as guides in the decision making process relative to the city's growth and its natural and built environments. This document, Ballwin's third comprehensive plan, is the result of an integrated public engagement program and an on-going public dialogue that has drawn input from elected and appointed officials, external agencies, city staff and most importantly the community at-large. The plan outlines Ballwin's major strengths and weaknesses and provides goals and objectives to guide future land use decisions. The Future Land Use and Implementation chapters make specific recommendations about future land use directions and the strategies that are necessary to make the community's vision a reality. This document addresses the planning elements defined in Missouri Revised Statutes Chapter 89 Section 340, which sets forth the legal foundation for the authority, objectives, content and application of comprehensive plans:

RSMO Chapter 89.340. *The commission shall make and adopt a city plan for the physical development of the municipality. The city plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the commission's recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned, the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; the general character, extent and layout of the replanning of blighted districts and slum areas. The commission may also prepare a zoning plan for the regulation of the height, area, bulk, location and use of private, nonprofit and public structures and premises, and of population density, but the adoption, enforcement and administration of the zoning plan shall conform to the provisions of sections 89.010 to 89.250.*

PLANNING PROCESS

Ballwin has had two earlier Comprehensive Plans. The first plan, "Towards 2000," was adopted in 1981 and updated in 1986. The second plan entitled the "Strategic Community Plan" was adopted in 1997. This third comprehensive plan was intended to be different from those that preceded it in that it was to focus on developing detailed strategies to address citizen-driven concerns. In the fall of 2005, the City appointed the Comprehensive Plan Steering Committee, made up of 15 members representing different age, geographic, gender, ethnic, political and related elements of Ballwin and its population.

The planning process adopted by the steering committee utilized a "values-driven" approach for the preparation of the plan that integrated both the traditional "data-driven" and "vision-planning" approaches. A key component of the chosen approach was a customized public participation program designed to identify community values and build consensus. The public participation program provided the consultant team with first-hand knowledge of the citizens' perspective of Ballwin's strengths, weaknesses, opportunities and threats.

Prior to the public participation phase, the consultant team prepared *an Existing Conditions Report* summarizing the socio-demographic, economic and land use situation of the City. This report set the baseline framework upon which the plan would be created. The second phase of the planning process was public engagement. This effort included eight (8) living room focus group sessions, two (2) town planning charrettes, ten (10) stakeholder interviews, twelve (12)

public meetings of the Comprehensive Plan Steering Committee and two (2) work sessions on the latest retail trends and a retail market study of the Ballwin area. The consultant team summarized the public participation process in the *Critical Issues Report*.

For the third and final phase of the planning process, the consultant developed goals, objectives and implementation strategies, based on the community's values and vision. Once the goals, objectives and implementation strategies were accepted in concept by the steering committee, the first draft of the entire comprehensive plan was prepared and submitted to the steering committee for review and comment. Revisions were made and a final draft was subsequently presented to the Planning and Zoning Commission for adoption. Following a public hearing and final amendments, the Ballwin Comprehensive Community Plan was adopted by the Planning and Zoning Commission and the Board of Aldermen.

BALLWIN'S VISION

The intent of this plan is to take Ballwin into the twenty-first century by providing the necessary guidelines to promote the community's human, economic, and environmental sustainability. The vision, as determined by studying the values and critical issues provided by the residents, is to **"remain a family-oriented community of predominantly single-family neighborhoods supported by a unique, well planned commercial-retail business sector."** More specifically, the following vision statements illustrate the community's preferred future:

- As a community - to protect the resources that make Ballwin "The Best Place to Live" and provide excellent, cost-effective services and opportunities for all residents and business owners.
- As a group of residential neighborhoods - to maintain the local character and a high quality of life while accommodating the inevitable change.
- As a great place to raise a family - to provide access to a wide range of social, cultural and recreational events and resources so that everyone benefits from an enriched community life.
- As a responsible regional partner - to actively collaborate with its neighbors to promote regional opportunities and solve regional problems.

The Ballwin comprehensive planning process defined what residents want Ballwin to be in ten (10) years. The plan calls for balanced and carefully considered growth, neighborhood conservation and community diversity. It protects neighborhoods and community character and outlines new initiatives such as **sustainable development** and **neighborhood preservation** supported by an expanded commercial tax base. It foresees:

- commercial and mixed use redevelopment focused primarily along the Manchester Road corridor,
- expanding the supply of dwelling units to provide appropriate housing for all,
- Initiatives to enhance the City's transportation system and pedestrian accessibility and preserve neighborhood character, and;
- Maintaining the City's current quality of life by maintaining the current level of public services and facilities, the excellent parks and recreation system and award winning schools.

The foundation of the plan rests on the belief that Ballwin will do what is necessary to understand changing market demands, accept new trends in development and seize the opportunity for a major mixed use development when it comes along. Today, Ballwin is in a favorable position to take an active role in revitalizing the Manchester Road corridor and diversifying the City's housing options. The plan recognizes that if Ballwin does not proactively position itself to take advantage of, or even create, these opportunities, they will occur elsewhere and Ballwin will see a decline in both its financial situation and position of prominence in the metropolitan area. The window of opportunity is open for a mixed-use lifestyle or town center development; however, this opportunity is limited. Once such a development is built within the market trade area, the window closes rapidly.

HOW DO WE GET THERE

The Ballwin Comprehensive Plan, through several rounds of public forums, established an overall vision for Ballwin and outlined goals for each of the main planning subject areas, or elements. These goals represent ideals of what Ballwin should strive to become in the next ten years, but the plan is not just about ideals. It is a practical document that recommends actions that will help the City achieve its preferred future. Under the overarching vision and with each goal, the plan outlines objectives and policies or implementation strategies that provide a framework by which future growth and change might be directed. Goals are broadly written statements of what the City wants to achieve. Objectives are statements of intent that the leaders of the City, both inside and outside of City Hall, should use to guide their actions and decision-making. Implementation strategies are steps the City should take based upon the visions, goals and objectives. These strategies form a work program that lays out the development philosophy the City should strive to achieve in the next ten years. Some strategies are clear actions the City should take; others are recommendations for additional planning work, more study or further public input.

COMPREHENSIVE PLAN GOALS

Business Stability: Promote investment in the City's commercial districts in order to attract and retain businesses, revitalize commercial and entertainment opportunities and create vitality that attracts people.

Economic Development: Diversify and strengthen the City's economic base and local employment opportunities.

Quality of Life: Develop programs that promote community beautification, character enhancement and quality of life by preserving lifestyles and building upon Ballwin's premier services, facilities, and successful neighborhoods.

Housing & Neighborhood Sustainability: Preserve the character and stability of existing neighborhoods, encourage a balanced mix and value range of housing options, and promote the continued development of diverse, high-quality residential developments.

Transportation: Maintain a safe and efficient road system that provides effective circulation and economic development potential while maintaining the integrity, security and privacy of the community.

Future Land Use: Promote land development that preserves existing neighborhoods and the natural landscape, topography, vegetative cover, scenic viewsheds and natural drainage patterns.

Parks: Continue to maintain, enhance and expand the City's parks and recreation system. This should include making improvements as needed to keep pace with the latest trends in park and recreation services, facility market demands, the acquisition of additional park land and the establishment of open spaces and trails as needed to serve the City's resident population.

Community Services: To ensure the availability or facilitate the continuation of a full range of efficient, affordable and well-managed public services that meet present and future needs. These services include, but are not limited to, code enforcement, planning, road maintenance and construction, schools, police, fire, parks, and other community services. Such services may be provided directly by Ballwin, through the private sector or through other governmental agencies.

HISTORICAL DEVELOPMENT OF BALLWIN

The City was founded by John Ball, son of James Ball and Mary Bray Ball of Virginia and Kentucky. His father, James, who came to America from Dublin, Ireland, served in the 4th and 8th Virginia Regiments during the Revolutionary War. Because of his military service, he was given a military land warrant and moved to this new land in Kentucky after the war. Reportedly, James was a friend of Daniel Boone.

Around 1797 or 1798, Ballwin's founder, John Ball, moved to the West St. Louis County area, possibly at the same time as the Daniel Boone party moved to and settled in the St. Charles and Warren County areas. Records now preserved in Jefferson City show the transfer of title of about 400 acres of land along Grand Glaize Creek to John Ball in February, 1800. This is the first official record of John Ball in the West County area.

Since John Ball's property claim was derived originally from a Spanish land grant, and was land that was at the time under Spanish rule, the Louisiana Purchase raised doubts about property ownership. It took several hearings and appeals and ten years for John Ball to clear his claim to the land that would eventually become the town of Ballwin.

In 1826, Missouri moved its capital to Jefferson City. Soon there was a need for an overland mail route between St. Louis and the new capital. As luck would have it, this new road was established along a route that passed by John Ball's property. After the road, known at times as Jefferson Road, Market Road and Manchester Road, became established, John Ball decided to capitalize on the accessibility it provided for his property, and laid out a town.

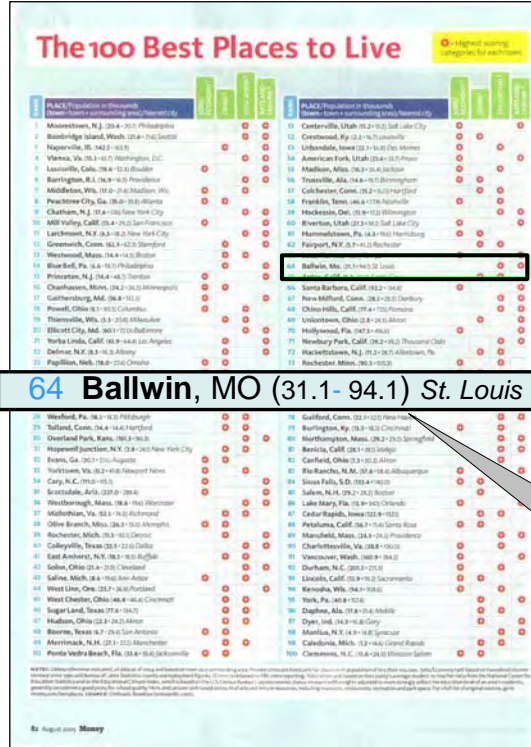
The town was originally recorded as "Ballshow", but two days later, on February 9, 1837, Ball amended the recorded plat to be named Ballwin. No one knows for sure why the name was changed, but one of John Ball's great grandsons says it was the result of a rivalry with neighboring Manchester. John Ball saw great things ahead for his new town and was confident that it would "win out" in reputation and growth over its older and more prominent neighbor, two miles to the east. Hence the "win" was incorporated into the name.

In the years that followed, Ballwin has grown from the town John Ball knew with only a few homes and businesses, to a small village of 750 people when it was incorporated on December 29, 1950. Ballwin is currently a thriving City with over 31,000 residents.

Source: The City's Official Web Site: <http://www.ballwin.mo.us/history.html>

BALLWIN TODAY

Ballwin is a good place to live, work, visit, and to do business. It is a well-managed 4th Class City with excellent services and parks. Ballwin residents enjoy a high quality of life, with access to conveniently located commercial districts, stable neighborhoods, parks and playgrounds, regional transportation, and superior public services. The August 2005 edition of “Money” magazine ranked Ballwin as the best place to live in Missouri and the 64th best place to live in the United States. The ranking was based on education, transportation, housing, commercial business and other quality of life issues.



“America’s 64th Best Place to Live”
Money Magazine- August 2005 issue

Ballwin’s neighborhoods offer a variety of single-family residential choices and unique environments. The local community prides itself on its commitment to education and promoting good health and wellness. One key challenge the City faces, is how best to enhance quality of life issues and respect community values while managing change. This plan takes an integrated, holistic approach to the City’s future growth and development. The key themes echoed throughout each of the following Sections are **sustainable development, neighborhood preservation and commercial revitalization.**

EXISTING SOCIO-ECONOMIC CONDITIONS

The current and past socio-economic trends of the City provide the foundation for the future. The socio-economic data evaluated includes population, annexation, race, sex, age, housing and workforce. This information provides an understanding of the City’s population and helps direct future planning and land use policies. This section also compares this data with peer cities to provide a more meaningful socio-economic analysis and help differentiate between local, isolated events and regional trends. For the purposes of this Plan, the cities of Kirkwood, Manchester and Webster Groves were selected as “peer” cities. St. Louis County was also included in the socio-economic analysis. The data for this analysis is from the US Census Bureau’s decennial census. An understanding of the regional socio-economic trends and local issues will help the City plan for the future and meet the needs of the resident population.

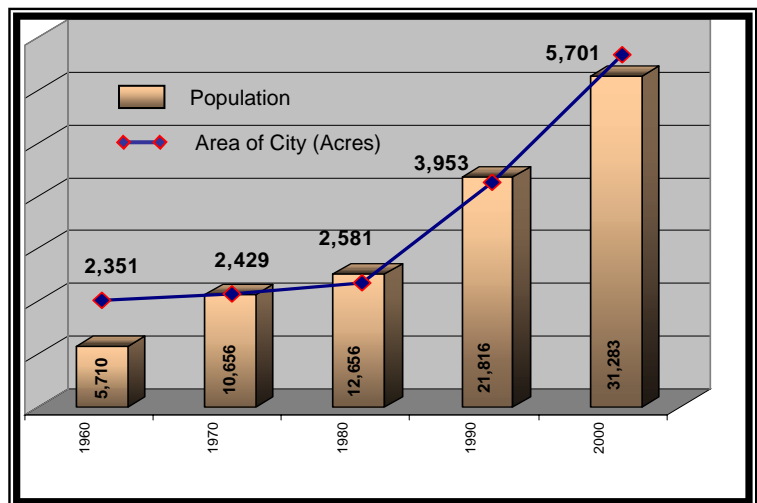
DEVELOPMENT AND GROWTH TRENDS

Ballwin’s total population, as of the 2000 census, was 31,283. This placed Ballwin as the fifth largest of the 93 municipalities in St. Louis County. From 1990 to the year 2000 the City’s population grew by 43.3% or 9,467 residents. The City also experienced steady and significant growth from 1980 to 2000, as shown in *Figure 1.1*.

The City’s recent growth was primarily due to annexations, but there was also some new infill residential construction south of Manchester Road. *Figure 1.1* illustrates the relationship between the City of Ballwin’s annexation history and population growth. The City of Manchester experienced a similar growth pattern as a result of annexations. During the last decade alone, Manchester’s population tripled to a current estimated population of 19,161 from 6,542 in 1990. This was an increase of 192% in a decade.

These population changes are not indications of unprecedented growth rates, but rather they reflect the cities’ policies towards annexation during the last two decades. New construction also contributed to this growth, but on a significantly smaller scale. The Annexation Map provided at the end of this Chapter graphically depicts the City’s annexation patterns starting from 1837, when the City’s first twenty-seven (27) acres were

Figure 1.1 Population Versus Land Annexation



Source: U S Census Bureau, City of Ballwin

Table 1.1 Annexation History

Annexation Period	Land Annexed (Acres)
1800-1900	27.37
1901-1950	1749.90
1951-1960	574.13
1961-1970	77.84
1971-1980	151.74
1981-1990	1372.24
1991-2000	1748.18

Source: St. Louis County GIS data

platted, to the City's current expanse of approximately 5,716 acres. In the last twenty-five (25) years over fifty-five (55%) percent of the City's land area has been annexed. Opportunities for future physical growth are primarily limited to the unincorporated St. Louis County areas located south of the City's current boundaries. This land offers a mixture of larger high quality newer homes and small to moderate size older homes. The most significant natural features in this area are the Meramec River and Castlewood State Park. These are both regional outdoor destinations that would greatly complement the City's parks and recreation system. Factors affecting the annexation of the Castlewood area such as environmental constraints and infrastructure are addressed in the Future Land Use and Implementation chapters of this document.

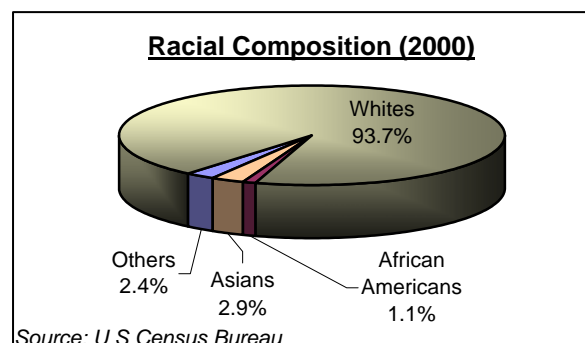
The population growth of St. Louis County and the other peer cities are more representative of the actual population growth rates of the region. The other peer cities did not experience significant annexation growth in the time period. St. Louis County saw a population growth of 2.3%. Most of this growth occurred in the fringe cities where undeveloped land was more plentiful. Meanwhile, the population of Kirkwood actually declined by 1.5% and only increased in Webster Groves by 1.1%. These numbers are indicative of a population that is stable and unlikely to grow in the absence of annexations and given the general lack of developable land. The growth patterns recorded in Kirkwood and Webster Groves are characteristic of aging 2nd and 3rd tier suburbs in an older major metropolitan area. Ballwin's population is expected to follow similar growth patterns in the future.

In summary, much of Ballwin's more recent growth came from annexation efforts. This trend is not expected to change within the planning period. In the absence of future annexations, Ballwin's population is expected to be stable with a moderate tendency for growth due to infill development and shrinkage as the population continues to age and households get smaller.

RACIAL COMPOSITION

The City's racial composition is shown in *Figure 1.2*. Ballwin's racial composition is predominantly white. Over 93% of the community was classified as white by the Bureau of the Census in 2000. The remaining 6.3% is composed of a mixture of African American (1.1%), Asians (2.9%) and others (2.4%). During this period, the City's population showed minor signs of racial diversification. From 1990 to 2000 the percentage of the population classified as white has dropped by 2.7 percentage points. The African American population remained relatively stable, but the Asian population increased significantly. All of the comparative cities (Kirkwood, Manchester, and Webster Groves) have populations consisting of 90% or more white, while St. Louis County has a 75% white population.

Figure-1.2: Racial Composition (2000)



AGE GROUP BY SEX

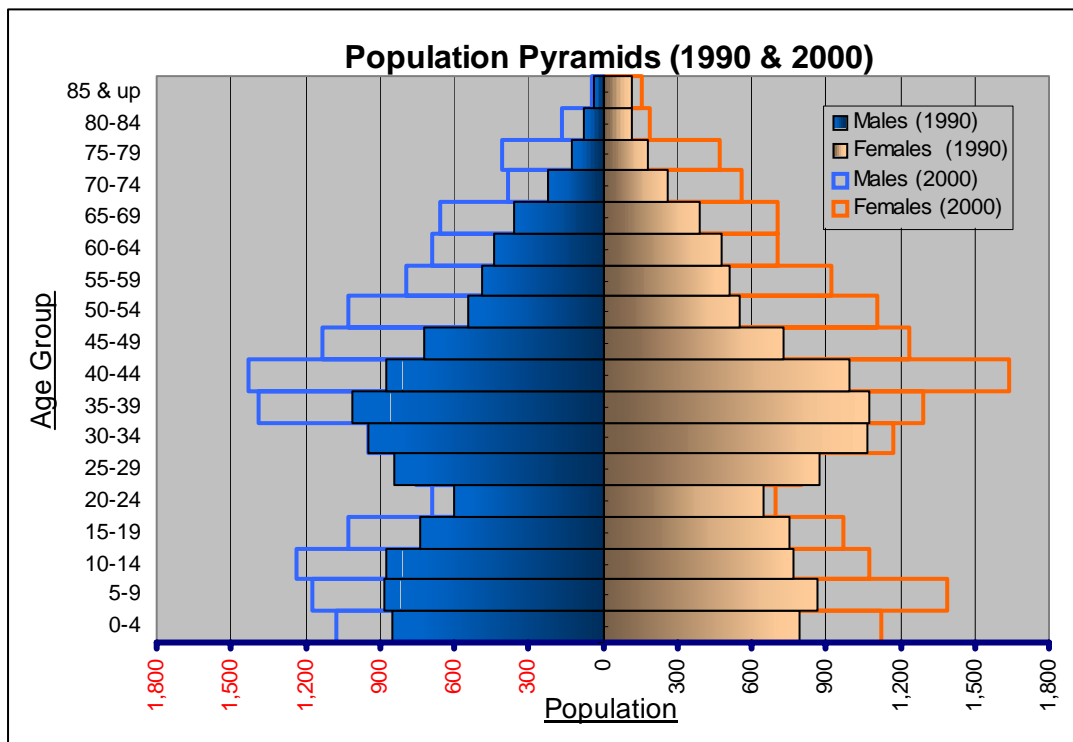
The City of Ballwin shows consistent growth in almost all age cohorts as shown in the population pyramid in *Figure 1.2*. The only age cohort that is not showing consistent growth is the young adults between the ages of 20 to 34. This lack of growth can be attributed to many factors. These may include, but are not limited to, the fact that many people in that age cohort

(20-34) are students who leave the community for higher education, are working single people at the beginning of their careers who cannot afford to live in Ballwin or simply choose to live in areas that are more appealing to this age group. Overall, Ballwin is a family-oriented community. This observation is based on the fact that the age groups from 35 to 44 and 5 to 14 experienced a relatively larger increase in population than the balance of the cohorts in the pyramid.

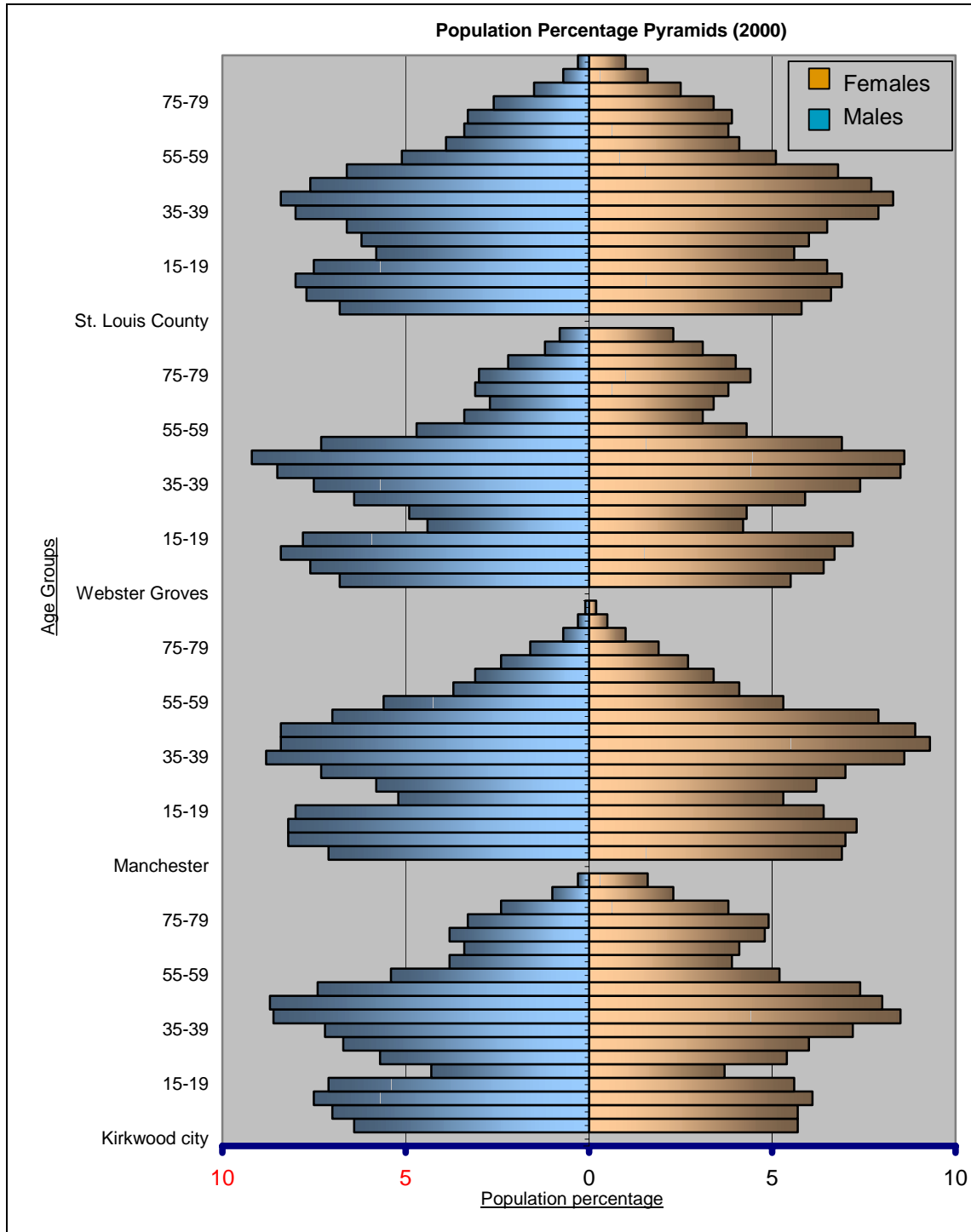
The City has been successful at attracting and retaining virtually all age cohorts, other than young adults. If the City wants to attract this group, efforts should be made to provide housing, services and quality of life amenities that appeal to young adults age 20 to 34. Young adults are a desirable age group to retain. Aside from being the future of the community, they support local business and enhance the local workforce.

The population percentage pyramids of the comparative cities and St. Louis County are shown in the *Figure- 1.3*. Ballwin closely follows the pattern shown by St. Louis County in terms of population distribution by age cohorts with a majority of the population shares being children aged 0-19 and adults aged 30- 44. Kirkwood and Webster Groves show higher percentages of elderly populations than do the County or the other peer cities. The median age in Ballwin is 37.6 while those of Kirkwood, Manchester, Webster Groves and St. Louis County are 41.1, 36.2, 39.7 and 37.5 respectively.

Figure 1.3 Population Pyramid (1990 & 2000)



Source: U S Census Bureau



HOUSING CONDITIONS

HOUSING AND POPULATION SHARES

Housing statistics for Ballwin show that the City's share of the total County population in 1990 was about 2.2%, while its share of housing units was only 2.03%. *Table 1.2* shows that by the year 2000, the City of Ballwin's share of population and housing units increased to 3.08% and 2.85% respectively. This demonstrates that Ballwin has experienced higher density development than the County as a whole for two decades.

Table 1.2: Housing and Population Shares 1990-2000

Year	Area	Housing Units	% Share of County	Population	% Share of County
1990	St. Louis County	401,839	100.00	993,529	100.00
	Ballwin	8,158	2.03	21,816	2.20
	Kirkwood	11,699	2.91	27,291	2.75
	Manchester	2,329	0.58	6,542	0.66
	Webster Groves	9,394	2.34	22,987	2.31
2000	St. Louis County	423,749	100.00	1,016,315	100.00
	Ballwin	12,062	2.85	31,283	3.08
	Kirkwood	12,306	2.90	27,324	2.69
	Manchester	7,402	1.75	19,161	1.89
	Webster Groves	9,903	2.34	23,230	2.29
% Change	St. Louis County	5.45		2.29	
	Ballwin	47.85		43.39	
	Kirkwood	5.19		0.12	
	Manchester	217.82		192.89	
	Webster Groves	5.42		1.06	

Source: U S Census Bureau

AVERAGE HOUSEHOLD SIZE

The average household size in Ballwin was 2.78 people in 1990. This was well above the average household size in St. Louis County of 2.61. By 2000, the average household size decreased to 2.65 in the City while that of the County and State decreased to 2.51 and 2.54 respectively. The reduction in household size has been a nationwide trend as the baby boomers reach retirement age. The fact the average household size in Ballwin is slightly larger than that of the County and the peer cities, demonstrates that families with children are comfortable living in Ballwin, and further suggests that the schools, crime rate and other quality of life issues are favorable.

MEDIAN VALUE AND AGE OF STRUCTURES

The median value of housing units in Ballwin, per the 2000 census, was \$157,300. This is similar to the median housing values of the peer cities shown in *Table 1.3*. The median housing value in the County, on the other hand, was \$116,600, or approximately 34% less than Ballwin. On the basis of this data, one might argue that Ballwin and the peer cities are more desirable as residential locations which in turn drive higher housing values.

Table 1.3: Housing Status 1990-2000

Year	Place	Total Housing Units	% Vacant	Owner-Occupied Housing Units			Renter Occupied Housing Units		
				Total Housing Units	%	Median value \$	Total Housing Units	%	Median Rent \$
2000	St. Louis County	423,749	4.6	299,670	74.1	116,600	104,587	25.9	505
	Ballwin	12,062	2.2	9,785	82.9	157,300	2,012	17.1	617
	Kirkwood	12,306	4.4	9,074	77.1	160,500	2,689	22.9	583
	Manchester	7,402	2.6	5,801	80.5	144,800	1,405	19.5	620
	Webster Groves	9,903	4.1	7,669	80.7	159,900	1,829	19.3	618
1990	St. Louis County	401,839	5.4	280,843	73.9	83,500	99,267	26.1	397
	Ballwin	8,158	3.8	6,024	76.7	104,000	1,825	23.3	444
	Kirkwood	11,699	4.2	8,741	78.0	100,500	2,471	22.0	469
	Manchester	2,329	5.8	1,744	79.5	101,600	451	20.5	461
	Webster Groves	9,394	4.7	7,531	84.2	98,100	1,418	15.8	452
% Change from 1990-2000	St. Louis County	5.5		6.7		39.6	5.4		27.2
	Ballwin	47.9		62.4		51.3	10.2		39.0
	Kirkwood	5.2		3.8		59.7	8.8		24.3
	Manchester	217.8		232.6		42.5	211.5		34.5
	Webster Groves	5.4		1.8		63.0	29.0		36.7

Source: U S Census Bureau

Housing values are not necessarily reflected by the age of the structure. *Table 1.4* shows the age and median year of construction of housing for the comparison group. Almost 75% of Webster Groves' housing and about 61% of Kirkwood's housing was built before 1960, yet these cities had the highest median housing values. About 41% of the County's housing has been built since 1970, yet it has a lower median value.

Table 1.4: Year structure was built (as % of all structures)

Year structure was built	St. Louis County	Ballwin	Kirkwood	Manchester	Webster Groves
1995 to March 2000	4.5	7.2	2.9	6.3	4.2
1990 to 1994	5.3	6.5	2.7	6.3	4.0
1980 to 1989	12.9	15.0	8.0	18.6	6.2
1970 to 1979	18.3	31.0	12.2	44.6	3.3
1960 to 1969	21.4	27.8	12.9	17.4	7.2
1940 to 1959	27.7	11.1	42.9	6.0	34.8
1939 or earlier	9.9	1.3	18.6	0.7	40.2
Median year	1966	1973	1956	1976	1947

Source: U S Census Bureau

While Ballwin had the highest median housing value in 1990 and showed a significant increase in housing value from 1990 to 2000, the median value of housing units in Kirkwood and Webster Groves grew even more. The median housing values increased an average of 51.22% for all of the communities studied. Webster Groves experienced the greatest increase at 63%. St. Louis County and the City of Manchester experienced the lowest changes in housing valuation with increases of 39.6% and 42.5% respectively. From 1990 to 2000, the number of housing units built in Ballwin was significantly higher than in Kirkwood and Webster Groves. This supports the conclusions that the more expensive new dwellings built in Ballwin between 1990 and 2000 had only a minimal impact on overall median housing values and that other factors such as commuting distances and community character also play a role in determining the value of housing in a community.

OCCUPANCY STATUS

Ballwin's housing is comprised of approximately 17% rental and 83% owner-occupied units. Comparatively, Ballwin has a very low percentage of rental housing units. For example, Manchester and Webster Groves have approximately 2% more rental units than Ballwin, Kirkwood has 6% more and St. Louis County has 8.8 percent more. The average percentage of rental housing in the communities studied was 20.94%. This could be viewed as a reasonable benchmark for Ballwin relative to the need to diversify its housing stock and attracting the 20-34 age cohorts. The median monthly rent in Ballwin for 1990 was \$444 and increased to \$617 in 2000, an increase of 39.0%. Meanwhile, rental rates only increased by 27.2 % in St. Louis County

HISTORIC SITES

"The National Register of Historic Places is the nation's official list of cultural resources worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources."¹ While there are numerous criteria for listing, it is required that a property must be at least 50 years old to be eligible for consideration. Currently, there are no listed properties in the City of Ballwin, however, over 40% of the City's existing properties are now more than 50 years old. Post WWII architectural styles, structures and neighborhoods are now seen as being potentially eligible for such listing. This information is illustrated in the Year Structure Built Map located at the end of this Chapter.

GROWTH STRATEGIES

Ballwin's future success will rely on its ability to attract residents and businesses which believe in the City's vitality, sustainability and desirability. Ballwin is essentially built out today, so these three variables will be impacted by annexation, redevelopment and adaptive reuse of the City's existing infrastructure. The willingness of Ballwin citizens to accommodate change is therefore a major factor impacting the City's future.

¹ <http://www.nationalregisterofhistoricplaces.com/welcome.html>. Accessed on January 05, 2006.

ECONOMIC CONDITIONS

INCOME

The median household income for the City of Ballwin, per the 2000 census, was \$66,458. The median household income for St Louis County was 34% lower than Ballwin at \$50,532. Ballwin's median household income is also higher when compared to the peer cities, as illustrated in *Table 1.5*. In the decade of the 1990's, the median household income in Ballwin increased by 42.4%, while the median household income for St. Louis County and the peer cities increased by an average of 35.7%. This suggests that Ballwin attracts relatively higher income residents.

Table 1.5 Median Household Income

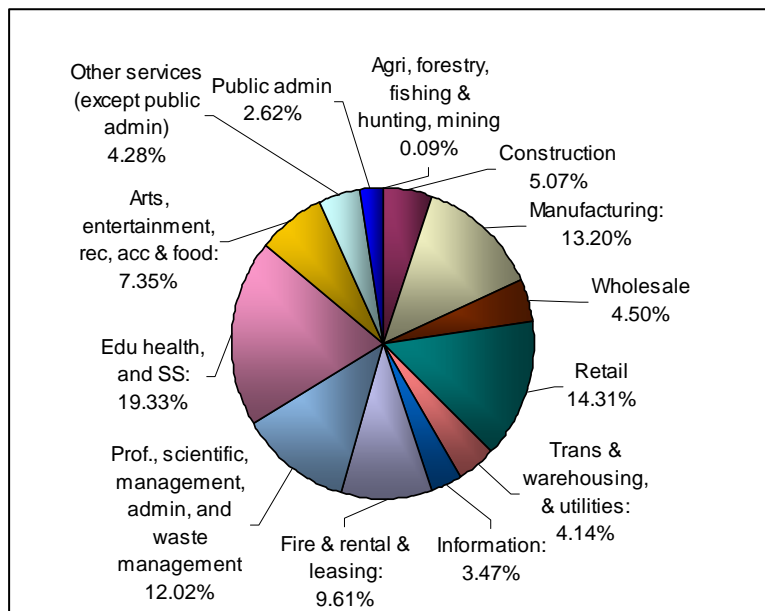
Place	2000	1990	% Change
St. Louis County	50,532	38,127	32.5
Ballwin	66,458	46,654	42.4
Kirkwood	55,122	42,113	30.9
Manchester	64,381	48,158	33.7
Webster Groves	60,524	41,489	45.9

Source: U S Census Bureau

EMPLOYMENT CHARACTERISTICS

Figure 1.4 shows the percentage of the population nationally that works in various industries per the 2000 census. The largest employment sectors are education, health and social services, retail, manufacturing and professional management and administration. Some of these employment sectors do not even exist in Ballwin today.

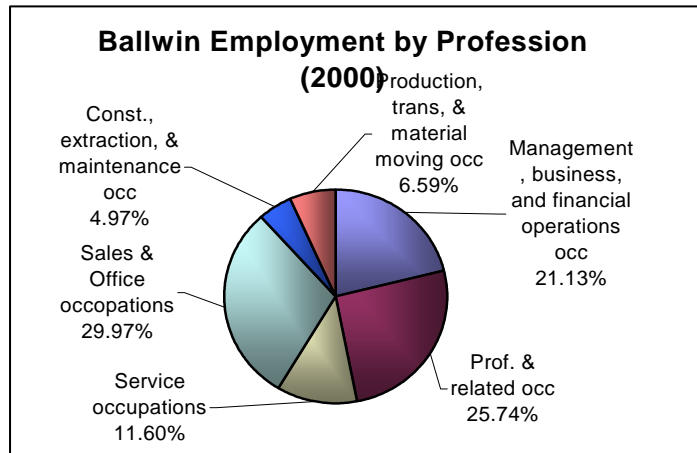
Figure 1.4 National Employment by Industry (2000)



Source: U S Census Bureau

The most common profession among Ballwin’s population is sales and office occupations, as shown in *Figure 1.5*. Approximately 30% of the population is employed in this employment sector. The 2nd and 3rd most common areas of employment are professional and related occupations such as computer, math, engineering and architectural fields (25.74%) and management, business and finance occupations (21.13%). The three (3) largest employers in the City are Target (206 employees), Lowes (140 employees) and Walgreens (114 employees).

Figure-1.5: Employment by Profession (2000)

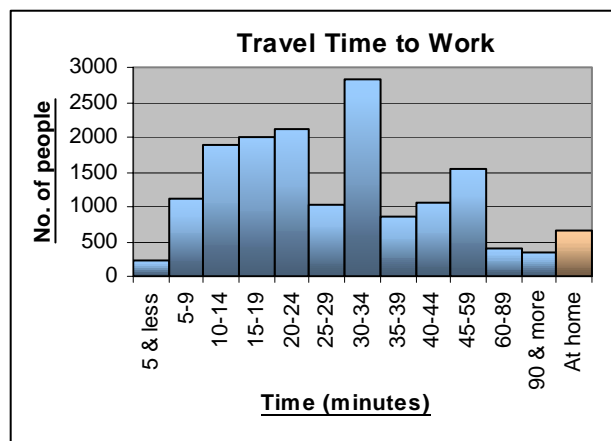


Source: U S Census Bureau

COMMUTE

Ballwin’s workforce has a significantly longer commute than do the residents of the peer communities. On average, Ballwin’s workforce has a commute of 28 minutes. By way of comparison, the commuting time for Webster Groves’ workforce is only 18 minutes. In a related measure, only 12% (1,926) of Ballwin’s workforce is employed within the City limits compared to 20% and 18% in Kirkwood and Webster Groves respectively.

Figure 1.6: Travel Time to Work



Source: U S Census Bureau

These differences are due, at least in part, to a lack of substantial employment centers in Ballwin that correspond to the educational achievement and skill levels of Ballwin’s residents. A summary of the economic factors, including unemployment and poverty levels is contained in *Table 1.6*. Commuting time is a quality of life issue that needs to be addressed in conjunction with traditional planning measures such as housing, economic base and community services in attracting and retaining residents and businesses.

Table 1.6: Economic Conditions versus Commuting Patterns

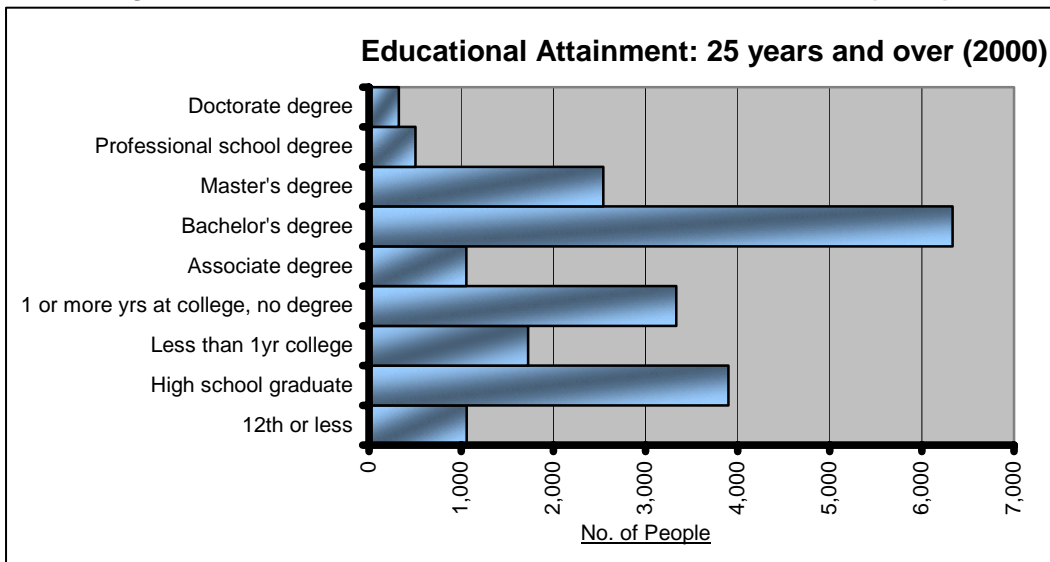
Geographic Area	Median HH Income (\$)	Population Below Poverty Line (%)	Unemployed Population (%)	Educational Attainment* (%)	Working within City Limits (%)	Average Travel Time (Minutes)
Ballwin	66,458	3.2	1.4	46.7	12.00	28.0
Kirkwood	55,122	4.6	1.8	51.5	20.32	20.9
Manchester	64,381	3.0	1.8	52.9	8.95	24.3
Webster Gvs	60,524	4.8	1.9	56.8	18.38	18.8
St. Louis Cnty	50,532	6.9	3.1	35.4	N/A	24.0

*Population (25 and above) having education - bachelor's degree and above
 Source: U S Census Bureau

EDUCATIONAL ATTAINMENT

Figure 1.7 shows the educational attainment of Ballwin’s population above 25 years of age. The graph shows that more than 6,000 people have a bachelor’s degree and about 2,500 people have master’s degrees. Clearly, Ballwin is a highly educated community with a population of highly paid wage earners that possess the spending power to attract and support high-end retail and service-oriented businesses and restaurants.

Figure 1.7: Educational Attainment: 25 Years and Over (2000)



Source: U S Census Bureau

COMMERCIAL OCCUPANCY

Table 1.7, based upon City of Ballwin business license data, shows the City's seven (7) largest commercial occupants by floor area. There is approximately 2,000,000 square feet of commercial space in Ballwin. Therefore, Ballwin's seven (7) largest commercial businesses account for almost 28% of the total commercial floor area in the City. Ballwin is home to many big-box retail type businesses. Figure 1.8 shows a snapshot of the distribution of the commercial floor area by sector. Over 70% of the City's commercial space is occupied by retail and service businesses. Only 4.4 % of the City's commercial floor area is occupied by businesses and professional office uses. Generally, for each office job, 1-3 additional jobs are created in supporting, non-basic industries such as sales and services. Therefore, office uses have a positive ripple effect on the local economy in the formation of new jobs and additional revenue. The City should therefore focus some of its economic development efforts on attracting and retaining office uses.

Figure 1.8: Commercial Space by Revenue

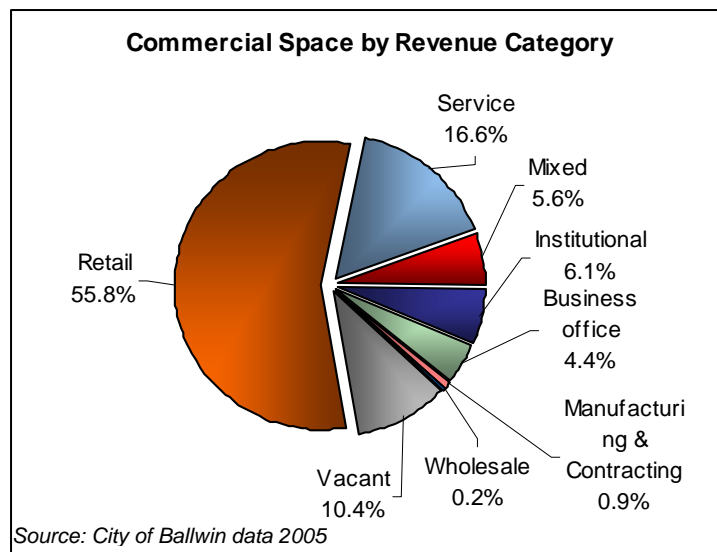


Table 1.7: Major Commercial Occupants

Employer	Employment sector	Square feet
Lowe's Home Center	Retail	135,197
Target Store	Retail	132,300
Hobby Lobby	Retail	87,000
Schnucks	Retail	61,783
Southwestern Bell	Business office	57,120
Bed Bath and Beyond	Retail	43,047
Plunkett Furniture CO	Retail	40,000

Source: City of Ballwin 2005

FINANCES- HOW ARE WE DOING

The three (3) principal sources of revenue for municipalities in St. Louis County are taxes on retail sales, taxes on real property and taxes on the sale of utilities. Taxing rates vary from city to city and category to category, but sales tax revenues are the largest source of revenue for most municipalities. Ballwin is one of only a few municipalities in the region that does not collect real estate tax. This makes sales tax an especially significant element for Ballwin in its overall revenue picture. It also puts the city into a potentially volatile situation where changes and cycles in the retail economy can have a profound negative impact on annual revenues.

Between 40-45% of Ballwin's annual revenue comes from sales taxes. The diversity and number of retailers located within the City, therefore, becomes critical to Ballwin's ongoing economic vitality. Many of Ballwin's retail establishments are located in aging strip malls that are more than 30 years old and do not reflect current trends in retail design and function. This makes it difficult for the City's retailers to compete with more contemporary retail developments that have recently been built in surrounding municipalities. The City's future economic vitality relies on the continued success of existing retailers and commercial services and its ability to expand and diversify its commercial core. Recruiting new retailers that increase the City's share of the regions retail sales tax should be a priority.

TAX REVENUES SOURCES

Sales tax is distributed in St. Louis County via the following methods;

1. *Point-of-Sale ("A") Taxing Districts:* Sales tax revenues in areas designated as "A" districts are distributed via the state statute formula for point-of-sale district generated revenues in St Louis County. Basically, revenues generated from sales taxes in a point-of-sale taxing district stay within the City in which the district is located.
2. *Pool ("B") Taxing Districts:* Sales tax revenues generated in areas designated as "B" districts are distributed via the state statute formula for pool district generated revenues in St. Louis County. Such revenues are placed into a "pool" and distributed to all "B" districts in St. Louis County on a per capita basis.
3. *"A" & "B" Cities:* Many cities contain both A and B taxing districts. Generally, cities designated as "A/B Cities" were once point-of-sale cities that have post-1984 annexations. Ballwin is one of these. Any "B" district area annexed after 1984 retains its "B" district classification. Per capita revenues based upon pool populations are distributed to the city in which the "B" district is located.
4. *Automobile Sales Tax:* Automobile sales taxes are collected by the state whenever a vehicle is sold and licensed to the city of residence of the licensee. The city where the sale originated also retains a portion of the sale price. For example, if a new car is purchased in Ballwin by a Kirkwood resident, the City of Kirkwood would receive 75% of the sales tax revenue collected and Ballwin would receive a portion of the remaining 25%. Portions of the 25% are also shared by the state and on a pro-rata basis by all other cities in which auto dealerships are located.
5. *Utilities gross receipts taxes:* Cities in Missouri are authorized to levy sales taxes on utilities purchased from electric, gas, telephone, water and sewer companies. Utility taxing rates vary from city to city. Many cities have different rates according to land use.

6. *Property Taxes:* Most cities within St. Louis County levy a property tax. Ballwin is one of the few cities that does not impose such a tax. The rates at which municipalities collect property taxes vary from zero to \$1.27 per \$100 of assessed valuation.
7. *Tax Increment Financing (TIF):* Ballwin has one Tax Increment Financing (TIF) District, located around Olde Towne Plaza, which opened in 2001. The first phase of this district was authorized to cover \$13,665,000 in public improvements. Olde Towne Plaza consists of 80 acres and has 265,245 square feet of retail space. The plaza is currently occupied by approximately 90% retail users. The sales tax rate is 7.325% and distributed as shown in *Table 1.8*.

Table 1.8: Olde Towne Plaza TIF Tax Distribution Rates

State taxes	4.225%
St. Louis County taxes	0.850%
Ballwin Sales taxes	2.000%
Transportation Development District Tax	0.250%
Total:	7.325%

Source: City of Ballwin, MO

Table 1.9 identifies the sales tax collection and property tax rates in each of the peer communities. Sales tax rates are expressed as a percentage of the sale. Real estate tax rates are expressed in dollars per \$100 assessed valuation. Beginning in 2003, separate rates were mandated by state law for residential (Res.), commercial (Comm.), agricultural (Agr.) and personal property (P.P.).

Table 1.9: Tax Revenue Sources

Municipality	Sales Tax Dist.	State and Local Sales Tax Rates	2003 Property Tax Rates			
			Res.	Comm.	Agr.	P.P.
Ballwin	A/B	7.075	No levy			
Manchester	A/B	7.325	0.250	0.250	0.000	0.250
Webster Groves	B	7.075	1.241	1.241	0.000	1.263
Kirkwood	A/B	7.325	0.574	0.571	0.000	0.592
Average	n/a	7.200	0.688	0.687333	0.000	0.701

Source: St. Louis County Assessors Office

GENERAL FUND SOURCES (FY2006 PLAN)

Ballwin’s operating budget for the year 2006 is projected to balance revenues and expenses at a total of \$13,873,655. The operating budgets in 2005 and 2004 were balanced at \$14,463,117 and \$13,460,710 respectively. The reduction in the 2006 operating budget from 2005 is due in part to lower sales tax revenues and a reduction in police service grants and licenses/permit

fees. The City’s expenditures (Administration, Parks, Police and Public Works) have remained relatively constant for the last 3-years. The City has done an excellent job cutting administrative and operational costs to match revenues. This approach is obviously not tenable over a long time frame. The City must increase current revenues or find alternative sources of revenue in order to continue providing the current level of services. Ballwin’s revenue sources are categorized in *Table 1.10* according to the percentage of the City’s total revenue collected.

Table 1.10: Ballwin’s Revenue Sources (2006)

39%	from Sales Tax Revenues
20%	from Recreation Fees
14%	from Utility Receipts
10%	from Licenses and Permits
7%	from Intergovernmental Revenues
5%	from Police Services/Grants
3%	from Interest Income/Misc.
2%	from Franchise Fees
0%	from Property Taxes
100%	

SOCIO-ECONOMIC CONDITIONS SUMMARY

The City of Ballwin experienced great socio-economic changes during the last 10 years. Many of the changes that affected the City were part of larger demographic shifts involving regional, statewide and national populations, but some of the changes were unique to Ballwin. For example, much of Ballwin’s growth came from annexation. Absent further annexations, the total population within the City of Ballwin can be expected to stabilize with a long term tendency to decline as the average overall household size shrinks and the population continues to age.

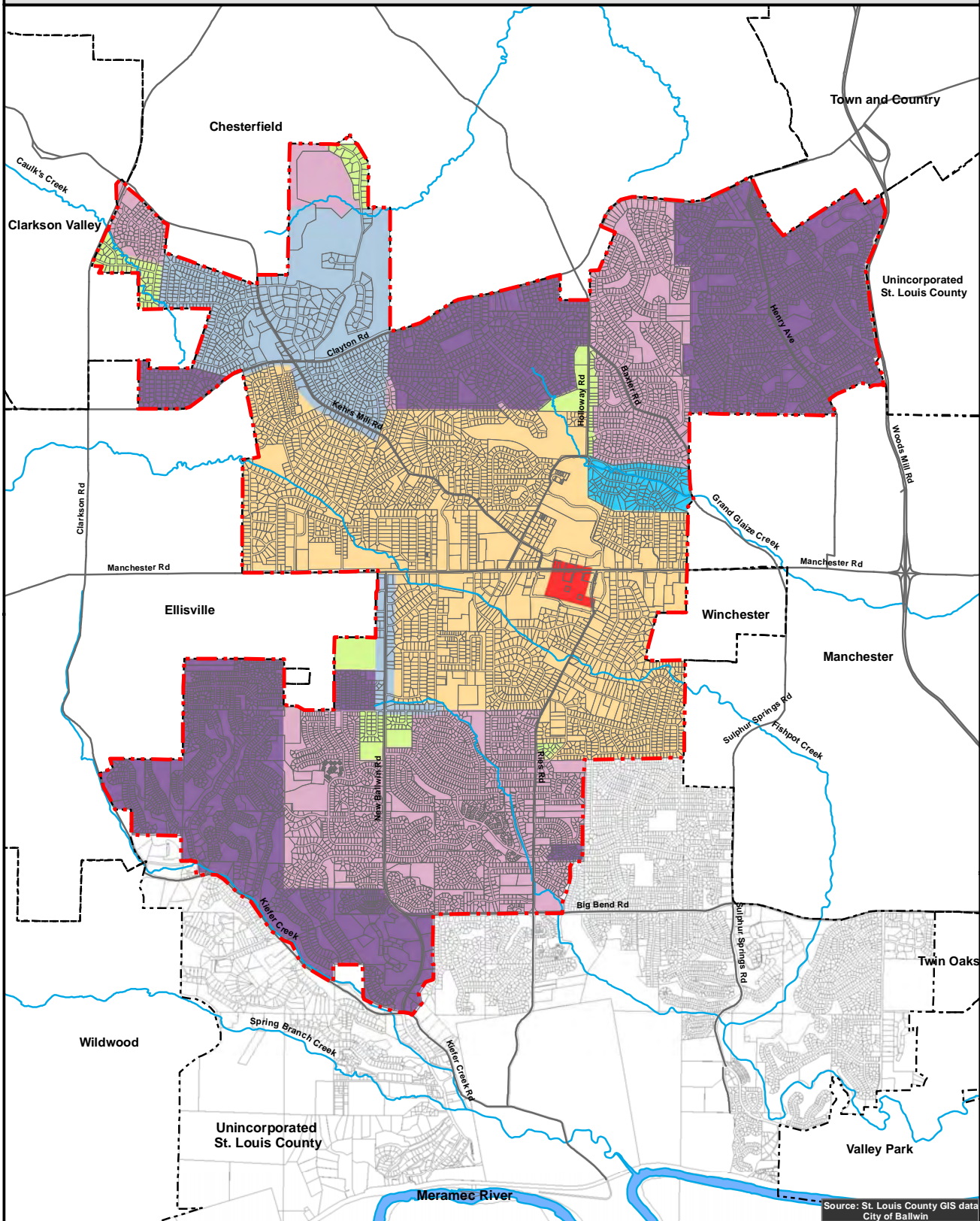
While the City’s population is aging, it is also growing wealthier. The City’s high median household income, quality housing stock and stable population provide opportunities for new and expanded retail and commercial uses. As the City’s population ages, the housing stock will need to diversify to meet changing housing needs to allow the City’s population to age in place (without moving outside the city). The City should encourage residential and commercial uses that attract singles, young families and other first time homeowners. The City should also try to attract full-time office uses to increase the City’s daytime population, reduce commuting times and support the local retail and commercial service sector.

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CITY OF BALLWIN

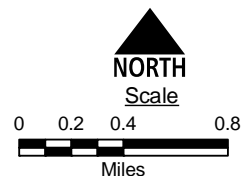
2007 Comprehensive Community Plan



Source: St. Louis County GIS data
City of Ballwin

Annexation by Year

- | | | |
|---------------------|-------------|-------------|
| Ballwin City Limits | 1837 - 1900 | 1971 - 1980 |
| Municipal Limits | 1901 - 1950 | 1981 - 1990 |
| Streams | 1951 - 1960 | 1991 - 2000 |
| Major Roads | 1961 - 1970 | |



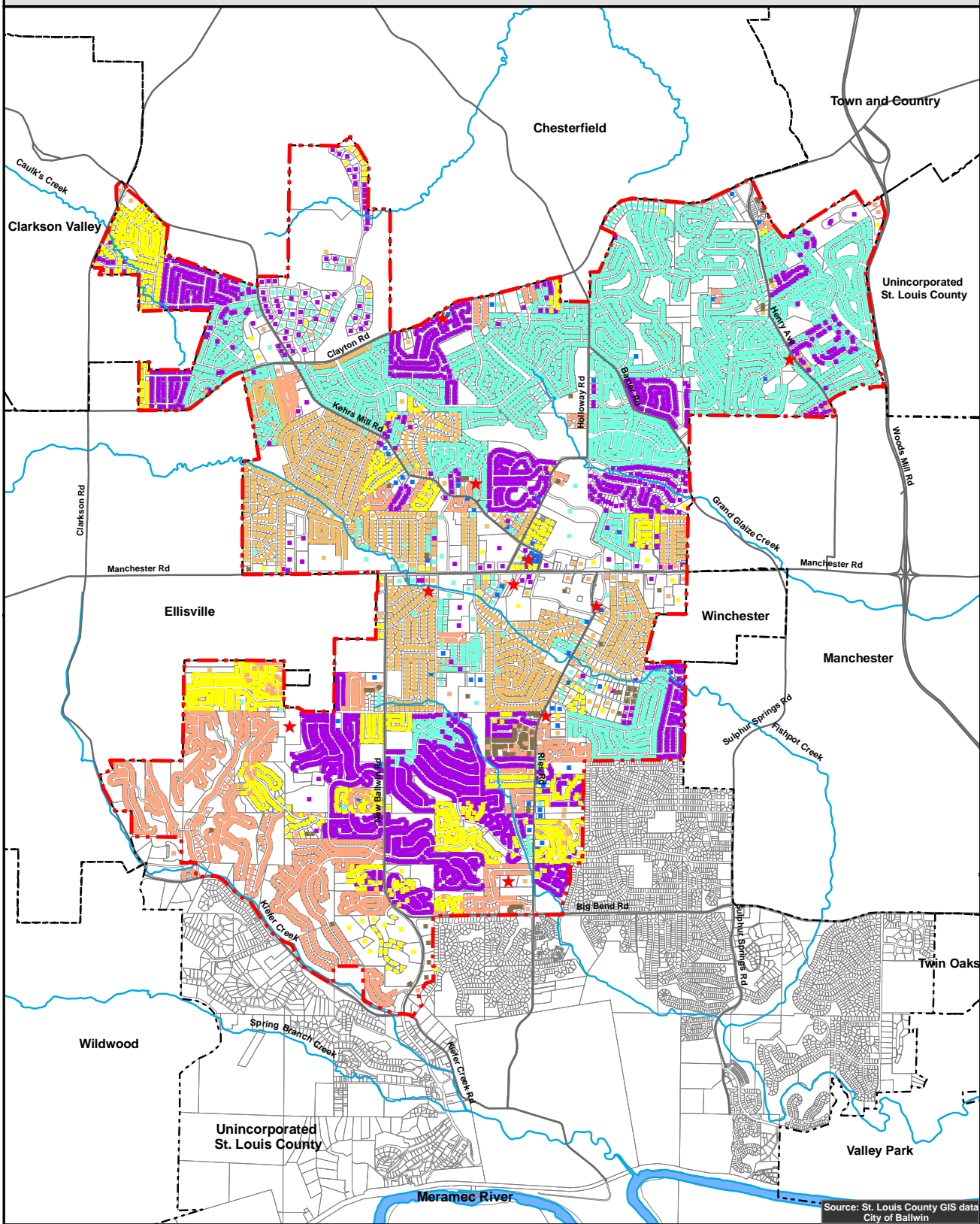
ARCTURIS
Planning Architecture Interiors Facilities Technology

Date: Oct 11, 2007



CITY OF BALLWIN

2007 Comprehensive Community Plan



Year Structure Built Map

- | | | |
|---------------------|-------------|-----------|
| Ballwin City Limits | Before 1910 | 1970-1980 |
| Municipal Limits | 1910-1950 | 1980-1990 |
| Streams | 1950-1960 | 1990-2000 |
| Major Roads | 1960-1970 | 2000-2005 |

NORTH
 Scale

 0 0.25 0.5 1
 Miles
ARCTURIS
 Planning Architecture Interiors Facilities Technology
 Date: Oct 11, 2007

EXISTING LAND USE PLAN

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LAND USE AND ZONING

The purpose of recognizing the existing land use patterns and zoning districts in a city is to identify and evaluate the general locations of services, the supply of adequate infrastructure, and potential sites for development or redevelopment. The intent of this chapter is to identify the existing availability of each category of land use within the community through site surveys and the evaluation of map data that reflects the City's zoning districts and land use. This information, along with the analysis of existing conditions, will be used to develop the *future land use map*.

NATURAL FEATURES AND TOPOGRAPHY

The physical environment of the planning area offers both opportunities and constraints for future development. An understanding of the physical environment helps the community to seize opportunities and avoid constraints through proper planning. The term physical environment refers to both the natural and man-made environments. The natural environment includes elements such as land area, topography, drainage patterns, slopes, water features, soils, vegetation, environmentally sensitive areas, etc. The man-made environment includes buildings, roads, structures, infrastructure, parks, etc.

SOILS CLASSIFICATIONS

The present topography of Ballwin is primarily the result of stream erosion. Two main natural elements make up the topography of Ballwin: upland plains and highly eroded valleys and remnant ridges. The northern portion of the City has a level to gently undulating upland topography. Most of the soils within the City are deep, well drained surfaces that are desirable for community development. The soil associations located within the City are shown in the *Soil Associations Map* located at the end of this chapter.

The soil association map identifies the soil types found in Ballwin. A soil association is made up of organic sediments that have a distinctive proportional pattern and consistency. They normally consist of one or more major soils and at least one minor soil. The name of the association is derived from the names of the major soils present in the given association. The predominant soil associations within the City of Ballwin include the following:

Ashton Series: The Ashton Series consists of deep, well drained, moderately permeable soils on low stream terraces. This soil is suitable for most recreation uses. The Ashton silt loam, along the main channel of the Meramec River and its tributaries is generally not suited for any built improvements due to the frequency and intensity of flooding.

Gasconade Series: The Gasconade Series consists of shallow, well drained soils on uplands. The Gasconade Rock outcrop complex is commonly associated with 5 to 14 percent slopes, and characterizes the majority of Ballwin's topography north of Manchester Road. The soils generally have a high stone content and drain easily. This complex occupies natural environments that commonly have high aesthetic values but are most suitable for low density development.

Goss Series: The Goss Series consists of deep, well drained, moderately permeable, cherty soils on uplands. Areas with the Goss Series typically consist of cherty silt loam with 14 to 45 percent slopes and are mostly in woodlands. This Goss Series occupies areas that are generally not suitable for conventional development. Extensive site preparation is commonly needed because of the steep slopes.

Haymond Series: The Haymond Series consists of deep, well drained, moderately permeable soils on flood plains. Haymond silt loam is found in the westernmost limits of the City between Clayton Road and Manchester Road and along Grand Glaize Creek. Onsite investigation and a review of FEMA's flood maps to locate areas that have the least probability of flooding.

Menfro Series: The Menfro Series consists of deep, well drained, moderately permeable soils on uplands. The Menfro silt loam is the predominate soil type south of Manchester Road all the way to the Meramec River. This soil type is suitable for most recreation uses and low to moderate density developments where slopes are less than 10%. Proper design of structures and extra reinforcement in footings, roadbeds and foundations is recommended due to the shrinking and swelling tendencies of this soil type.

FLOODPLAIN AND SLOPES

Floodplains and slopes over 10% are shown on the *Slopes and Contour Map* located at the end of this section. Elevations within the City range from about 500 feet above sea level at the southern limits of the city to about 740 feet on the upland plains in the northwestern portion. Floodplain areas are mainly along Fish Pot Creek, Grand Glaize Creek, Kiefer Creek and the Meramec River. The floodplains are underlain by water-deposited sands, silts, and clays. They are relatively shallow and located over limestone and shale bedrock.

Building on Slopes: Much of the land in the southern portion of the planning area has zones with slopes of 15% or more. Slopes over 10% are generally considered unsuitable for development. However, depending on soil type, low to medium density developments can be suitable on grades less than 10% provided the appropriate planning, engineering and construction techniques for steep slopes are employed. Detailed onsite soil and geologic investigations should be required in areas being considered for building sites when steep slopes or unstable soils are present.

Reshaping of the landscape by cutting and filling is a common construction practice used to flatten slopes. Piers or oversized footings may be needed to give proper support for structures and to help compensate for the low load bearing strength of fill areas. Cut and fill alters the natural drainage patterns, can damage sensitive environmental areas and increases the cost of construction. For these reasons, compact development should be encouraged in steep slope areas to minimize the development footprint and preserve the natural land form and environment.

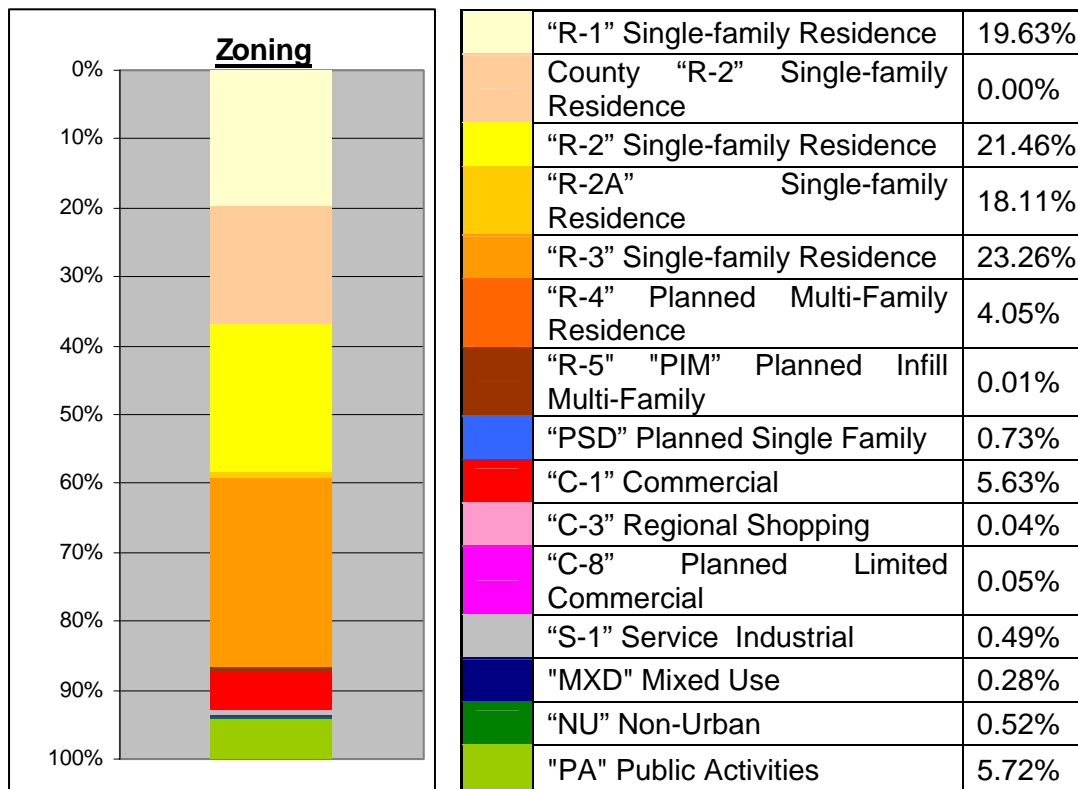
A clear understanding of soils and slopes, especially in the southern portion of the planning area targeted for future annexation, will help formulate policies with respect to annexation. It will also help to understand if a particular parcel is suitable for a particular proposed development and evaluate the most appropriate density or if the site is better suited in its natural state through a conservation easement.

EXISTING ZONING

The *Existing Zoning District Map* depicts the zoning districts into which Ballwin has been divided. The City currently has 15 zoning districts that allow land uses ranging from low intensity development such as recreation and single residential to higher intensity districts for planned commercial and light industrial uses. Each district has specific standards and regulations for development. The zoning map is adopted as a part of the zoning ordinance. The ordinance and map are tools that are used to determine the most appropriate development for a particular piece of property or parcel with regard to land use, density, bulk standards and surrounding uses.

Only the land within the city’s limits is depicted on the existing zoning district map. The total area of land contained within the city is approximately 8.93 square miles or 5716 acres (actual parcels constitute 4915.73 acres equaling 7.68 square miles with the remaining balance consisting of roadways and other rights-of-way). The following is a list of the City’s current zoning districts, and the approximate amount of land currently zoned for each district.

Table 2.1: City of Ballwin Zoning Districts



Residence Districts: The City has nine (9) residential districts representing a variety of housing types and densities. These range from the “R-1A” Single-family Residence District which requires a minimum lot size of 40,000 square feet for a single-family dwelling to the “R-4”, Planned Multiple Family District, which permits apartment developments at a density of up to 22 units per acre.

The “R-3” Single-Family Residence Zoning District has the largest land area of any single zoning district within the City. The City’s “R-3” Zoning District contains approximately 1331 acres or about 23.3% of the City’s total land mass. The “R-2” (1228 acres - 21.5%) and “R-1” (1123 acres -19.6%) districts are the 2nd and 3rd largest residential zoning districts by gross land area. Approximately 87.8 % of the City’s land area falls within one of the City’s residential zoning districts. Residential uses are colored in various shades of off-white and yellow on the existing zoning district map. Multiple family zoning districts are colored tan to brown and blue is used for PSD. The total acreage and percentage of residential land area is as follows:

Table 2.2: Existing Residential Zoning

Zoning	Area (Acres)*	% of Total Land Mass	Minimum Lot Size (SF)
“R-1” Single-family Residence	1123.34	19.6	20,000 SF
County “R-2” Single-family Residence	985.73	17.2	15,000 SF
“R-2” Single-family Residence	1228.38	21.5	12,500 SF
“R-2A” Single-family Residence	990.16	18.11	15,000 SF
“R-3” Single-family Residence	1331.16	23.3	20,000 SF
“R-4” Multiple-family Residence	231.99	4.1	22 units / acre
“R-5 PIM” Planned Infill Multi-Family	0.44	0.0	15 units / acre
“PSD” Planned Single Family	41.96	0.7	Planned
“NU” Non-Urban	29.99	0.5	Non-conforming
Total	5024.15	87.8	

* The Acreage includes road area
 Source: 2004 Official City of Ballwin Zoning Map

Commercial Districts: The City has five (5) zoning districts for commercial and light industrial uses. These districts generally allow retail, office, and light industrial and service oriented businesses. Home-based businesses are not classified as a commercial land use. Approximately 6.5 % or 356 acres of the City’s land area is zoned in these districts. The zoning classifications and the approximate amount of land zoned for each district is as follows:

Table 2.3: Existing Commercial Zoning

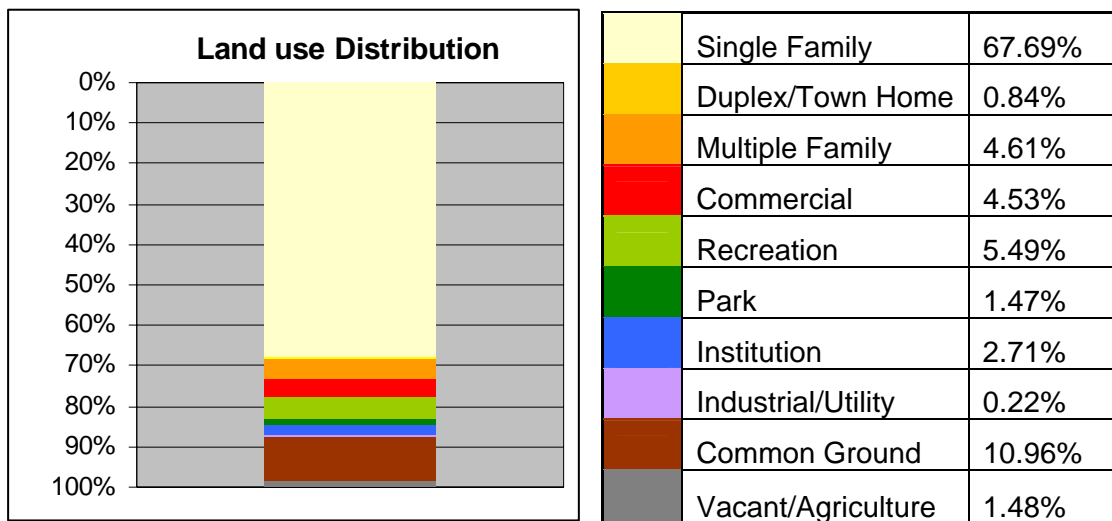
Zoning	Area (Acres)	% of Total Land Mass
“C-1” Commercial	322.17	5.6
“C-3” Planned Limited Commercial	2.17	0.0
“C-8” County Planned Commercial	3.14	0.1
“S-1” Service (Light) Industrial	28.08	0.5
"MXD" Mixed Use	16.26	0.3
Total	355.56	6.5

* The Acreage includes road area
 Source: 2004 Official City of Ballwin Zoning Map

EXISTING LAND USE

The *Existing Land Use Map* presents the locations of the various land use categories. The information is used to evaluate current patterns of land utilization and to guide future growth and development. This map was created by combining baseline data from a 2002 aerial photograph with data collected from field surveys conducted during the winter of 2005. Each land use category is designated by standard colors on the existing land use map. The map is intended to categorize all development within the City into a succinct listing of specific land use types. The relative mixture of the existing land uses in the City of Ballwin is shown in *Table 2.4*.

Table 2.4: City of Ballwin Existing Land Use



The land uses depicted on the existing land use map are not to be confused with the City's zoning districts. While similarities may exist, the zoning map and the land use map do not show the same information. The existing zoning map is a legal instrument that depicts how parcels are zoned. The existing land use map shows how the land is currently being used. Land use does not always match zoning. Ideally, however, the zoning and land use maps are very similar. Local roadways, state highways, and other rights-of-way are not included in the following land use calculations. A brief description of the land use categories used on the land use map is as follows¹:

Single Family Residential Land Use: Residential development is divided into three categories: single family, duplex/townhome and multiple family. All single family detached dwellings are classified as "single family" on the existing land use map. Most of the residential structures in the City of Ballwin are single-family, detached houses. To date, there are approximately 3327.32 acres of single-family land use in the City. The City currently has approximately 4052.15 acres² that are zoned single-family. The difference is the result of common ground and areas being zoned single family residential but being included in the recreational rather than the residential land use. Overall, there are very few areas within the City

¹ Acreage for the land use is without the Road area. An adjustment (deduction of 14.00% area) has been done in the zoning categories to make it compatible with land use data.

² "R-1" + "R-1A" + "R-2" + "R-2A" + "R-3" (Zoning Categories)

that are zoned residential that are not already developed or being preserved in the form of common ground.

There are several large-scale subdivisions within the City that contain lots with similar dimensions and layouts. These subdivisions contribute significantly to the City's supply of single family housing styles within the \$200,000 to \$300,000 price range. However, the large lot layout and generally poor interconnectivity of these neighborhoods makes them difficult to enter, traverse, and exit. These subdivisions have commonly been developed with numerous cul-de-sacs and few access points. The lack of internal circulation and access to adjacent land uses limits the interaction of neighborhoods, increases housing costs, reduces the effectiveness of service provision and limits efficient traffic flow.

Another common element of Ballwin's residential neighborhoods that make them desirable places to live is the presence of open green spaces. Many of these areas are wooded and were left undisturbed during construction. This was mostly due to topographic constraints that made these areas unsuitable for residential construction. The city's subdivision common areas provide significant habitat for wildlife, preserve natural drainage ways and vegetation, and contribute to the open space and recreational needs of the community.

To ensure consistent quality development throughout the community, the City relies on subdivision and zoning ordinances to direct development. These are tools that can be used to impact and guide development related issues such as density, variety, cost, location and style to better meet the community's expectation for quality housing.

Duplex/Townhome Residential Land Use: Only the few single-family attached "villas" are shown in this land use classification. The most notable of these at the time that this document was prepared are the Villas at Meadowbrook adjacent to the Meadowbrook Country Club, Clayton Corners near the intersection of Clayton Road and Henry Avenue and Spring Cove near the intersection of Ries Road and Big Bend Road.

Multi-Family Residential Land Use: Multi-family residential land uses refer to all multiple family dwelling unit arrangements in which there is more than two dwelling units in the same building. There are an estimated 268.18 acres³ of multiple family developments within the City of Ballwin. The City currently has approximately 235.63 acres⁴ zoned multiple family. This discrepancy is mostly due to recreational land uses within multiple family developments that have multiple family zoning. For purposes of comparison, apartments and other forms of rental units make up approximately 17% of the City's housing stock. Approximately 22% of the dwellings in St. Louis County and the peer cities are multiple family.

Commercial / Industrial Land Use: This category includes all land with commercial, retail, office, industrial and service oriented businesses. There are an estimated 233.52 acres⁵ of commercial / industrial land uses currently within the City and there are over 319.30 acres⁶ zoned for commercial / industrial use. The major source of this discrepancy is the apartment developments along Old Ballwin Rd. and Solon and Leslie Lanes. These areas retain industrial

³ Duplexes & Townhouses + Multi-Family (Land Use Categories)

⁴ R-4" + "R-5" / "PIM" + "PSD" (Zoning Categories)

⁵ Commercial + industrial (Land Use Categories)

⁶ "C-1" + "C-3" + "C-8" + "S-1" + "MXD" (Zoning Categories)

zoning which is combined with commercial zoning for this analysis, but the land use is multiple family residential.

Most of the city's commercial areas are located within the Manchester Road Corridor. This corridor is characterized by traditional one-story commercial developments having large front building setbacks and minimal landscaping and buildings of similar height and orientation that lack distinctive architectural design. The corridor is dominated by large-scale (big box) retail commercial centers and strip malls with franchise establishments. While these commercial areas are functional, they do not have a common theme or distinctive design.

Parks, Recreation and Common Ground Areas: There are approximately 342.09 acres⁷ of land in these categories. This includes Ballwin's five (5) parks, many subdivision common ground areas and Meadowbrook Country Club. The largest and most popular parks include the Ballwin Municipal Golf Course, the Pointe at Ballwin Commons, the North Point Aquatic Center and Vlasis Park. The City's Zoning Ordinance permits parks and recreational uses in most zoning districts, but all of the recreational lands are primarily in the residential districts.

Institutional Land Use: Institutional land uses include areas used for government services, schools, and churches. There is approximately 133.03 acres of institutional land within the City, but there is no institutional zoning district. The zoning ordinance permits institutional uses in most zoning districts, so there is no meaningful comparison of zoned land to land dedicated to this use.

Vacant Land: As the name implies, vacant land is land that is not developed. There is little vacant land left in Ballwin, but public utilities and services are generally available to these sites, so they are likely to be experience pressure for future in-fill development. There are approximately 72.92 acres of property within the City that fall into the classification.

Table 2.5 provides a comparison of the existing land uses and the zoning districts. The land area calculations are estimates.

⁷ Parks + Recreation (Land Use Categories)

Table 2.5 Land Use Versus Zoning

Land Use Categories		Zoning Categories	
Existing Land Uses	Area (acres)*	Zoning Districts	Area (acres)*
Single Family Residential, Park, Recreation & Common Ground			
Single-Family	3327.32	"R-1"	964.67
Parks	72.18	County "R-2"	0
Recreation	269.91	"R-2"	1900.88
Common Ground	538.66	"R-2A"	889.93
		"R-3"	1143.14
		"NU"	25.75
		"PA"	281.94
Total	4208.08		4359.84
Duplex/Townhome & Multi-Family Residential			
Duplexes/ Townhouses	41.49	"R-4"	199.22
Multi Family	226.69	"R-5" / "PIM"	0.38
		"PSD"	36.03
Total	268.18		235.63
Commercial, Industrial/Utilities & Institutional			
Commercial	222.86	"C-1"	276.66
Industrial	10.66	"C-3"	1.86
Institutional	133.03	"C-8"	2.70
		"S-1"	24.11
		"MXD"	13.96
Total	366.55		319.30
Vacant/Agriculture			
Vacant/Agriculture	72.92	N/A	
Total	72.92		
Grand Total	4915.73		4915.73

* The Acreage does not includes road area⁸

Source: 2004 Official City of Ballwin Zoning Map, 2005 St. Louis County GIS Data

⁸ The acreage does not include the road area. A 14.12% deduction has been done for the road area so as to make the data compatible with the land use data.

SUMMARY

Ballwin's central location, high quality of life and past history of annexations have resulted in steady residential growth rates dating back to the 1950s. The first major thrust of homebuilding took place along Manchester Road, Clayton Road, New Ballwin Road, Kehrs Mill Road and Ries Road from the 1950's- 1970's. This twenty year period of residential growth is responsible for most of the residential construction and commercial development we see today in the older part of town.

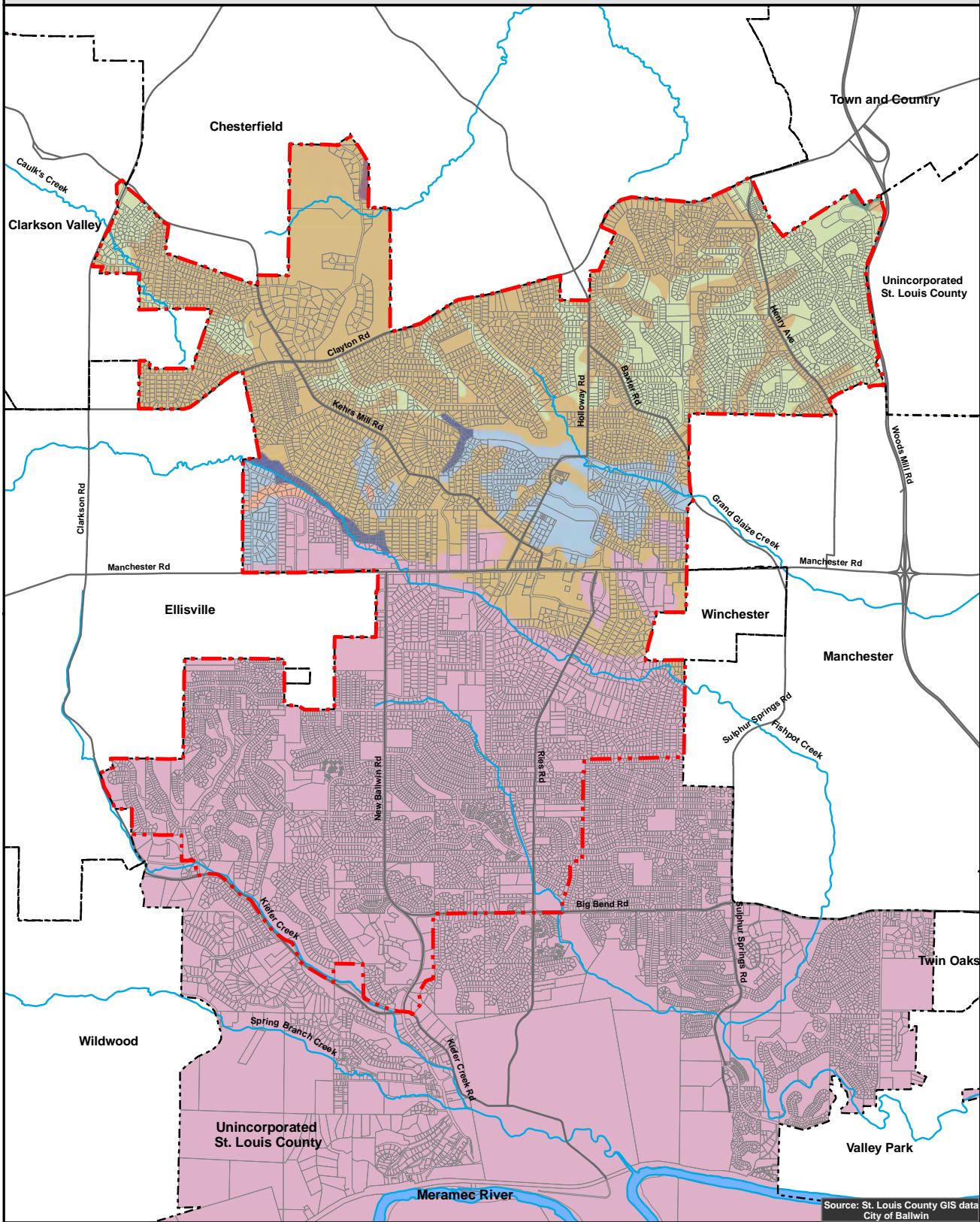
Another significant increase in the City's single family housing stock occurred between 1990 and 2000 as large developed areas of unincorporated St. Louis County were annexed. This corresponded with a nationwide boom in new housing construction. Most of Ballwin's construction activity during this period occurred on scattered sites in the southern portions of the City, and to some degree, in other areas which were previously considered too costly to develop or left undeveloped for a variety of other residential market or development factors. Since that time, newer residential home construction has dropped off sharply within the City as the availability of developable sites decreased. Currently, the areas shown as "residential" on the existing land use map and zoning district map are virtually built-out, with the exception of a few lots shown as vacant or where under utilized parcels can be combined and redeveloped.

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CITY OF BALLWIN

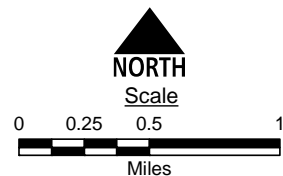
2007 Comprehensive Community Plan



Source: St. Louis County GIS data
City of Ballwin

Soil Association Map

- | | | |
|---------------------|--------------------|------------------------|
| Ballwin City Limits | Menfro Silt Loam | Goss Silt Loam |
| Municipal Limits | Elsay Silt Loam | Haymond Silt Loam |
| Streams | Iva Silt Loam | Goss Cherty Silt Loam |
| Major Roads | Freeburg Silt Loam | Gasconade-Rock Outcrop |

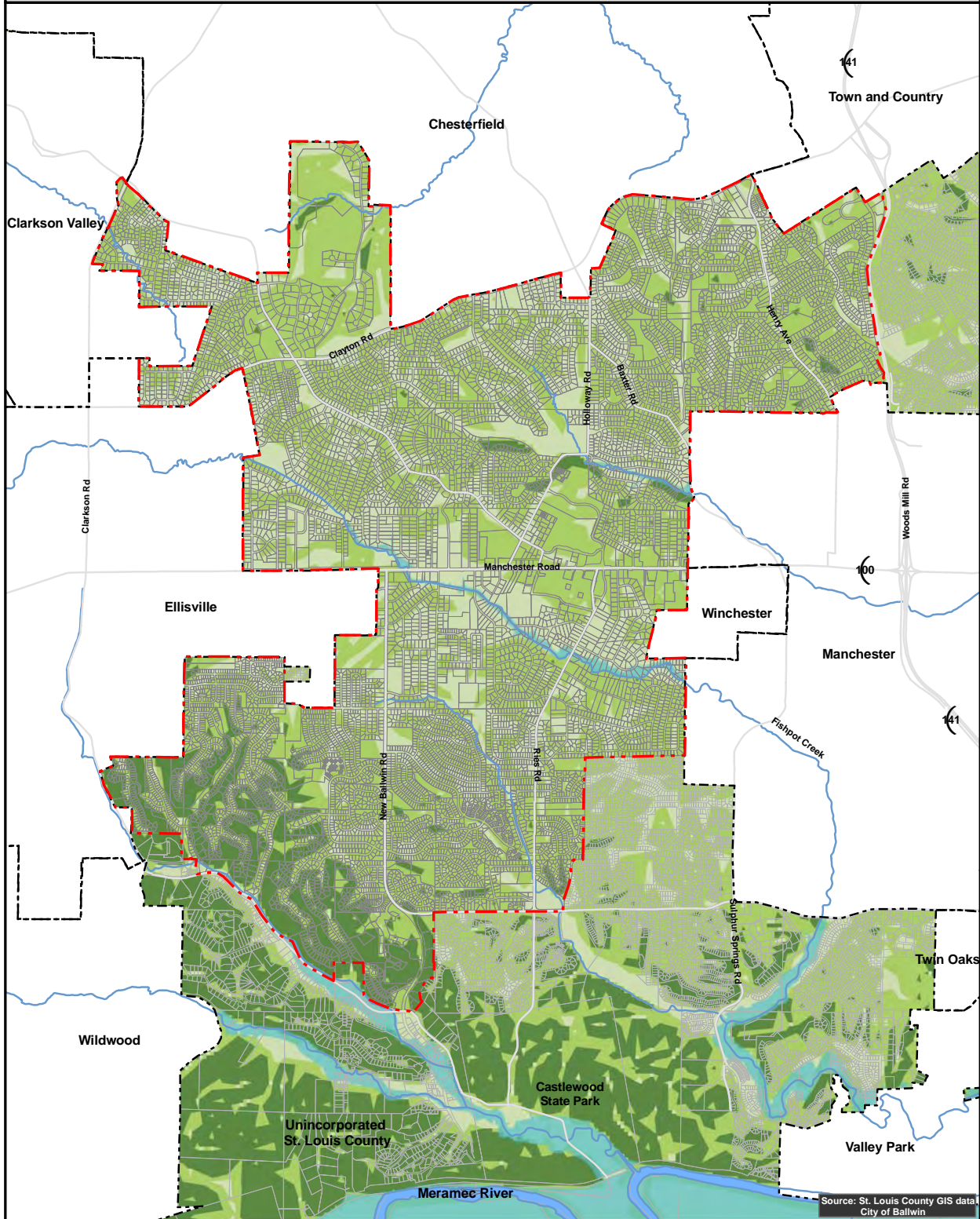


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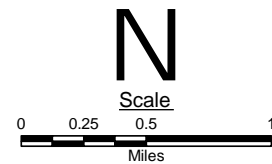
CITY OF BALLWIN 2007 Comprehensive Community Plan



Source: St. Louis County GIS data
City of Ballwin

Slopes

- City Limits
- Municipal Limits
- Streams
- 0-5 Percent Slope
- 5-15 Percent Slope
- 15 Percent Slope or More
- 100 Year Flood Plain

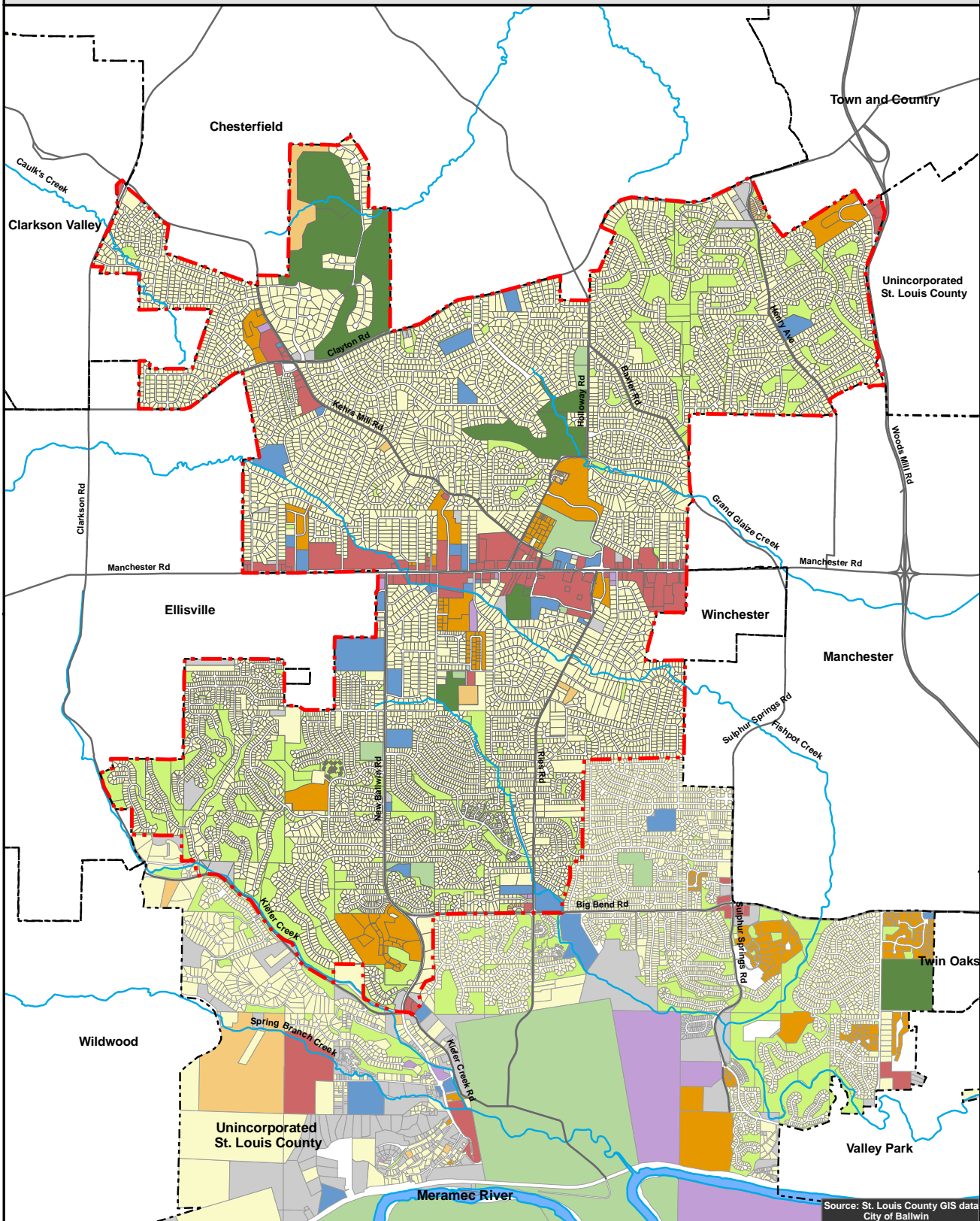


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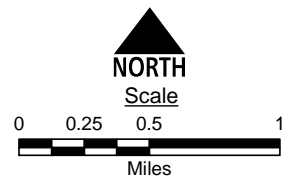
2007 Comprehensive Community Plan



Source: St. Louis County GIS data
City of Ballwin

Existing Land Use Map

- | | | |
|---------------------|-----------------|--------------------|
| Ballwin City Limits | Single Family | Park |
| Municipal Limits | Duplex/Townhome | Recreation |
| Streams | Multi-Family | Common Ground |
| Major Roads | Commercial | Industrial/Utility |
| | Institution | Vacant/Agriculture |



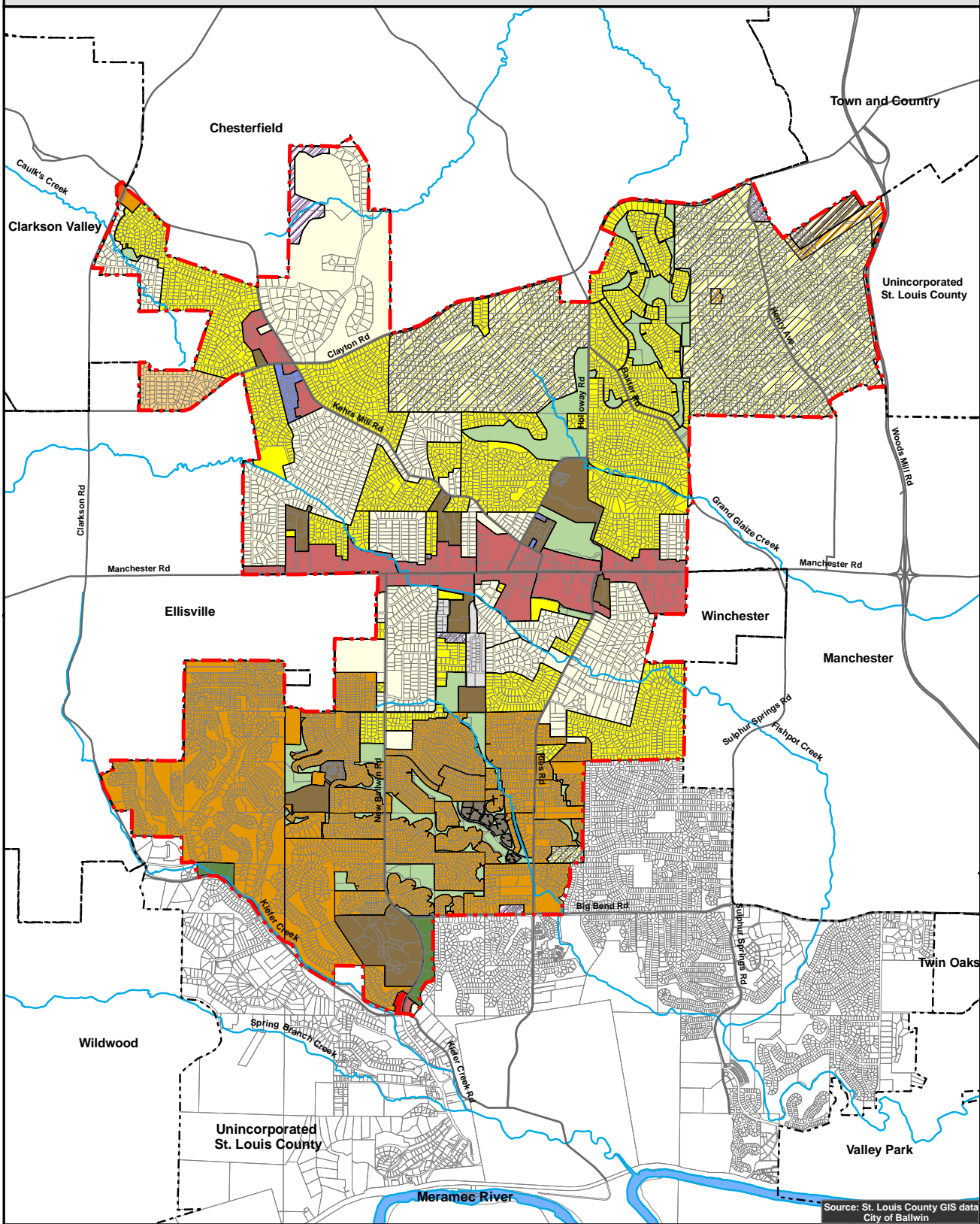
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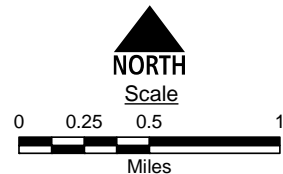
2007 Comprehensive Community Plan



Source: St. Louis County GIS data
City of Ballwin

Existing Zoning Map

Ballwin City Limits	R-1	R-4	PIM	S-1
Municipal Limits	R-2	County R-2	PSD	MXD
Streams	R-2A	County R-3	C-1	NU
Major Roads	R-3	County R-5	C-8	PA



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COMMUNITY SERVICES AND FACILITIES PLAN

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COMMUNITY SERVICES AND FACILITIES PLAN

The primary services and community facilities available to residents of the City of Ballwin include police, public works, administration, court, parks and recreation, solid waste removal, schools and fire protection. Some of these services are provided by governmental jurisdictions and agencies besides Ballwin. In some cases the services are provided by contractual arrangement with private providers. The quality and availability of these services will influence the type, timing, and density of development in the future.

PUBLIC SAFETY

Police and fire protection is provided to all residents of Ballwin. The availability of these two public services is essential to maintaining the health, safety and welfare of city residents.

THE BALLWIN POLICE DEPARTMENT

The Ballwin Police Department is a full-service department, located at 300 Park Drive (in Vlasis Park). Patrol, dispatch, and crime investigation activities operate 24 hours a day, seven days a week. In addition, the department offers a wide range of community outreach programs including, Neighborhood Watch, Community Oriented Policing (COPS), Drug Abuse Resistance Education (D.A.R.E), Are You OK? (R.U.O.K.) and Citizens Academy. The Police Department currently has fifty-five (55) sworn officers and eleven (11) fulltime and one (1) part-time dispatcher. The Department includes eighteen (18) radio dispatched patrol cars and seven (7) special purpose vehicles. Each patrol car has a laptop computer with access to REJIS (Regional Justice Information System). The Ballwin Police Department also contractually provides patrol and dispatch services to the City of Clarkson Valley and dispatch services to the City of Manchester. The Department also maintains and regularly updates the City's Emergency Response Plan which was developed to improve emergency preparedness.

Ballwin operates the police department on a quality of life basis. This means that additional services and resources are applied as needed beyond baseline services to address evolving problems and issues. Included in this approach to policing is the maintenance of sufficient personnel and equipment to provide a 3-minute response time for emergency calls. The City intends to continue providing this level of service in the future; however, if Ballwin expands significantly by annexation, the department will have to adjust resource and personnel allocations accordingly.

THE METRO WEST FIRE PROTECTION DISTRICT

The Metro West Fire Protection District serves approximately 87% of Ballwin as part of its 57 square mile district. Metro West provides both fire suppression and EMS services. Operations are provided from five (5) fire houses. One of these is located in Ballwin. The other facilities are strategically located throughout the district to facilitate rapid response times. The headquarters is located in the City of Wildwood at the intersection of Manchester Road and Route 109.

Future annexations will not impact Metro West as it already serves most of the area identified as having annexation potential.

THE WEST COUNTY EMS AND FIRE PROTECTION DISTRICT

The West County EMS and Fire Protection District serves approximately 10% of the area of the City of Ballwin as a part of its fifty seven (57) square mile district. Operations are based out of

three (3) fire houses located throughout its district. The headquarters is located in the City of Manchester at the intersection of Henry Ave and Andersohn Drive.

THE MONARCH FIRE PROTECTION DISTRICT

The Monarch Fire Protection District serves approximately 3% of Ballwin's land area in the northwest corner of the City. The Monarch Fire District serves approximately 55 square miles. Its headquarters is located on Olive Boulevard in the City of Chesterfield.

CITY SERVICES

Ballwin provides the following services at no cost to residents:

- Sweeping of City-maintained roadways (4 times per year).
- Snow removal from City-maintained roadways.
- Leaf Collection: This service is provided from late October through early December. Eight crews, each responsible for one vacuum unit and two trucks, operate to collect and remove leaves placed at the curb in single family residential areas. The collected leaves are transferred at the public works facility in Vlasik Park and transported via private contractor to an approved and licensed composting site.
- Sidewalks: Ballwin maintains all sidewalks within City's rights-of-way
- Signs: The City installs, repairs and maintains all roadway signage within City-owned rights-of-way.
- Concrete street slab replacement and pothole repair of all City-owned rights-of-way.
- In addition to maintaining and programming the parks and recreation facilities, the Parks and Recreation Department is responsible for the City's urban forestry program which includes the maintenance of trees between the sidewalk and the curb line in City-owned rights-of-way.
- Ballwin provides planning and zoning control throughout the City. This includes site development and subdivision plan review for all private properties within the City.
- Ballwin provides grading plan review, excavation plan review and construction site inspection for code compliance.
- The City does plan review and issues permits for all building, plumbing, and mechanical construction and performs inspections of all such work.
- Ballwin has an occupancy inspection program that requires all buildings to be inspected and certified for occupancy upon every change in occupancy or ownership.

Ballwin contracts the following services to other service providers:

- Trash: The city contracts trash removal services, including yard waste and recycling pickup, to a single, private hauler for all single family residential homes. Multiple-family developments and businesses that utilize dumpsters or similar means of trash removal are responsible for contracting their own waste hauling services.

- The City has two (2) traffic signal locations that are maintained under contract with St. Louis County
- The City hires an inclusion coordinator to ensure program and facility compliance with ADA and other accessibility regulations. The Inclusion Coordinator also provides compliance services to seven (7) other regional municipalities.

PUBLIC SCHOOLS

ROCKWOOD SCHOOL DISTRICT

The Rockwood School District serves over 22,000 students from parts of western St. Louis County and northern Jefferson County. The district operates nineteen (19) elementary schools, six (6) middle schools, four (4) high schools, an early childhood center, a center for creative learning and an individualized learning center. The Rockwood School District has three (3) elementary schools and one (1) middle school located in Ballwin. The class size in the average classroom is 21 students for elementary schools, 22 students for middle schools and 22 students for high schools.

PARKWAY SCHOOL DISTRICT

The Parkway School District serves 19,000 students in west St. Louis County. The district operates eighteen (18) elementary schools, five (5) middle schools, four (4) high schools and one (1) early childhood center. Two (2) Parkway elementary schools are located in Ballwin. The average class size is 21.4 students for elementary school, 24 students for middle school and 24.4 students for high school.

Both the Parkway and Rockwood School Districts participate in the Voluntary Transfer Program (VTP) that allows inner-city students to attend suburban school districts on a voluntary basis. VTP students account for approximately 9% of the student body in both districts.

THE CATHOLIC ARCHDIOCESAN SCHOOL SYSTEM

Holy Infant Catholic School is also a key component of the education system in Ballwin. Holy Infant currently enrolls 920 children from kindergarten to eighth grade. About 90% of the graduates of Holy Infant go on to Catholic high schools.

PARK SYSTEM

The City of Ballwin owns and operates five (5) parks covering 78 acres of land. The park system offers a variety of amenities including an indoor community recreation center, indoor and outdoor swimming, golf, tennis, basketball, horseshoes, activity fields, pavilions and playground equipment.

PARK CLASSIFICATION

The National Recreation and Parks Association (NRPA) developed a classification system to serve as a guide for community parks and recreation planning. The system describes several categories of parks, recreation areas and open spaces, which in combination make up a unified municipal park network (*Park, Recreation, Open Space and Greenway Guidelines*, NRPA, 1995).

Mini Park: Addresses limited, isolated or unique recreational needs.

- Service area: ¼-mile radius

Neighborhood Park: Serves as recreational and social focus of the neighborhood

- Emphasizes informal active and passive recreation.
- Service area of ¼ to ½-mile radius.

Community Park: Serves similar but broader purposes of the neighborhood park.

- Focuses on meeting community-based recreation needs.
- May preserve unique landscapes/open spaces.
- Service area of ½ to 3-mile radius.

Natural Resource Area: Serves lower intensity of use

- Lands set aside to preserve unique natural resources and remnant landscapes.
- May include open or green spaces and areas of visual/aesthetics buffering.
- Service area: entire community

Greenway: Serves to form interconnected park system

- Ties park system components together with green corridors.
- Size: 25 foot width minimum, 200 feet or more optimal (for right-of-way; actual path will vary, with 8 foot width minimum)
- Service area is based on resource availability and opportunities

School Park: Combines parks with school sites

- Service area is based on school district site distribution but is frequently similar to neighborhood park function.

Sports Complex: Serves to consolidate heavily single purpose use

- Concentrates programmed athletic fields to larger and fewer sites.
- The service area is the entire community or more in urban and suburban area.

Special Use: Covers a broad range of parks and recreation facilities oriented toward single-purpose use.

- Service area: variable

PARKS AREA GUIDELINES

The NRPA establishes recommended acreage guidelines for the three basic types of parks found in most communities. Mini-parks and neighborhood parks are small in scale and are expected to serve neighborhood areas. Community parks typically serve two or more neighborhoods, but can serve entire smaller communities. *Table 3.2* shows the NRPA guidelines for the recommended acreage of the various park types per 1,000 population of the community.

Table 3.2: Park Area Guidelines

Park Type	Acreage	Acreage/1000- people	Service Area
Mini Park	0-1 Acre	0.25 to 0.5 Acres	1/4 Mile radius (5 Min Walk)
Neighborhood Park	1-10 Acre	1.0 to 2.0 Acres	1/2 Mile radius (10 Min Walk)
Community Park	10-50 Acre	5.0 to 8.0 Acres	3 Mile radius

Source: NRPA guidelines

INVENTORY OF EXISTING PARK FACILITIES

Within the context of the classification system outlined above, Ballwin’s park system and the parks within the identified annexation areas were inventoried. The following table lists these park facilities, according to the NRPA classification, acreage, and ownership. Though some parks may serve more than one function, they are listed under their primary classification.

Table 3.3 Ballwin Area Existing Supply of Parks

Park Type and Names	Acreage	Ownership
Mini Parks < 1 Acre		
N/A		
Neighborhood Parks 1-10 Acres		
New Ballwin Park	7.3 Acres	Public
Ferris Park	9.0 Acres	Public
Holloway Park	4.7 Acres	Public
The Pointe	1.5 Acres	Public
Community Parks 10- 50 Acres		
Vlasis Park	28.3 Acres	Public
*Bright Fowler Park	13.2 Acres	Public
Sports Complex 1- 50 Acres		
Ballwin Athletic Association	11.9 Acres	Private
The Pointe	11.3 Acres	Public
Ballwin Golf Course	49.5 Acres	Public
North Point Aquatic Park	19.9 Acres	Public
Meadowbrook Country Club	197.9 Acres	Private
Natural Resource Area > 1 acre		
*Castlewood State park	1,779 Acres	Public
Special Use Areas > 1 acre		
N/A		
* located within annexation area		

THE CURRENT SUPPLY OF CITY PARKS

Based upon the above guidelines and the population of the City, historic and future projection analyses were conducted of the supply of parkland. As *Table 3.4* shows, the City has had an historic deficit, and is expected to have a future deficit, of land dedicated to mini-parks. There was sufficient land dedicated to neighborhood parks in 1990. By 2000, however, there was

Table 3.4 : Park Land Surplus/Deficit Analysis- City of Ballwin, 1990 – 2006

Park Type/Current Ballwin Acreage	Year Population					
	<u>1990</u> 21,816		<u>2000</u> 31,283		<u>2006</u> 32,300	
<i>Guidelines (in italics)</i>	Need	Surplus (Deficit)	Need	Surplus (Deficit)	Need	Surplus (Deficit)
Mini-Parks <u>0.0 ac.</u> <i>@ ¼ to ½ acres per 1,000 population</i>	5.5 to 10.9	(5.5) to (10.9)	7.8 to 15.6	(7.8) to (15.6)	8.1 to 16.2	(8.1) to (16.2)
Neighborhood Parks <u>45.3 ac.</u> <i>@ 1 to 2 acres per 1,000 population</i>	21.8 to 43.6	23.5 to 1.7	31.3 to 62.6	14.0 to (17.3)	32.3 to 64.6	13.0 to (19.3)
Community Parks <u>88.0 ac.</u> <i>@ 5 to 8 acres per 1,000 population</i>	109.1 to 174.5	(21.1) to (86.5)	156.4 to 250.3	(68.4) to (162.3)	161.5 to 258.4	(73.5) to (170.4)

Note: S = Surplus, D = Deficit; Parentheses () indicate deficits

a shortage in the supply of parks that is expected to continue into the future. Community parklands were below the recommended guidelines in 1990 and 2000, and are expected to continue to be below NRPA standards into the future. It must be noted that Ballwin has a great deal of large lot single family development and there are over 540 acres of private subdivision common ground areas that supplement the need for mini and neighborhood park acreage. For this reason, Ballwin has not pursued the development of additional acreage for this classification of park land. A map showing the City’s current supply of parks is located at the end of this Chapter.

PARKS DISTRIBUTION GUIDELINES

The NRPA establishes recommended service areas for the three basic types of parks. Mini-parks and neighborhood parks should be accessible on foot to people in their neighborhoods wanting to use them. This means they should not be separated from their service areas by major streets, creeks or other major physical obstacles, and sidewalks should be available. Community parks serve multiple neighborhoods or larger portions of the community, and should be serviced by arterial/collector streets.

SITUATION OF PARKS & RECREATION

Although Ballwin’s park system does not meet all of NRPA’s guidelines, it has been very well appointed and maintained. Within the last twelve (12) years there have been extensive updates, improvements and additions to the parks’ facilities. These include the addition of the Pointe at Ballwin Commons Indoor Recreation Center, the North Pointe outdoor aquatic facility, a second pond and complete replacement of the playgrounds, tennis courts, pavilions, restroom facilities and the addition of an upper pond in Vlasik Park, tennis courts, a new fishing dock, and playground equipment in New Ballwin Park, refurbished tennis courts and playground equipment in Holloway Park, new playground equipment, a pavilion, a refurbished playfields and a walking path in the Pointe Park. The City’s parks and recreational facilities are well

maintained, programmed and enjoy high utilization rates from the community. The City should consider the acquisition of additional property adjacent to the existing parks and recreation facilities, such as the parcel that was added to New Ballwin Park in 2006, and develop strategies to finance these acquisitions and fund future improvements to keep the City’s park system state-of-the-art. Ballwin should also undertake the preparation of a new Parks and Recreation Master Plan to update the 1992 document.

RECREATION

There is one public golf course and five (5) public parks in the city of Ballwin. *Table 3.5* shows the distribution of the 78 acres of land that are dedicated to City Parks. Additionally, the Ballwin Golf Course has approximately 77 acres of land. Ballwin actively utilizes all of these facilities to promote active and passive recreation for the entire community.

Table 3.5: Ballwin Park Acreage

City Parks	Acreage
Ferris Park	9.0
The Pointe	12.8
New Ballwin Park	7.3
Vlasis Park	31.0
Holloway Park	10.9
Total	78 .0

THE POINTE AT BALLWIN COMMONS

The Pointe is a fully accessible indoor community recreation center with a swimming pool, a double sized gym, a running track, a game room and a fitness area. This facility offers a wide range of activities, including youth and adult sport leagues, lessons and enrichment programs.

NORTH POINTE AQUATIC CENTER

North Pointe is a fully accessible outdoor aquatic facility featuring both active and leisure options. Facilities include a water park with a wide range of activity options and a 25 meter competition pool with diving tank. A variety of aquatic programs, lessons and activities are also available at this facility during the swimming operations season.

BALLWIN GOLF COURSE

The Ballwin Golf Course offers a challenging nine-hole course that can play as long as 3,433 yards from “the tips” or as short as 2,603 yards from the forward tees. Special events, league play and open play are available 12 months a year weather permitting. The pro shop offers a full selection of golf related equipment and sportswear and golf lessons for men women and children. The attached clubhouse offers banquet and meeting room facilities for public and private use.

OPEN SPACE AND ENVIRONMENTAL PROTECTIONS

Preserving lands such as floodplains, forests, wetlands, streams, etc. for the purposes of environmental protection and open space set asides is a component of many successful communities. Greenway and trail development provides recreation amenities that are accessible to users of all ages and function to preserve open and environmentally sensitive areas. Zoning set aside and environmental requirements, community land trusts, conservation easements, preservation corridors, and land dedications are some tools available to save open lands. Areas targeted for potential preservation include the Fish Pot and Grand Glaize Greenways, wooded areas, steeply sloped areas, riparian zones and common ground areas. This is a general listing of valuable/sensitive natural resources; however, it represents a list of land types presently within the planning area that should be considered for protection and preservation. These areas, as well as other sensitive natural features should be protected from future development that may result in negative or unintended environmental impacts.

PEDESTRIAN/TRAIL IMPROVEMENTS

A pedestrian transportation system that provides linkages between schools, parks, recreation facilities, shopping areas, community gathering area, neighborhoods, common grounds areas, open lands, trails, etc. can be accomplished most expeditiously if Ballwin requires future development to include or contribute toward such facilities as a part of the development process. The Transportation and Future Land Use Plan provides recommendations intended to link such community facilities and features.

TRAILS

Connecting and linking parks and open spaces has become a vital component of park and recreation planning. Connecting a city's recreation areas, neighborhoods and schools helps to improve functionality and increase the utilization of park and transportation systems. Accessibility to recreation and popular activities such as walking, jogging and cycling are closely tied to trail and greenway development. Open areas, stream locations, parks and sidewalk expansion will offer opportunities to establish a City-wide system. Grant and funding mechanisms for these kinds of improvements currently exist within the State of Missouri through MoDOT, DNR and local organizations such as Great Rivers Greenway and TrailNet.

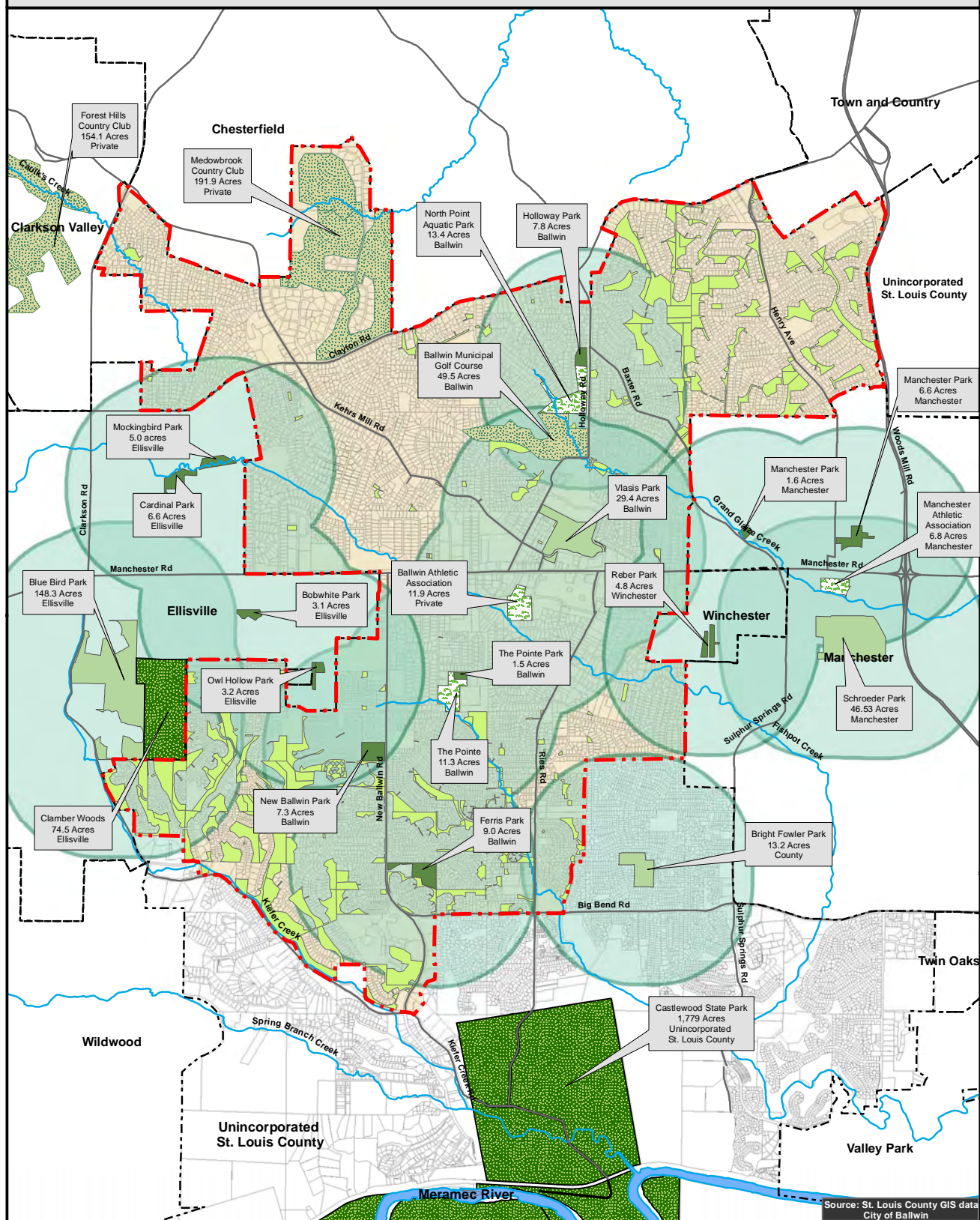
COMMUNITY WIDE TRAIL SYSTEM PLAN

The Cities of Ballwin and Manchester have jointly prepared a trail system plan that is hereby incorporated in its entirety as part of this document. The plan recommends the development of an extensive system of on-street bicycle routes as well as off-street linkages that will interconnect the recreational, commercial, institutional and residential portions of both communities in a manner that will allow almost universal access to all portions of both communities

PUBLIC-PRIVATE PARTNERSHIPS

Recreation responsibilities are increasingly perceived as a total community commitment and no longer the sole responsibility of government. The strength and numbers of public-private partnerships that provide park and recreation facilities and programs as well as open and preserved lands will have a dramatic impact on future recreation policies. Many organizations prefer public-private and multi-jurisdictional partnerships when considering funding allocations. Ballwin should investigate the establishment of partnerships with other public and private sector providers of recreation. The Rockwood and Parkway school districts, the Ballwin Athletic Association, local churches, surrounding municipalities, the County, local businesses, Great Rivers Greenway, Missouri Department of Conservation and Missouri Department of Natural Resources are some examples of potential partners.

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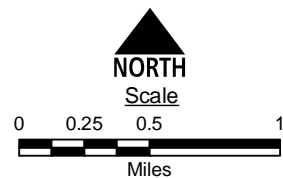


Source: St. Louis County GIS data City of Ballwin

Ballwin Area Park Facilities & Recreation Map

- Ballwin City Limits
- Municipal Limits
- Streams
- Major Roads
- Neighborhood Park (1-10 Acres)
- Community Park (10-50 Acres)
- Sports Complex
- Natural Resource Area
- Golf Course
- Common Ground
- Park Buffer

Note:
Park Buffer: This is a half (0.5) mile radius area, representing a 10 minute walking distance.



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Planning Architecture Interiors Facilities Technology
Date: Oct 11, 2007

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CRITICAL ISSUES AND VISION REPORT

OVERVIEW OF THE PUBLIC ENGAGEMENT ACTIVITIES

The preparation of the Ballwin Comprehensive Community Plan included a structured program of citizen involvement. This section presents citizen defined issues and recommendations that form the overall vision for the future and the values held by the community. The following is a summary of the public engagement activities that were conducted in the preparation of the Comprehensive Plan.



Neighborhood Focus Session

- Eight (8) **Neighborhood Focus Sessions** were held during the month of March. One meeting was held in a neighborhood clubhouse, while the remaining seven (7) sessions took place in the homes of private residents within the City. These meetings were also known as “Living Room Focus Sessions.” Two committee members volunteered to host each event and create a list of invitees. The invitation lists were selected to provide a cross-section representation of the city. In many cases, participation in these sessions included representatives of subdivision trustee associations.

- The first **Town Planning Charrette** was held at the clubhouse at the City Golf Course and included 44 attendees. A visual preference survey was conducted at the start of the meeting in which each participant ranked images from best to worst and commented on desirable and undesirable features. The participants were then divided into six (6) teams to discuss 8-10 issues related to housing and neighborhood stability.



Town Planning Charrette I

- The second **Town Planning Charrette** was also held at the clubhouse at the City Golf Course and included approximately 25 participants. Representatives from surrounding municipalities that have a portion of Manchester Road in their jurisdictions were also invited to participate. The visual preference survey was again conducted. Bob Gibbs, of Gibbs Planning Group, provided a presentation of his firm’s latest findings regarding the City of Ballwin’s Retail Market Study and the latest trends in retail development. The participants were then divided into three (3) teams to address issues related to business development and economic stability.
- **Stakeholder Interviews** were conducted with ten (10) community residents who were selected due to their unique perspectives on Ballwin that might not be adequately reflected in the course of public engagement.

The use of citizen participation is an essential component in the development of a consensus or “common philosophy” within a community. The focus session and charrette processes provided a forum for collecting, organizing and recording public input. This process allowed participants to influence decisions that affect their lives and community, thereby increasing the likelihood of public support when the time comes to adopt and implement the resulting plan. The Ballwin public engagement activities were tailored to “citizen planners” within the community, with the purpose of utilizing their first-hand knowledge and experiences to identify problems and solutions in a teamwork-based format. The most important goal in conducting effective public participation events for the City of Ballwin was to get a well-informed, dynamic cross representation of the community.

City of Ballwin Town Planning Charrette Process

The challenge of any public engagement activity is to obtain feedback from a representative portion of the community. The intent of the Ballwin Town Planning Charrettes was to invite a wide range of individuals. To better attract volunteer participation and generate awareness of the Town Planning Charrettes, meeting notices were placed in the local newspaper and on the City of Ballwin’s web page. Additionally, notices were mailed or distributed to a representative portion of the community.



The Town Planning Charrettes were made up of teams of randomly selected participants. Participants were numerically assigned to a team as they arrived. This procedure allows for the creation of evenly sized teams composed of members with varying interests. This also eliminated teams made up entirely of special interest groups or participants sharing a common agenda. Each team was provided a unique and specific program consisting of discussion topics and a map of the City depicting the limits of the project area. Groups were encouraged to use the map to visually present their ideas, visions and concerns. To ensure that the ideas and concerns discussed were relevant to the planning process at hand, the participants were provided specific instructions as to the intent and purpose of the workshop and monitored throughout the Charrette.

Living Room Focus Sessions

During the month of March 2006, eight (8) focus sessions were held, as part of the City’s comprehensive plan update. The “living room sessions” raised awareness of the comprehensive planning process and empowered the resident population to influence the development of the plan. The meetings were hosted by various members of the community and took place in private homes. The meetings were facilitated by Todd Streiler and had an average attendance of 12.9 participants per meeting, resulting in a total of over 100 participants.

Stakeholder Interviews

Individual stakeholder interviews were conducted from November 2005 to January 2006. The selected stakeholders represented a range of social, economic, educational and professional backgrounds. The interviews consisted of one-on-one meetings with each stakeholder to discuss a prepared set of issues relating to the City’s comprehensive plan. The interviews took place at various locations within the study area during the first three months of the project. The

interviews lasted approximately one (1) hour and generated important information regarding the critical issues facing the City of Ballwin and its future.

Summary

All participants in the public engagement process were encouraged to be “citizen planners” and share their expertise as residents, consumers and members of the community as they discussed specific planning issues related to the City’s comprehensive plan. The findings of the public engagement process were based on each participant’s insight into their community and perception of the planning issues within their neighborhoods. The public engagement findings were instrumental in identifying the needs of Ballwin’s neighborhoods, businesses and quality of life concerns. This information will help establish a direction for the future of the City and its neighborhoods and businesses.

CRITICAL ISSUES - UNDERSTANDING THE COMMUNITY’S VALUES

The following is a summary of the issues raised during the comprehensive plan public engagement process. This information identifies the values shared by the community and was used to help develop the community’s vision for the future. The values and vision derived from the planning process guided the formation of the goals, objectives and implementation strategies of the plan.

The information gathered during the public participation portion of the plan has been broken down, in no particular order, into the following seven (7) planning elements:

1. Economic Development
2. Quality of Life
3. Parks & Recreation
4. Housing and Neighborhood Stabilization
5. Transportation
6. Community Services
7. Annexation & Future Land Use

A summary of each planning element is provided below. Each element is followed by a list of critical issues and recommendations that arose from comments provided throughout the public engagement process.

ECONOMIC DEVELOPMENT & BUSINESS STABILITY

A major focus of the comprehensive planning process was to gain an understanding of where people like to shop, what kind of businesses they would like to see in the city, and whether Ballwin has the need or capacity to support the desired development types or land uses. According to the participating citizens, Ballwin should remain a family-oriented community, dominated by neighborhoods of single-family homes with a limited commercial-retail business sector.



While many of the residential areas within the City are stable, the City's commercial corridors are in need of revitalization. The most favored revitalization efforts included improving the aesthetics of the Manchester Road corridor and improving traffic circulation. The revitalization efforts should include elements that help create an identity for Ballwin, so people know when they're in Ballwin and remember it when they're gone.

Overall, the appearance and character of the City's commercial business sector needs improvement, especially along the Manchester Road corridor. The City should develop a central theme or focus to help distinguish Ballwin from other communities located along Manchester Road. Gateway features and streetscape appearance enhancements are needed. Businesses, property owners, governmental entities, civic groups and community leaders need to work together in a unified effort to enhance properties along Manchester Road. These groups should cooperate in promoting special events, sponsoring façade and streetscape improvements and acting as a catalyst in forming partnerships that fuse together cultural, professional and residential interests.

The city should promote the development of a model scenario and/or a business incubator facility to help improve and expand business development through financial assistance, technical training and marketing. The City's high traffic volumes, high per-capita income and low crime rate should be used as key marketing factors to recruit businesses. The City should encourage mixed use development and life-style centers as the preferred redevelopment strategies. The expansion of the Town Center area between Ballpark Drive and Ries Road should also be encouraged to help the current and future uses reach their potential.



The City should focus business recruitment efforts on businesses that provide quality services, products and a unique atmosphere. The following "critical issues" represent the main economic development concerns raised during the public engagement activities.

Critical Issues:

- 1. Ballwin lacks identity or a central theme:** A central theme or focus needs to be developed and integrated into the landscape and the City's revitalization efforts.
- 2. The availability of first-class retail and hospitality tenant spaces:** Ballwin is currently attracting second-tier businesses, yet household incomes seem to support high-end stores. The most frequently cited desired businesses noted during the public engagement process were unique, high quality retail shops, restaurants, and entertainment establishments.
- 3. Business development:** Ballwin cannot afford to lose anymore businesses; it is bad for its image and financial outlook. There are too many vacant and underutilized structures that are dated and poorly maintained. The City needs to encourage renovation or tearing these buildings down. The vacancies make the corridor less attractive and desirable, decrease property values and weaken the City's image.

4. **Economic stability:** Economic diversification is needed to achieve long term economic stability. Ballwin should investigate the establishment of a property tax to more evenly distribute the basis upon which revenues are received.
5. **Increase daytime population:** Promote office uses and other non-retail employers that will increase the daytime population and reduce the need for resident commuting. Promote efforts that make Ballwin more attractive as an employment destination.
6. **The business community is unorganized and divided:** Encourage the cooperation of all commercial property owners, businesses and civic groups to work towards a unified effort to enhance Ballwin's image and improve its commercial districts. These groups should work together to promote special events, sponsor site and streetscape improvements and generally act as a catalyst to form partnerships that fuse cultural, professional and residential interests.
7. **The Manchester Road corridor is not physically attractive:** Enhance the appearance of buildings and sites along Manchester Road by installing gateway features and promoting streetscape enhancements. Develop architectural façade guidelines and performance standards to address access management, parking, landscaping, streetscape improvements and other site amenities that would improve the appearance of the corridor and increase the utilization of outdoor spaces.
8. **Land for commercial growth is limited:** The City should concentrate business recruitment and retention efforts in areas that already contain commercial uses and encourage mixed use developments that transition seamlessly into existing established residential areas.
9. **Ballwin is not a destination community for shopping:** The City needs a destination shopping venue with unique stores that offer products and/or services that are currently not available in the west county area. The development of a destination lifestyle center with a unique residential component, pedestrian friendly amenities and tenants that offer excellent services, high quality products and name/brand recognition was supported by the majority of community members that participated in the public engagement activities.

QUALITY OF LIFE

Overall, the participants in the public engagement process believe the City of Ballwin is a great place to live and raise a family. The parks, schools and other City services are described as being "excellent." The City should strive to provide activities and events that appeal to all age groups, ethnic and socio-economic backgrounds. Currently, there are limited recreational and cultural opportunities available to Ballwin's senior citizens and young adults. The cultural amenities already present need to be promoted and more social activities and community interactions should be developed and implemented. Ballwin should focus on activities that "bring people together" to strengthen the community. The establishment of special interest clubs or activities and other social/recreation opportunities that foster interaction among all members of the community are recommended. Annexing the Castlewood area, would provide opportunities to reinforce the City's motto of "bringing people together" and reinforce the City's family-oriented culture. The following "critical issues" represent the main quality of life concerns raised during the public engagement process.

Critical Issues:

1. **Ballwin lacks cultural and social opportunities:** The City should promote social, cultural and recreation opportunities that foster interaction among all members of the community. The City should encourage the development of public and private facilities,

- venues and other establishments that provides access to arts, culture and entertainment.
- 2. Ballwin could do a better job of “Bringing People Together:”** The City has many gathering places, but few gatherings. There is a need for more culture, festivals and social events to bring people together, both locally and regionally. The City and local businesses should partner with schools and churches to facilitate such events.
 - 3. Ballwin lacks an identity:** The City needs a central theme. One theme that received strong support was Ballwin as the “healthy city.” A “healthy city” theme would appeal to all ages and might position the city for an award or grant from funding sources that have not historically been available to Ballwin. The smoking ban, excellent parks and community center, quality neighborhoods, award winning schools and proposed trail system all support a ‘healthy city” theme.
 - 4. Ballwin has lost the connection to its historic past:** Ballwin has a long history that needs to be memorialized in the landscape and built environment. The preservation of the City’s remaining historic buildings and places should be encouraged.
 - 5. Ballwin lacks diversity in its resident population and businesses:** The community needs to do a better job attracting minority families and businesses. Currently, cultural and ethnic minorities go to other communities for their specialized services, dining and retail needs.
 - 6. Attract young professionals:** The 24-34 age population appears to be declining. This age group is often attracted to communities where culture, diversity, art, music and other entertainment oriented elements are present. Ballwin should consider promoting cultural diversity that is desired by this important age cohort.
 - 7. Ballwin needs to be family-oriented:** Many public engagement participants expressed a belief that Ballwin’s theme and culture must tie back to the “family”. Parks and schools are both closely tied to this theme. Therefore, the schools and parks should receive ongoing support and funding to ensure they continue to be top rated and continue to make Ballwin a great place to raise a family.

PARKS & RECREATION

The City’s parks and recreation system received very high marks during the public engagement process. They are described as being well maintained, clean, open and family-friendly. The community is optimistic about the future of Ballwin’s recreational and park amenities, provided these elements receive continued investment and proper maintenance.

Pedestrian and bicycle accessibility between the City’s parks is lacking. The community believes a comprehensive trail system would be a desirable amenity. However, the community is concerned that connecting the City’s parks via a trail system is generally not politically feasible. Nevertheless, there is support for a well planned bike or trail system joining individual parks, neighborhoods, schools and other destination centers where the opportunities to provide linkages exist. Trails located within the City’s parks and golf course also received strong support. The use



of subdivision common ground and other existing greenways such as Grand Glaize and Fishpot Creeks were also identified as possible locations for future trails.

The following “critical issues” represent the main parks and recreation concerns raised during the public engagement activities.

Critical Issues:

- 1. Park and open space preservation, maintenance and upkeep:** The City’s parks are excellent, but expectations for the parks are very high. It is, therefore, necessary to maintain and preserve park and recreational resources.
- 2. Walkability:** A pedestrian bridge is needed over Manchester Road. Sidewalks along Manchester Road need more pedestrian oriented softscape, outdoor furniture, etc. Ballwin should continue its policy of expanding the City-wide sidewalk system.
- 3. Ballwin needs a trail system:** A comprehensive trail system serving pedestrians and bicyclists received strong support. It was generally understood, however, that connecting all the parks via trails is an objective that will be very difficult to achieve.
- 4. More teen and senior activities are needed:** Suggested activities included walking trails, a skateboarding park, frisbee golf, an RC car/plane park, racquetball, climbing walls, a hockey/skate rink and a bowling alley.
- 5. Ballwin should look at providing better food/beverage services at City facilities.** The golf clubhouse is underutilized. The City should promote more of a country club atmosphere at the golf course. Ballwin should consider ideas and partnerships at all its facilities to improve and expand services that generate revenues.
- 6. Ballwin’s park system is “facility rich and land poor:”** The City needs more areas for informal gatherings, picnics and other passive recreation activities. The acquisition of property adjacent to the City’s existing parks should be a priority to facilitate the City’s growing population and expanding park and recreation demands.

HOUSING AND NEIGHBORHOOD STABILITY

The City of Ballwin’s housing stock has a great impact on the city’s future economic and social conditions. There seems to be an appreciation for a mix of both older and new homes, with an emphasis on architecturally compatible homes that are well maintained and in keeping with the character of the existing neighborhoods. There is a demand for better rental units and housing types suitable for baby-boomers, “empty nesters” and single professionals. Single-family homes make up over 80% of the City’s housing stock, so the availability of non-single family residential units is limited. This limited range of housing options does not allow the residents of Ballwin to “age in place.” The housing stock needs to be diversified if the community wants to appeal to a wider demographic.

Single Family Housing

Single-family, large lot homes are the preferred housing type according to participants in the



public engagement activities. Detached single-family homes are important to Ballwin's character and high quality of living. There is simultaneously a recognized need to diversify the housing stock by allowing a range of housing types to provide homes for 1st time homebuyers, singles, seniors, etc. This may include low-maintenance housing types such as condominiums, lofts and villas in addition to the traditional detached singles. While the community recognizes the need to diversify the City's existing single-family neighborhoods, the City's existing neighborhoods must be protected and preserved from development pressures that may otherwise negatively impact property values, neighborhood character and other quality of life issues.

Neighborhood Identity

The most frequently identified identity features included the Barn of Lucerne, Salem Church, Vlasis Park, North Pointe, The Pointe at Ballwin Commons and the City's Golf Course. Several residential elements were also identified during the public engagement process that helps define the "suburban character" that so many Ballwin residents desire. These included:

- Older, large lot single family residences with spacious yards;
- Newer "crowded" subdivisions;
- Overall diversity in housing types and styles; and
- Mature vegetation and open spaces.

These elements are blended throughout the City's neighborhoods. Considering all the "identity" features, it can be concluded that the City's identity is directly related to its quality neighborhoods, architecturally significant structures, parks and overall family-friendly neighborhoods.

Multi-Family Apartments

Overall, the community does not support the development of new multiple family developments outside of the areas that already have multi-family development. Another factor that contributed to this consensus was the character of a few of the City's existing multiple-family areas. When asked to identify areas where housing conditions were a concern, the same multiple-family housing complexes were identified by all teams surveyed. These included:

- Apartments on Solon Drive. and Leslie Lane;
- Ballwin Manor Apartments;
- Burtonwood Condominiums and
- Ballwin Village Apartments.

The following "critical issues" represent the main housing and neighborhood stability concerns raised during the public engagement activities.

Critical Issues:

- 1. Neighborhood preservation:** One of Ballwin's strengths is its neighborhoods. These must be maintained and protected from redevelopment or incompatible in-fill or encroaching new development.
- 2. The availability of medium density, low maintenance, value priced housing:** The City needs more moderate to middle income housing (generally defined by planning participants as priced in the \$200,000s). Ballwin should support the planned development of

condominiums, villas and other alternative ownership and occupancy arrangements to accommodate the aging population, baby boomers and first time homebuyers, etc. All new development must be planned to blend with the City's existing established neighborhoods.

3. **Expand and diversify Ballwin's housing stock:** Develop more housing style and ownership options. Higher density housing and mixed use development should be located along the Manchester Road corridor or at key arterial road intersections.
4. **Infill development:** New development has not always been seen as compatible with the surrounding neighborhood. The community has an appreciation for its current compatible mixture of older and new developments. The continuation of this development pattern should be encouraged. In new developments, there should be an emphasis on architecturally compatible structures and densities that are well maintained and in keeping with the character of the neighborhood and community. All proposed in-fill development should promote and facilitate continued investment in the older neighborhoods. Zoning standards and design guidelines that promote such in-fill development and ensure that the desired results are achieved should be adopted.
5. **The housing stock is getting older:** The opportunity for the construction of new affordably priced homes in Ballwin is very limited. Most homes under \$200,000 are older structures that may require more investment in updates and preventative maintenance than the average first time home buyer can afford or is willing to take on. The price of a 20-30 year old home in Ballwin is about the same as a new home in St. Charles County. This makes it difficult to retain and attract first time home buyers.
6. **No senior living areas:** Successful senior housing opportunities are needed to recruit and retain seniors and families wishing to live near their grandparents. Ballwin's central location, access to medical facilities, natural amenities and premier park and recreation system are key elements that support senior living in Ballwin.
7. **Neighborhood beautification and involvement:** The community values the City's natural areas and supports future preservation and enhancement of the City's parks and open spaces. The City should promote public education, stewardship and the involvement of neighborhood organizations in beautification and preservation efforts.
8. **Protect Ballwin's current demographic.** The City should continue to retain and recruit young families with children. The best way to target this demographic is to provide the lifestyle, housing and other family-oriented needs this demographic desire.

TRANSPORTATION

The existing roadways tend to experience congestion during the AM and PM peak periods, which is a common occurrence in any successful urban environment. Recent traffic studies have shown that most traffic problems could be addressed by improving traffic signal timing, intersection design, street widening and providing better vehicular and bicycle accessibility. The fact that most of Ballwin is built-out complicates the design, construction and acceptance of major improvements to the City's transportation system. Some improvements that have been proposed in the past have resulted in intense opposition from the surrounding neighbors.

New Ballwin Road is a prime example. It experiences congestion during the peak AM and PM traffic periods. Ballwin has studied this roadway in the past, but the recommended improvements were perceived as being too costly, from both economic and social perspectives. The sensitivity of the adjacent land uses (schools, churches and residential neighborhoods, etc.)

limits the scope and feasibility of future roadway improvements on many of the City's roadways. The apparent consensus among participants was that it is sometimes better to tolerate current roadway limitations and to adjust travel habits than it is to invest in a roadway improvement project that may negatively impact a neighborhood.

Problematic Areas

During the public engagement activities, participants were asked to point out areas with a high frequency of accidents or other traffic related problems such as congestion, access management, or parking. They were also asked to provide recommendations to rectify these problems. As expected, due to its traffic volume, the entire Manchester Road corridor was identified as a transportation concern. The teams suggested several access management techniques to improve the flow of traffic along Manchester Road, they include:



Accident at Holloway & Manchester

- Limiting the number and spacing of curb-cuts.
- Limiting left turn movements.
- Installing a median on Manchester Road.
- Interconnection of commercial parking lots

The roadways and intersections that were identified as being the most problematic included the City's east/west arterial roads (Manchester Road, Clayton Road and Big Bend Road.). These roadways generally suffer from capacity problems during peak travel times. Each major intersection along Manchester Road was identified as being problematic. Of these, the Holloway Road/Manchester Road and New Ballwin Road/Manchester Road intersections were identified as the two worst intersections in Ballwin. Pedestrian access was also a major concern. Teams preferred the installation of a trail system with grade separated road crossings that protected the pedestrian from vehicular movements. A summary of the team's transportation suggestions are as follows:

- Install a pedestrian bridge over Manchester Road
- Install bike and walking trails
- Widen Big Bend Road
- Provide a public shuttle service between shopping centers
- Improve New Ballwin Road to a 5-lane section
- Improve Kiefer Creek Road to a 5-lane section
- Improving north/south access throughout the City's transportation system
- Adopt improved access management principles

The following "critical issues" represent the main Transportation concerns raised during the public engagement activities.

Critical Issues:

- 1. Poor traffic circulation along Manchester Road:** Access management improvements are needed along Manchester Road. The installation of a median and other access management techniques are recommended. The City should attempt coordination with

- other communities along Manchester Road to implement similar access management improvements.
2. **New Ballwin Road congestion:** The City should consider installing turn lanes at major intersections, a continuous turn lane, a median and adjusting signal timing along New Ballwin Road to improve traffic flow and improve pedestrian accessibility and safety.
 3. **Traffic is not that bad:** Most people would rather avoid the issue of disruptive major road improvements and choose to accept peak period delays during the school year. Major road improvements will increase traffic capacity and speeds.
 4. **Poor north/south connectivity:** The Ries Road/Seven Trails Road connection is the only right-of-way that allows drivers to cross Manchester Road. Reinke Road, Hillsdale Drive and Ramsey lane are important north/south connectors that should be designed to carry more traffic. Recommended north/south connections are shown on the Future Transportation Improvement and Land Use Plan in Chapter 8.
 5. **Manchester streetscape:** Ballwin should implement a streetscape plan to encourage more landscaping, lighting and other aesthetic improvements along the Manchester Road corridor. The City should utilize the corridor improvements as an opportunity to establish an identity.
 6. **Ballwin's streets are in poor shape:** Many of the City's streets need resurfacing. Many residents ranked repairing the City's streets as a #1 community development priority.
 7. **Pedestrian access and safety:** Planning participants supported the installation of a trail system with dedicated road crossings that protect the pedestrian from interfering with vehicular movements. A pedestrian bridge over Manchester Road is recommended for this purpose. Such a facility should make a visual statement.
 8. **Access management along Manchester Road is needed to keep traffic flowing.** Some access management, such as the left turn prohibitions for northbound Old Ballwin Road and Reinke Road traffic on Manchester Road, shared commercial curb cuts and center roadway medians, has been implemented, but much more needs to be done.

COMMUNITY SERVICES

The citizens who participated in the public engagement activities agreed that overall, the community services, including police & fire protection, code enforcement, public works, schools and parks and recreation were excellent. The City provides a wide range of services, many at no cost to the residents. Additionally, unlike most St. Louis County municipalities, the City of Ballwin does not impose a property tax. The City's revenue base is highly dependent on the sales tax. In recent years, growth in this revenue source has not kept pace with inflation of the cost of operations. There is a concern that the City cannot sustain current service levels in the future without expanding current revenue sources, finding new revenue sources or passing some of the costs of service provision to the residents.

The school districts are a major reason many people choose to live in Ballwin. The Rockwood and Parkway districts not only provide a great education for the community's children, they also offer athletic facilities, green spaces, meeting places, etc that are available, on a limited basis, to the resident population. The homeowners also benefit from the City's award winning schools in the form of increased property values and improved home sales. Therefore, in many ways, Ballwin's quality of life is tied to the school districts. Quality neighborhoods, superior schools

and low crime were all noted as characteristics that make Ballwin a great place to live and raise a family.

The following “critical issues” represent the main community service concerns raised during the public engagement activities.

Critical Issues:

1. **Ballwin needs to look at ways to provide services more efficiently:** The City should consider outsourcing or consolidating certain services and procurement practices, but only if it makes economic sense and does not cause a decline in the quality of life for residents.
2. **Property tax:** According to some of the participants and stakeholders, the fact the City does not impose a property tax is both a poor business decision and detrimental to the community's financial well being.
3. **Regional government is disjointed:** The citizens, staff and elected officials need to work together. The City is dealing with several regional issues with only local representation.
4. **Promote community pride and stewardship:** The City should adopt concepts that promote neighborhood well-being, preserve lifestyles and improve the appearance of older neighborhoods.
5. **Respond to service demands of an aging population:** The expansion of services to a growing senior population will be a future challenge for Ballwin.
6. **Ballwin needs a marketing and economic development plan:** The City needs to create a business climate that makes it more attractive to targeted businesses. The City should also look at ways to encourage existing businesses to expand and reinvest within the City, while minimizing red tape.
7. **Street maintenance and repair:** The current condition of the City's streets is seen as substandard. Street repair and maintenance was listed as a project or service that would have the greatest impact on Ballwin's future.
8. **Police Protection:** The Police Department should strive to maintain the current 3-minute response time, unless the community supports adhering to a different response time and presence.
9. **Emergency Operations Plan:** The City should update the Emergency Operations Plan and make sure all emergency responders are poised and ready to respond to a wide range of natural disasters and homeland security issues. This shall include raising awareness of such events among the city's institutions and the community at-large.

ANNEXATION & FUTURE LAND USE

The participants supported the annexation of all of the unincorporated areas to the south of the current city limits. In particular, the participants believe the Castlewood area could be highly desirable for future development provided the City used its zoning and subdivision control authority to preserve its historic, rustic, aesthetic and natural character. Lands that are already developed, such as old downtown Castlewood, were identified as opportunity areas for new

commercial development. Many participants shared a vision of redeveloping the old downtown Castlewood area into a thematic mixed-use development that utilized the character of the original settlement of Castlewood or similar towns along the Meramec River, such as Sherman and Glencoe. The prospect of having Castlewood State Park and portions of the Meramec River within the City's limits is highly anticipated.

All participants were asked to identify concepts, development types and land uses that would have the most positive impact on Ballwin. The following is a summary of the findings:

- Family-oriented entertainment and educational facilities such as the Magic House and World Ways Children's Cultural museum.
- Stores and activities that cater to families (*ice rink, theatre, more ball fields, bowling alley and hockey rink were specifically mentioned*).
- Specialty food stores such as a Whole Foods Market or Trader Joe's.
- Offer new residents a packet of information on all facilities, activities and important contact information.
- Redevelop and update "*Beautiful Downtown Ballwin*" (*keep the businesses but update the buildings*).
- Develop a town center.
- Create more green space and an architectural and design character along Manchester Road.
- Impose a property tax for public services.

The following "critical issues" represent the main annexation and future land use concerns raised during the public engagement activities:

Critical Issues:

- 1. Does Ballwin have the capacity to expand services to the Castlewood area without compromising the current level of services within the City limits?** Prior to annexation, the city should ensure that necessary services and improvements are provided and that the cost of these services is passed to the development community or borne by the residents of the annexing area and not by the residents of Ballwin.
- 2. Will development of the Castlewood Area compromise its natural beauty?** The City should seek immediate annexation of the Castlewood area to gain control over any new development and preserve the natural beauty of the area.
- 3. Code enforcement has historically been an issue in annexation areas:** Development in the Castlewood area followed a much less organized pattern of growth compared to the City of Ballwin. Additionally, the housing is generally older and not as well maintained. The presence of numerous parked vehicles and unimproved pavements and yard areas is common.
- 4. The Ballwin Police Department will have to expand operations to patrol any annexed territories:** The Police Department currently adheres to a 3-minute response time. To maintain this same level of service, the City may have to add officers, equipment and patrol sectors.

5. **Should Ballwin annex the Castlewood area for future growth and economic development:** The participants supported the annexation of the Castlewood area and the use of zoning and subdivision control authority to preserve the character of the area. Lands that are already developed were identified as opportunity areas for new commercial development. “Downtown Castlewood” could be redeveloped in a manner that respects the “feel” of the area and caters to the recreational and hospitality needs of visitors to Castlewood State Park.
6. **Should Ballwin initiate annexations of these areas as soon as possible?** The City should only undertake annexations for sound economic and land use control reasons. Maintaining the quality of life within the City’s current limits should take precedence over any future annexation. Not acting on annexations, however, could put the identified areas under the control and guidance of other cities or jurisdictions that do not view the area’s development potential in the same way as Ballwin. Inappropriate development in these areas could be detrimental to Ballwin.

COMMUNITY VISION

The public participation process used in the development of the **2007 Comprehensive Community Plan** identified the core values and critical issues summarized in this chapter. The top priority for economic development and business stability, as identified throughout the public engagement process, is the retention and recruitment of first-class restaurants, retailers and other supporting businesses that are family oriented. The top neighborhood and residential priority is the preservation of neighborhood character. Ballwin’s residential neighborhoods are a very important asset. As the population ages and housing demands change, however, the City must evolve to meet changing demands in housing and lifestyles. New residential housing units that appeal to a wider range of home owners and offer a greater variety of ownership options are needed to attract and retain people from a wide range of demographic, lifestyle, and age cohorts. The community vision, as determined by studying the values and critical issues provided during the public participation process is as follows:

“Ballwin wants to remain a family-oriented community of predominantly single-family neighborhoods supported by a unique, well planned commercial-retail business sector.”

In order to achieve this vision, Ballwin must take a more innovative approach to future development. The City’s housing stock must be diversified to more accurately respond to the market-driven demands of changing demographics. Meanwhile, the City’s established neighborhoods must be protected and preserved. The public engagement findings confirmed that many of Ballwin’s housing issues and economic development concerns are within the Manchester Road corridor. This same corridor was repeatedly identified as the prime location to encourage high density housing and economic redevelopment opportunities. This gives the city a unique opportunity to turn a “crisis into a catalyst” through the purposeful revitalization of Manchester Road. To quote an attendee at one of the City’s Living Room Focus Sessions, “Manchester Road is the City’s life-line.” The question is: will this continue to be true into the future, and if so in what way?

Goals & Objectives Summary

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GOALS & OBJECTIVES- “IMPLEMENTING THE COMMUNITY’S VISION”

INTRODUCTION

Much of Ballwin’s character and desirability is attributable to its high quality of living. Ballwin is well known for its established single-family residential neighborhoods that enhance and reinforce the City’s family-friendly atmosphere. The City’s excellent school and park systems, low property taxes and central location are a few of the factors that placed Ballwin in the Top 100 Best Places to Live, in the August 2005 edition of Money Magazine. Ballwin strongly desires to remain a predominately single-family residential community, while recognizing the diverse and evolving housing needs and desires of its citizens. One challenge the City faces is that many of the older neighborhoods, which responded to the market demands when they were constructed, may not meet the demands of today’s housing market. Housing units in these neighborhoods may not have the features and amenities that homeowners prefer in today’s marketplace. To address this shift in market demand, City policies should provide for residential renovation, rehabilitation and replacement where appropriate.

Although relatively affluent, Ballwin currently appears to be leaking consumer spending and business activity to surrounding areas. This may be attributable, at least in part, to the success of the new retail developments in the West County area and the commercial re-investment in downtown St. Louis and the surrounding first-tier communities. To create and maintain a diversified revenue base, the city should reduce its disproportionate reliance on sales tax revenues and create a targeted economic development program that encourages diversification of the City’s economy and revenue sources. This program should include the development of zoning and development regulations that encourage innovative and/or state-of-the-practice development strategies and tenant mixes along with strategic business recruitment and retention efforts.

In order to maintain and enhance Ballwin’s exceptional quality of living and promote its economic stability, the City must continue providing excellent municipal services and develop innovative approaches to encourage on-going investment within the community. The purpose of the goals and objectives is to show how these two key issues (neighborhood stability and economic diversification) can be addressed while simultaneously ensuring that Ballwin maintains its family-oriented character and grows responsibly.

GOALS AND OBJECTIVES OVERVIEW

The formulation of goals and objectives is a critical process in the preparation of a comprehensive plan. Goals are general statements that address the City’s long-range plans and desired outcomes. They provide the philosophical framework upon which the objectives of the comprehensive plan are based. Objectives more specifically define how a goal will be achieved. The next level, policies, provides physical actions or steps that help further explain and define the goals and objectives. Policies are provided in Chapter 9 Implementation.

The goals and objectives strive to address the problems and barriers to successfully reaching the City’s vision that came out of the planning process. In Chapter 9 the goals and objectives are supported by policy statement or recommended strategies, that when implemented, create a more livable community that retains and attracts residents and businesses. The goals and objectives will assist public officials in guiding their decisions relating to services, land use development and neighborhood preservation. Obtaining these goals will require the

coordination and leadership of all levels and forms of government, both internal and external to the City, plus strong support from community groups and private enterprise. The goals and objectives, like the critical issues before them, have been broken down, in no particular order, into the following seven (7) planning elements:

1. Economic Development
2. Quality of Life
3. Parks & Recreation
4. Housing and Neighborhood Stabilization
5. Transportation
6. Community Services
7. Annexation & Future Land Use

The Steering Committee, along with the individual members present at the Goals and Objectives Steering Committee Work Session, were asked to review and rank the following Comprehensive Planning Critical Issues on a scale of 1-10 (one being the most important). The issues are in order below from the most important to the least important. The “rank” represents the average score the goal received from the fourteen (14) participants. The rankings are shown on the right side of the table. (The lower the score the more important the issue.)

Critical Issues	Rank
Economic Development: Promote investment in the City’s commercial districts in order to attract and retain businesses, revitalize commercial and entertainment opportunities and create vitality that attracts people.	1.77
Economic Development: Diversify and strengthen the City’s economic base and local employment opportunities.	3.46
Quality of Life: Develop programs that promote community beautification and stability by preserving lifestyles and improving the appearance of Ballwin.	4.38
Creating Quality Places: Promote the Integrity of design in public and private places by following principles of good design.	4.69
Housing and Neighborhood Stabilization: Preserve the character and stability of existing neighborhoods, encourage a balanced range of housing options, and promote the continued development of new, high quality residential developments.	5.15
Manchester Road: Improve the safety, vehicular flow, pedestrian accessibility and visibility of the Manchester Road Corridor	6.85
Transportation: The City shall maintain a safe and efficient road system that provides effective circulation and economic development potential while maintaining the integrity, security, and privacy of the community.	7.69
Annexation (Future Land Use): Promote land development policies that preserves neighborhood character and the natural landscape, including topography, vegetative cover, and natural drainage patterns.	7.77
Parks & Recreation: Acquire parks, open space and trails as needed to serve the City’s resident population.	7.85
Community Services: To ensure the availability of efficient, affordable and well-managed public services that meet present and future needs.	7.85

The Steering Committee's review and ranking of the issues provided the focus and direction needed to develop goals that more accurately address the critical issues facing the community in the future. Some of the initial issues were omitted or combined with related issues that addressed the same topics, while others were left alone. The goals for the City of Ballwin's Comprehensive Plan are as follows.

BUSINESS & ECONOMIC DEVELOPMENT

The City should work to diversify its economic base. Ballwin is presently highly reliant on sales tax based revenues to pay for municipal services and capital improvements. This makes the City's revenue stream vulnerable to national or regional downturns in the economy and shifts in the nature of consumer spending. Approximately 40% of the City's general fund revenues come from sales taxes. Consideration must be given to the potential negative impacts on the City if one or more major retailers leave the City. While this does not appear imminent, the City should, as a long-term contingency, develop an economic diversification plan that takes into account the effects and potential mitigating activities related to such a scenario.

Currently, the conventional retail strip centers that dominate the City's commercial landscape are dated and struggling to compete with newer retail centers nearby. The City needs to consider alternative retailing models. The latest trend in retail marketing is to offer a balanced mixture of retail, service, professional, recreational and residential uses. The City should plan for and encourage the creation of a planned, mixed-use town center, or lifestyle center as well as master-planned developments including office, business, and residential components. Business recruitment efforts should concentrate on retaining existing businesses and creating a business climate that is enticing to high-quality retailers, businesses and professionals.

Business & Economic Development

Goal 1: Promote investment and redevelopment in the City's commercial districts in order to attract and retain businesses, revitalize commercial and entertainment opportunities and create vitality that attracts people.

Objective 1: Enhance economic growth through the use of innovative zoning regulations, development review procedures and land use planning.

Objective 2: Consider developing a community enhancement and business recruitment plan and actively retain and recruit leading local, regional, and national retailers, businesses and office users.

Goal 2: Diversify and strengthen the City's economic base and local employment opportunities.

Objective 1: Promote efforts that make the city more attractive to both the resident and business community with the intent of revitalizing the City's shrinking retail segment.

Objective 2: Identify and recruit businesses which strengthen and diversify the economic base, expand and enhance sales tax revenues, improve wage and salary levels, increase the variety of job opportunities, utilize the resident labor force, and pay for their own infrastructure.

QUALITY OF LIFE

Goal: Develop programs that promote community beautification, character enhancement and quality of life by preserving lifestyles and building upon Ballwin's premier services, facilities, and successful neighborhoods.

Objective 1: Identify any deficiencies in the community's recreational activities and cultural offerings, and prioritize projects that fulfill any unmet needs of the resident population.

Objective 2: Develop a revitalization theme for the City to promote active living environments, family-oriented lifestyles and excellent community services and delivery systems. Healthy eating, exercise, fitness and wellness are all very important to the community and are evident in the City's past and present land use and policy decisions. Therefore, this plan recommends that Ballwin consider a variety of "Healthy City" initiatives as a central revitalization and branding theme.

Objective 3: Guide physical development in a logical manner while promoting a livable and sustainable community through planning and design practices that enhance the natural, cultural and built environments.

HOUSING & NEIGHBORHOOD SUSTAINABILITY

One of the City's key strengths is its high quality and well maintained neighborhoods. Therefore, the City's existing, established neighborhoods must be protected and maintained. Any proposed in-fill development should be consistent with the character and context of the existing neighborhoods, and should be done in a way that promotes continued investment, enhancement and sustainability of the adjoining and surrounding older neighborhoods. There is also a need for a variety of housing types and forms of ownership. The City should focus on allowing diversity in its housing stock to appeal to a wider spectrum of the work force, socio-economic classes, age cohorts and lifestyles.

Goal: Preserve the character and stability of existing neighborhoods, encourage a balanced mix and value range of housing options, and promote the continued development of diverse, high-quality residential developments.

Objective 1: Develop, adopt and implement planning and zoning regulations that support efforts to preserve, maintain and expand the city's housing stock.

Objective 2: Promote private stewardship of the land and the community and inform residents and landowners regarding programs which provide technical, financial, or tax relief assistance to preserve, enhance or redevelop areas.

Objective 3: Promote efforts that make the city more attractive to families by encouraging more housing options for first time homebuyers, arts and entertainment attractions, and other amenities that enhance the overall quality of life in the City.

TRANSPORTATION

Overall, the City's transportation system does not have a high degree of connectivity which results in periodic inefficient traffic flow. Transportation studies have identified issues such as traffic signal timing, intersection design, vehicular and bicycle accessibility, roadway capacity, and subdivision connectivity as areas in need of possible improvement. The consensus among residents and business owners, however, is that the benefits of some improvements may not outweigh the cost, from a neighborhood impact perspective. The locations that seem to need the most improvements and congestion mitigation are sometimes adjacent to private residences, schools, churches or other sensitive land users.

The Comprehensive Plan takes a holistic and systems approach to the City's transportation system, so the recommendations tend to focus on the upgrade, preservation and maintenance of the current transportation infrastructure rather than relying on the construction of new, expensive roadways. The plan recommends that all transportation projects be evaluated in relationship to their cost and neighborhood impact as well as their transportation benefit.

Goal: Maintain a safe and efficient road system that provides effective circulation and economic development potential while maintaining the integrity, security and privacy of the community.

Objective 1: Prepare and annually update a multi-year transportation capital improvement plan to identify and prioritize short-term and long-term needs and funding sources for road upgrades, maintenance, new roads and other transportation facilities.

Objective 2: Continue to utilize, implement and develop access and congestion management and traffic calming techniques, standards and tools in order to maintain the integrity of the City's roadway infrastructure in a manner that does not impair Ballwin's economic competitiveness in the region.

Objective 3: Encourage the investment of resources on improvements to existing arterial and collector roads.

Objective 4: Increase safety and the use of non-motorized transportation modes.

FUTURE LAND USE

Goal 1: Achieve a consensus among stakeholders on an action plan for the revitalization of Manchester Road and commence with implementation.

Objective 1: Develop and adopt an overlay district that addresses connection, animation and renewal issues.

Objective 2: Develop a system to provide ongoing monitoring and sustainability of the Manchester Road corridor stabilization and revitalization efforts.

Goal 2: Promote land development that preserves existing neighborhoods and the natural landscape, topography, vegetative cover, scenic viewsheds and natural drainage patterns.

Objective 1: Formulate an annexation plan, based on the City's growth and annexation history, the City's ability to provide services and the suitability of land for development.

Objective 2: Utilize state-of-the-practice subdivision and zoning techniques and technology within the planning and development process.

Objective 3: Implement a stormwater management program to reduce flooding, protect water quality and natural habitat and provide recreational and educational opportunities for the citizens of Ballwin through a proactive, integrated, watershed-based approach to stormwater management.

PARKS & RECREATION

Goal: Continue to maintain, enhance and expand the City's parks and recreation system. This includes making improvements and expanding as needed to keep pace with current trends in park and recreation services, market demands for facilities and programs and the acquisition of land for parks, open space, greenways and trails as needed to serve the City's resident population.

Objective 1: Expand the City's open spaces and park system where practical to include the preservation of environmental corridors and the construction of bike lanes and paths to form an interconnected park network that is also easily accessible from the City's major destinations and neighborhoods without automobile travel.

Objective 2: Adopt the proposed *Community Wide Trail System Plan* and consider creating a greenway overlay zoning and development district that provides incentives for property owners to grant greenway and pathway easements across their properties.

Objective 3: Continually evaluate the capacity and suitability of the city's recreational facilities and programming.

Objective 4: Routinely assess the financial status and administrative resources of Ballwin's recreational facilities and programming to determine their adequacy and financial stability.

COMMUNITY SERVICES

Ballwin residents enjoy a high level of community services and low taxes. The City provides a wide range of services, many at no cost to the residents. There is a concern that the City cannot sustain the current level of service provision without passing some of the costs to users or finding new sources of revenue. Ballwin's long term financial stability hinges on the City's success at increasing revenues, identifying the services most desired by the community, ceasing the provision of services that are not broadly utilized or supported and developing the most efficient service delivery systems and financing options.

Goal: To ensure the availability or facilitate the continuation of a full range of efficient, affordable and well-managed public services that meet present and future needs. These services include, but are not limited to, code enforcement, planning, road maintenance and construction, schools, police, fire, parks, and other community services. Such services may be provided directly by Ballwin, through the private sector or through other governmental agencies.

Objective 1: Continue to evaluate the need for upgraded or improved public safety services and identify appropriate locations for the development of new facilities as may be needed to accommodate future growth.

Objective 2: Establish mutually beneficial intergovernmental relations with other units of government.

Objective 3: Look to create more opportunities for meaningful citizen participation throughout all stages of community development from planning and ordinance development through development and implementation.

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RETAIL MARKET ANALYSIS

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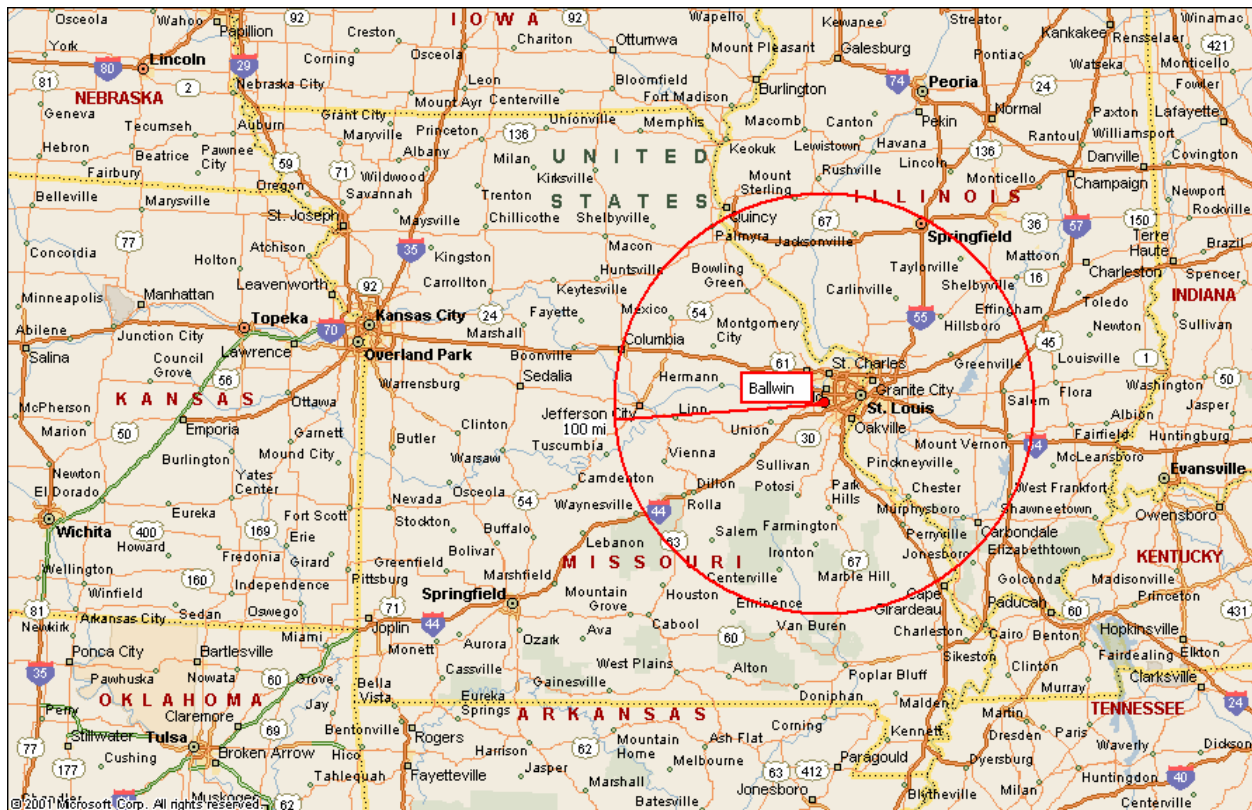
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RETAIL MARKET ANALYSIS

Figure 6.1: Missouri Map



EXECUTIVE SUMMARY

Developed mostly in the 1970's-80's, Ballwin's Manchester Road commercial corridor is facing significant competition from newer shopping centers located in surrounding areas. As a result, the corridor may be in the early stages of a gradual decline or changing paradigm as a commercial center. This study also finds that Ballwin's Manchester corridor can continue to remain a viable retail district for the next five years. In fact, Manchester Road can support an additional 175,000 square feet of retail development by 2010, producing up to \$4,555,300 in additional annual sales.

Retail formats are shifting from enclosed malls and suburban strip centers to open air main street type "lifestyle" centers. Gibbs Planning Group's (GPG) research has found that these main street centers can attract shoppers from considerable distances. Although several existing and proposed new centers in the greater Ballwin region claim to be offering a main street or lifestyle format, GPG found that they really do not follow this model and the potential remains for an innovative, state of the art, mixed-use main street center to potentially open along Manchester Road in Ballwin.

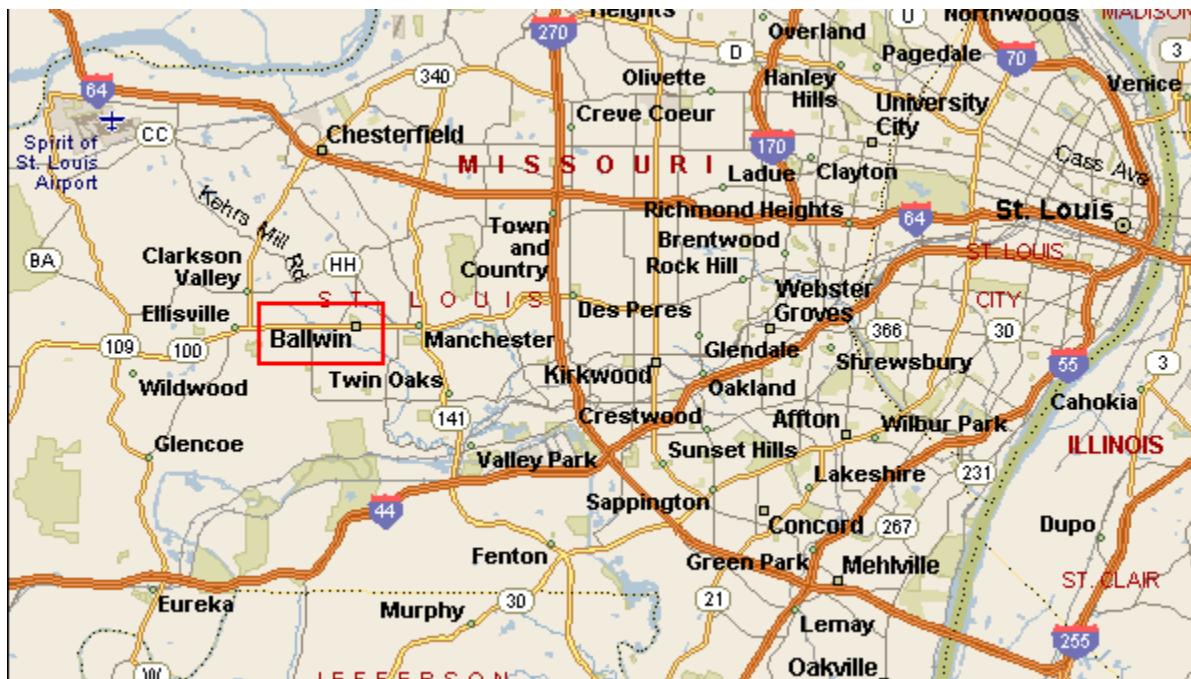
Ballwin could potentially reverse its loss of retail market share if it could attract a quality mixed-use main street center. Charlotte's Birkdale Village, Michigan's Village of Rochester Hills or Zona Rosa in Kansas City represents potential new retail formats that should be considered.

This opportunity to open a successful lifestyle center is limited and will end as soon as such a center opens in the greater Ballwin region.

This study also finds that the Ballwin corridor enjoys some of the greater St. Louis area's most desirable demographics. These western suburbs are well-established neighborhoods with strong incomes and moderate growth. The market offers the opportunity as a fill-in location for many retailers in the market. GPG finds that the City of Ballwin's retail could potentially yield over \$81 million in annual sales by 2010, supported by 12,650 households or nearly 53,000 persons earning a median household income of \$87,200.

The primary trade area's proposed retail development can support up to 51,500 square feet of apparel and 65,000 square feet of restaurants and specialty food stores. In addition, the area can support 14,000 square feet of drug or pharmaceutical stores, 12,500 square feet of furniture, home décor and accessories and 31,000 additional square feet of total other retail.

Figure 6.2: Regional Trade Area



BACKGROUND

Gibbs Planning Group, Inc. (GPG) conducted a retail feasibility analysis for the City of Ballwin, Missouri as a part of the preparation of this document. The study was designed to address

- the existing and planned retail market in the greater Ballwin area,
- the trade area that is served by retail in the study area,
- the current and projected trade area population and its demographic characteristics,
- the current and projected growth for retail expenditures for 2007 to 2010 and
- The type of retail that is supportable and should be attracted to the study area and its anticipated sales volumes.

METHODOLOGY

To address the above issues, GPG conducted a detailed evaluation of most major existing and planned shopping centers and retail concentrations in and surrounding the defined trade area during the week of March 27, 2006. As a part of this evaluation, GPG physically surveyed the market area, visited the major existing retail concentrations and evaluated the existing and proposed developments.

GPG visited the areas during the day and in the evening to gain a qualitative understanding of the retail gravitational and traffic patterns throughout the study area. GPG then defined the trade area that is being served by this existing retail infrastructure. Population and demographic characteristics of trade area residents were collected by census tracts from national sources and updated based on information gathered from various local sources, including the Ballwin Planning Department.

Finally, based on the population and demographic characteristics of the trade area, existing and known planned retail competition, and traffic and retail gravitational patterns, GPG developed a qualitative assessment for the City of Ballwin, Missouri.

GPG made several assumptions as a part of this study.

- Chesterfield Mall, owned and operated by Westfield, was being remodeled at the time of the field evaluation. The eastern wing of the mall was closed. Although no tenant list was made available, it was assumed that the vacancy rate was over-stated and that tenants similar to existing will occupy the majority of the vacant space when it comes available.
- Other than the known developments being planned in Ellisville, Manchester, Town & country and Wildwood, no other major retail centers were planned or proposed at the time and, as such, no other retail was assumed in the sales forecasts.
- Other than the known developments being planned in Ellisville, Manchester, Town & country and Wildwood, no other major retail will be developed within five miles of the subject site.
- The subject site can support commercial development.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- The town center will be planned, designed, built and managed as a walkable town center, to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.
- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development. An overall parking ratio of 4.5 cars per 1000 square feet gross, or higher, is anticipated for this town center.
- Visibility of the retail is also assumed to be very good, with signage as required to assure good visibility of the retailers.
- The town center will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

LIMITS OF STUDY

The findings of the Gibbs Planning Group study entitled ***City of Ballwin Missouri Retail Market Analysis***, dated May 10, 2006 represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the identified study area at the subject site by 2008-2010. This report was based on information that was current as of December 2005. Every reasonable effort was made to ensure that the data contained in the study reflected the most accurate and timely information possible. This study is based on estimates, assumptions, and other information developed by GPG's independent research effort, general knowledge of the industry, and consultations with the client and its representatives. The GPG study is hereby adopted in its entirety as a part of this plan.

GPG's report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. This study should not, therefore, be the sole basis for the programming, planning, designing, financing or development of a commercial center.

TRADE AREA

Based on GPG's field evaluation, the retail gravitation in the market, and its experience defining trade areas for similar developments throughout the United States, it was determined that retail in the study area currently has, and should continue to primarily have, a community appeal. Recommended retail within the study area should be able to capitalize on the strong median and per capita household incomes, as well as better serve Ballwin than the existing older, dated retail options currently located there. GPG defined a community oriented trade area (primary) as well as a slightly larger secondary trade area that would serve the high-income households located near the City. The primary trade area accounts for 60% to 70% of the total retail sales within the study area. Consumers from the larger secondary trade area also shop in the area due to convenience and accounts for 20% to 30% of the retail sales. Most of the remaining sales come from either residents outside of the defined trade areas or from business employees that will work in commercial properties developed in and near the city.

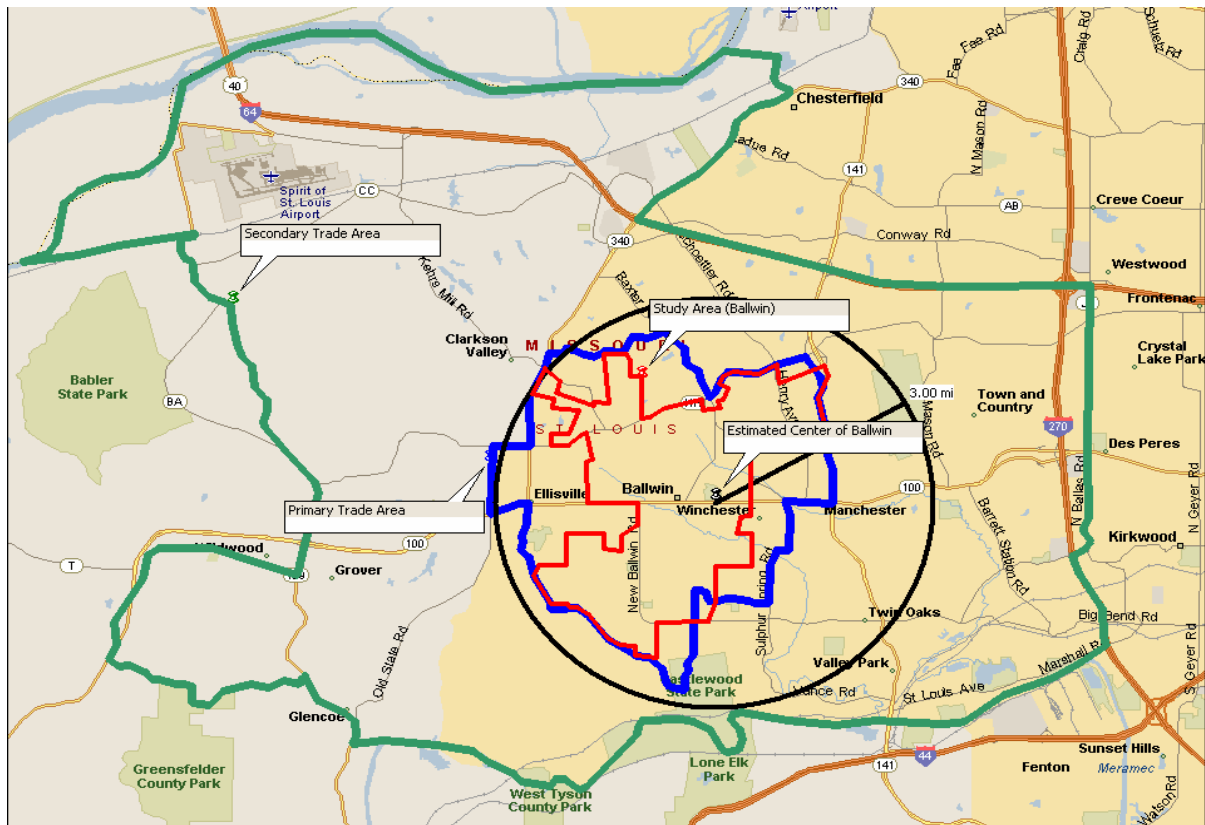
The primary trade area is approximately delineated by the census tracts that encompass Ballwin's municipal boundaries as follows,

- North to Country Ridge Drive,
- East to Woods Mill Road,
- South to the Kiefer Creek Road and
- West to Clarkson Road.

The secondary trade area extends further north to include the City of Chesterfield south of Interstate 64 (U.S. Highway 40/61), east to Interstate 270, south to Interstate 44 and west to include the eastern portions of Wildwood.

Please refer to *Map 6.3* for the approximate trade area boundaries:

Figure 6.3; Primary Trade Area



DEMOGRAPHIC CHARACTERISTICS

Using data from both ESRI (Environmental Systems Research Institute) and Claritas, GPG obtained the population and demographic characteristics for the study area, the defined trade areas, and for St. Louis County and the State of Missouri.

The study area has an estimated 2006 population of 32,300 persons, which is projected to grow to 33,050 persons by 2011, a 2.36% projected increase over the five-year period. The primary trade area has an estimated 2006 population of 51,500 persons, which is projected to grow to 52,800 persons by 2011, a 2.52% projected increase over the five-year period. The strongest growth (5.08% and 3.75%) is projected in Census Tracts 179.22 and 179.23, respectively.

The secondary trade area adds an additional 124,750 persons to the population base, for a total trade area population of 176,250 persons, which is projected to grow to 182,000 persons by 2011, a 3.2% increase over the five-year period. Much of the population growth is reflective of the suburban growth found in the greater St. Louis market.

The number of households in the study area, currently estimated at 12,300, is projected to increase to 12,650 households by 2011, a 2.96% increase. The number of households in the primary trade area, currently estimated at 19,000, is projected to increase to 19,600 households by 2011, a 3.2% increase. The total trade area's household base is currently estimated at 65,250, which is projected to grow to 67,800 households by 2011, a 3.9% increase over the five-year period. The stable population growth occurring within the trade area reflects the new household growth.

Table 6.1: Demographic Characteristics of the Ballwin Retail Trade Area

Characteristics	Primary Trade Area	Total Trade Area	Study Area (Ballwin)	St. Louis County	Missouri
2006 Population	51,501	176,256	32,286	1,033,476	5,910,102
2011 Population	52,797	181,975	33,048	1,052,655	6,199,902
2006-2011 Projected Growth	+2.5%	+3.2%	+2.4%	+1.9%	+4.9%
2006 Median Household Income	\$87,159	\$98,266	\$81,993	\$62,259	\$45,718
2006 Per Capita Income	\$38,525	\$45,621	\$37,901	\$34,762	\$24,651
% Households with Incomes \$100,000 or Higher	40.6	46.3	39.2	26.8	14.9
% White	91.9	90.7	91.6	74.8	84.0
% Hispanic Ethnicity	1.9	1.8	2.1	1.6	2.4
Persons Per Household	2.70	2.67	2.63	2.45	2.45
Median Age	39.8	39.4	39.0	38.8	37.1
% White-Collar Employed	79.0	83.2	77.9	72.5	60.2
% Married	66.6	65.9	66.1	54.1	54.8

Household incomes in the market are very strong. As shown in *Table 6.1*, the median household incomes in the primary trade area (\$87,150) and study area (\$82,000) are strong but lower than those found in the total trade area (\$98,300). Incomes in St. Louis County (\$62,300) and the State of Missouri (\$45,750) are moderate but still good. Nearly 40% of the households in the study area and nearly 41% of the households in the primary trade area report income levels above \$100,000. Incomes in the primary trade area are strongest in Census Tracts 178.52 and 179.22 (\$122,100 median household income and \$55,250 per capita income and \$100,500 median household income and \$37,850 per capita income respectively) located in the western portion of the trade area.

The median age within the market is older. The primary trade area (39.8 years) is slightly older than the study area as well as that found in the secondary trade area (39.3 years) and total trade area (39.4 years). The primary trade area workforce consists of 79% white-collar, which is slightly higher in comparison to the study area (78%) but lower in comparison to the secondary trade area (85%) and total trade area (83%).

Racially, the study area is 92% white, which is similar to the primary trade area (92%), secondary trade area (90%) and total trade area (91%). St. Louis and Missouri in comparison are 75% and 84% white respectively.

Persons per household in the area are slightly above average, with the study area reporting 2.63 persons and the primary trade area reporting 2.70 persons. The secondary and total trade areas report persons per household of 2.66 and 2.67 persons. St. Louis County and the State of Missouri each have a person per household of 2.45.

There are 10,600 persons within one mile of the intersection of Manchester Road and Holloway Road. This grows to 82,900 persons within a three mile radius and 161,250 persons within five mile radius. Over the next five years, this population base is projected to decrease to 10,300 persons (-3%), and 82,200 persons (-1%) within the one and three-mile radii, but increase to 162,100 persons (+0.5%) within the five-mile radius.

Average household sizes increase as the radius increases from one to three miles (2.48 persons to 2.69 persons) but holds steady from three to five miles (2.67 persons).

TAPESTRY LIFESTYLES

ESRI has developed a system for defining and differentiating shopping and living lifestyles called Tapestry Lifestyles. This is a 65 element classification of lifestyles that helps determine purchasing patterns. These classifications are broken down to the U.S. Census Block Group level throughout the United States and are used by many national retailers to help determine future potential locations. *Table 6.2* details the top Tapestry Lifestyles found in the greater Ballwin primary and total trade areas.

Table 6.2: ESRI Tapestry Lifestyles

LIFESTYLE	PRIMARY TRADE AREA	TOTAL TRADE AREA	SHORT DESCRIPTION
Boomburbs	3,671 19.5%	12,756 19.1%	The newest additions to the suburbs, these communities are home to younger families with a busy, upscale lifestyle. Median home value is \$275,000 (and growing), and most households have two workers and two vehicles. Growth is characteristic of the communities and these families. These affluent families, who recently moved to their homes, focus their attention on upgrades, furnishing and landscaping. Boomburbs residents spend on family, leisure, and other activities too. They are one of the top markets for sport utility vehicles. They participate in golf, tennis, and swimming and own an array of electronic equipment.
Suburban Splendor	906 4.8%	10,664 15.9%	These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top and situated recently in growing neighborhoods of affluent homes with a median home value of more than \$377,000. Most are two-income families with children. The household population is younger (median age of 40 years) well educated and well employed. Suburban Splendor homes feature the latest amenities and home design. Residents are more likely to hire home services than undertake do it yourself projects. They place importance on family time and travel. They purchase time saving gadgets and equipment. They are proactive in financial planning, actively investing and owning life insurance policies.

LIFESTYLE	PRIMARY TRADE AREA	TOTAL TRADE AREA	SHORT DESCRIPTION
Exurbanites	3,685 19.5%	4,815 7.2%	Open areas with affluence define Exurbanites neighborhoods and the resident households. Median home value is currently approximately \$235,000, with a median household income of more than \$80,000. Homeowners are older, primarily empty nesters, and professionally employed; many residents work from home. Their financial health is a priority as they near retirement; they consult financial planners and track their investments online. For leisure, they enjoy dining in fine restaurants, reading, and participating in physical activities including golf, boating and hiking.
Sophisticated Squires	2,572 13.6%	6,230 9.3%	Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median value of more than \$214,000. These urban escapees are primarily families with children. They are college-educated, professionally employed and have elected to commute to maintain their semi-rural lifestyle. From buying golfing equipment to attending golf tournaments, golf is a key part of their lives. Cargo space for golf and do it yourself projects determines their preference for SUVs and minivans. With the right tools, they are not afraid to tackle home and garden improvement projects.
In Style	964 5.1%	5,095 7.6%	In Style residents live in the affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urban lifestyle, favoring town homes over traditional single-family houses. Professional couples are predominant in these neighborhoods. Labor force participation is high and most households have fewer children than the U.S. average. Their median age is approximately 38 years. Technologically savvy, In Style residents own cell phones, PDAs, and fully equipped PCs. Home remodeling and yard work are contracted out. Physical fitness is integral to their lives; they subscribe to Weight Watchers for diet control, work out in regular exercise programs, and take vitamins.

The trade area lifestyles reflect a strong base of educated and affluent shoppers. Most of the residents are white-collar professionals that live in the suburbs (semi-rural). Most are empty nesters or families with older children. Many households are dual income earners and are more likely to hire outside help for home improvements. The household base is Internet savvy and shops online.

DAYTIME EMPLOYMENT BASE

Overall, there are a total of 4,907 employees working within a one-mile radius of the center of the study area (Manchester Road and Holloway Road) growing to 34,644 total employees within three miles and 95,381 total employees within five miles. Currently, the daytime employment base within one-mile of the center of the study area is retail oriented with nearly 45% of all employees working in this sector. Of all the retail categories, Eating & Drinking establishments is the largest with 769 total employees. The services sector is also strong, representing nearly 28% of all employees. As the radius increases to three miles this gap disappears with 33% of all employees working within the retail industry and 33% of all employees working within the services industry. Within three miles Eating & Drinking establishments and Bank, Savings & Lending are the largest individual categories with 3,840 and 2,992 total employees, respectively.

Given the ease of local access, but lack of regional access to the study area, those working within a five-mile radius of the site may not be able to easily shop and dine along Manchester Road.

STUDY AREA CHARACTERISTICS

LOCATION

The study area is located in the western suburbs of the St. Louis metropolitan region. It is dominated by the Manchester Road corridor that generally bisects the area along an east-west axis. Although portions of several municipalities fall within the secondary trade area, the primary trade area incorporates most of the cities of Ballwin, Manchester, Winchester, and Ellisville. These western suburbs are well established communities with a history of sales taxes as the primary revenue source.

ACCESS

Access through the City of Ballwin is primarily provided by Manchester Road, a five-lane thoroughfare that connects with U.S. Highway 141 and Interstate 270 to the east. Clayton Road and Big Bend Road, other major local east-west access roads in the study area, are primarily three, four and five lane pavement sections. Woods Mill Rd. (Highway 141), to the east, and Clarkson Rd. (Highway 340), to the west, provide the only regional north-south access to the study area.

The latest daily traffic counts in the area, as provided by the Missouri Department of Transportation, are shown in *Table 6.2*.

Table 6.2: Daily Traffic Counts

LOCATION	TRAFFIC COUNT
Manchester Road west of State Highway 141	53,417
Manchester Road west of Clarkson Road	34,265
Clayton Road west of State Highway 141	36,391

EXISTING RETAIL

Retail within the study area is found primarily along Manchester Road. Overall there is a total of 2,400,000 square feet of retail. This is comprised of 1,500,000 square feet of neighborhood retail, 680,000 square feet of community retail and 230,000 square feet of major freestanding retail. Olde Towne Plaza anchors the study area and offers 295,000 square feet of retail. This is a newer big box anchored shopping center that includes tenants such as Lowe’s Home Improvement Warehouse, Marshall’s, Stein Mart, Ultimate Electronics, and Home Goods.

Overall, the majority of facilities within the study area are older, and, if updated, could better appeal to the strong demographics and incomes found in the Ballwin market.

OTHER SHOPPING AREAS

As part of GPG’s field evaluation, all major shopping concentrations in and around the periphery of both the primary and secondary trade areas were analyzed.



Westfield West County Mall

The Ballwin market currently has four regional malls. **Westfield West County** (R1) is located in the eastern portion of the secondary trade area at the intersection of Interstate 270 and Manchester Road. The mall offers 1,267,100 square feet of retail space, with anchors including the Macy’s, JC Penney and Nordstrom Department Stores and Dick’s Sporting Goods. Westfield West County includes many of the lifestyle tenants that would attract the same clientele as retail centers within the City of Ballwin and, thus, limits the City’s ability to draw potential customers from beyond the eastern portions of the secondary trade area.

Westfield Chesterfield (R2) is located in the northern portions of the defined study area at the intersection of Interstate 64 (U.S. Highway 40/61) and Clarkson Road (Highway 340). The mall offers 1,294,037 square feet of retail with anchors including Dillard's, Macy's, and Sears. Currently, this mall is undergoing a major remodel and has portions of its eastern wing closed off resulting in an over-stated number of vacancies. An entire department store moved out, and a new food court was constructed as well as space for several new shops including a new AMC Megaplex Theatre. It took the mall more than a year and a half to do the makeover. The existing retail at the mall also includes many of the lifestyle tenants that would attract the same clientele as retailers in Ballwin and, thus, limits the city's ability to draw potential customers from beyond the northern portions of the secondary trade area.



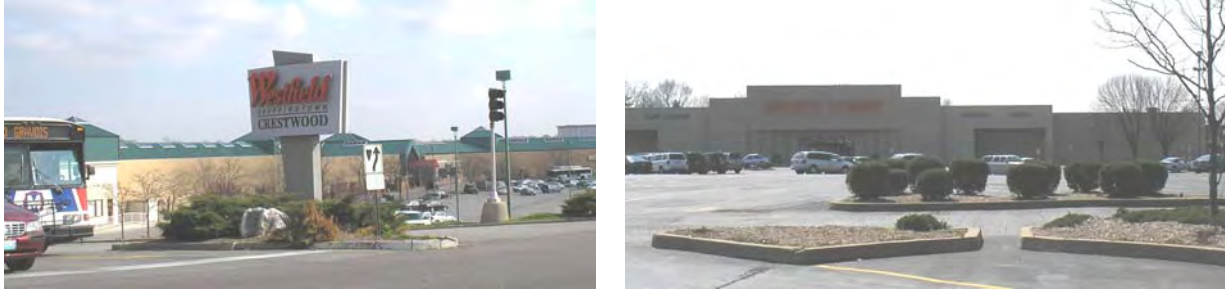
Westfield Chesterfield Mall

Plaza Frontenac (R3) is the third regional mall affecting the study area and is located at the intersection of Clayton Road and Lindbergh Boulevard. This mall offers 443,134 square feet of retail and is anchored by Neiman Marcus and Saks Fifth Avenue. This mall is fashion-oriented and appeals to customers that want high quality merchandise and brand labels. Other tenants within the mall include Coach, Chico's, Louis Vuitton, J Crew, Banana Republic and Ann Taylor. The location of this mall limits the city's drawing power from beyond the eastern portions of the defined trade area.



Plaza Frontenac

The last mall identified in the study area is **Westfield Crestwood** (R4) that is located southeast of the defined study area at the intersection of Watson Road and Sappington Road. The mall has 1,018,000 square feet of retail including anchors such as AMC Theatres, Dillard's, Macy's and Sears. This mall is older and lacks the same appeal as nearby regional centers and does not have a large impact on the retail in the city.



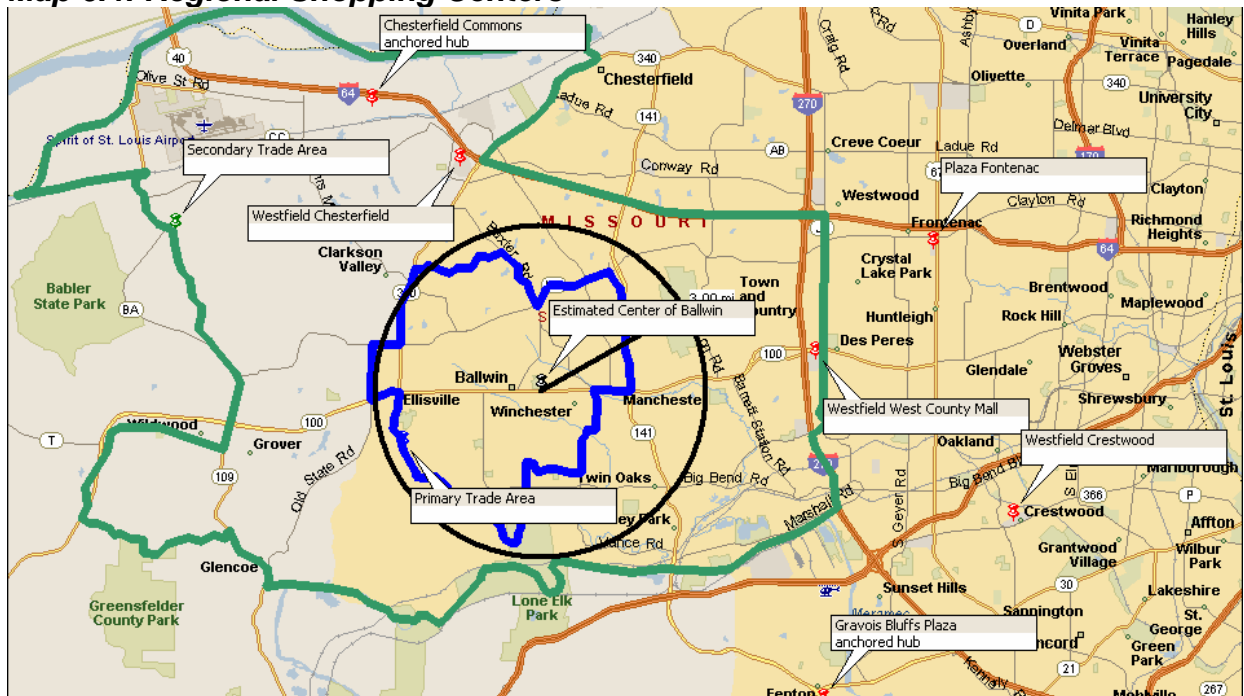
Westfield Crestwood Mall

Currently, the area's strongest community-oriented shopping hubs are found north of the study area in the Chesterfield Valley. This hub is anchored by Chesterfield Commons which is a large power shopping center including many national "big-box" retailers such as Target, Wal-Mart, Sam's Club, Lowe's Home Improvement, Best Buy, Circuit City, Linens N' Things, Babies 'R' Us, PETSMART, World Market and Office Max.

The second largest community-oriented shopping hub is found southeast along U.S. Highway 141 and State Highway 30. This hub is anchored by Gravois Bluffs Plaza, a large power shopping center covering both sides of U.S. Highway 141. Gravois Bluffs Plaza includes "big-and mini-box" retailers such as American TV & Appliance, Wal-Mart, Target, Kohl's, Lowe's Home Improvement, Circuit City, Ultimate Electronics, Gordman's, Sears Outlet, TJ Maxx, Petco, and Office Max.

The following map depicts the location of all major area retail centers in the market. Please refer to the attached larger maps for a detailed location of the major competitive nodes in the area.

Map 6.4: Regional Shopping Centers



SUMMARY OF FINDINGS

As a result of GPG’s qualitative analysis, this study finds that the retail component within the study area has an opportunity to create a unique shopping experience for those consumers in western St. Louis County as well as in the City of Ballwin itself. There are many existing shopping alternatives in the area; however, there are few shopping alternatives that appeal to the higher-income residents living in the greater Ballwin market. As such, residents must leave the area to shop for many of their shopping needs. The suggested retail will complement the existing retail base, and if properly positioned, can help to create a stronger shopping destination that would not only offer better service for the area’s high-income household base, but will also offer a new, unique shopping alternative in the market.

This study also concludes that Ballwin has a limited opportunity to potentially implement a mixed-use lifestyle center that is based on the principles of the New Urbanism. The town center could attract leading restaurants and popular retailers if properly planned and managed.



A mixed-use town center like those above could potentially be located along the Manchester.

It is GPG's professional opinion that approximately 175,000 square feet of retail space can be supported within the study area by 2010, with retailers such as Trader Joe's, Old Navy, and Walgreens Drug Store. This square footage includes:

- 51,500 square feet of apparel, shoes and accessories,
- 65,000 square feet of restaurant space,
- 14,000 square feet of drug store space,
- 12,500 square feet of furniture, home décor and accessories space, and
- 31,000 additional square feet of total other retail.

The retailers recommended for the study area are unique in appeal and, as such, will aid to expand the appeal of retail in the City. Furthermore, GPG recommends that the existing retail base and retail centers be updated and renovated to better appeal to the area's demographics, to attract better retailers and to better appeal to the residential base. For example, Central Plaza and Ballwin Plaza, although next to each other, are not thematically or physically linked, are dated in design and lack the visual appeal that customers prefer. If updated, these facilities would better appeal to the strong demographics and incomes found in the Ballwin market, increasing sales of the unit.

Table 6.4 presents GPG's recommendations for the retail within the study area.

Table 6.4: Study Area Retail Capacity

	2007 Total Trade Area ('000's)	2010 Total Trade Area ('000's)	Rec. S/F Retail Space	2007 Forecast Sales	2007 Sales Per S/F	2010 Forecast Sales	2010 Sales Per S/F
Women's Apparel	\$114,980	\$127,486	8,500	\$3,102,500	\$365	\$3,357,500	\$395
Men's Apparel	\$77,231	\$83,544	10,000	\$3,100,000	\$310	\$3,348,000	\$335
Unisex Apparel	\$83,446	\$90,416	15,000	\$6,375,000	\$425	\$6,900,000	\$460
Shoes & Accessories	\$44,036	\$48,101	18,000	\$6,570,000	\$365	\$7,110,000	\$395
Total Apparel, Shoes & Accessories	\$372,863	\$408,136	51,500	\$19,147,500	\$372	\$20,715,500	\$402
Specialty Food Stores	\$63,991	\$69,620	23,000	\$15,525,000	\$675	\$16,790,000	\$730
Restaurant W/Liquor	\$253,159	\$276,852	24,000	\$13,560,000	\$565	\$14,644,800	\$610
Restaurant W/O Liquor	\$213,768	\$233,272	18,000	\$6,750,000	\$375	\$7,290,000	\$405
Total Food & Restaurant	\$1,014,936	\$1,095,293	65,000	\$35,835,000	\$551	\$38,724,800	\$596
Appliances, Computers and Electronics Store	\$320,262	\$355,695	2,000	\$850,000	\$425	\$920,000	\$460
Card / Gift Shops	\$27,065	\$29,837	3,500	\$1,137,500	\$325	\$1,225,000	\$350
Drug Store / Pharmaceutical	\$228,701	\$304,881	14,000	\$6,300,000	\$450	\$6,790,000	\$485
Health and Beauty Store	\$78,481	\$88,246	4,000	\$900,000	\$225	\$980,000	\$245
Furniture, Home Décor and Accessories Stores	\$84,492	\$92,766	12,500	\$4,687,500	\$375	\$5,062,500	\$405

CITY OF BALLWIN, MISSOURI COMPREHENSIVE COMMUNITY PLAN

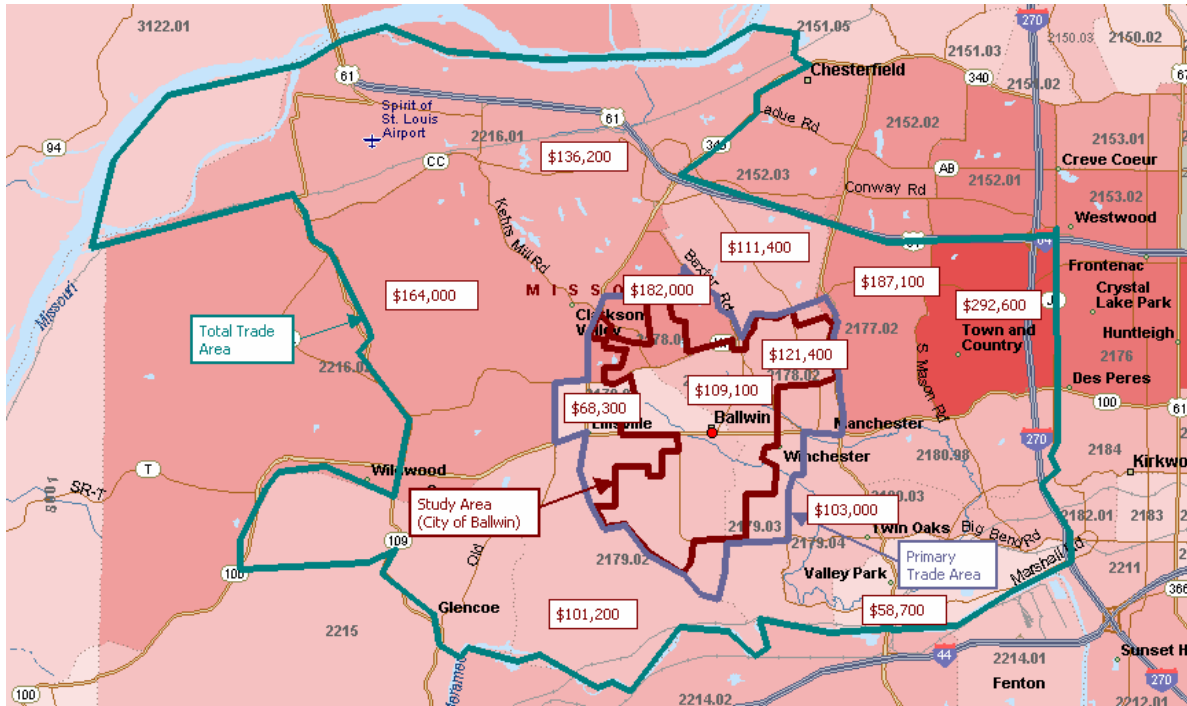
Chapter 6: Retail Market Analysis

Jewelry Store	\$87,287	\$100,542	2,000	\$1,000,000	\$500	\$1,080,000	\$540
Optical / Vision Care	\$39,365	\$44,304	2,000	\$900,000	\$450	\$970,000	\$485
Personal Services	\$78,481	\$88,246	6,500	\$2,600,000	\$400	\$2,795,000	\$430
Pet Supply Store	\$43,039	\$49,548	2,000	\$590,000	\$295	\$640,000	\$320
Sporting Goods Store	\$147,831	\$171,789	4,000	\$1,300,000	\$325	\$1,400,000	\$350
Toy and Hobby Shops	\$41,179	\$46,474	5,000	\$1,500,000	\$300	\$0	\$325
Total Other Retail	\$1,537,851	\$1,773,229	58,500	\$21,765,000	\$372	\$21,862,500	\$374
Total Recommended Supportable Retail	\$3,588,655	\$4,054,231	175,000	\$76,747,500	\$439	\$81,302,800	\$465

RATIONALE FOR RECOMMENDATIONS

- Stable But Limited Population Base.** There is a stable but limited population base within the City of Ballwin (32,000 persons); however, the City serves a much stronger population base due to its central location and access provided by Manchester Road. The strongest growth in the market is situated to the south and southwest, which is closer to the retail on Manchester Road than the larger retail hubs to the north and east. The current primary trade area offers a base of over 51,500 persons, and is projected to grow 2.5% to nearly 53,000 persons by 2011. The total trade area offers an additional 125,000 persons to reach a current base of over 176,000 persons. This is projected to grow an additional 5,700 persons by 2011 to nearly 182,000.
- Strong Trade Area Household Incomes.** Both the study area and the trade area(s) have strong incomes. The median household income for the City of Ballwin is \$82,000; the primary trade area is \$87,200, and for the total trade area it is \$98,300. Per capita incomes are reported as \$37,900, \$38,550 and \$45,650, respectively, while average household incomes are reported as \$101,200, \$104,850, and \$124,300, respectively.

Map 6.5: Household Incomes in the Ballwin Trade Area



- **Tapestry Lifestyles.** The trade area’s lifestyles also reflect a strong core base of educated and affluent shoppers. Most are dual income families with empty nests or older children. Furthermore, most residents are well educated and maintain active but casual, healthy lifestyles.
- **Daytime Employment Base.** Overall, there are a total of 4,907 employees working within a one-mile radius of the center of the study area growing to 34,644 total employees within a three mile radius and 95,381 total employees within a five mile radius. Currently, the daytime employment base within one mile of the center of the study area is retail-oriented with nearly 45% of all employees working in this sector. The services sector is also strong. It represents nearly 28% of all employees. As the radius increases to three miles this gap disappears, with 33% of all employees working within the retail industry and 33% of all employees working within the services industry. Given the ease of local access but difficulty of regional access to the study area, those working within a five-mile radius of the center of the study area will not be able to easily shop and dine along Manchester Road.
- **Retail Competition.** *Currently the retail alternatives within the study area along Manchester Road are older and lack appeal to the strong household incomes found in the area.* The strong community and regional-based retail hubs to the north, east and south limit the study area’s ability to draw customers from much beyond the defined trade areas. The market offers the opportunity as a fill-in location for many retailers in the market.

TRANSPORTATION

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TRANSPORTATION PLAN

Planning for the City of Ballwin's current and future transportation needs is an important element of the Comprehensive Plan. Major transportation improvements should be evaluated from a comprehensive or systems approach, to ensure future transportation projects are evaluated in relationship to their cost and neighborhood impact as well as their transportation benefit. It is necessary to evaluate the existing conditions and prioritize the anticipated needs in light of the overall long term impact on all aspects of the community. This section reviews the City's existing transportation conditions and suggests improvements that are necessary in balancing circulation needs with existing and anticipated development and growth.

FUNCTIONAL CLASSIFICATION

To better review and evaluate the City's roadway system, the streets have been classified into functional categories. The Functional Classification System is used to categorize the design and operational standards of roadways according to their role in moving vehicles within and through the city. The classification system adheres to a hierarchical structure that describes the operation of roadways within the transportation system. A higher functional classification typically implies higher volumes and speeds, as well as longer traveling distances.

The hierarchy of street types descends in three levels from arterial to collector to local. The differentiation between street classifications is based upon a combination of factors including traffic volumes, through-traffic movement and access to adjacent land. Roadways with a lower classification, such as local and collector, provide greater access to adjacent land or individual properties but typically have lower speeds and can therefore only accommodate lower volumes of traffic. Higher functional classifications, such as arterials, provide greater mobility and not as much driveway accessibility. If the transportation system works correctly, all portions of this hierarchy should work together to facilitate efficient and safe movement between origins and destinations.

Individual streets or classifications do not typically serve trips independently. Most trips involve movements through a network of roadways at all hierarchical levels. Developing an interconnected functional classification system provides a method for channeling traffic in a logical and efficient manner. Roadways are classified by the function they serve and not solely by the amount of traffic they carry; however, as stated earlier, higher traffic volumes are generally found on higher classified roadways. The following classification system is used throughout this document to establish a functional hierarchy of roadways.

ARTERIALS

Major arterial streets are intended to provide a high level of mobility to traffic passing through a community, with limited access to local development. Due to their high traffic volumes, arterial roadways are attractive for local developments. They seek to capitalize on this traffic for business. This results in pressure to allow direct curb cut access onto the arterial from the abutting properties. A proliferation of curb-cuts onto an arterial roadway decreases its capacity and the maximum speed at which vehicles can travel safely. As a result, many arterial streets within the city's transportation system are providing higher levels of accessibility to locally generated traffic than their classification in the hierarchy would recommend. These streets no longer function as primary arterial streets. They have assumed, at least during some times of the day, a functional position that is lower in the hierarchy. Arterial streets typically operate in

the range of 10,000 to 40,000 vehicles per day (VPD) and have a posted traffic speed of 35 mph or higher.

Clayton, Big Bend, Baxter and New Ballwin are all examples of roads that function as arterial roadways. They link Ballwin to each other and/or higher functioning roadways outside of the city limits such as Highway 141 (Woods Mill Road) to the east and Highway 340 (Clarkson Road) to the west. These roadways provide primary ingress and egress to neighborhoods and businesses. The high level of access provided by these roadways reduces their capacity and the maximum speed the roadways can safely accommodate. Manchester Road (Rt. 100) is an example of a major arterial roadway. It is a regional highway that extends from Vandeventer Road in the City of Saint Louis to Interstate 44 in Franklin County. The busiest section of Manchester Road is between Highway 141 and New Ballwin Road. In this area, traffic volumes approach 45,000 VPD in some locations.

COLLECTORS

Collector streets provide direct service to local residential neighborhoods, nodal commercial areas, local parks, churches, etc. Collector roads may penetrate neighborhoods and function to distribute trips from arterials through the area to many of the City's neighborhoods and other destinations. Conversely, collector streets collect traffic from local streets in residential neighborhoods and channel it into the arterial street system. Traffic volumes on a typical two-lane collector road may range from 1,500 to 5,000 vehicles per day. A collector road with a three-lane section may accommodate 1,500 to 12,000 vehicles per day. Examples of roads functioning as collectors include Kehrs Mill Road, Ramsey Lane, Ries Road, Baxter Road and Old Ballwin Road.

LOCAL STREETS

Local roadways provide direct access to private property. The local street system includes all streets not included in the higher functional classifications. Local roads primarily serve residential areas and provide direct access to abutting land. Local streets offer the lowest level of mobility and through traffic movement is deliberately discouraged. These streets often connect to collector roads or can connect directly into an arterial roadway. The ideal traffic volume for local roadways is less than 1,500 vehicles per day. In general, the local streets within the City of Ballwin's transportation network are made up of a combination of subdivision roadways, many of which terminate into cul-de-sacs. There is no traditional grid street pattern in Ballwin today. Ballwin is served by a suburban pattern roadway system dominated by curvilinear streets and cul-de-sacs.

TRAFFIC VOLUMES AND LEVELS OF SERVICE

The Level of Service (LOS), as described in *Figure 7.1*, is a system of measuring flow efficiency in intersections and in roadway segments. Traffic conditions are divided into various categories ranging from LOS A (very good travel condition) to LOS F (very poor, very congested travel). A roadway that is generally operating at an acceptable level will fall in the range of LOS A to C. As the traffic capacity and efficiency of flow become less acceptable, the LOS will generally fall into the E and F categories. LOS D is frequently found to be acceptable for relatively short periods of time in heavily traveled corridors such as Manchester and Clayton Roads, but is generally not acceptable along non-arterial roadways.

Figure 7.1: Level of Service Description


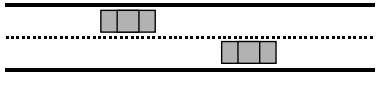
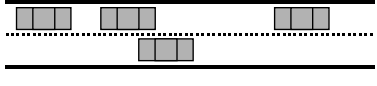
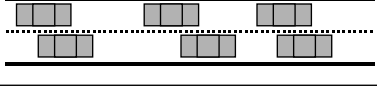
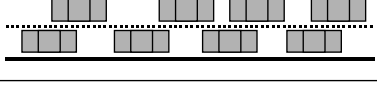
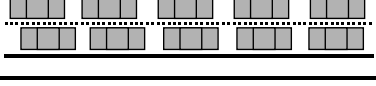
Level of Service	Description
A	 <p>FREE FLOW. Low volumes and no delays.</p>
B	 <p>STABLE FLOW. Speeds restricted by travel conditions, minor delays.</p>
C	 <p>STABLE FLOW. Speeds and maneuverability closely controlled due to higher volumes.</p>
D	 <p>STABLE FLOW. Speeds considerably affected by change in operating conditions. High density traffic restricts maneuverability, volume near capacity.</p>
E	 <p>UNSTABLE FLOW. Low speeds, considerable delay, volume at over slightly over capacity.</p>
F	 <p>FORCED FLOW. Very low speeds, volumes exceed capacity, long delays with stop-and-go traffic.</p>

Table 7.1: Ballwin Traffic Volumes (Average Weekly Traffic (AWT))

LOCATION	Owner	Traffic Counts	Count Date
New Ballwin Road north of Kiefer Creek Road	City	7,230	11/05
New Ballwin Road north of Twigwood Drive	City	16,260	11/05
New Ballwin Road south of Big Bend Road	City	7,810	11/05
New Ballwin Road north of Big Bend Road	City	10,060	11/05
Baxter Road north of Manchester Road	County	10,990	6/05
Baxter Road southeast of Holloway Road	County	8,710	6/04
Baxter Road south of Clayton Road	County	21,570	7/04
Big Bend Road east of Ries Road	County	25,330	10/05
Big Bend Road west of Ries Road	County	16,830	10/05
Big Bend Road east to New Ballwin Road	County	15,840	10/05
Big Bend Road west of Sulphur Spring Road	County	27,300	10/05
Kehrs Mill Road north of Clayton Road	City	8,070	1/06
Kehrs Mill Road east of Clarkson Road	City	9,690	1/06

As illustrated in *Table 7.1*, the most congested area within the City's transportation system is along New Ballwin Road. Traffic along New Ballwin Road reaches a level D or E; however, this only occurs when peak traffic periods coincide with school traffic. The City and school officials are working together to minimize traffic delays and balance any future road improvements with the adjacent property owners. The City's top transportation improvement priority is access management along Manchester Road. This corridor experiences peak period traffic congestion and should be considered by the Missouri Department of Transportation for supplemental traffic improvements. New Ballwin Road as it approaches Manchester Road and passes the three schools located along the corridor is another location that experiences ongoing peak period congestion, especially during the school year.

EXISTING TRAFFIC CONDITIONS

Over the years, traffic volumes in Ballwin have increased as the City and surrounding areas have been developed. Few new arterial or even collector roadways have been built to accommodate this new development. This has led to increasing volumes of traffic being carried by local streets and being funneled to the few arterial and collector roadways serving the area. As a result, congestion during the AM and PM peak hours continues to grow and the complaints of dangerous traffic patterns in residential neighborhoods become more frequent.

NEW BALLWIN ROAD

New Ballwin Road suffers from serious peak hour traffic congestion. One component that contributes significantly to this congestion is the presence of three (3) neighborhood schools: Woerther Elementary, Holy Infant School (K – 8) and Selvidge Middle School. The collective impact of these major traffic generators is centered along an approximately one (1) mile stretch of New Ballwin Road between Twigwood Drive and Manchester Road. The schools' close proximity, numerous points of access, poor internal circulation and traffic generation peaks that coincide with commuter traffic peaks contribute to traffic delays.

The New Ballwin Road corridor was studied most recently in December of 2000. The study found that the section of New Ballwin experiencing the most congestion is not designed to carry current volume of traffic. New Ballwin Road is currently two-lanes at this section and contains a major intersection at Reinke Road/Old Ballwin Road that does not efficiently accommodate multiple vehicular turning movements. The study recommended adding a continuous left turn lane, interrupted in various locations by a raised (non-traversable) median, and the installation of additional right and left turn lanes at the school curb cuts and at intersections with cross streets.

The addition of a third lane would improve some left turn movements and increase the functional design capacity of the roadway, but might negatively impact traffic flows in adjoining residential neighborhoods. The community was reluctant to undertake improvements that might alter the character of the area, increase traffic volumes/speeds or appeared to compromise the safety of pedestrians. In the last few years, school officials have experimented with staggered dismissal times, alternative pick-up/drop off traffic patterns and staggered class times. While these improvements did not eliminate traffic congestion, they helped reduce traffic delay and had a minimal negative impact on the surrounding neighborhoods or the level of pedestrian safety. These were two issues that the community felt very strongly about during the time of the transportation study and were echoed again during the comprehensive plan public engagement activities. The plan's recommendations for New Ballwin Road are to concentrate on preserving

the character of the neighborhood and safety of the roadway while seeking solutions to mitigate increasing congestion.

CLAYTON ROAD

Clayton Road, between Baxter Road and Clarkson Road, is a two-lane section that is not designed to accommodate current, much less anticipated, future traffic volumes. This section also has a high accident rate. MoDOT estimates that 80 percent of the accidents that occur on Clayton Road within this section are a direct result of vehicles making left turns into opposing traffic lanes. MoDOT is improving Clayton Road with the intent to increase vehicular and non-vehicular capacities of the roadway and to reduce accidents. The improvements include the construction of a continuous left turn lane, realigning and improving major intersections and adding bicycle lanes and sidewalks to both sides of the road. The cross section design adopted by MoDOT for this roadway is shown in *Figure 7.2*.

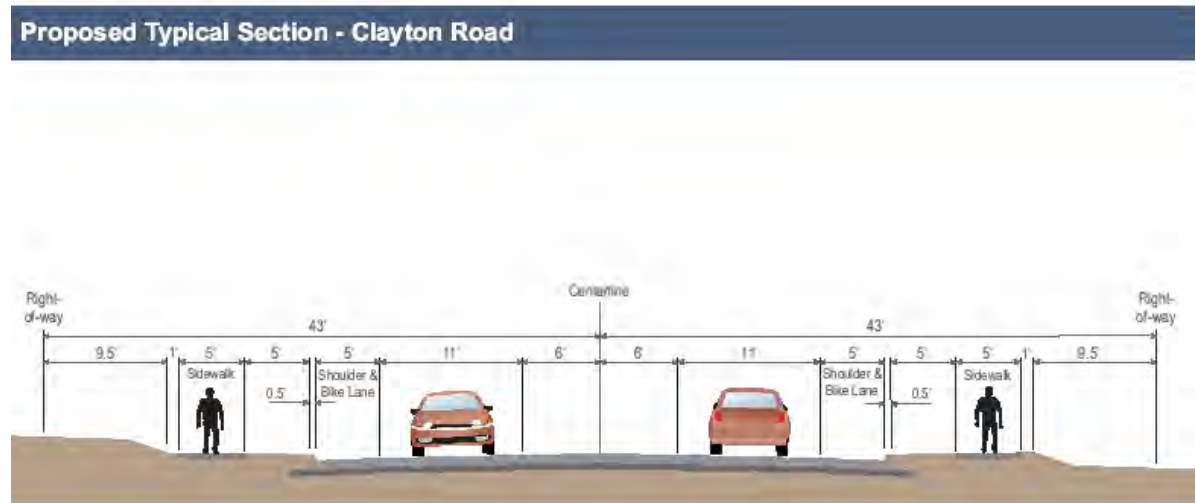


Figure 7.2: Clayton Road – Proposed Section 2006
 Source: MoDOT.org/st.louis/major_projects

BIG BEND ROAD

Big Bend road is an arterial thoroughfare that provides direct access to Highway 141 from New Ballwin Road. It has a five (5) lane section from Highway 141 to the eastern Ballwin city limits, at which point it reduces to a two-lane section. St. Louis County is planning to improve Big Bend Road to a five (5) lane section with center medians from Sulphur Springs Road to New Ballwin Road in 2007. The improvements to both Clayton Road and Big Bend Road should provide the functional capacity needed to safely and efficiently accommodate the current and anticipated traffic volumes along these critical east/west arterial routes.

MANCHESTER ROAD

The Manchester Road corridor serves multiple functions. It is a regional transportation corridor providing access to St. Louis and the western fringes of the Metropolitan area; it is the primary east - west link through Ballwin; it is the “heart of the local economy”; and it is a corridor with the potential to support planned commercial and residential growth. Like most successful urban corridors, however, it experiences ever-increasing congestion as regional traffic flows continue to increase. Much of this growth is the result of significant development outside of Ballwin’s

boundaries. This trend is expected to continue, with major new developments planned in the cities of Wildwood, Ellisville, Town & Country and Manchester. Recent Manchester Road traffic studies have focused primarily on potential improvements related to access management and other congestion mitigation solutions.

Traffic volumes on Manchester Road are the highest among the City’s transportation system with as many as 53,000 vehicles per day (VPD) in some areas. Delays are most significant at locations where major cross streets intersect the corridor such as New Ballwin Road, Old Ballwin Road, Holloway Road and Seven Trails Drive.

The improvements to both Clayton and Big Bend Roads will provide some relief to the traffic congestion along Manchester Road. These improvements, however, do not offer a final solution to the congestion problems on Manchester Road. The implementation of access management standards along Manchester Road is critical to mitigating congestion and protecting the functional integrity of the roadway. The importance of access management is compounding. Manchester Road is locked in with development. It is unlikely that the economics of roadway construction will allow it to be widened in the future. This limits congestion management and circulation improvement options almost exclusively to access management solutions.

Furthermore, the overall character of the Manchester Road corridor falls short of community expectations. Improvements to the aesthetic appearance of the corridor were identified as a priority for the community. A successful revitalization plan for the Manchester Road corridor must, therefore, include integrated solutions that address both visual and functional aspects.

ACCESS MANAGEMENT

Access management involves the planning, design and limitation of points of access to a public roadway system. The goals of access management are to improve roadway safety, increase traffic flow and capacity, minimize congestion, protect the taxpayers’ investment in the roadway system and create better conditions for non-automobile transportation modes. The following access management standards, as described by MoDOT, should be incorporated into the City’s access management philosophy and implemented via ordinance and policy where considered appropriate.

Table 7.2: Access Management Standards

Access Management Standard	What it means	Why is it important
Implement and Develop a Roadway Classification System	Access management standards should vary by the functional roadway type. The system classification should be mapped.	Allows access management standards to properly fit the functional role of the highway, street, or road. The higher the function, the less direct access is allowed.
Driveway Spacing and Density Standards	Controlling the distance between driveways and the number of driveways per unit of frontage. Said standards shall vary with the roadway classification, the expected land use, and the speed limit for the road.	Short spacing between driveways and high driveway densities generate conflict points that in turn lead to higher accident rates and more traffic congestion.

Access Management Standard	What it means	Why is it important
Corner Clearance and Intersections Setbacks	The minimum distance allowed between an intersection and the first driveway.	Insufficient corner clearance is a major cause of access-related accidents.
Sight Distance Standards	The sight distance conditions under which a driveway should not be allowed.	A driveway opening where there is insufficient visibility is inherently dangerous.
Driveway Geometric Standards	The width, turning radius, throat length, approach, angle, grade and surfacing for driveways. These can vary by the expected land use served by the driveway and the roadway classification.	Insufficient driveway geometrics lead to slow driveway entrances and exit speeds. This leads to conflicts between turning and through traffic. Good driveway geometric design can help pedestrian and bicyclists.
Raised Medians	Islands placed between traffic lanes.	Restricts turning movements and minimizes dangerous or unnecessary left turns through oncoming traffic.
Median Opening Standards	Where openings in medians will and will not be allowed.	Too many median openings or closely spaced median openings detract from proper functioning of a median.
Source: DOT Access Management Classification System and Standards		

RAISED MEDIANS

Raised medians installed between opposing lanes of traffic prevent dangerous turning movements into oncoming traffic. Raised medians are the most effective access management strategy on high-volume urban routes. They are over 25 percent safer than multi-lane undivided sections and 15 percent safer than two-way left-turn lane (TWLTL) cross-sections in high traffic situations. The installation of raised medians requires strategically located median breaks to provide access to businesses and other destinations on opposite sides of the right of way. At all median breaks, turn lanes shall be provided with adequate storage space for car queuing. Raised medians can be curbed, landscaped and otherwise used to enhance the appearance as well as functional operational capacity of the roadway. The proposed locations and design of all raised medians should be reviewed by a traffic engineer prior to installation.

Raised medians are especially recommended in corridors where the traffic volume is over 25,000 ADT, and the density of commercial driveways is over 24 per mile in both directions. Recent traffic counts along New Ballwin Road and Big Bend Road indicate volumes approaching 25,000, therefore raised medians and other access management techniques should also be considered along strategic sections of these roadways to improve traffic circulation and safety.

INTERSECTION SPACING

The distance between intersections impacts a roadway’s ability to efficiently move traffic. Regulating the distance between intersections is an access management standard that is essential for the safe and efficient flow of traffic. Appropriately spaced intersections provide through-motorists an opportunity to respond to traffic entering the street from a side street. Minimum intersection spacing standards relate to the functional classification of the roadway.

Table 7.3 shows the minimum standards for spacing intersections, determined by through-traffic speed.

Table 7.3: Minimum Intersection Spacing

Through Traffic Speed	Minimum Intersection Spacing
30 mph	210
35 mph	300
40 mph	420
45 + mph	550
<i>Source: Institute of Transportation Engineers (ITE)</i>	

DRIVEWAY SPACING

Pedestrian and vehicular conflicts and the potential for congestion occur at all intersections, both public and private. Methods of reducing potential conflicts and congestion generally include reducing the frequency and number of driveways and intersections and restricting turning movements at intersections or driveways. Various techniques can be applied to reduce the existing frequency of driveways or curb-cuts. These include the provision of alternative parcel access, the elimination of unnecessary or redundant curb cuts, the consolidating of curb cuts by requiring shared entrances and relocating access points to adjoining streets where possible. In particular, access to corner lots should be set at a minimum distance from the intersection line. These standards can only apply where sight distance allows. Driveways should not be allowed where sight distance is inadequate, even if the driveway spacing standard would otherwise allow or mandate it at that location.

High volume roadways and driveways on opposite sides of an arterial or busy collector roadway should generally be lined up across from each other. The maximum offset for such driveways should be no more than 6 feet. When driveways cannot be aligned, the minimum offset spacing should be 125 feet. The presence of a non-traversable (e.g. raised) median would of course mitigate any such requirement. Roadways containing a raised median can generally allow a higher concentration of right-in and right-out driveway access points than it can accommodate when left-turns into and out of driveways are permitted. It is important to note however, that high volume driveways have a serious negative congestion impact on the roadway, even if they only allow right-in and right-out movements. As a result it is recommended that driveways on arterial roadways and busy collectors be limited to a minimum centerline spacing of 500 feet subject to parcelization and adjoining use constraints.

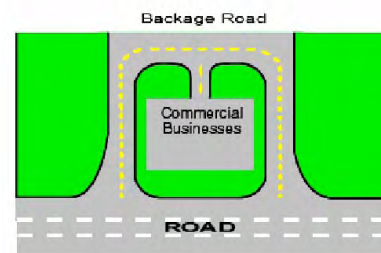
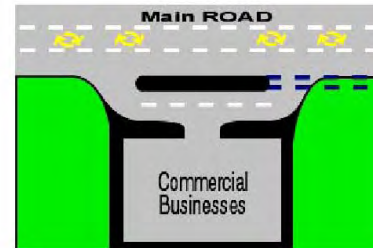
ALTERNATIVE ACCESS ROADS

Alternative access roads consist of all roads, other than the primary roadway, that offer potential access to a site. The purpose of such roadways is to provide primary access to the site and help eliminate turning movements from the arterial or collector roadway. There are several types of such roads including frontage roads, reverse frontage (backage) roads, side streets and rear service loop roads. A frontage road typically runs parallel to the main road and replaces it in providing vehicular access at the front of a property. A reverse frontage (backage) road and a rear service loop road provide alternative or secondary access at the rear of a property. Side streets intersect with the primary roadway but offer an excellent opportunity to provide primary or alternative access to a property. The use of such roads reduces the number of access points

along the primary road and improves the overall circulation of higher level roadways. Eliminating the number of access points also reduces the number of conflicts between pedestrians, cyclists and vehicles, thereby increasing non-vehicular accessibility and safety.

MoDOT recommends that frontage and reverse frontage roads are spaced a minimum of 300 feet from the mainline route for which they provide alternative access. This provides sufficient room for the queuing of traffic wanting to access the main road but it is a dimension that is probably not feasible in most of Ballwin, particularly for frontage roads.

Figure 7.3: Frontage & Backage Road



Source: MoDOT

TRANSPORTATION RECOMMENDATIONS

Overall, Ballwin’s transportation system lacks connectivity. This is a partial cause of the periodic congestion problems being experienced. The local community strongly believes that better traffic circulation along Manchester Road and improved north/south transportation links would mitigate many of Ballwin’s current traffic circulation problems, but such improvements must look beyond purely local impacts.

An effective transportation system integrates and enhances the social, physical (environmental) and economic components of the region. These issues and any proposed improvements must be viewed from the perspectives of the user, both locally and regionally. Key issues to consider include efficient travel, safety, aesthetics, traffic congestion, and how successfully a project improves the overall transportation system as measured against how much the improvements cost. Ballwin must consider roadway improvements on the basis of community impact as well as overall system benefit. In the implementation of future transportation improvements, MoDOT recommends considering the following elements to assure any changes are made in the best overall public interest.

- **Preservation of the existing infrastructure:** manage and maintain the current transportation system assets, capacities and levels of service.
- **Congestion management:** ensure that congestion on the City’s roadways does not reach levels which compromise economic competitiveness or the quality of life.
- **Alternative modes of transportation:** all modes of transportation must be addressed with an emphasis on pedestrian and bicycle linkages to community activity centers.
- **Sustainable development:** coordinate land use, transportation, economic development, environmental quality, and community aesthetics in a manner that meets today’s needs without compromising the ability to address the needs of future generations. Much of the current roadway system was not built with this concept in mind and retrofitting has proven to be exceedingly costly from both economic and social perspectives.

Roadway design standards have been developed by the American Association of State Highway Transportation Officials (AASHTO) for the design and construction of arterial, collector and local roadways. Projects funded with governmental funds are typically required to be built to

AASTO standards. Therefore, it is recommended that future improvements comply with AASHTO standards, to the extent possible. Consideration should also be given to the existing development conditions and other local constraints. The comprehensive plan's transportation recommendations focus primarily on the preservation and maintenance of the current transportation infrastructure.

ACCESS MANAGEMENT

A top transportation improvement priority is access management along Manchester Road, Clayton Road and Big Bend Road and to a lesser degree New Ballwin Road. These corridors experience peak period traffic congestion and should be considered for the access management techniques addressed herein. Recent improvements to the Manchester Road corridor focused primarily on increasing pedestrian accessibility, but the improvements to Big Bend Road and Clayton Road comprehensively address alternative transportation modes, while increasing functional capacities and congestion mitigation. The City should continue these improvements and consider implementing access management standards, where they are appropriate, to all major collector roads and arterials.

GATEWAY FEATURES

Special interest should be given to the main transportation "entrances" into Ballwin. These areas are best described as the viewsheds and sightlines one sees as they enter the City along major thoroughfares. Gateway areas should be reserved for thematic design elements including landscaping, signage and other aesthetic features that display the City's commitment to economic development, a high quality of life and a defined sense of place. See the Future Land Use and Transportation Map at the end of Chapter 8 for the recommended locations for gateway features. The City should consider partnering with businesses and property owners to develop incentives that encourage the private sector to fund the acquisition, installation and ongoing maintenance of gateway features. For example, in exchange for the design, installation and maintenance of a gateway feature, the City might allow a private citizen, group or business to be publicly recognized within the design of the Gateway or in a manner similar to the adopt a highway program.

MANCHESTER ROAD - STREETSCAPE IMPROVEMENTS

The streetscape is the area between buildings along both sides of a right-of-way that helps define the character of the corridor. In the absence of buildings, the limits of the streetscape could be a fence or row of trees or whatever provides a visual boundary. The streetscape includes both private property and public right-of-way. The development of a streetscape, therefore, involves both private sector and public sector participation. The private sector generally contributes through the construction of buildings and other elements that define the edges of a streetscape. The public sector generally contributes to the streetscape by providing public infrastructure and improvements within the right-of-way. Design elements that can affect the character and effectiveness of streetscapes include above ground utilities, traffic signals signage, wayfinding, street width and capacity, street trees, sidewalks, lighting, commercial signage/monumentation, street furniture, public spaces (plazas, parks, etc.) building height, massing, scale, building materials, paving materials, transparency, and land use. Elements of a successful streetscape include:

- Efficient vehicular circulation,
- Definition (the streetscape needs a visual boundary),

- Pedestrian accessibility,
- Visual interest and activity,
- Transparency,
- Surface texture and articulation (opportunity for light and shadow) and
- Street trees.

The overall character of the Manchester Road corridor has been cited by the Ballwin community as one of the most persistent planning challenges facing the City. The comprehensive plan provides an opportunity to create an overall urban design vision that integrates access management and pedestrian accessibility with streetscape design, development and transportation considerations. Accomplishing this vision will require an effective partnership with the State, adjoining property owners and the business community to identify improvements that are consistent with the goals of this plan and address the state’s transportation requirements for the corridor. Key streetscape implementation strategies could include:

- Creating attractive defined gateways,
- Improving intersections with Manchester Road by making them aesthetic pedestrian-oriented destinations with mixed-use development, including a strong residential component,
- Enhancing the landscaping and architectural character of the corridor,
- Installing landmark features, such as public art, gateways or other significant architectural or landscape elements at highly visible locations and
- Providing safe pedestrian and bicycle crossings at key locations.

Figures 7.4 and 7.5 illustrate how access management techniques such as installing a raised median can be used to integrate desirable streetscape features such as landscaping within the Corridor. They also show how pedestrian amenities such as textured walks, lighting, and landscaping can be used to define the limits of the streetscape and improve the travel experience thereby creating a sense of place.

Figure 7.4: Recommended Manchester Road Plan

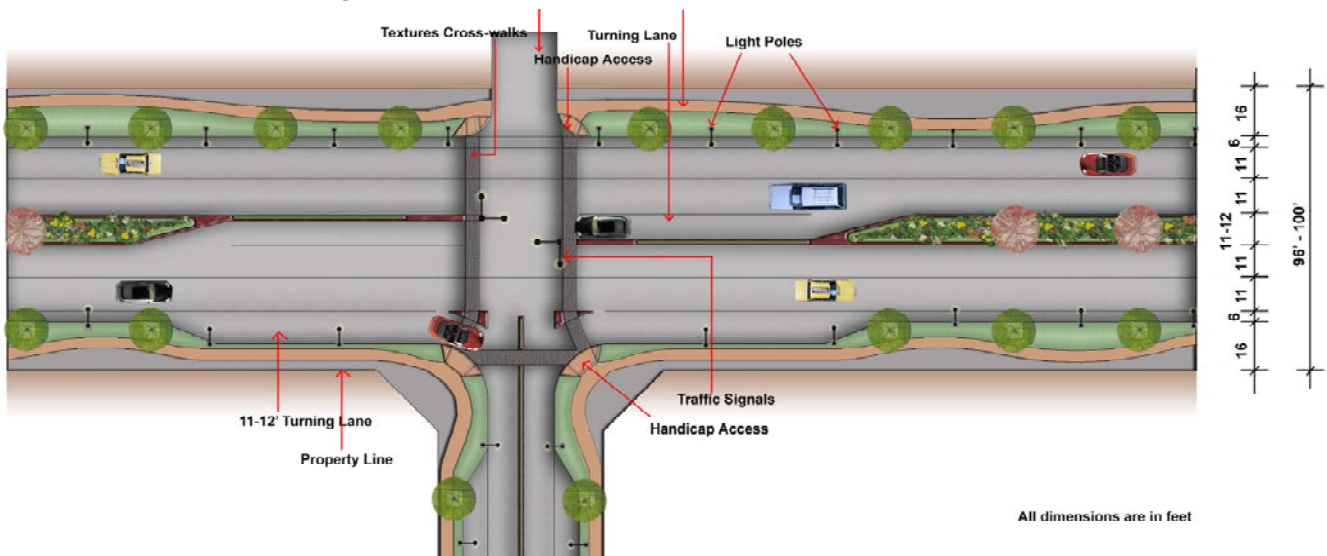
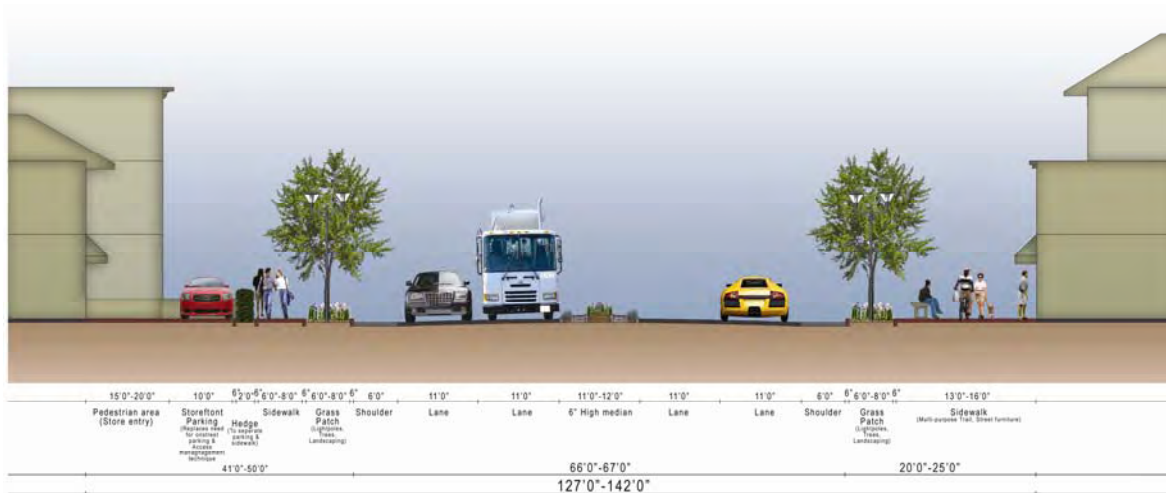


Figure 7.5: Recommended Manchester Road Typical Section



CONNECTIVITY

Ballwin’s current transportation system provides little north/south connectivity. The City should evaluate alternative locations for future connections and roadway realignments to determine the most effective routes and implement preferred solutions as funding and/or development proposals provide the impetus and opportunity. North/south connections are recommended for consideration at the following locations along Manchester Road:

- Reinke Road and Hillsdale,
- Old Ballwin Road and Steamboat and
- Ramsey and Kehrs Mill Road.

As mentioned previously, a system of alternative access roads is recommended along the Manchester Road corridor. These parallel roads should provide linkages to both destinations and other roadways. Alternative access roads will pull traffic off Manchester Road and distribute it to other less congested thoroughfares. This results in better connectivity for the City’s overall transportation system. The Future Land Use and Transportation Map depicts locations for possible connectivity opportunities.

ADDRESS MANCHESTER INTERSECTION PROBLEMS

Many of the intersections along Manchester Road will need minor design improvements to minimize future congestion and ensure safe traffic circulation. A traffic study should be performed to determine the most effective solutions. At a minimum, a traffic study should consider the existing and anticipated ADT, channelization, signal timing, pedestrian accessibility, street lighting, realignment, modifying lane widths, driveway spacing, sight distances and beautification. All Manchester Road improvements must be approved by MoDOT and done in accordance with its design standards. Any changes must also be evaluated in accordance with their impact on the city-wide roadway system. The following intersections with Manchester Road were identified by the community planners for further study and improvement:

- Holloway Road,
- New Ballwin Road,
- Old Ballwin Road,
- Ries Road and
- Ramsey Lane.

PEDESTRIAN ACCESSIBILITY

All roadways shall provide sidewalks or trails along both sides to accommodate pedestrian circulation. Intersections where pedestrian traffic is anticipated shall provide cross walks, access ramps, signage, lighting and signalization to ensure safe, convenient pedestrian crossings.

The width of Manchester Road, its high traffic volumes and vehicular speeds make pedestrian crossings extremely difficult and dangerous. Therefore, a grade-separated pedestrian crossing is highly recommended for Manchester Road. Preference should be given to locations that connect to existing or future planned pedestrian linkages and major destinations. A tree lined pedestrian system along Manchester Road is also recommended to connect to the recommended grade separated crossing.

IMPROVED PEDESTRIAN LINKAGES & CORRIDOR PRESERVATION

As evidenced in the information gathered during the Town Planning Charrettes, Ballwin residents want improved pedestrian accessibility to the city's parks and activity centers. Currently, the city's transportation system is not seen as providing adequate pedestrian linkages for this purpose. The successful installation of pedestrian and bicycle linkages will have the potential to decrease vehicular traffic volumes as they provide direct, multi-use linkages to the community's major commercial corridors and destination centers. These improvements will also address existing and potential safety problems by taking pedestrian traffic off busy roadways with poor pedestrian access.

Citizen participation activities throughout the formation of this plan identified several natural corridors in need of protection. These areas included the Meramec River and its tributaries, floodplain areas, wetlands, wooded areas and natural slopes. One effective method of preserving these areas, while also addressing the need for better accessibility, is the development of trails and paths along natural corridors, such as along Fishpot and Grand Glaize Creeks. To further address these needs, the planning participants recommended the development of an integrated pedestrian/bicycle system that includes on-street bicycle lanes as well as the utilization of greenways. It was also recommended that the city continue planning and working with the City of Manchester in the development and implementation of the Community-Wide Pedestrian Pathway System plan recommendations. The intent of the pedestrian/bicycle improvements should be to increase non-motorized transportation options by providing connections between parks, schools, neighborhoods and other transportation generators. The following strategies should also be employed:

- Utilize a common-sense approach for locating any proposed trails. Conduct a trail audit prior to the installation of any permanent trail. The audit shall include site investigations of all proposed trail locations to identify areas where pedestrians are already cutting through. Develop an opportunity traces map that shows existing gathering areas and trails - these areas should be considered for more formal trail improvements. Consider

more permanent, safer connections at these locations without negatively impacting the current conditions and the privacy of adjacent properties. Avoid areas with steep grades or that compromise safety or privacy.

- Investigate the possibility of obtaining easements along Fishpot Creek and Grand Glaize Creek for the specific purpose of developing an integrated trail system, while simultaneously preserving riparian areas and protecting the privacy of nearby homeowners.
- Encourage a competition among neighborhoods to create the “best” trailhead.
- Facilitate the installation of an on-street system of bikeways, pursuant to the Manchester/Ballwin “Community-Wide Trail Plan”. The recommended bicycle lanes shall utilize existing street rights-of-way and pavement.

IMPLEMENTATION OF A COMMUNITY-WIDE PEDESTRIAN PATHWAY SYSTEM

The implementation of a linear park system is an effective way to create a “preservation corridor” that provides open space and recreational opportunities. Equally important is its ability to integrate the city’s precious natural resources with its urban systems. Trail locations and sidewalk improvements should link to the City’s roads, schools, churches, businesses, recreational facilities and neighborhoods. The general location of the recommended trails and greenways are shown on the Future Land Use and Transportation Map at the end of this Chapter 8. Trailheads, picnic areas, restroom facilities and parking areas should be provided at the major points of access to primary trail/pathway segments. Additionally, educational kiosks should be located at trailhead locations and along trail routes. Trailheads, kiosks and trailway improvements must be designed and located in areas that attract a wide range of users.

Some recommended methods of obtaining land and/or right-of-way for an integrated trail system is the creation of community land trusts, conservation easements, preservation corridors, and land dedications. The City should consider acquiring rights to property in the general vicinity of the recommended greenway locations. It is recommended that the location and design of greenways and sidewalk improvements utilize existing built and natural topography whenever possible to minimize erosion, preserve existing vegetation and mitigate any negative impacts on surrounding land uses.

The implementation of a comprehensive trail system increases accessibility options to the City’s activity centers and reduces demand for vehicular travel. It also supports Great River’s Greenway’s (GRG) River Ring Plan, St. Louis County’s Meramec River Greenway and the City’s Community-Wide Trail System Plan. Implementation of additional trails and sidewalk improvements will complement the existing and proposed trail systems already in place in the Castlewood/Meramec area and may increase commercial activity via improved surface transportation options.

TRAFFIC CALMING

A common practice in the St. Louis region is the use of stop signs for traffic calming. Stop signs should be used to establish right of way, not slow or “calm” traffic speeds. The improper use of stop signs often results in drivers who do not obey the sign’s directive. This gives pedestrians a false sense of security at these locations. The city should remove stop signs that are not being used to establish right-of-way and consider utilizing traffic calming in their place. Over the years Ballwin has used traffic calming very effectively. Traffic calming techniques will vary according

to the location. An engineering evaluation is recommended to identify suitable locations and the most appropriate traffic calming technique prior to installation. Traffic calming measures should be considered at all pedestrian crossings to reduce vehicular speeds, increase driver awareness and help establish right-of-way for pedestrian users. Traffic calming measures, in this situation, may consist of alternative paving materials, on-street parking, lighting, landscaping, reduced lane widths, choke points, traffic circles or any combination thereof that reduce apparent street width and protects pedestrians from moving traffic.

TURNING LANES

Whenever points of access intersect directly with major streets, adequate provisions should be made for the storage of turning vehicles to minimize disruption of through traffic.

COLLECTOR STREETS

A minimum right-of-way width of 60 feet is recommended for a typical collector road. The road width should accommodate two appropriately dimensioned driving lanes and curb. While 60 feet can accommodate four (4) lanes, it is recommended that the City's collector roads remain in two (2) or three (3) lane configurations due to their traffic volumes and the nature of their surrounding neighborhoods. Sidewalks and street lighting should be provided in the right-of-way. Private access to a collector should be discouraged. In commercial areas, or where traffic demand dictates, a three-lane collector roadway section may be most appropriate. This road section specifically includes two driving lanes, and a center left turn lane with landscaping islands. Sidewalks should be provided in accordance with Ballwin's sidewalk policy.

As with the arterial street system, access to collector streets should be controlled in order to minimize the points of traffic conflict. While traffic on the collector system can be expected to have a different function than those of arterial and local roadways, they, nevertheless, will carry significant volumes of traffic and require proper design to minimize congestion and increase safe traffic flow. Access management and traffic calming should also be considered.

LOCAL STREETS

A right-of-way of 50 feet with 26 feet of pavement is recommended for local streets. These roads should include a travel way to accommodate two (2) lanes of moving traffic. Depending on the design and use of the adjoining development, local streets must be wide enough to accommodate on-street parking in both directions, permit one lane of moving traffic and be sufficient in width to accommodate emergency equipment. The planting of street trees on private property should be encouraged.

IMPLEMENTATION

Discussions regarding the development of a sub-regional corridor study for Manchester Road have been initiated among west county municipalities, the business community and other governmental agencies with jurisdiction. This approach represents a significant step towards revitalizing the corridor and addressing regional transportation planning issues. A regional plan, developed and adopted by such a partnership working in unison will provide the leverage needed to revitalize the Manchester Road corridor. Ballwin should facilitate the creation of these partnerships and embrace regionalism whenever possible when dealing with transportation improvements. Transportation funding programs generally give a preference to projects that demonstrate multi-jurisdictional support and state-of-the-art techniques.

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INTRODUCTION

The Future Land Use Plan serves as a guide for the planned and orderly growth of the City of Ballwin. Zoning changes, subdivisions, infill development, redevelopment and new development should be coordinated with the future land use plan during the development review process. The plan includes the *Future Land Use & Transportation Map* and supporting text, both of which must be considered when making land use changes. The future land use recommendations were developed with consideration given to current and past land use practices and development trends, and the comments recorded during the two Town Planning Charrettes, Living Room Focus Sessions, Comprehensive Plan Steering Committee meetings and collaboration with City staff, boards and commissions. The future land use recommendations consider the compatibility of various land use categories and indicate how land may be best utilized or redeveloped in a manner that helps achieve the community's vision:

To be a family-oriented community of predominantly single-family neighborhoods supported by a unique, well planned commercial-retail business sector.

The decision to locate new uses and activities in the City should be based upon factors such as land use externalities, the principles of sustainable planning and design and the need for compatibility between the built and natural environments.

LAND USE EXTERNALITIES

Land use has an impact that goes beyond the boundary of a subject site. Economists refer to this impact as a "**land use externality**" because it is external to the efficiency and profitability of the property being used. Sometimes land uses may potentially have positive and negative impacts on the use of adjoining and surrounding land. For example, a shoe store or apparel store will frequently do more business if it is located adjacent to other clothing stores than it would if located by itself. The increase in business sales coming from a location near complimentary uses is a positive land use externality.

Alternatively, it is equally important to understand that land use decisions can also create negative externalities. For example, a house surrounded by factories is less enjoyable to live in and has less value for residential purposes than the same house surrounded by similar houses. The noise, appearance and heavy traffic generated by the factories are so incompatible with residential life that the value of the house declines. This can result in accelerated deterioration and a lower quality of life. The homeowner has little incentive to maintain or improve the condition of this house, because it is likely that only a small fraction of the cost of the improvements can be recovered when the house is sold. The best way to avoid negative land use externalities is to separate incompatible land uses or buffer them from each other.

Due to their sensitivity to incompatible land uses, it is recommended that single-family residential uses be clustered into neighborhoods which include only those uses which are compatible with the desired residential characteristics. As long as these neighborhoods remain intact, the residential uses within are relatively sheltered from the negative effects of other urban activities. It is important to note, however, that the neighborhood will remain intact only if its edges are defined clearly enough to prevent the encroachment of incompatible uses. Ambiguous or uneven edges can weaken the neighborhood by creating the image of instability.

MIXED USE DEVELOPMENT

Mixed use developments are places where people can live, work and shop within walking distance. Mixed use developments have become very successful and are gaining considerable popularity. Through good design and thoughtful tenant selection, mixed use developments such as Lifestyle Centers, can successfully integrate seemingly incompatible land uses. The synergies created between complimentary tenants, well-planned site amenities and pedestrian activity can create a sense of place that visitors want to experience again and again.

The key to successful mixed land use planning is compatible design and the creation of positive, synergistic land use externalities. As noted earlier, commercial uses clustered together often do better than scattered commercial uses because each store benefits from the customers drawn by other stores. Additionally, concentrated shopping districts typically attract customers from a wider market area than a single store. Residential land uses, offices and certain public buildings and facilities often reinforce shopping districts even further and benefit themselves from increased public accessibility.

SUSTAINABLE DEVELOPMENT

According to “Our Common Future” (AKA the Brundtland Report), *sustainable development* is development which “meets the needs of the present without compromising the ability of future generations to meet their own needs.” Sustainable development promotes the long-term conservation of natural resources along with a true concern for economic and social advancement. The following sustainable land use practices should be considered in future land use decisions of the City.

- Conserve natural resources by minimizing the consumption of land and maintaining and restoring existing environmental attributes of development sites. Compact development and cluster subdivisions are two recommended sustainable design strategies.
- Develop sites and design buildings to reduce the consumption of energy and nonrenewable materials and the production of waste, toxic emissions, and pollution.
- Use existing urban resources such as underused buildings and sites, infrastructure systems already in place, and existing neighborhoods and structures.
- Design developments to enhance a community’s sense of place, livability, and social and economic interaction.
- Choose and design development sites in ways that increase access to jobs, affordable housing, transportation choices, and recreational facilities.
- Promote development that expands the diversity, synergism and use of renewable resources in the operation and output of local economic activities.

Certification with the *Leadership in Energy and Environmental Design (LEED) Green Building Rating System™* should be encouraged for all future development. LEED is a nationally recognized ranking system that promotes sustainability.

FUTURE LAND USE & TRANSPORTATION MAP


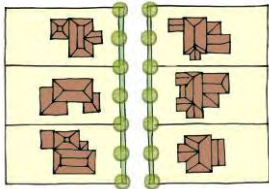

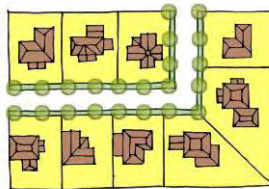
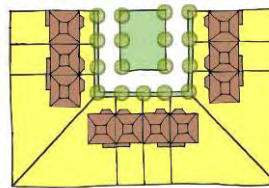
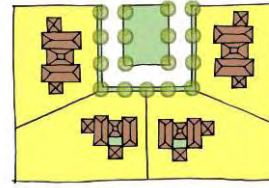
The *Future Land Use & Transportation Map* and future land use recommendations will not become reality unless the daily decisions and implementation activities in Ballwin support the proposed plan. The decision to locate new uses and activities in the City should be based upon factors such as impact on existing development, capacity of adjacent streets, planning and design principles, and the need for compatibility between the built and natural environment. The recommendations of this plan should be used with a sense of flexibility. Development proposals that do not exactly match the *Future Land Use & Transportation Map* and future land use goals, objectives and recommendations, but reflect market place demands, should be given reasonable consideration so long as they do not present significant new public service burdens on the community or hinder community development goals.


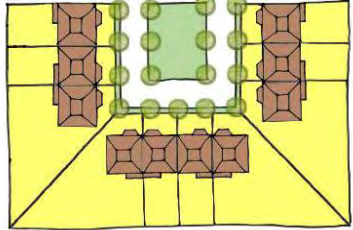

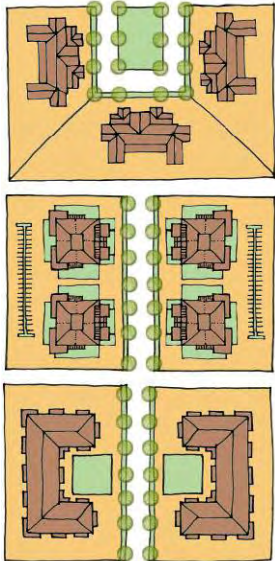
The colored areas shown on the *Future Land Use & Transportation Map* include all land within the city plus areas identified by the community as desirable for annexation. The future land use categories include.


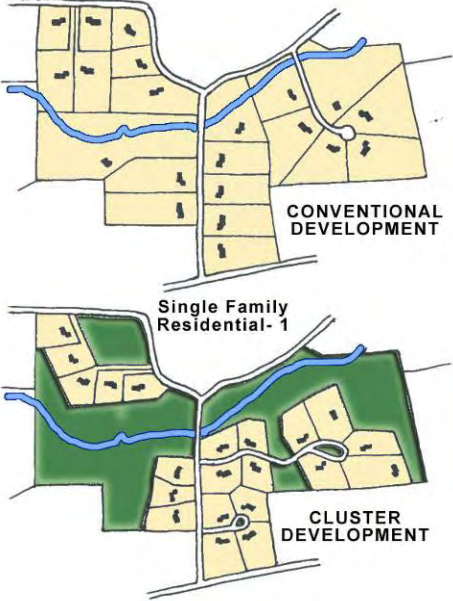
- Low Density Residential
- Medium Density Residential
- Neighborhood Residential
- High Density Residential
- Conservation Overlay
- General Commercial
- Manchester Road Revitalization Overlay
- Neighborhood Commercial
- Institutional
- Passive and Active Recreation
- Utility


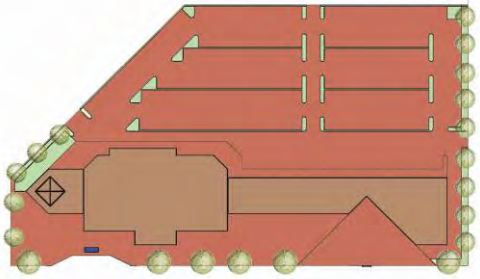
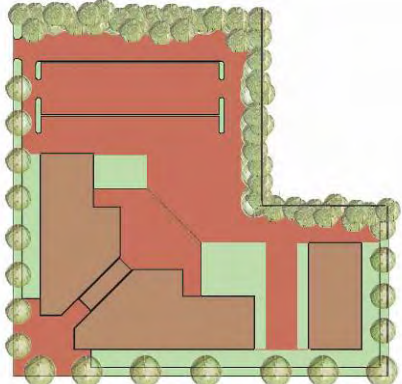
The future land use category matrix, *Table 8.1*, on the following pages is designed to work with the *Future Land Use & Transportation Map* at the end of this chapter. The *Future Land Use & Transportation Map* is meant to portray a conceptual plan, with the understanding that the general areas identified on the map are correct, but there may be slight modifications to their precise boundaries when a lot-by-lot analysis is conducted during plan implementation. What the *Future Land Use & Transportation Map*, this matrix and the following narrative are trying to describe is a methodology to preserve the City's established residential areas and the promotion and revitalization of land uses located along the Manchester Road corridor.




Figure 8.1: Future Land Use Category Matrix


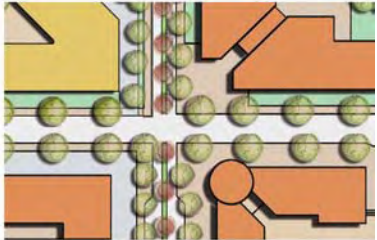

LAND USE CATEGORY		DENSITY	PROPOSED USES	GRAPHIC ILLUSTRATION
Low Density Residential		<ul style="list-style-type: none"> No more than 3.5 dwelling units per acre (gross land area). 	<ul style="list-style-type: none"> Single-family detached 	 <p>Single family detached</p>
<p>The Low Density Residential (LDR) land use category generally consists of conventional detached single family dwellings arranged in subdivisions with similarly sized lots and reflecting a “sub-urban character.” Lots shall be served by utility and sewer connections. Cluster developments and other planned residential subdivision designs are permitted, but not required. Lot sizes are no smaller than 12,000 square feet, unless part of a planned development. Comparable Zoning Districts: R-1, R-1A, R-2, R-2A and PSD.</p> <p>In-fill development shall maintain a density that does not exceed 125% of the average surrounding residential development and shall comply with the City’s in-fill development guidelines.</p>				
Medium Density Residential		<ul style="list-style-type: none"> More than 3.5 units but less than 8.75 dwelling units per acre (gross land area) 	<ul style="list-style-type: none"> Single-family detached Attached single-family “villas” 	 <p>Single family detached and zero lot line</p>  <p>Townhomes</p>  <p>Duplexes</p>
<p>The Medium Density Residential (MDR) land use category consists of more compact single-family and two-family neighborhoods. Generally, neighborhoods are laid out with similar sized lots. Developments may contain higher density single-family homes and two-family duplexes. All lots shall be served by utility and sewer connections. Medium to smaller lot subdivisions which allow a mix of residential styles and types with open space are encouraged. Planned conservation designed developments are permitted. Comparable Zoning Districts: R-3, R-4 and PSD.</p> <p>In-fill development shall maintain a density that does not exceed 125% of the average surrounding residential development and shall comply with the City’s in-fill development guidelines.</p>				




LAND USE CATEGORY		DENSITY	PROPOSED USES	GRAPHIC ILLUSTRATION
<p>Neighborhood Residential</p>		<ul style="list-style-type: none"> Up to 10 units per acre (gross land area) 	<ul style="list-style-type: none"> Single-Family detached Attached Single-Family "Villas" Townhomes Multifamily 	 <p>Mixed single family detached, single family attached and multifamily.</p>
<p>The Neighborhood Residential (NR) land use category is a planned future land use category that is characterized by higher density residential neighborhoods and developments containing a mixture of low and medium density single-family dwellings, attached single family dwellings and multiple family structures. Smaller lot sizes are allowed, but a mixture of residential styles and types is encouraged. All lots shall be served by utility and sewer connections.</p> <p>In-fill development shall maintain a density that does not exceed 150% of the average surrounding residential development and shall comply with the City's in-fill development guidelines.</p>				
<p>High Density Residential</p>		<ul style="list-style-type: none"> Minimum of 8.00 units but less than 20 dwelling units/acre 	<ul style="list-style-type: none"> Attached Single-Family "Villas" Townhomes Multiple family 	 <p>Fourplexes</p> <p>Garden Type-Apartments/Condominiums</p> <p>Courtyard Type-Apartments/Condominiums</p>
<p>The High Density (HDR) land use category includes existing multiple family residential developments. A mix of multifamily styles and types is permitted. All developments shall be served by utility and sewer connections. Street trees, sidewalks, and professional landscaping are required. Landscape buffering and screening should be provided between this use and low and medium density residential and non-residential uses. Common open spaces are required. Single ownership (through an individual owner or association) and the unified control and maintenance of all common areas in perpetuity is required. Densities will generally be in excess of 10 units per gross acre of land. Comparable Zoning Districts: R-4, R-5 and PIM.</p>				

LAND USE CATEGORY		DENSITY	PROPOSED USES	GRAPHIC ILLUSTRATION
Conservation Residential Overlay		<ul style="list-style-type: none"> Subject to the underlying zoning district requirements and site plan approval. 	<ul style="list-style-type: none"> Subject to the underlying zoning district requirements and site plan approval. 	
<p>The purpose of the Conservation Residential Overlay (CRO) land use category is to allow the same densities as permitted in the City’s conventional residential zoning districts while simultaneously preserving environmentally sensitive land and/or providing common open space. This is a concept known as “Density Neutral Design”. The Conservation Overlay District, when adopted as part of the City’s Zoning Code, allows relief from the City’s conventional zoning district’s bulk and set-back regulations. This allows homes to be clustered in a more compact fashion, leaving significant areas undisturbed or dedicated as common use areas. The compact nature of conservation designed subdivisions reduces development costs by minimizing the length of roads, utility runs and the percentage of the site that needs to be seeded/sodded, irrigated, mowed and otherwise maintained.</p> <p>The conservation overlay can be utilized as an alternative/option to the City’s conventional or “straight” residential zoning districts. However, any area designated as “Conservation Subdivision” on the <i>Future Land Use Map</i> are required to comply with these recommendations and follow the City’s Conservation Subdivision Overlay regulations.</p>				

LAND USE CATEGORY		DENSITY	PROPOSED USES	GRAPHIC ILLUSTRATION
General Commercial		<ul style="list-style-type: none"> ▪ Subject to Site Plan approval ▪ Suggested FAR: .25 	<ul style="list-style-type: none"> ▪ Subject to site plan approval. 	 <p>Commercial development – oriented toward street with parking in rear</p>  <p>Commercial development- corner site, adjacent to residential areas</p>
<p>All future commercial and mixed-use developments shall be subject to site plan approval and the appropriate site development plan review procedures. The General Commercial land use category permits commercial activities such as retail, office, professional/personal services, restaurants, hotels, and entertainment uses in a planned environment. General Commercial developments should be located along arterial roadways. The consolidation or shared use of points of ingress and egress is encouraged. Professional landscaping, buffering, and monument signage is required.</p> <p>Uses shall be oriented toward the street and contain architectural detailing and site design consistent with the recommended architectural design guidelines for major roadways found in the following Commercial Land Use Recommendations Section. Parking shall generally be confined and consolidated to central parking areas to minimize views from major rights-of-way.</p> <p>All development within the General Commercial land use category is encouraged to comply with the Manchester Road Revitalization Overlay standards and requirements.</p>				

LAND USE CATEGORY		DENSITY	PROPOSED USES	GRAPHIC ILLUSTRATION
Manchester Road Overlay		<ul style="list-style-type: none"> Subject to Site Plan Approval Suggested FAR: .5 to 1 	<ul style="list-style-type: none"> Subject to Site Plan Approval 	 <p>Town square type development</p>  <p>Lifestyle center type development</p>
<p>All future development that falls within the Manchester Road Overlay shall be subject to site plan approval and the applicable planned district review procedures. The Manchester Road Overlay encourages a mixture of uses organized in a unified planned development. Special effort shall be given to the tenant mixes and the configuration of tenant spaces to maximize convenience, visibility, aesthetics and other factors that contribute to the success of the development. The use of well planned mixed use developments, where shops with a specific targeted customer are placed together, are encouraged. Detailed architectural, urban design, and landscape plans shall be required.</p> <p>Primary access to all mixed use development is encouraged to utilize alternative access roadways in addition to an arterial road. Access management and traffic calming techniques must be included in the design. Sidewalks and pathways containing pedestrian scale amenities, professional landscaping and lighting are required. Main parking areas should be strategically designed so as to enhance street life. All future development shall comply with the City's Manchester Road Overlay Zoning District, to be adopted as part of the City's Zoning Code.</p> <p>The Overlay could be utilized with any future land use or zoning category within the defined overlay area. The overlay would allow a wider range of permitted uses and provide relief from the rigid underlying zoning regulations. The Overlay is intended to allow more creative and strategic approaches to development. This district is envisioned to provide a transition of uses in areas where more intense uses abut less intense uses through the use of buffering and use intensity "step-downs."</p>				

LAND USE CATEGORY		DENSITY	PROPOSED USES	GRAPHIC ILLUSTRATION
NEIGHBORHOOD COMMERCIAL		<ul style="list-style-type: none"> ▪ Subject to Site Plan Approval ▪ Suggested FAR 0.33 to 1.0 	<ul style="list-style-type: none"> ▪ Mixed Use ▪ 1st Floor Commercial/Service ▪ Upper Floors Residential/Office ▪ Public and Institutional Uses ▪ Medium density housing ▪ Flexibility in Design 	 <p>Mixed use developments at major nodal intersections</p>
Institution		<ul style="list-style-type: none"> ▪ Compatible to surrounding zones 	<ul style="list-style-type: none"> ▪ Schools, Places of worship, philanthropic institutions ▪ Government or Civic facilities 	
<p>The Institution Land Use category includes governmental and quasi-public uses and places of assembly. All public facilities and places of assembly should have direct access to a main roadway and employ alternative access roadways when located on an arterial roadway . Institutional uses are permitted in most land use categories, subject to site plan review and compliance with the applicable zoning and design regulations. If an institutional land use stops being used institutionally, the future land use category shall revert to the future land use classification to adjacent properties. In the event there are two adjoining zoning districts, the most restrictive regulations shall govern.</p>				

LAND USE CATEGORY		DENSITY	PROPOSED USES
Passive Recreation		<ul style="list-style-type: none"> ▪ None 	<ul style="list-style-type: none"> ▪ Public and Private Neighborhood and Community Parks <10 acres ▪ Trails and Greenways ▪ Subdivision Common ground
<p>The Passive Recreation Land Use category includes Castelewood State Park and all subdivision common ground areas.</p>			
Active Recreation		<ul style="list-style-type: none"> ▪ None 	<ul style="list-style-type: none"> ▪ Public and private Golf Courses, Sports Facilities, Community service and larger Parks and Recreation Facilities ▪ Private membership clubs (VFW, Moose, Mason's etc.)
<p>The Active Recreation Land Use category includes neighborhood and community parks and public or private recreational facilities, golf courses, swimming pools, athletic facilities. It does not include facilities associated with institutions of higher education, public school districts or private schools providing a curriculum similar to that provided by a public school.</p>			
Utility		<ul style="list-style-type: none"> ▪ None 	<ul style="list-style-type: none"> ▪ Public & private utilities
<p>All utilities shall be provided and designed to protect the general health, safety and welfare of the community. All utilities shall be approved by the appropriate agencies and safety authorities. Whenever possible, cell towers and antenna support structures shall be located on government property. If such property does not functionally provide the coverage needed, as determined by an RF engineer, a disguised or other type of support structure may be appropriate subject to the special use exception regulations.</p>			

FUTURE LAND USE PLAN

FUTURE RESIDENTIAL LAND USE PLAN

Ballwin's central location, high quality of life and history of successful annexations have resulted in a history of steady residential growth. Today, Ballwin's residential areas are reaching full development capacity. Most properties have been developed or preserved as open space. The availability of newly constructed homes is decreasing. However, the demand for new homes and Ballwin's high quality of life continues to drive the local housing market. As a result, there is a demand for in-fill and redevelopment, but few, if any, opportunities for significant new development exist within the City's limits.

Ballwin's newer homes have generally been built in the southern areas of the city or on infill development sites. Compared to the City's older post WWII homes, newer homes tend to be larger but located on smaller lots. Many newer subdivisions have been developed on difficult terrain. They frequently contain significant areas of open space left undeveloped due to the steep topography or other environmental constraints. There has been a recent market demand for newer in-fill homes that utilize the attached single-family or "villas" construction technique with common wall construction. Single-family attached development typically has a higher density when compared to the City's older single-family residential development. The demand for higher density housing on smaller lots is expected to continue in Ballwin as land prices continue to increase.

In-Fill & Redevelopment

After reviewing the public engagement results, the Comprehensive Planning Steering Committee discovered that the City's housing stock did not provide the variety needed to meet current and anticipated future housing needs. Higher density housing types, such as small lot detached single family dwellings, attached single-family villas, lofts, condominiums, and townhouses that are frequently preferred by young families, singles and seniors are in short supply and the demand is increasing. Since most of Ballwin's residential land is already developed, the only residential growth opportunities within the City's current boundaries are the redevelopment of existing sites and the occasional vacant or underutilized site that has escaped previous development.

The preservation of existing neighborhoods is a critical goal of this plan; therefore, infill development must be carefully planned and designed to blend in with the surrounding neighborhood. All new residential in-fill development should follow the residential design and in-fill guidelines, contained herein. Well planned in-fill development will allow the City to increase the number of housing units without radically changing the character of the neighborhoods, provided the development guidelines are followed and any anticipated negative land use externalities such as traffic, noise, glare or light are mitigated.

The *Future Land Use & Transportation Map* shows higher density residential development at locations along the Manchester Road corridor and as a redevelopment option for sites that are already zoned multi-family. As the average age of the head of household increase, as is the case in Ballwin, the need for larger homes decreases as does one's ability to maintain large properties. Therefore, the demand for housing types suitable to an aging population is predicted to increase. The demand for maintenance free living coupled with the high income levels in the

region indicate that market demand will include low-maintenance dwelling types. This should not, however, be at the expense of dwelling units geared towards moderate income residents. Construction of mixed-use developments along Manchester Road will allow for some new housing types not currently available in the Ballwin area for moderate income wage earners.

Major Renovations & Tear-Downs

There is a demand for large homes in Ballwin. This is evidenced by the frequent replacement and major renovation of smaller homes occurring in the City's older neighborhoods. The city's high percentage of smaller, older homes on large lots makes major renovations and redevelopment attractive to some homeowners and developers. Unless these older homes are maintained or improved, the lots could become more valuable than the house. This makes such properties prime for "tear-downs" which is the term used in the housing industry to describe the removal of a functional house on an existing lot to make way for the construction of a newer home. Oftentimes these homes are larger and in some cases incompatible with the character of the neighborhood. This phenomenon is primarily driven by the economics of local real estate markets. Tear-downs have become common in the communities to the east and north of Ballwin, where the housing stock is aging and land prices are increasing. All projects that involve a tear down, including a house for house replacement should follow the residential design and compatibility guidelines for new residential construction and infill development provided in this Chapter.

Housing and Neighborhood Stability

Ballwin is recognized for its quality neighborhoods and high quality of life. Quality neighborhoods offer housing choices, provide residents with a sense of identity and connection to their community, and encourage continuous renewal and reinvestment. The following sections seek to promote the preservation of the City's neighborhoods and promote the following quality neighborhood principles.

- Quality neighborhoods offer a choice of well designed and maintained housing types, sizes and values. This variety of housing choices within a community meets the needs of residents of differing economic levels, age groups and lifestyles.
- Quality neighborhoods are linked to surrounding areas, and when possible, share commercial spaces and open space resources.
- Quality neighborhoods have a distinct identity that helps define their boundaries and fosters a sense of pride and belonging among residents. The distinct features of a neighborhood include public spaces such as common ground areas, neighborhood parks, important street intersections or public buildings such as schools and community centers.
- The streets of a quality neighborhood are pedestrian-friendly. They are laid out in an interconnected network with sidewalks and are attractively landscaped to encourage walking. Streets give residents, particularly the youth and the elderly, choice and control in their mobility and easy access to important destinations from their residences.

Annexation

The Castlewood area south of the City's current boundaries and areas to the southeast toward Manchester, Valley Park and Twin Oaks offer the greatest potential for future geographic growth through annexation. The community has expressed its interest in annexation in this area at

several public planning forums for the purposes of preserving the natural character of the area and to provide for future residential growth. In response to the community's support, and due to the City's close proximity and centralized service delivery systems, the city should annex as much of the area as possible. The proposed annexation area contains a mix of moderately priced houses and large estate-style homes, both of which were identified as being in short supply within the City's current boundaries. These homes offer living environments ranging from a traditional Ballwin-like neighborhood to secluded residences on large wooded lots.

Prior to undertaking an annexation, Ballwin must conduct thorough inspections of all public infrastructure within the proposed annexation area, complete a thorough service provision study and an economic analysis to be assured that the scope of Ballwin's responsibilities arising from an annexation is fully understood and the economic impact is acceptable. Timing and communication are critical factors in all annexation proposals. Partnerships between the City, property owners and developers should be established early in the process to help avoid unanticipated repercussions during or after the annexation process. To the fullest extent possible, future residential land uses within the annexation area should comply with the Conservation Residential Land Use Overlay District recommendations. Higher density residential areas should comply with the Neighborhood Residential future land use recommendations and the Future Land Use & Transportation Map.

FUTURE RESIDENTIAL LAND USE RECOMMENDATIONS

The following section provides background and recommendations for each of the future residential land use categories.

1. Low Density Residential

The areas designated as Low Density Residential on the *Future Land Use & Transportation Map* are, for the most part, already developed. These areas are to be used exclusively for single-family detached residential development on lots generally larger than 12,000 square feet. No multiple-family development of any kind is recommended in these areas. In-fill and redevelopment of these areas should be consistent with the surrounding residential neighborhood and blend harmoniously with surrounding land uses with regard to the general character, density, structural height and bulk requirements. In-fill densities should be limited to not more than 125% of the average density of the surrounding residential development(s). All proposed low-density residential development should comply with the future residential design and compatibility standards contained herein.

2. Medium Density Residential

The areas designated as Medium Density Residential on the *Future Land Use & Transportation Map* are also mostly developed. These areas are to be used exclusively for single-family detached residential development. Medium attached single-family residential development is envisioned on lots that are generally greater than 6,000 square feet and up to 10,000 square feet when such development is in keeping with the surrounding neighborhood character and development patterns. No multiple-family configurations of dwelling units other than duplex arrangements are recommended in these areas. In-fill and redevelopment of these areas should be consistent with the surrounding residential neighborhood and blend harmoniously with the surrounding land uses with regard to general character, density, structure height and bulk requirements. In-fill densities should be limited to not more than 125% of the average density of the surrounding residential development(s). All proposed Medium Density Residential

development should comply with the future residential design and compatibility standards contained herein.

3. Neighborhood Residential

The Neighborhood Residential Future Land Use Category is proposed for several relatively small areas that are viewed as transitional from a land use perspective and suitable for higher density residential development than is allowed by the present zoning. These areas are recommended for a planned and coordinated mixture of single and multiple-family residential types that are compatible with the nearby residential neighborhoods, but are at a higher density. Developments in these areas should, at its perimeter, represent the adjoining neighborhood's average densities, but may transition to smaller lot sizes and/or higher densities at the interior of the proposed development or in areas adjacent to commercial or other high intensity land uses. It is recommended that a new planned residential district be created to conceptualize, effectuate and govern Neighborhood Residential development. The district should encourage the creative and efficient utilization of land, centralization of open space and preservation of natural resources. Cluster housing with open space set-asides should be encouraged as a redevelopment or in-fill option. These areas should follow the development guidelines provided in the Manchester Road Revitalization Overlay.

4. High Density Residential

The areas designated as High Density Residential on the *Future Land Use & Transportation Map* are already zoned and developed as multi-family. Any future development, redevelopment or in-fill development in these areas should be consistent with the character of the surrounding residential neighborhood and blend harmoniously with the surrounding land uses with regard to general character, density, structure height and bulk requirements. In-fill densities should be limited to not more than 100% of the average density of the existing multiple family residential development(s). The majority of the High Density Residential Future Land Use area falls within the Manchester Road Revitalization Overlay. These areas should follow the revitalization guidelines provided in the Manchester Road Revitalization Overlay.

5. Conservation Residential

The areas designated as Conservation Residential are located outside the southern limits of the City in the suggested annexation area. This area contains neighborhoods of smaller, older homes on compact lots, large estate-style homes on big lots and relatively new homes on lots that would be considered medium density residential. There are areas that are undeveloped or under-developed and sometimes include, or are in close proximity to, sensitive natural areas. The intent of the Conservation Residential future land use designation is to encourage appropriate residential development that is in character with the existing neighborhoods, the natural features and environmental sensitivity of the area. It is recommended that Ballwin develop a conservation residential overlay zoning district that encourages appropriate development in these areas.

The overlay should maintain the same density and allow the same uses as permitted in the underlying zoning district, but allow relief from minimum lot size and dimension standards. This is a concept known as "density neutral". For example, a conservation overlay utilizing the City's "R-3 Single-Family Dwelling District" would permit single family dwellings at a theoretical maximum density of 4.35 units per acre. The lots, however, would not have to meet the 10,000 square foot minimum or the 70' minimum lot width requirement. These requirements could be adjusted in a manner that would allow the preservation of a significant natural feature as long as

the overall lot yield did not exceed the theoretical maximum allowed by the underlying district. The overlay zoning should also encourage the clustering of dwelling units as an alternative to simply having smaller lots. Developing environmentally sensitive lands in this manner provides for a more sustainable use of land and resources. The land conserved as a result of cluster or conservation subdivision design should be dedicated in perpetuity as undeveloped common ground or open space. The areas shown as “Conservation Residential” on the *Future Land Use & Transportation Map* are required to follow the Future Residential Development Guidelines in following section. Developers of other residential sites throughout the City are encouraged to use the Conservation Overlay as a development option.

FUTURE RESIDENTIAL DEVELOPMENT GUIDELINES

1. Conservation Overlay

Figure 8.1 Cluster Subdivision



Randall Arendt- Conservation Subdivisions

The City should adopt a Conservation Overlay as part of the City’s Zoning Code to be used in conjunction with the City’s conventional residential zoning Districts (R-1, R-2, R-2A, etc). The overlay should be used for all new residential subdivisions in the annexation area and as a development option within the City’s current limits. The intent of the conservation overlay is to preserve the natural environment and provide significant areas for public use while achieving the same residential density as a conventional subdivision. The conservation overlay should allow greater design flexibility by reducing the minimum and maximum standards for setbacks, lot widths and lot area. Developers are able to achieve the same density because the lots can be smaller, and clustered closely together leaving much more area for open space. “Cluster developments” typically consist of homes that are moved closer to the street with side setbacks that are minimized and in some cases eliminated. *Figures 8.1 and 8.2* illustrate the difference between conventional and cluster subdivision design.

Figure 8.2 Conventional Subdivision



Randall Arendt- Conservation Subdivisions

Many residential subdivisions that were designed in conjunction with a golf course or lake development have been successfully implemented utilizing the above mentioned guidelines. To achieve a sustainable balance between public and private spaces in residential developments, quantitative performance standards regulate the quantity, configuration and quality of open space to be established as a part of the Conservation Overlay District.

2. Residential Design

The following guidelines were derived in part from the visual preference survey conducted in conjunction with the public engagement portion of the comprehensive plan process. The

following guidelines apply to all future residential development, including Low Density, Medium Density, Conservation, High Density and Infill residential development.

- Each residential building should contain street-facing architectural features which provide human scale to the facade, enhance the “curb appeal”, and reinforce local building traditions. Architectural features may include, but are not limited to, bay windows, covered porches, balconies, dormers and cupolas.
- The primary façade should be parallel to the street. All single-family homes, townhouses, and duplexes should have a street-oriented entrance and a street facing principal window. In the case of dwelling units facing courtyards or gardens, entries and principal windows should face those features. A roadway presence should also be retained through the use of front porches and architectural treatments and landscaping that help define the primary (front) entrance to any dwelling.
- Garages should not dominate the design of the primary façade of any residential structure. Rear and side entry garages are encouraged. No garage wall should be closer to the street than any other house wall. Garage or door openings facing a street should not exceed 50% of the width of the house facade.
- All new construction should include durable, high quality exterior building materials. The use of bright colors and highly reflective surfaces should be limited to accent features only.
- The quality of the exterior materials, architectural details and their application should be consistent on all sides of the building.

3. Pedestrian Access

Pedestrian improvements create a more versatile and aesthetically pleasing streetscape and provide alternatives to modes of travel that rely on fossil fuels. The following pedestrian guidelines should be considered in all future development.

- Sidewalks should be required on both sides of the street, throughout all common ground areas and open spaces in a manner that ties all such walkways together throughout the site.
- Encourage development where pedestrian and vehicular forms of transportation function in harmony and interconnect with adjoining sites. Mixing land uses and compact development design are two future land use recommendations that promote pedestrian accessibility.
- All development should provide connections to the existing or proposed pedestrian and vehicular transportation network.
- Street trees should be planted every 45’ along all streets.

4. Open Space

“Open space” refers to natural areas that provide important community green space and habitat for plants and animals. Active recreation areas, storm water detention facilities and similar man-made facilities are not generally considered open space. The following open space guidelines should be considered in all future development.

- All residential development should provide open space common areas. Common areas should be no less than 10% of the gross development area of the site and should

exclusively provide natural green space. Detention and active recreational facilities can not be included in such areas. A fee in lieu of land dedication for open space may be approved on a case by case basis according to the formula in the subdivision ordinance utilized for determining recreational land dedications.

- Preserve natural habitat areas, wildlife corridors, water features such as ponds, wetlands and creeks, and environmentally sensitive areas.

5. Compatibility Standards for Infill, Tear Down & Redevelopment Sites

The following requirements should be used to determine if a site is suitable for future infill or redevelopment.

- Unless identified otherwise on the *Future land Use and Transportation Map*, areas that are predominantly residential should remain that way.
- Development containing mixed residential uses or densities should be designed and planned to integrate into the surrounding neighborhoods.
- Development should have adequate access to the City's existing road network.
- The development footprint of the site should be reduced to the extent possible to avoid disturbing natural water courses, ponds, wetlands, steep slopes, wooded areas, rock outcrops, viewsheds (both urban and natural) and other significant natural and manmade features. The developer should utilize development approaches such as the principles of low impact development (LID) including but not limited to clustering, site feature preservation, innovative use of stormwater management techniques, vegetation preservation, etc.
- Development should blend well with the existing built and natural environment. Densities in excess of the surrounding residential densities may be permitted as in-fill or redevelopment sites to off-set the costs of development and compensate for added site features or other amenities. When developing in or adjacent to established neighborhoods containing larger lots than those proposed, the proposed lot sizes should best represent the existing neighborhood lot sizes and densities adjacent to the development and transition to smaller lot sizes and/or densities within the interior of the proposed subdivision.
- When an in-fill or redevelopment site is located within 50 feet of a site with an existing dwelling structure, and fronts on the same street, a front yard setback that is within 5 feet of the setback of the established dwelling structure should be used. For example, if an existing dwelling structure has a front yard setback of 20 feet, then the new building should have a front yard setback between 15 and 25 feet. If there is more than one dwelling structure fronting on the same street within 50' of the site, then an average measurement should be taken of the setbacks of the impacted dwelling structures.
- Taller buildings should step-down to provide a height transition to existing nearby buildings. This standard applies to new and vertically expanded buildings. New structures should be placed to mimic the side and rear yard setbacks of the adjoining zoning districts. Structure height for new and expanded structures should not exceed that of the adjoining structure by more than one story at the setback line. Additional structure height should setback at a ratio of one foot horizontally for every additional foot vertical above that height.

- Relate the size (bulk) and proportions of new structures to the scale of adjacent buildings. Avoid buildings that violate the existing scale of the area in height, width, or massing, see *Figure 8.2*.

Figure 8.2



Illustration Courteously of the City of Ashland, OR Site, Design and use Standards

- Break up uninteresting boxlike forms into smaller, varied masses. Avoid single monolithic forms that are not relieved by variations in massing and architecture similar to the techniques utilized with adjoining structures.

Figure 8.3

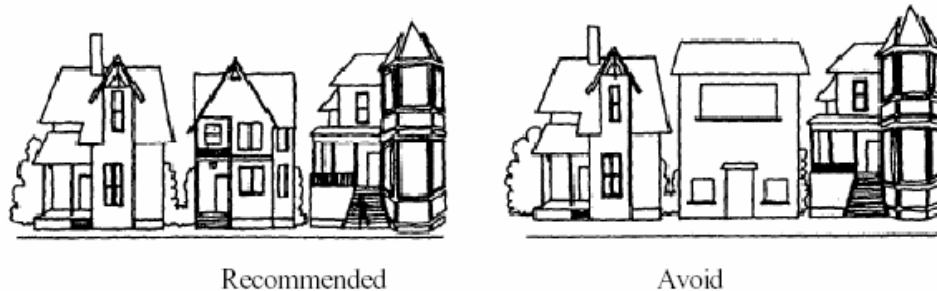


Illustration Courteously of the City of Ashland, OR Site, Design and use Standards

- Avoid roof shapes, directional orientation, pitches, or materials that would cause the building to be out of character with quality buildings in the area.

Figure 8.4



Illustration Courteously of the City of Ashland, OR Site, Design and use Standards

FUTURE COMMERCIAL LAND USE PLAN

Most of Ballwin's commercial areas are developed, leaving few opportunities for new commercial construction. Therefore, the future economic stability of Ballwin will rely on the revitalization of its existing commercial districts. Historically, commercial development occurred along the City's most traveled roadways. This continues today as virtually all Ballwin's businesses front along Manchester Road and Clayton Road. Unlike the early commercial structures in Ballwin, today's commercial buildings are predominantly single story, with large parking areas in front. There are no residential uses in the commercial districts. As a result, Ballwin's commercial areas, especially along Manchester Road, consist of a continuous row of single-story retail strip centers and stand-alone mercantile structures. Visually, these uses typically lack a distinct architectural feel and fail to create a sense of place. The Barn of Lucerne is perhaps the sole exception to this statement. The Barn is a beautifully restored early 1900's dairy barn that is potentially a key in the establishment of a sense of place in a commercial revitalization. The Future Land Use Plan suggests recommendations for the adaptive reuse of the Barn and revitalization strategies for other commercial areas within the City.

The challenge faced by the City of Ballwin is finding the balance between investing in new replacement developments or reinvesting in what is already here. To remain competitive with other cities in the region, Ballwin must allow and encourage improvements to its existing commercial districts. Future commercial land use strategies focus primarily on the revitalization of Manchester Road and key commercial nodes within the City. The access management and traffic mitigating techniques, as presented in Chapter 7 should be required for all commercial uses. Future commercial development along Manchester Road will generate tax revenue, expand employment opportunities, and increase shopping and entertainment alternatives.

Manchester Road

The Manchester Road corridor is the source of most of the City's revenue and economic activity. Most development along this commercial corridor was developed 30-40 years ago. Due in part to the retail trends of the period and the City's zoning regulations, the corridor today consists primarily of commercial users arranged in conventional strip centers that lack symbiotic tenant mixes and interconnectivity among adjacent land uses. The City's zoning code does not permit residential uses in the commercial districts. Meanwhile, the latest retail trend is mixing retail and residential uses.

Ballwin's future economic vitality relies on the success of its retailers and commercial service establishments. Manchester Road is the best place to encourage the latest development trends in retail, commercial and residential construction. As stated in Chapter 4, "*Critical Issues & Vision*", the purposeful revitalization of Manchester Road gives the city a unique opportunity to turn a crisis into a catalyst. Revitalization of the Manchester Road corridor is the answer to many of the future land use and economic development issues raised during the comprehensive planning process. The strategic placement of neighborhood commercial districts at critical transportation nodes is also recommended.

Commercial Nodes

Nodes are places of activity concentration. Businesses tend to prefer to locate at intersection activity nodes due to their ease of access and high visibility. The commercial concentration at the intersection of Clayton and Kehrs Mill Roads could be considered a commercial node. Commercial nodal opportunity areas are labeled "Neighborhood Commercial" on the *Future Land Use and Transportation Map*. It was the recommendation of the Comprehensive Plan

Steering Committee that Ballwin encourage commercial nodes at several locations and that these nodal areas be encouraged for mixed use applications. The City should, therefore, encourage a mix of diverse yet compatible land uses in the areas designed as Neighborhood Commercial. Development should include public right-of-way improvements necessary for safe, convenient vehicular and pedestrian accessibility. Compact, mixed-use development is encouraged in the City's Neighborhood Commercial nodes.

FUTURE COMMERCIAL LAND USE RECOMMENDATIONS

Commercial Design Guidelines:

The following architectural and urban design standards should apply to all commercial uses.

- Architectural design should create visual interest through the use of differing textures, complementary colors, shadow lines and contrasting shapes. The use of walls in a single color, with little detailing, lacking architectural interest or completely blank is discouraged.
- The form and proportion of buildings should be consistent or compatible with the scale, form and proportion of existing development in the immediate area. Where large structures are proposed with overly-long facade walls, and where the horizontal dimension significantly exceeds the perpendicular dimension, building mass should be articulated with variations in the building wall planes and wall height and through the use of other unique design or site plan features.
- The rhythm of structural mass to voids, such as windows and glass doors, of a front facade should relate to the rhythms established in adjacent buildings. The use of unusual shapes, color and other characteristics that cause new buildings to call excessive attention to them by creating disharmony should not be allowed.
- Monotony of design in single or multiple building projects should be avoided. Variation of detail, form, and site design should be used to provide visual interest.
- The use of durable materials, balanced proportions and shapes that emphasize the importance of roofs and other changes in plane as integral and embracing elements of the overall design is particularly important.
- Architectural treatments (e.g., materials, colors, facade design, roof lines, screening) and the use of screening devices (walls, fences, berms, landscaping) should be consistent and compatible on all sides. Rear and side wall architecture on buildings that are visible from adjoining properties and rights-of-way is of significant importance.
- Use of masonry materials (face brick, split-face block and stone) is encouraged. The use of aluminum siding and metal ribbed panels should be used as accent features only. The evaluation of building materials should be based on the quality of its design and relationship and compatibility to building materials used elsewhere in the neighborhood.
- Extensive landscaping should be used to complement and enhance a building's design, color and material. All landscaping should be irrigated to promote longevity and a healthy appearance.

- All exterior and rooftop equipment should be placed so that it is screened from the view of occupants of vehicles on adjoining streets or highways, and from people located at or near ground level on surrounding properties. Screening material should be compatible with the primary building material, and at least equal to the height of the screened equipment.

1. General Commercial

The areas designated as Commercial on the *Future Land Use and Transportation Map* are located along Manchester Road. These areas are fully developed, and offer very few opportunities for new development. The current businesses consist primarily of retail sales, personal services and automotive related sales and services.

2. Manchester Road Revitalization Overlay

An overlay zoning district should be developed for the Manchester Road corridor to allow maximum flexibility for desired development. Overlay districts are used in combination with base or underlying zoning districts to provide this flexibility and to encourage innovative design through comprehensively planned projects. The overlay district is recommended to help future development adapt to the special needs of the corridor by allowing relief from some provisions of the conventional underlying zoning district regulations. The intent of the district is to help revitalize the corridor by encouraging preferred development and prohibiting undesirable development. The overlay district should function as a revitalization tool that encourages the latest trends in retail and mixed use development. The district regulations should discourage or prohibit any undesired use or uses that do not meet the goals of this plan. All future commercial land uses located along Manchester Road fall under the Manchester Road Revitalization Overlay. This overlay is shown on the *Future Land Use & Transportation Map* and described herein. All proposed development within the Manchester Road Revitalization Overlay District should comply with the appropriate Manchester Road Revitalization Overlay district standards and requirements.

Purpose of the Overlay District: The purpose of the overlay is to promote economic and residential development and manage access while maintaining the corridor's function as a transportation artery. Mixed-use developments that provides amenities to enhance lifestyle options not presently available, are pedestrian-oriented and prolong the shopping experience are the preferred land use. Special effort should be given to the tenant mixes and the configuration of tenant spaces to maximize convenience, visibility, aesthetics and other factors that contribute to the success of the development. Consideration should also be given to projects that reduce the number of curb-cuts along Manchester Road by taking access from a perpendicular street or alternative access road.

Implementation of the Manchester Road Overlay District: To implement the new Manchester Road Corridor Revitalization overlay objectives, the City must first add the overlay area to the City's Zoning Ordinance. The **Manchester Road Revitalization Overlay District** must consist of a defined geographical area on the *Official Zoning Map* with the appropriate underlying zoning districts visible. The governing legislation for the overlay district should identify the specific underlying district regulations that can be modified and the standards and procedures for deviation.

The review and approval procedures should ensure that any major development proposals or redevelopment proposals are subject to site development plan review. Site plan reviews should

be performed by the City Planner and submitted to the Ballwin Planning Commission for approval. Site plan review should address the following concerns.

- Access management and the safety of vehicular and pedestrian movement along the Corridor.
- The extent to which the proposed development meets the standards and guidelines of the underlying zoning and the Manchester Road Corridor Revitalization Strategies and;
- The extent to which the proposed development meets the goals, objectives and policies of the Comprehensive Plan for the Manchester Road corridor.

Manchester Corridor Revitalization Strategies: To accomplish the objectives of the Manchester Corridor Revitalization Overlay, Ballwin should implement and utilize the following revitalization strategies.

- New development and major renovations must follow the Commercial Design Guidelines provided in this chapter.
- Mixed-use developments that include, retail, office, commercial and residential uses are encouraged. Mixed use developments can reduce traffic conflicts commonly associated with traditional strip-commercial development.
- Multi-tenant developments should line the primary façades of anchor tenants with smaller tenants in an effort to improve the retail performance of the development and break the architectural massing of the long, tall and blank walls that are common of larger tenants.
- The City should encourage the clustering and stacking of residential, commercial and retail uses as an alternative to conventional, land consumptive strip-type development. The clustering and stacking of mixed-uses promotes markets and pedestrian access and improves traffic circulation.
- A minimum of two (2) stories is encouraged for all buildings fronting on Manchester Road. The City encourages multiple story buildings because they consume less land and result in a more compact, pedestrian friendly business district. The upper stories can facilitate the mixed use approach. Appropriate relationships between building massing, setbacks and design are important to maintaining neighborhood character. Building bulk (setbacks, density and height) may have to be adjusted according to specific site dimensions and area.
- Uses that rely on the outdoor storage, display and sale of merchandise for a majority of their sales do not promote the purpose, concept or objectives of the Manchester corridor revitalization strategy and therefore should not be permitted.
- The density of any development should generally be the maximum allowed by zoning district(s), however, increased density should be considered if master planned as a

mixed use development under the provisions of the overlay district. All developments should submit site plans to assure compatible site planning.

- Appropriate screening, landscape buffering and open space must be utilized wherever a commercial development abuts a residential area or similar development of less density/intensity.
- The use of boundaries (natural and man-made), landmarks and public art should be used to help define the sense of place for neighborhoods, commercial districts and City limits.
- Gateway features should be provided at the locations shown on the *Future Land Use and Transportation Map*. Gateways serve as identity features and may consist of monument structures, distinctive building designs, unique landscaping, lighting, public art, or similar features.
- Enhance the streetscape with new lighting and street trees planted close to the roadway. Consider the establishment of a landscaped median in selected areas to limit access and calm traffic. See also the Manchester Streetscape Section in Chapter 7- Transportation.
- All proposed development should provide methods of connecting to the City's existing arterial and collector roadways and utilize strategies for taking traffic off major arterials, such as accommodating or developing alternative access roadway systems.
- Shared use of points of ingress and egress is encouraged per the Access Management Guidelines provided in Chapter 7 Transportation.
- Parking should be shared and consolidated to central parking areas that are landscaped and buffered to minimize views from major rights-of-way and adjoining properties.
- Transitional uses should be encouraged between residential and intense commercial uses to mitigate negative land use externalities.
- Consider replacing minimum setback, building bulk and parking requirements with maximum setbacks or "build to" limits, stacked uses and builder established parking counts that encourage buildings to be closer to the street and uses to be mixed.
- Consider maximum and minimum FARs (floor area ratios) that encourages compact, multi-story construction that fully utilizes the capacity of commercial and mixed use sites.

To facilitate the Manchester Road revitalization efforts, the City should encourage the preservation and enhancement of Vlasik Park, the Government Center site and surrounding properties in the TIF (Tax Increment Finance) Town Center area plan while complying with the redevelopment strategies of this section. The Ballwin TIF District Plan (1999) is hereby included in its entirety by reference as part of this document. All proposed revitalization and/or

redevelopment projects within the designated overlay area should comply with the revitalization strategies of this section and the Goals and Objectives of the Plan.

Town Center/Lifestyle Center: According to the market analysis prepared by the Gibbs Planning Group in conjunction with this plan, the Ballwin trade area would support a mixed-use destination center. Furthermore, according to the public engagement activities, the community is in support of mixed use development. The development should blend quality retail, family dining, and outdoor amenities with a unique residential component. The ideal development will be either a Lifestyle Center or Town Center that has pedestrian friendly amenities and tenants that offer excellent service, high quality products and name/brand recognition.

The City should encourage mixed use development to help revitalize the Manchester Road corridor. The market and availability of affordable land will ultimately determine the exact location of future development; however, all large scale development along Manchester Road should comply with the Manchester Road Revitalization Strategies.

3. Neighborhood Commercial

Neighborhood Commercial development is intended to be small-scale, pedestrian-oriented development that includes a mixture of uses. It should include places to live, eat, shop and get other personal services. The neighborhood commercial areas should encourage small, low-impact, boutique-style developments that blend with the adjoining residential neighborhoods. Outdoor dining is encouraged when negative impacts are mitigated from the adjoining residential areas.

Ballwin should create a neighborhood commercial zoning district to implement the Neighborhood Commercial Future Land Use Category. This land use district should be limited in size and scale so as to be complementary to nearby residential areas. This district would allow a mixture of commercial/retail and residential uses but provide assurances to nearby property owners on the scale and intensity of those uses. Current zoning regulations group all commercial uses together rather than differentiating on the basis of size or operating characteristics. This method allows a wide variation in uses and intensities. The Neighborhood Commercial District will differentiate between levels of commercial uses and define the nature and scale of the land uses that are allowed near existing single family residential uses. All future neighborhood commercial development should include the following:

- Compact building design,
- Architectural detailing that maintains the character of the neighborhood,
- Lower traffic volumes and the encouragement of pedestrian accessibility,
- Buffering to adjacent residential or less intense uses,
- Limited drive throughs,
- Restricted exterior display, storage and/or display of merchandise,
- Mixed uses and
- Public spaces with well-defined edges and appropriate transitions to adjoining residential developments.

Clayton & Henry Road: Neighborhood Commercial development could be accommodated on multiple sites in Ballwin. The undeveloped property at the southwest corner of Henry and Clayton is one such location. The traffic volumes along Clayton Road, the site's proximity to Highway 141 and the existing and proposed surrounding land uses make this an ideal site for a Neighborhood Commercial development. More traffic and consumer activity is anticipated once the proposed Town & Country Commons development opens just east of this site where a proposed mixed use development with a Target, several out-lots and over 100 dwelling units has been approved. This kind of development could provide the additional traffic and vitality needed to make this site commercially successful. With proper grading and site design and consideration to the surrounding single family developments, this site could be an attractive location for a future restaurant, commercial and retail mixed-use development.

Clayton & Kehrs Mill Road: Another area on Clayton Road recommended for Neighborhood Commercial development is at the northwest and southwest corners of the intersection with Kehrs Mill. These locations are already developed, but in need of additional vitality. This area is located in the point-of-sale taxing area. Therefore, a retail development at this location could result in additional sales tax revenues for the City. The Barn of Lucerne and the Claymont Plaza shopping center both offer major redevelopment opportunities in this area. The City should endeavor to work with the owners of these properties to create long-range mixed-use redevelopment strategies that enhance and combine the family-oriented focus of the City with the possibility of neighborhood oriented commercial activity.

The existing businesses and proposed developments along the Clayton Road, combined with the recent right-of-way improvements, make these two recommended locations very attractive for Neighborhood Commercial development.

Castlewood Annexation Area: The commercial area along New Ballwin Road in the "downtown" Castlewood area is also designated as having Neighborhood Commercial potential. The City should consider a small-scale, commercial development that offers unique goods and services in a thematic environment that is attractive to the local resident and tourists alike. Special focus should be given to pedestrian and bicycle accessibility due to the close proximity of the Al Foster Trail, Castlewood State Park, the Meramec Greenway and many Ballwin neighborhoods. Development in this area should preserve the natural drainage patterns, topography, soils, native mature vegetation, etc. Significant events, people, and industries that influenced the growth and development of the town of Castlewood and later the City of Ballwin should be memorialized in the overall design.

4. Institutional

The Institutional Land Use category includes governmental and quasi-public uses and places of assembly. All public facilities and places of assembly should have direct access to a major roadway and employ the use of alternate access roadways. Institutional uses should be permitted in most future land use categories, subject to site plan review and compliance with the applicable zoning and design regulations. If an institutional land use stops being used as an institutional use, the future land use category should revert to the adjacent future land use classification. In the event there are two adjoining uses, the most restrictive should apply unless unique site issues dictate to the contrary.

5. Passive Recreation

The Passive Recreation Land Use category includes all neighborhood and community parks, privately owned recreation spaces that do not charge admission or require paid membership, trails, greenways and subdivision common ground areas. The City should seek to acquire property adjacent to the City's park and recreation areas for future expansion. Refer to the Park Goals, Objectives and Policies.

6. Active Recreation

The Active Recreation Land Use category includes large scale active public or private recreational facilities, regional and state parks, public and private golf courses, swimming pools, athletic facilities, but not including such facilities associated with institutions of higher education, public school districts or private schools providing a curriculum similar to that provided by a public school.

7. Utility

All utility facilities should be placed underground whenever possible. Future utility easements should permit the use of trails.

ANNEXATION

Annexation of any land into the City of Ballwin should be considered carefully. While each situation is different, the end result should provide specific benefits to the city as well as the annexing area. The areas of land shaded on the Future Land Use & Transportation Map outside the City's limits are the areas the City should consider for future annexation. Before any annexation decisions are made, the following questions should be considered.

- Will the annexation lessen demand to develop in-fill property or redevelop existing sites and buildings within the current city boundary?
- Will the annexation place any unacceptable political, financial, physical or operational demands or expectations upon the city for the provision of services or infrastructure?
- Will the annexation allow for more appropriate guidance of future development within the annexation area?
- Will the annexation bring existing land uses into the city that are desirable and have some benefit to the city in terms of revenue or the sense of community?
- Is the annexation in the best interest of the city as a whole?
- Does the annexation make economic sense from both long and short range perspectives?

Annexation Procedures- St. Louis County, MO

The Boundary Commission of St. Louis County is a division of the state government that oversees all annexation issues in St. Louis County to ensure they comply with the State Statute. The procedures for annexing unincorporated land in St. Louis County can be summarized by two methods of annexation; Voluntary and Involuntary Annexation.

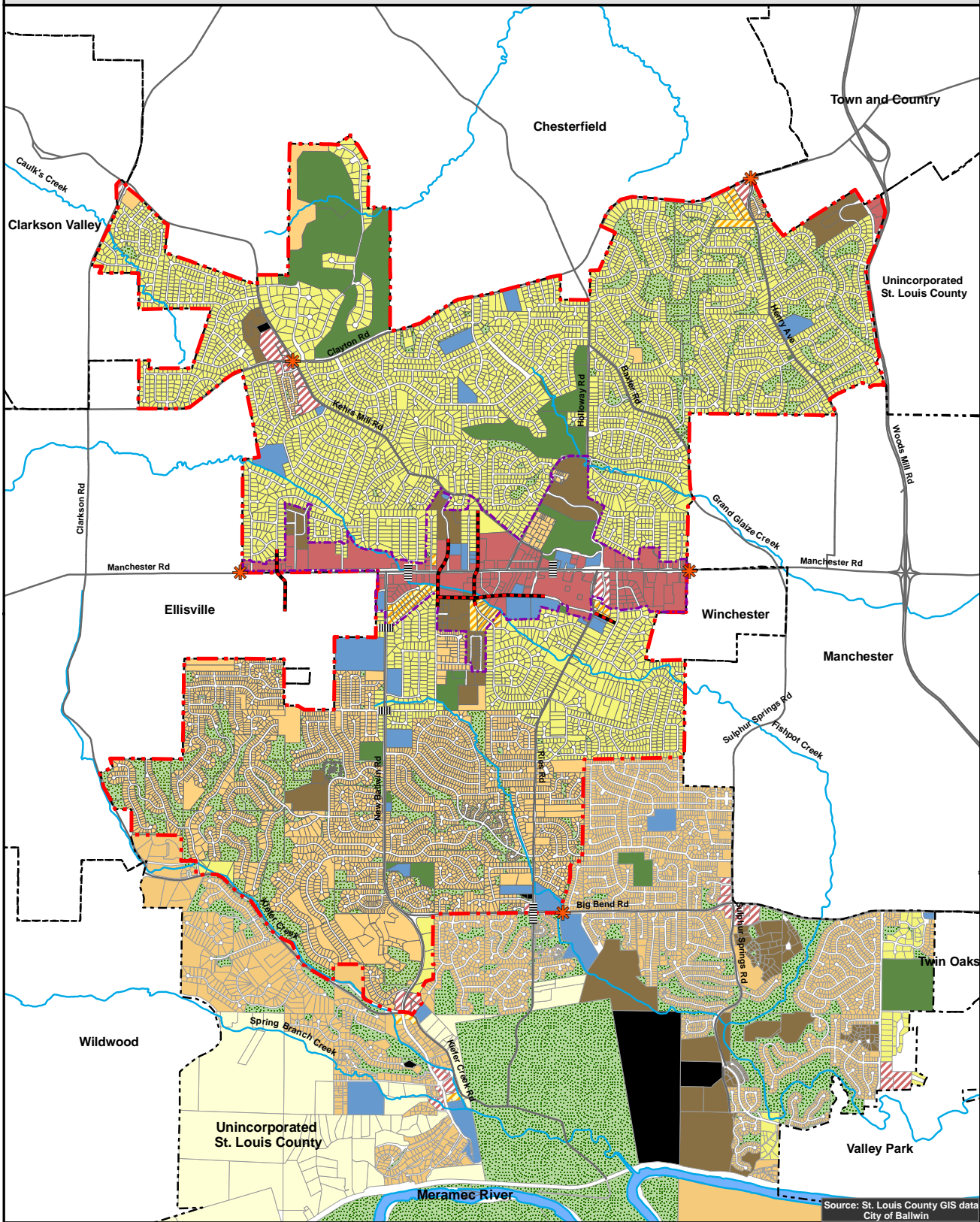
Under the voluntary method, residents in affected portions of St. Louis County petition the city and request annexation. The petition is then heard by the Boundary Commission of St. Louis County to determine if the annexation is reasonable. If the Commission agrees, the annexation can be approved without the time and expense of an election. Voluntary annexations can only be accomplished through a petition process involving 100% of the annexing property owners.

The involuntary method requires the preparation of a Plan of Intent. There is a set criteria, established by State Statute, that the Boundary Commission must ensure are met with regard to all future annexation proposals. The Plan of Intent must delineate the area to be annexed and provide proof that the proposed annexation meets these criteria. Without meeting these criteria, it is unlikely that the Boundary Commission will approve the annexation proposal. The Plan of Intent must be presented at a public hearing. Following the public hearing, the Boundary Commission must either approve or deny the annexation. If approved, an election is then held in which all qualified voters in the city and in the subject area must vote separately on the annexation. The vote must be successful in both areas to be approved.



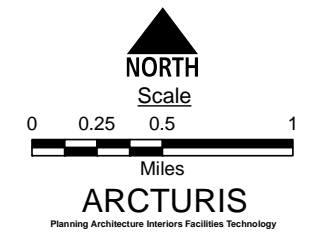
CITY OF BALLWIN

2007 Comprehensive Community Plan



Source: St. Louis County GIS data
City of Ballwin

Future Land Use and Transportation



IMPLEMENTATION PROGRAM

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IMPLEMENTATION PROGRAM

The Implementation Program is a series of recommended guidelines that can be used to help attain the 2007 Comprehensive Community Plan's goals, objectives and future land use recommendations. The recommendations respond to the critical issues identified during the preparation of the plan and incorporate state-of-practice urban design and planning solutions to achieve the City's visions for the future. The guidelines and implementation strategies are divided into the following critical issues.

- General Implementation Strategies
- Business Stability
- Creating Quality Places in Ballwin
- Parks
- Community Services
- Housing and Neighborhood Stability
- Transportation
- Revitalizing the Manchester Corridor: The Planning Process
- Annexation & Future Development

GENERAL IMPLEMENTATION STRATEGIES:

1. **Consistency with Comprehensive Plan.** Development should be consistent with the *Future Land Use and Transportation Map*. Where existing zoning is inconsistent with the Comprehensive Plan, the property should be rezoned to a consistent classification. Where less than an entire parcel is proposed for development, a concept plan for the entire parcel, including adjacent lands under common ownership should be submitted to the City for review.
2. **Traffic Study.** A traffic study may be required for development that generates a significant amount of traffic or proposed new curb-cuts. The study shall assess the off-site impact of the proposed traffic generation. The impacts should be evaluated relative to computed levels of service and proposed mitigation measures where appropriate. The traffic study should include proposed improvements, a cost estimate and a construction schedule. The City requires the expense for the traffic study to be borne by the developer. The City will determine the firm or individuals that shall be used to conduct the study.
3. **Active communities.** It's important that Ballwin support the healthy choices of the City's active community by providing or encouraging access to places that encourage physical activity. The City should promote healthy, active living by requiring new development and major re-development projects to include walking and biking paths, easy and direct access to shops and easily accessible parks, schools and opens space.
4. **Review and Amendment.** To ensure that Ballwin's Comprehensive Plan is a current reflection of the feelings and perspectives of the City, the Planning and Zoning Commission should conduct a public hearing at least every five years to solicit comments and suggestions for amendments and changes and additions. Should the commission agree, following the hearing, that amendments, changes or additions to the plan are in order, it can initiate a review, update and amendment process of its own, or it can reconvene or appoint a new Comprehensive Plan Steering Committee for this purpose. Additionally, the Board of Aldermen may request or direct the Planning and Zoning Commission to initiate a review, update and amendment process at any time.

BUSINESS STABILITY

Implementation Strategies

The following Goals, Objectives and Implementation Strategies are recommended to promote the stability of the City's business sector:

Goal 1: Promote investment and redevelopment in the City's commercial districts in order to attract and retain businesses, revitalize commercial and entertainment opportunities and create vitality that attracts people.

Objective 1: Enhance economic growth through the use of innovative zoning regulations, development review procedures and land use planning.

1. Develop and adopt zoning regulations that incorporate the principles of form-based zoning, context sensitive design, smart growth and sustainable design.
2. Adopt and enforce regulations to accommodate the latest retail development trends while appropriately reflecting the City's human scale, history, aesthetics, natural environment, and sense of community identity.
3. Incentivize the review and approval process for developments with significant positive economic impact.
4. Consider conducting periodic "Ballwin Development Summits" with members of the local development community to discuss ways that Ballwin can improve its plan review and permitting process for all types of development proposals without relinquishing the control necessary to assure code and ordinance compliance.
5. Strive to make the development review and permitting process more "user-friendly" and provide more personalized plan/ordinance review during the pre-proposal stage.
6. Consider amending the City's Zoning District regulations to include the Manchester Road Revitalization Overlay District and development standards outlined in Chapter 8.
7. Adopt and implement architectural façade guidelines to make the commercial experience more attractive and memorable.
8. Adopt and enforce standards that promote the use of distinctive landscaping that enhances the function and aesthetics of a development while buffering different zoning districts and/or uses. Promote the maintenance, preservation and/or replacement of vegetation lost to development.

Objective 2: Consider developing a community enhancement and business recruitment plan and actively retain and recruit leading local, regional, and national retailers, business and office users.

1. Utilize the Retail Market Study component of this plan to help direct business recruitment efforts and identify viable development "niches".
2. Build off the clientele of existing successful businesses to help preserve the strength and vitality of the Ballwin's economy.
3. Promote market strengths, both regionally and locally, to diversify and stabilize the city's economy and keep the City retail sector competitive.

4. Maintain the City's website and data bases to provide key information about Ballwin's demographics, planning, Manchester Road revitalization efforts, Healthy City initiative and specific information about commercial space and land availability for sale or lease.
Create and maintain a tool kit for prospective developers that provides key information for any business considering relocating in Ballwin.
5. Consider forming public/private partnerships for economic development.
6. Focus economic development efforts on bringing jobs and attracting more young people to make Ballwin their home.
7. Join the ICSC (International Council of Shopping Centers) and attend its annual convention to present Ballwin's strengths to potential retail developers.
8. Ensure healthy lifestyle and related services are included in future business recruitment efforts. This should focus on the Pointe and other city-owned recreation facilities.
9. Communicate Ballwin's business retention and recruitment goals and related information to key property owners and prospective businesses to increase the confidence to investment within the City.
10. Incentivize the development of first-class retail, dining establishments, commercial services and entertainment venues throughout the City.
11. Work with the owners of the Barn of Lucerne and other similarly situated large scale commercial sites to create mixed-use redevelopment strategies that promote the City's healthy living, family-oriented focus.
12. Improve coordination between Ballwin, surrounding municipalities and other agencies or organizations involved in economic development efforts (e.g. RCGA and St. Louis County Economic Council) to improve and expand business development through financial assistance, technical training, marketing, etc.

Goal 2: Diversify and strengthen the City's economic base and local employment opportunities.

Objective 1: Promote efforts that make Ballwin more attractive to both the resident and business communities with the intent of revitalizing the City's shrinking retail segment.

1. Encourage the update and renovation of the City's commercial areas to better appeal to the area's demographics, and increase the City's daytime population by implementing the following strategies.
 - a) The City needs to be more proactive in encouraging the renovation or reconstruction of the vacant, dated or poorly maintained buildings along Manchester Road.
 - b) Attempt to conduct exit interviews of businesses leaving Ballwin to gain an understanding of the issues that led to the move. Consider the formation of a strategy to better address the issues causing businesses to leave.
 - c) Explore options with owners, brokers or potential buyers of vacant, outdated or underutilized commercial properties, to enhance their use as retail and business properties.

- d) Require major redevelopment projects to retrofit exiting streets with pedestrian improvements, as part of the “Complete-the-Street” implementation strategy provided in the Quality of Life Section herein.
- e) Endeavor to achieve 100% occupancy in all commercial structures in all commercial areas.
- f) Review existing development, business licensing and signage regulations to better facilitate commercial/business activities in Ballwin.
- g) Consider coordinating development and licensing regulations and protocols with surrounding municipalities to offer similar procedures and timing for business development and operations.

Objective 2: Identify and recruit businesses which strengthen and diversify the economic base, expand and enhance sales tax revenues, improve wage and salary levels, increase the variety of job opportunities, utilize the resident labor force, and pay for their own infrastructure.

1. Develop a retail environment that captures a larger share of Ballwin’s resident consumer spending and encourages the importation of dollars from surrounding areas.
 - a) Encourage the assembly of smaller commercial parcels to facilitate the development or redevelopment of larger, mixed-use developments.
 - b) Support retail development that meets the City’s goals and objectives in the City’s existing point of sale locations.
 - c) Promote well-planned, mixed-use developments.
2. Encourage the development of one or more destination lifestyle centers or town centers along Manchester Road containing a mixture of commercial and residential uses and pedestrian friendly amenities.
 - a) Recruit tenants that offer excellent services, high quality products and name/brand recognition especially if these products or services are not available within the region.
 - b) Require a detailed master plan for the development and insist that the project provides unique shopping or dining experiences that appeal to people living in the Ballwin market. See also Chapter 6 for specific retailers and the amount of supportable square footage for each commercial sector.
 - c) The City should consider diversifying its revenue sources to reduce the current disproportionate reliance on sales tax.

CREATING QUALITY PLACES IN BALLWIN

Implementation Strategies

The following Goals, Objectives and Implementation Strategies are recommended to improve the quality of life for the City of Ballwin:

Goal 1: Develop programs that promote community beautification, character enhancement and quality of life by preserving lifestyles and building upon Ballwin’s premier services, facilities, and successful neighborhoods.

Objective 1: Identify any deficiencies in the community's recreational activities and cultural offerings, and prioritize projects that fulfill any unmet needs of the resident population.

1. Support and encourage the development of community organizations that promote civic activities and build professional relationships.
2. Pursue and support plans to create one or more major attractions or events that enhance public perceptions about the business corridor and commercial nodes in Ballwin or in conjunction with other municipalities, the Chamber of Commerce, business organizations, etc., and create new business and investment opportunities.

Objective 2: Develop a revitalization theme for the City to promote active living environments, family-oriented lifestyles and excellent community services and delivery systems. Healthy eating, exercise, fitness and wellness are all very important to the community and are evident in the City's past and present land use and policy decisions. Therefore, this plan recommends that Ballwin consider the following "Healthy City" initiatives as a central revitalization and branding theme.

1. Create a healthy living strategy that applies to all City operations that play a role in health, transportation, education, economic development, planning, safety, conservation, environmental protection and parks and recreation.
2. Designate a system of safe pedestrian routes to the City's schools and encourage a walk-to-school program that monitors the safety of school pedestrian routes and encourages students to walk to school.
3. Consider walkability audits to identify pedestrian infrastructure gaps and areas that pose the greatest safety threats to pedestrians.
4. Evaluate the adoption of a vegetation preservation ordinance that balances the need to protect the City's mature vegetation while not compromising the safety or welfare of the community.
5. Promote Ballwin as the first Healthy City in the State and use this theme as the focus of the City's future branding and revitalization efforts.
6. Consider the creation of an initiative, "Ballwin Events," to sponsor and assist with the organization of promotional events in the area on a regular basis.
7. Create a major event that promotes the "Healthy City" initiatives and promotes local businesses and organizations.
8. Support and encourage the development of new community organizations that promote active living, healthy lifestyles and professional relationships.
9. Encourage and promote community events that capitalize on Ballwin's heritage and its social, historical, cultural and recreational strengths and opportunities.
10. Support the development of active indoor and outdoor recreational facilities and activities in an effort to generate revenue, support the "Healthy City" initiative and appeal to a wide range of users.
11. Continue the ongoing maintenance and investment in the City's golf course and recreational facilities and explore the availability of additional funding to create more recreation and active-living programs and educational activities.

Objective 3: Guide physical development of Ballwin in a logical manner while promoting a livable and sustainable community through planning and design practices that enhance the natural, cultural and built environments.

1. Develop plans for aesthetically pleasing gateways, subdivision entrances and corridors leading into and throughout the community. Gateways and entrances serve as community and neighborhood focal points, and can consist of monuments, structures, distinctive building designs, landscaping, lighting schemes and pavement textures, etc.
2. Develop street design standards appropriate and unique to the character and needs of varying neighborhoods, districts, developments and areas of Ballwin.
3. Continue with efforts to improve the Manchester Road corridor with distinctive appointments such as architecture, landscaping, lighting, and street furniture to enhance its appearance, express its theme or character, improve its accessibility and attraction to pedestrians and enhance its economic vitality.
4. Encourage future development to incorporate central gathering places such as cafes, plazas, trailheads and gardens into the site design.
5. Update the city's urban design related codes and ordinances to create a common design signature within the City's landscape and enhance the function and aesthetics of a development. This could include signage, landscaping, architecture, site planning and related design issues.
6. Encourage museums, art galleries, performing arts, music, unique dining and boutique shops to locate within Ballwin. The Barn of Lucerne would be an ideal location for such cultural, art and entertainment uses.
7. Consider Traditional Neighborhood Development (TND) that integrates housing, shops, workplaces, schools, parks and other activities within easy walking distance.

PARKS AND OPEN SPACE

Implementation Strategies

Goal 1: Continue to maintain, enhance and expand the City's parks and recreation system. This includes making improvements and expanding as needed to keep pace with current trends in park and recreation services, market demands for facilities and programs and the acquisition of land for parks, open space, greenways and trails as needed to serve the City's resident population.

Objective 1: Expand the City's open spaces and park system where practical to include the preservation of environmental corridors and the construction of bike lanes and paths to form an interconnected park network that is also easily accessible from the City's major destinations and neighborhoods without automobile travel.

1. Seek agreements with the Rockwood and Parkway School Districts and other local institutions for the shared use of recreational amenities and facilities by the general public.
2. Encourage suitable future development, including storm water and utility improvements, to provide easements for the creation of paths, trails, connections and bicycle/pedestrian transportation systems.

Objective 2: Adopt the proposed *Community Wide Trail System Plan* and consider creating a greenway overlay zoning and development district that provides incentives for property owners to grant greenway and pathway easements across their properties.

1. Partner with Great Rivers Greenway, St. Louis County, surrounding municipalities and other interested public/private parties to implement a comprehensive trail and greenway system.
2. Connect the City to Castlewood State Park and other existing and future surrounding trail systems.
3. Provide all neighboring jurisdictions, regional and state agencies, and service authorities with copies of the adopted *Community Wide Trail System Plan* and encourage the implementation of linkages to the City's existing and proposed trail system.
4. Consider developing a greenway system design manual, similar to nationally accepted greenway system construction methods (e.g., the *National Park Service's Trail Management Guidelines*), that incorporates detailed specifications for:
 - surface materials and trail widths'
 - traffic control devices,
 - safe drainage grate designs,
 - adequate site distances to reduce accidents,
 - safe slope and drainage designs,
 - railroad, bridge and waterway crossings and
 - bikeway signage.

Objective 3: Continually evaluate the capacity and suitability of the City's recreational facilities and programming.

1. Consider the impact of all proposed development on the City's park and recreation systems.
2. Evaluate the effectiveness and suitability of existing recreational facilities and programs, and identify land set-aside requirements and funding mechanisms to ensure the City's parks and recreational facilities keep pace with changing or expanding demands.
3. Consider developing a city-wide system of local directional signs to all public facilities.

Objective 4: Routinely assess the financial status and administrative resources of Ballwin's recreational facilities and programming to determine their adequacy and financial stability.

1. Periodically evaluate the City's park and recreational fees and all other revenue generating aspects of the park system and the possibilities of expanding upon the commercial/retail aspects of the City's park facilities. The study should include fee comparisons with other peer communities and consider integrating complimentary and potentially revenue generating private sector ancillary services.
2. Promote an "Adopt-A-Ballwin-Spot" program to allow private citizens, businesses and service organizations to keep the City's parks, trails, greenways and other public places litter-free and attractive.

COMMUNITY SERVICES

Implementation Strategies

There are many positive public services, programs and facilities available to Ballwin residents. It is recommended that these receive continued support and adequate funding. However, the City will be faced with some difficult decisions in the near future regarding the provision of municipal services. What level of service is sustainable? What is the minimum acceptable condition for a roadway? How much cost are the residents willing to pay? What services can be outsourced or consolidated? These decisions are made by the residents, but Ballwin's financial stability will ultimately dictate the level at which the City is able to continue providing services. Lacking unlimited revenues, the City must continuously evaluate all services and programs for need, utilization and efficient delivery. The following Goals, Objectives and Implementation Strategies are recommended to sustain and improve community services.

Goal 1: To ensure the availability or facilitate the continuation of a full range of efficient, affordable and well-managed public services that meet present and future needs. These services include, but are not limited to, code enforcement, planning, road maintenance and construction, schools, police, fire, parks, and other community services. Such services may be provided directly by Ballwin, through the private sector or through other governmental agencies.

Objective 1: Continue to evaluate the need for upgraded or improved public services and identify appropriate locations for the development of new facilities as may be needed to accommodate future growth.

1. The City should prepare to respond to the service demands of an aging population. The expansion of services to an increasing elderly population is virtually inevitable as the average age of the population continues to increase.
2. Maintain and regularly update the City's Emergency Response Plan to better protect and promote the health, safety and welfare of the community through improved communication, emergency preparedness and coordination among all appropriate emergency response agencies, institutions and the community at large.
3. Expand and improve the City's police force to keep pace with new technologies, the latest crime prevention measures and the City's growth.
4. Consider developing a long range land acquisition plan for parks, open-space and community facilities. As funds are available, appropriate public purchases can be undertaken in an orderly manner. Encourage the efforts of community groups to formulate and undertake a directed acquisition strategy for such lands and facilities.
5. Consider transitioning towards paperless communications with the Board of Alderman, the Planning Commission and other official committees as technology and effective communications allow.

Objective 2: Establish mutually beneficial intergovernmental relations with other units of government.

1. Seek opportunities to enhance the provision of coordinated public services and facilities such as police, fire, emergency rescue, waste management, transportation, parks and recreation with other units of government.
2. Pursue cooperation between the City and adjacent municipalities with respect to long-range planning growth management and land use controls.

3. Pursue opportunities to jointly hold public forums and workshops to exchange information and increase public understanding and acceptance of innovative planning tools and programs. Efforts in this regard should be made to reach out to other governmental and non-governmental agencies and organizations such as surrounding municipalities, the county, school and fire districts, chambers of commerce and the St. Louis Homebuilder's Association.

Objective 3: Look to create more opportunities for meaningful citizen participation throughout all stages of community development from planning and ordinance development through development and implementation.

1. Increase public awareness of all new development by continually reviewing options to upgrade and improve public access to all available information related to land development proposals in the public and private sectors.
2. Develop and provide educational materials and consider conducting local workshops on topics pertinent to the City's long range goals, objectives, policies and land use controls.

HOUSING & NEIGHBORHOOD STABILITY

Implementation Strategies

Goal 1: Preserve the character and stability of existing neighborhoods, encourage a balanced mix and value range of housing options, and promote the continued development of diverse, high-quality residential developments.

Objective 1: Develop, adopt and implement planning and zoning regulations that support efforts to preserve, maintain and expand the city's housing stock.

1. Direct high-density residential development near areas of residential development with similar density or to areas where higher densities are otherwise recommended by the plan.
2. Develop setback and buffering standards that separate residential neighborhoods from the attributes of dissimilar activities or land uses that may have a negative impact on the quality of life in the residential living environment.
3. Develop and adopt zoning and design guidelines to direct in-fill development in a manner that ensures a level of continuity and compatibility with surrounding and adjoining established residential areas while simultaneously permitting a variety of housing types and densities. See Chapter 8 for the Infill Development Guidelines.
4. Prohibit infill residential development with a density (measured in gross dwelling units per gross acre of land for the entire development) that is greater than 125% of the average equivalent dwelling unit density in all of the adjoining residential developments.
5. Guide the development of clustered and higher density multiple family forms of housing ownership to ensure that they provide adequate open space, storm-detention, transportation access, gathering places, landscaping, and similar public amenities, and provide for their long-term maintenance.

6. Strictly enforce all codes and ordinances addressing existing building and structure maintenance and occupancy, public health and safety and grounds maintenance to assure proper maintenance and preservation of the housing and building stock as it ages.
7. Consider the adoption of zoning and subdivision ordinance provisions that encourage and facilitate cluster development and encourage mixed use developments in areas adjacent to existing commercial and high density residential uses and zoning districts to address affordability, retirement or other housing needs.

Objective 2: Promote private stewardship of the land and the community and inform residents and landowners regarding programs which provide technical, financial, or tax relief assistance to preserve, enhance or redevelop areas.

1. Assist homeowners with deteriorated housing in the repair or renovation of their homes by supporting private and public efforts to obtain grant program funds.
2. Consider utilizing existing neighborhood organizations to assist in educating the community about housing maintenance, neighborhood stabilization, sustainability, smart growth energy conservation and other value-added housing programs.
3. Inventory all neighborhoods and housing in Ballwin to determine areas of significant substandard conditions. Concentrate code enforcement efforts in these areas.
4. Support the concept of affordable housing that is compatible with the character and context of the surrounding neighborhood

Objective 3: Promote efforts that make the city more attractive to families by encouraging more housing options for first time homebuyers, arts and entertainment attractions, and other amenities that enhance the overall quality of life in the City.

1. Encourage higher density residential development along the Manchester Road corridor and at the Neighborhood Commercial nodes shown on the *Future Land Use and Transportation Map*.
2. Encourage new residential development and neighborhood amenities oriented towards seniors, singles, young adults and other housing users in addition to traditional families.
3. Continue to develop and promote neighborhood activities and events such as National Night Out, neighborhood clean-ups, bulky waste collections, household hazardous waste collections, etc.
4. In all existing and future neighborhoods, streets should be designed to accommodate traffic needs while at the same time be bicycle and pedestrian friendly.
5. Consideration should be given to requiring rear access roadways (alleys) in higher density redevelopment areas to reduce the need for driveways and garages along the street.
6. Unique housing types, such as attached single-family villas, apartment mansions and conservation subdivisions, should be encouraged in order to attract residential growth.
7. Consider implementing a vegetation preservation and replacement program applicable to all new development and redevelopment.

TRANSPORTATION

Implementation Strategies

Goal 1: The City shall maintain a safe and efficient roadway system that provides effective circulation and economic development potential while maintaining the integrity, security and privacy of the community.

Objective 1: Prepare and annually update a multi-year transportation capital improvement plan to identify and prioritize short-term and long-term needs and funding sources for road upgrades, maintenance, new roads and other transportation facilities.

1. Investigate establishing a minimum level of service (LOS) standard for all classes of roads to serve as a “gauge” to judge the performance of the overall transportation system and the impact of proposed new development.
2. Coordinate local transportation planning and transportation-related development decisions with the Missouri Department of Transportation, St. Louis County and adjacent municipalities to ensure that future road improvements enhance the drivability and functional capacity of the roadway for all modes of transportation.
3. Develop and maintain a thoroughfare system that promotes safe and efficient travel throughout the City of Ballwin, with special emphasis on improving cross-town accessibility that facilitates alternative circulation routes to reduce volume, congestion and capacity problems.
4. Encourage the development of gateway features as recommended in Chapter 7 and as described in the Transportation Improvement Plan. Develop incentives to obtain outside funding for the installation and maintenance of gateway features. For example, in exchange for the design, installation and maintenance of a gateway feature, the City could allow a private citizen, group or business to be recognized in the design of the gateway feature, similar to an adopt a highway program.

Objective 2: Continue to utilize, implement and develop access and congestion management and traffic calming techniques, standards and tools in order to maintain the integrity of the City’s roadway infrastructure in a manner that does not impair Ballwin’s economic competitiveness in the region.

1. Avoid new development that causes intersection and/or roadway segment levels of service (LOS) to fall below the adopted LOS minimum standards.
2. Implement access management solutions along Manchester Road and wherever curb cuts are closely located and the roadway is heavily traveled.
3. Work with MoDOT and St. Louis County to review signal timing and related roadway capacity issues in areas of frequent traffic congestion and vehicular accidents.
4. Encourage the creation of a landscaped median, grade separated pedestrian crossings (connecting to the City’s trail and greenway system) and a landscaped trail/path system along Manchester Road.
5. Install traffic calming measures where they will reduce the frequency or intensity of accidents.

Objective 3: Encourage the investment of resources on improvements to existing arterial and collector roads.

1. Improvement strategies for New Ballwin Road:
 - a) Preserve pedestrian access and neighborhood character;
 - b) Consider improving to a 3-lane section with a center turn lane or other design that will accommodate additional traffic volumes without negative externalities to the character of the corridor;
 - c) Install curbed medians, where necessary, to restrict turning movements, protect pedestrians and/or calm traffic;
 - d) Consider the issue of possible roadway blockages and emergency vehicle access;
 - e) Consider a separated bike/pedestrian path and
 - f) Consider delineating high volume pedestrian crosswalks with special pavement treatments/markings, signage and activated signals.
2. Improvement strategies for Manchester Road:
 - a) Continue the implementation of access management improvements and policies (Refer to the access management recommendations in Chapter 7);
 - b) Install alternative access roads whenever possible to provide secondary access and take traffic off Manchester Road;
 - c) Utilize the corridor improvements to establish an identity for the corridor;
 - d) Consider placing parking in the rear of uses and moving primary structures closer to the roadway;
 - e) Install medians to maintain safe and efficient traffic flow and serve as beautification elements;
 - f) Promote alternative means of travel such as cycling, walking and public transit along the Manchester Road corridor to improve circulation and economic development;
 - g) Consider the addition of pedestrian amenities and better landscape design along the new sidewalks along Manchester Road.
 - h) Provide safer and easily utilized pedestrian crossing facilities
3. Evaluate the alternative locations for future roadway connections, alignments and realignments as described on the *Future land Use and Transportation Map and Plan* and determine the most effective implementation solutions as funding and/or development proposals provide the impetus and opportunity. North/south connections are recommended at the following locations along Manchester Road:
 - a) Reinke Road and Hillsdale Drive'
 - b) Old Ballwin Road and Steamboat Lane and
 - c) Ramsey Lane to Kehrs Mill Road.

4. Promote the maintenance and upgrade of Ballwin's transportation infrastructure with the use of traditional materials, management systems and technology, but experiment with new materials and approaches as they become available to maximize the life of the system while minimizing the utilization of resources

Objective 4: Increase safety and the use of non-motorized transportation modes.

1. For purposes of resource allocation, projects that improve pedestrian and bicycle safety and circulation should receive a higher priority among vehicular transportation issues.
2. Promote the development of pedestrian, bicycle and other multi-modal transportation linkages as part of new development proposals and transportation improvements.
3. Implement the *Community Wide Trails Systems Plan* included as an addendum to this report and consider the following recommendations:
 - a) The intent of pedestrian/bicycle improvements should be to increase non-motorized transportation options by providing connections between parks, schools, neighborhoods and other transportation generators and points of interest.
 - b) The City should utilize a "common sense approach" for locating a proposed trail. Walk the desired trail locations and look where pedestrians have already worn paths or left "opportunity traces." Map the opportunity traces and consider more permanent, safer connections at these locations without negatively impacting the current conditions. Avoid areas with steep grades or that compromise safety or privacy.
 - c) Investigate the possibility of obtaining prescriptive easements along Fishpot and Grand Glaize Creeks for the purpose of developing an integrated trail system, preserving riparian areas while simultaneously protecting the privacy of adjoining homeowners.
 - d) Develop a competition to see which neighborhood can create the "best" trailhead.
 - e) Facilitate the installation of an on-street system of bikeways, pursuant to the Community Wide Trail System Plan.
4. Require appropriate signage, lighting, markings and other physical improvements along bike and pedestrian ways to improve safe and accessibility.
 - a) Install cross walks, curb ramps, signage, lighting and signalization to ensure safe, convenient pedestrian crossings at all intersections with high pedestrian traffic.
 - b) Traffic calming measures should be considered at all pedestrian crossings to reduce vehicular speeds, increase driver awareness and help establish right-of-way for pedestrian users.

REVITALIZING THE MANCHESTER CORRIDOR: THE PLANNING PROCESS

Implementation Strategies

The following Future Land Use implementation strategies have been developed for the purpose of revitalizing the Manchester Road corridor and guiding the land use planning process. The Manchester Road revitalization planning process started with a discussion and prioritization of the issues involved with the revitalization of the corridor. These issues are identified under the following three categories: **Connection**, **Animation** and **Renewal**.

1. The **Connection** theme focuses on how automobile, public transit and non-motorized modes of transportation link the Manchester Road corridor to the surrounding neighborhoods and land uses, how they create circulation and movement along and within the corridor and how these connections can be improved.
2. The **Animation** theme involves all of the elements of humanity that bring life to the corridor. These include living, gathering, communicating, eating, transporting, recreating, celebrating, and other similar diverse human activities.
3. **Renewal** or reinvestment is the third element necessary for revitalizing the corridor. Renewal and reinvestment of the built environment is necessary to position the City's central business district to compete in the new economy. Renewal includes economic development strategies, funding alternatives, capital improvements and other private and public investments, but it also includes the understanding and acceptance of changing markets and evolving uses and functions.

Goal 1: Achieve a consensus among stakeholders on an action plan for the revitalization of Manchester Road and commence with implementation.

Objective 1: Develop and adopt an overlay district that addresses the connection, animation and renewal issues.

CONNECTION

1. The overlay regulations should include access management strategies that preserve the corridor's function as a dual purpose transportation artery: serving adjoining properties and allowing traffic to pass through the community.
2. All proposed development should provide methods of connecting to the City's existing arterial and collector roadways and utilize strategies for taking traffic off major arterials, such as accommodating alternative access roadway systems.
3. Shared points of ingress and egress are encouraged. Refer to Chapter 7 for additional Access Management Guidelines.
4. Parking areas should be shared among users and consolidated to convenient and efficient centralized locations that are landscaped and buffered to minimize views from major rights-of-way and adjoining properties and can be sized according to the actual needs of the businesses being served and not set according to an arbitrary external standard.

ANIMATION

1. In developments with large anchor stores, the front wall of the "big-box" should be minimized by placing smaller tenants in front to improve the retail performance of the development and break up the architectural massing of the large walls associated with big box construction.
2. The City should encourage the clustering or mixing of residential, commercial and retail uses as an alternative to conventional, land consumptive strip-type development. Clustering businesses and mixing uses promotes pedestrian access, symbiotic land uses and markets.
3. Transitional uses, such as multiple family, institutional, office, recreational or landscaped buffers should be encouraged between single family residential and commercial uses and within developments to mitigate negative land use externalities.

4. Boundaries and edges (natural and man-made), landmarks, parks, green spaces and public art should be used to help define the neighborhoods, commercial districts and City limits
5. Gateway features should be provided at the locations shown on the *Future Land Use and Transportation Map*. Gateways serve as identity features and may consist of monument structures, distinctive building designs, or unique landscaping, lighting, public art, or similar attraction.

RENEWAL

1. The district regulations should promote the development, stabilization and revitalization of the Manchester Road corridor and accommodate the latest trends in retail and mixed-use development for new projects.
2. A major thrust of the proposed overlay district is to allow the mixture of uses. The ideal development will be either a Lifestyle or Town Center that offers excellent service and high quality products, includes a significant residential element and integrates well with existing surrounding developments.
3. The district regulations should prohibit any undesired use or uses that do not meet the goals of this plan.
4. All new development and major renovations should follow the Commercial Design Guidelines provided in Chapter 8.
5. A minimum of two (2) stories is encouraged for all buildings fronting on Manchester Road.
6. Create maximum setbacks or “build to” limits that encourage buildings to be closer to the street.
7. Consider establishing maximum and minimum FARs (floor area ratios) that encourages compact, multi-story construction and efficient utilization of land capacity.
8. Uses that rely on the outdoor storage, such as the display or sale of merchandise for a majority of their sales, do not promote the purpose, concept or objectives of the Manchester Corridor Revitalization Overlay and should be discouraged. This shall exclude uses that legally existed prior to the adoption of this plan.
9. The density of any development under the overlay districts should generally be the same as the underlying zoning district(s), however, increased density may be proposed if master planned as a mixed use development under the provisions of the overlay district. All developments should submit site plans to assure compatible site planning.
10. Appropriate screening, landscape buffering techniques and open spaces must be utilized wherever a commercial development abuts a residential area or similar development of less density/intensity.

Objective 2: Develop a system to provide ongoing monitoring and sustainability of the Manchester Road corridor stabilization and revitalization efforts.

1. Consider establishing partnerships to help undertake the dynamic process of revitalizing the Manchester Road corridor and positioning the community to enhance revenues.
2. Consider strengthening building, maintenance and occupancy codes, particularly for existing structures, to assure proper maintenance and a good appearance.
3. Develop a strategy to better understand the issues that lead to tenant turn-over and/or commercial vacancies.

4. Adopt regulations for vacant structures and sites that address lighting, signage, window and door blockage and the temporary use of unoccupied structures, parking lots and sites.
5. Consider the development of a system to conduct periodic site by site audits to evaluate the condition of commercial properties and their suitability or need for revitalization under the overlay district regulations and to ensure the long-range sustainability of revitalization efforts.
 - a) The audits should be designed to identify problematic land uses and conditions before a business vacates a space.
 - b) Whenever an implementation or revitalization success story is discovered as a result of a revitalization audit, the story should be publicized and the responsible party(s) should be recognized for contributing to the implementation of this Plan.
 - c) If an audit reveals high or increasing vacancy rates or patterns of business failure, a redevelopment recommendation investigation should be triggered to minimize further decline.
 - d) The audits must be conducted by an entity that is primarily affiliated with the business community and Ballwin's role should be minimized.

ANNEXATION & FUTURE DEVELOPMENT

Implementation Strategies

The City's land use policy for future undeveloped annexation areas is to encourage conservation subdivision design for new development close to the City's current limits and avoid development that does not have readily available access to the City's infrastructure and road system. This is to discourage a "leapfrog" type of development pattern that is less efficient concerning land use and much more difficult and expensive for the City to serve.

Goal 1: Promote land development policies and planning in the annexation areas that preserve natural landscape, including topography, vegetative cover, scenic viewsheds and natural drainage patterns.

Objective 1: Formulate an annexation plan, based on the City's growth and annexation history, the City's ability to provide services and the suitability of land for development.

1. The City should consider pursuing the annexation of all contiguous areas identified for this purpose as quickly as possible, subject to review and analysis, to allow Ballwin to maximize its ability to guide development in this area in accordance with Ballwin's comprehensive plan.
2. All annexations must be evaluated subject to issues of service provision/extension, long and short term financial impacts and future infrastructure investment needs.
3. Future annexation areas and all new development within the City should be designated to support a well-planned mixture of commercial and residential growth in accordance with the plan.

Objective 2: Utilize state-of-the-practice subdivision and zoning techniques and technology within the planning and development process.

1. Adopt site plan development standards that ensure new development is compatible with adjacent uses and does not create undesirable negative impacts.
2. Enact Zoning and Subdivision Ordinance provisions that encourage and support energy efficient, smart and sustainable development.
3. Work with property owners to develop conservation easements and other voluntary techniques to preserve land and habitats.
4. Consider site specific rezoning techniques to encourage the creation of new mixed-use development where recommended on the *Future Land Use and Transportation Map* in a manner that integrates with the surrounding neighborhood's character and context.
5. Recognize and showcase the efforts of individuals, groups, businesses, and others who demonstrate leadership and make a commitment to sustainable land development practices.
6. Utilize the Ballwin newsletter and web page to keep citizens and landowners informed of local and regional planning efforts and issues.

Objective 3: Implement a storm water management program to reduce flooding, protect water quality and natural habitat and provide recreational and educational opportunities for the citizens of Ballwin through a proactive, integrated, watershed-based approach to storm water management

1. Provide for open space within Ballwin's residential developments that preserves and enhances the natural beauty of the environment.
2. Utilize the latest storm water management techniques to create unique residential neighborhoods where high standards for design, construction and sensitivity to the natural character of the land are maintained and valued.
3. Encourage the use of Low Impact Development (LID) and innovative storm water management techniques and objectives to minimize the impact of development. The following land development practices are recommended:
 - a) Clearing and grading of natural stream assets such as riparian areas, forests and wetlands, shall not be permitted, except when in compliance with the appropriate regulations.
 - b) Land-disturbance activities with buffer strips that retain natural vegetation and drainage patterns are recommended.
 - c) Development shall not occur in floodways or along watercourses within 100 feet from the top of the bank of any creek or river.
 - d) Clearing, except that necessary to establish erosion and sediment control devices, shall not begin until all erosion and sediment control devices have been installed and the soil has been stabilized.
 - e) The use of micro detention, bio-filtration systems and pervious paving materials is recommended where appropriate.

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City of Ballwin, Missouri

Comprehensive Community Plan 2006

Visual Preference Evaluation Summary



May 15, 2006

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VISUAL PREFERENCE EVALUATION SUMMARY

The Visual Preference Survey offers a chance to build on the public participation efforts and set a clear direction for community development and design guidelines. The “Visual Preference Surveys” were conducted at the City’s two Town Planning Charrettes, during the Steering Committee’s May Meeting and posted on the City’s Web Site. The intent of the Visual Preference Survey was to gain a better understanding of the land uses, development types and planning/design features that are most appealing. The participants were shown a series of images relating to each of the following land uses and design categories:

1. Residential Buildings

- Single-Family Residential
- Moderate-Density Residential
- Multifamily Residential

2. Manchester Corridor Ideas

- Mixed Use
- Life Style Centers
- Residential Use
- Commercial Use

3. Infill Development

- Mixed Use
- Residential- Low density
- Residential- Moderate density

The intent of the survey was to identify those features that are most desired within the City’s built and natural environment. The participants were asked to evaluate each slide taking into account features they liked or disliked and to identify the specific characteristics they liked most and least. They were asked to rate each slide based on a score of 1 to 5 as follows:

1. Unacceptable: The design characteristic was objectionable and should not be replicated in Ballwin.
2. Undesirable: The design characteristics would detract from Ballwin and should be discouraged.
3. Acceptable: The design characteristics were adequate, but could be improved.
4. Desirable: The design characteristics were pleasing and would be a welcome addition to the community.
5. Preferred: The combination of design characteristics made the development illustrated stand out as an example to be replicated in Ballwin.

The following summary shows how each slide was ranked within each land use category. The score of each slide was based upon the average rank (1-5) provided by each participant. Specific comments on desirable and undesirable features are recorded at the end of each section.

RESIDENTIAL BUILDINGS

Single-Family Residential:



Rank: 1 (Score: 4.4)



Rank: 2 (Score: 3.9)



Rank: 3 (Score: 3.1)





Rank: 4 (Score: 2.5)



Rank: 5 (Score: 2.2)



Rank: 6 (Score: 2.0)

Single-Family Residential- Visual Preference Summary				
Slide	Rank	Average Score	<i>Slide Comments</i>	
			Desirable Features	Undesirable Features
	1	4.4	<ul style="list-style-type: none"> • Front porch • Prominent entry • Nice window/door detailing • Brick-predominate exterior building mat'l • Hidden or rear garage • Large garage area • Appropriate set-backs • Professional landscaping • Mature trees • Small, well-maintained yards • Community feeling • High density housing for first time home buyers in appropriate locations 	<ul style="list-style-type: none"> • No character- cookie-cutter look (spec home) • Monotony in design. • Vinyl siding • Garage dominates primary façade • Very close to the street (setback) • Dense and congested development • Small yard and lot size • Too much driveway in front yard. • Bad or unkempt landscaping • No trees
	6	2.0		

Moderate Density Residential:



Rank: 1 (Score: 3.5)



Rank: 2 (Score: 3.4)



Rank: 3 (Score: 3.3)





Rank: 4 (Score: 3.0)



Rank: 5 (Score: 1.8)



Rank: 6 (Score: 1.7)

Moderate Density Residential- Visual Preference Summary				
Slide	Rank	Average Score	<i>Slide Comments</i>	
			Desirable Features	Undesirable Features
	1	3.5	<ul style="list-style-type: none"> • Good character • Variety in design • Prominent entry • High quality design & materials • Brick • Clean looks • Nice window/door details 	<ul style="list-style-type: none"> • Lack of variety/ monotony • Vinyl siding • Lack of trim • Blocking views • Dense and congested • Section 8-type housing • Lack of landscaping
	6	1.7	<ul style="list-style-type: none"> • Fitting-in the community • High density- addresses affordability issues • Good for downtown and busy corridors • Low maintenance • Appropriate set-backs • Park feel • Professional landscaping • Well maintained • Fence- effective but not solid 	<ul style="list-style-type: none"> • Small yard and lot size • Garages dominate primary facade • Height • Stairs • Small windows

Multi-Family Residential



Rank: 1 (Score: 3.5)



Rank: 2 (Score: 3.3)



Rank: 3 (Score: 3.1)





Rank: 4 (Score: 2.3)



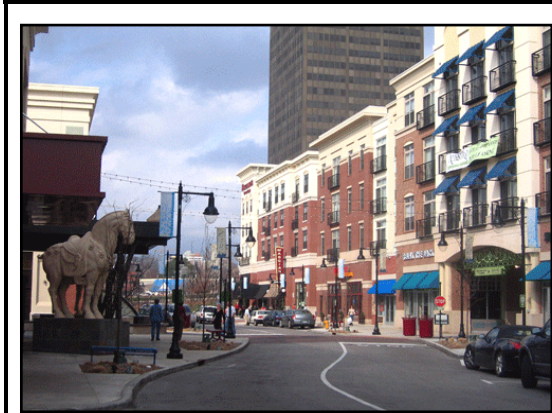
Rank: 5 (Score: 1.9)



Rank: 6 (Score: 1.7)

Multi-Family Residential – Visual Preference Summary				
Slide	Rank	Average Score	<i>Slide comments</i>	
			Desirable Features	Undesirable Features
	1	3.5	<ul style="list-style-type: none"> • Façade that appears to be one house but contains multiple units • Front porch: gives a sense of entry • Impressive entry • No forced garage view • Cladding materials such a brick • Nice window details • Balcony in upper floor 	<ul style="list-style-type: none"> • 50s and 60s style Architecture • Very high roof line • Prominent garage • Hotel or motel look • Small windows • Section-8 type housing • Aged buildings • Pipes for exhaust in front façade.
	6	1.7	<ul style="list-style-type: none"> • Gable roof, dormers • Buildings close to street • Low maintenance • High density-addresses affordability issues. • High density- good for downtown and busy streets • Street trees • Each dwelling has a pool-view • Fence- effective but not solid 	<ul style="list-style-type: none"> • No trees • High density • Rental housing

Manchester Corridor Ideas



Rank: 1 (Score: 3.9)



Rank:2 (Score: 3.8)



Rank: 3-tie (Score: 3.7)



Rank: 3-tie (Score: 3.7)



Rank: 3-tie (Score: 3.7)



Rank: 4 (Score: 3.6)



Rank: 5 (Score: 3.3)



Rank: 6 (Score: 3.0)



Rank: 7 (Score: 2.5)



Rank: 8 (Score: 2.4)





Rank: 9 (Score: 2.3)



Rank: 10 (Score: 1.8)

Manchester Corridor Ideas- Visual Preference Summary				
Slide	Rank	Average Score	<i>Slide Comments</i>	
			Desirable Features	Undesirable Features
Highest Scores				
	1	3.9	<ul style="list-style-type: none"> • Diversity in design • Modernism, individualism and urbanism • Development that looks expensive and elite and has character • Development that gives a town center look 	<ul style="list-style-type: none"> • Monotony in design • Too urban- looks dense and congested • Vibrant and flashy colors • Development that looks like a strip mall
	2	3.8	<ul style="list-style-type: none"> • Organized- neat • Cladding materials such a brick • Awnings • Variety in roofline • Low height • Large windows • Outdoor seating 	<ul style="list-style-type: none"> • Cookie cutter feeling • Large/ many billboards • Lack of landscape • Too much concrete • Parking lot in the front • On-street parking • Lack of sidewalks • Development that makes it difficult to have kids or pets
Lowest Scores				
	9	2.3	<ul style="list-style-type: none"> • Well planned and proper location. • Connecting commercial with housing- Mixed-use development • Connecting larger anchors with other stores • Making room for small business owners • Well maintained front yard. 	<ul style="list-style-type: none"> • More driveways on Manchester Road • Inefficient ingress/egress from Manchester Road
	10	1.8	<ul style="list-style-type: none"> • Diverse landscaping • Pedestrian friendly • Wide sidewalks • High density-good for Manchester Road • One-way streets • Wide and open roads • Windy/ curved roads 	

Infill Development Ideas

	<p style="text-align: center;">Desirable Features</p> <ul style="list-style-type: none"> • High quality • Expensive looks- mini-mansion • Office-type look • Variety in rooflines • Cladding materials such a brick and stone • Hidden garages • Professional landscaping • Well-planned, high density is good for proper locations • Mix of uses such as offices and residential in proper location • Housing for first time home buyers
<p style="text-align: center;">Rank: 1 (Score: 4.2)</p>	
	
<p style="text-align: center;">Rank: 2 (Score: 3.5)</p>	<p style="text-align: center;">Undesirable features</p> <ul style="list-style-type: none"> • Monotony and uniformity • Too big- <i>hugeness of structure</i> • Too tall • Too long- <i>horizontality in architecture</i> • Too dense- <i>congestion</i> • Small lot compared to the structure • Lack of privacy • Detached garages • Lack of extra parking • Alleys • No place for kids to play
	
<p style="text-align: center;">Rank: 3 (Score: 2.9)</p>	

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City of Ballwin, Missouri

Comprehensive Community Plan 2007

Steering Committee Focus Group Session

Appendix 2

Steering Committee Focus Group Session Summary Report

The following is a summary of the Steering Committee's Town Planning Charrette held in March at the Ballwin Golf Course. The main focus of the meeting was to get the Steering Committee's input on issues and discussion topics relating to the Comprehensive Plan. The Steering Committee Charrette also provided the steering committee first hand knowledge of what to expect from the two Town Planning Charrettes. Over 18 participants attended the Charrette. The participants were divided into three (3) teams and asked to respond to 8-9 discussion topics and record their answers on the worksheets and maps provided at each team table. Representatives from each team presented the team's findings at the end of the Charrette. The following is a brief summary of each Team's response.

Discuss Group A:

TOPIC 1: ECONOMIC DEVELOPMENT

What changes are needed to make the City's retail and commercial uses more successful?

- Restrictions such as smoking ban should be flexible
- Encourage mixed use (office feeds retail). Consider retail on ground with housing/office above.
- Master plan a redevelopment for the Barn at Lucerne
- Surpluses- Auto dealers
- Shortages- restaurants, outlet shops
- Need nice restaurants such as the ones at Brentwood Promenade
- Make Ballwin more attractive to retailers
- Understand the dynamics of retail locations

TOPIC 2: TRANSPORTATION

Are there any areas within the City's transportation system that have a high frequency of accidents or traffic congestion? Please describe the location and specific problems. What road improvements, if any, should be undertaken? Should the City's parks, neighborhoods and destination centers be linked together by trails?

- Manchester Road traffic problems pose negative impact on growth.
- Improve ingress and egress
- Traffic calming solutions are good and should be continued
- Need to eliminate extra curb-cuts
- City has good sidewalks
- Trails are desirable but people do not want them
- Improve intersections and widen roads
- Other non-vehicular supplementary improvements

TOPIC 3: QUALITY OF LIFE

What improvements would make Ballwin a more desirable place to live, work and play?

- Quality of life is very high
- Parks and trails are good.
- Join Parks to subdivision common grounds via trails.
- Great variety of recreational activities
- Encourage a rental deposit fee to be applied to anyone trying to rent a single family home to mitigate any negative impacts.
- Unoccupied and vacant buildings create negative impact
- Maintain code enforcements
- Have a beautification program in place.
- Needs landmark buildings
- Create architectural review board
- City needs a Town Center
- Need gateway entrances to the City
- Ballwin needs a downtown and a town center- trails and parks can play a roll with this concept

TOPIC 4: COMMUNITY SERVICES

On a scale of 1-5 how would you rate these services (5 being the highest)?

	Group B*	Group C*		Avg.
Police	5	4	9	4.5
Code enforcement	2	4	6	3
Planning parks & recreation	-	4	4	4
Street maintenance	2	4	6	3
Other public services	4	4	8	4

Discussion Group B

TOPIC 1: PARKS & RECREATION

Which parks and recreational activities are most used and desired within Ballwin? Does the City's park system equally service the community? Identify any surpluses or shortages within the City's parks and recreation system.

- Pool and The Pointe are most used
- City's park system does not equally service the community. They are in spotty locations.
- Parks should be connected with side walks.
- Sidewalks, paths and trails should be created / improved
- A lot of park space is unused and wasted
- Soccer field and soft ball fields are desired. These attract youngsters
- Extend Vlasik Park

TOPIC 2: HOUSING STABILITY

*Does the City's housing stock provide an adequate range of housing styles, types and price ranges? Identify the **types of housing**, such as housing for first time home buyers, single-family dwellings, condos, villas/duplex, multi-family, & senior housing and **price ranges** you believe to be in the highest demand. Where should new or redeveloped residential growth occur?*

- City has adequate range of housing styles
- Eliminate subsidized housing next to Ballwin Nursery
- Provide senior housing. Seniors bring children & money
- City needs villa type housing

TOPIC 3: Future Development

What type of in-fill or redevelopment would you recommend in both residential and commercial areas within the City.

- Create mixed use along Manchester Road
- Infill sites along Reese Road for the construction of rental units
- Ballwin Plaza can be converted to indoor mall
- Create sidewalks- use brick and add benches

TOPIC 4: ANNEXATION

Which areas should be considered for future annexation? What makes this area(s) desirable for annexation? What factors should the City consider before annexing property?

- Annex Castlewood area
- Annex City of Winchester- it has a lot of rental property
- Annex City of Ellisville- it has a dense housing stock
- Annex new housing on the south of Big Bend between Reese Road and Sulfur Springs Road

TOPIC 5: VISION

What is your vision for the City of Ballwin within the next 10 years?

- Signage needs to be consistent
- Double the City's population
- Add more landscape and improve lighting
- Create an architectural review board

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City of Ballwin, Missouri

Comprehensive Community Plan 2007

Living Room Meeting Summary

Appendix 3

City of Ballwin 2006 Comprehensive Community Plan Living Room Meeting Summaries

During the month of March 2006, eight (8) focus sessions were held, as part of the City's Comprehensive Plan update, to raise awareness of the Plan Update and ensure the resident population had a voice in the development of the Plan. The meetings were hosted by various members of the community and took place in their homes or neighborhoods. The meetings were facilitated by ARCTURIS' Planning Team and had an average attendance of 12.9 participants per meeting, resulting in a total of over 100 participants. The participants ranged from elected and appointed officials to new business owners and life-long residents.

Participants were encouraged to be "Citizen Planners" and share their expertise as residents, consumers and members of the community as they discussed specific planning issues related to the City's Comprehensive Plan. A set of discussion topics provided the agenda for each meeting. The discussion topics are listed below in *black italics*. Questions 1-4 were discussed at Meetings 1, 2, 3 and 7 and questions 5-9 were discussed at Meetings 4, 6, 9 and 10. Focus Session 5 and 8 were cancelled, but may be rescheduled latter in the planning process. The items following each discussion topic is a summary of the actual comments and recommendations provided by the participants during the living room focus sessions.

1. ***ECONOMIC DEVELOPMENT:*** *What changes are needed to make the City's retail and commercial uses more successful? Is there an adequate supply of commercial, retail, office space and dining choices? Please identify any surpluses or shortages. Which specific businesses, franchises or commercial uses would be most desired? Identify locations within the City that are most suited for commercial development or redevelopment.*

Business & Retail Shortages:

1. Active indoor and outdoor recreational facilities (for profit) – indoor tennis, bowling alley, racquetball, indoor soccer, ice hockey, sand valley ball, etc. Use the Parks & Recreation activities as an economic development tool.
2. Business of distinction / uniqueness
3. Businesses oriented toward 25-35 year olds is missing.
4. Culture – the City of Ballwin lacks culture.
5. Custom tailor/fabric store
6. Destination centers- something unique. Something unusual (unique), specialty shops – move away from traditional retail.
7. Events that attract visitors.
8. Family Restaurants, breakfast-Sunday brunch places.

9. Gifty places
10. High end or boutique shops
11. Identity
12. Lack of multi-story buildings- change code
13. Limited food and retail uses located close to neighborhoods
14. Limited restaurant choices
15. Need a “Welcome To Ballwin” committee
16. Need a downtown or town center- with more compact, downtown atmosphere.
17. Offer more senior housing options. Senior housing will bring families, businesses and therefore support economic development.
18. Office space and non-retail commercial uses.
19. Outdoor dining – like in California/New Orleans etc.
20. Places to hang out
21. Places to shop without getting in your car
22. Things that are healthy- trails, organic foods, recycled products, parks, etc.
23. Upscale retail and dining

Business & Retail Surpluses:

1. Big box retail- bla! Smaller is more attractive to families.
2. Car dealers
3. Fast food
4. Furniture stores
5. Nail shops
6. Retail- too much in the area- Ballwin can't compete. Try something different.
7. Tanning spas

Specific Desired Businesses

Retail

- Jos. A Banks
- Ann Taylor
- Staples
- Ikea / modern furniture
- Edible Bouquets
- Embassy Suites / family stay hotel.
- Bass Pro/ Outdoor outfitter
- Whole Foods Market
- Trader Joe's

Restaurant

- Yellowstone Café
- Lazy River
- Caldee's Coffee
- Dunkin Donuts
- Oberweis
- Tony Marino's
- Spensor's
- First Watch
- Le Pepe
- Mi Mi's
- Sweet Tomato
- Super Salad
- Boogaloos (Maplewood)

Desired Uses

1. Add retail or destinations near the Barn
2. Aesthetically pleasing retail- No more strip malls
3. Barn at Lucerne – historically charming (built on this)
4. Breakfast places
5. Develop an area for retail near Castlewood
6. Events that attract kids – would be a good catalyst
7. Family oriented uses that are fun
8. Farmers Market (like Kirkwood)
9. Focus on the 24-35 age and/or those with disposable income- these uses will bring the most revenue.
10. Full service, upscale dining “experience”
11. Get the people behind Ballwin Days to plan other community functions
12. High end mix of retail, office and businesses
13. Manchester Road needs a facelift.

14. Mixed uses- retail, condos, “Town Living” effect. (Boulevard, CWE, Lamp and Lantern)
15. More concerts and community events in the parks
16. More office / less retail
17. Need a destination center. The shops alone will not be successful- they need to be supported by a well planned development with amenities. Suggestion for lifestyle centers – lofts, pedestrian friendly. Something stylish. The Boulevard across from Galleria is a good model.
18. Need an anchor- place to hang out
19. Need retail closer to home (1/2 disagree)
20. Outdoor dining.
21. Restaurant needed at the Golf Club House.
22. Specialty cafes, delis and ice cream parlors.
23. Suggestion for lifestyle centers – lofts, pedestrian friendly environments.
24. Tea House- off Clayton (in Ballwin) is nice
25. Theatre
26. Themed developments tied together with branding, good design, etc. The Barn is a nice start.
27. Unique uses with excellent service, high quality products and name/brand recognition, especially if these products or services are not available within the region.
28. Upgrade park facilities to be better than surrounding cities and to attract regional participation.
29. Upscale, specialty retail. maternity, outdoor outfitters, specialty grocery store, child supplies, shoes, clothing (men’s and women’s)

Suitable redevelopment locations

1. Attractive green space and shopping areas
2. Barn at Lucerne is a good redevelopment catalyst. The Barn could be the site of something special (20,000SF coming up for lease. Not on historic register. Children’s museum could move here.)
3. Better utilization of existing parking lot space- replace unused parking with new uses, landscaping, public art, etc.
4. Castlewood area for annexation.
5. Consider a coffee house at the Pointe- with wi-fi.

6. Consider loft apartments along Manchester.
7. Create a park by the Pointe
8. Look for infill opportunities along Reis Road.
9. Mixed use along Manchester Road needed with office space, retail and lofts in multi-story structures. Single use/big box development is not going to work. Ballwin needs a mix of uses where the whole is greater than the sum of their parts.
10. Multistory buildings
11. No more retail- reinvest in what we already have.
12. Old service station (Dent Doctor) on NE corner of Baxter/Manchester
13. Old Woodsmill & Clayton (specialty boutiques, restaurants & independent theatre might work)
14. Planned neighborhood commercial in select residential areas- when design, size, traffic and clientele is closely regulated. (Consider property values, traffic, and safety.
15. Redevelop City Hall
16. Residential component at the Barn and within the City's existing retail sector.
17. Shared parking in rear- give it a try
18. Suggestion of using our recreational facilities as an economic draw – add a Starbucks to The Pointe?
19. The old Frank's location
20. The southern portion of the city near the railroad and dump is a viable redevelopment site.
21. Wildlife Rescue Center

Summary Economic Development Statements:

1. Are we planning for Ballwin residents or outside consumers?
2. Ballwin is not a destination community- how can we make it one?.
3. Bars and restaurants will be hard to attract because of smoking ban.
4. Businesses need to be more upscale. Ballwin attracts second tier shops- meanwhile the homes and incomes seem to be more in line with high end shops. The demographics of area should permit more upscale stores. Discount clothing and small housewares is nice but a more upscale mix would be better.
5. Cable competition needed
6. Castlewood area may be good for annexation.

7. Commercial sector is divided – not well organized, doesn't work well together.
8. Contact business owners who have left Ballwin – do "Exit" interviews.
9. Create a Chamber of Commerce.
10. Establish a marketing plan to recruit businesses, offer incentives
11. Go vertical, current 1-story businesses is limiting.
12. Keep "commercial" out of the established neighborhoods
13. Keep Ballwin family oriented
14. Landscape guidelines are needed.
15. Need better wayfinding along Manchester – so you can find businesses.
16. Newer development looks great- old development hasn't aged well.
17. No businesses offer a memorable "experience". Businesses need to be better run and create more inviting settings.
18. Over reliance on sales tax.
19. People will "buy" the "experience.
20. Rather than annexation- maybe we should take better care of what we have.
21. Retain a good balance of restaurants and shops
22. Smoking Ban has hurt existing business
23. Smoking Ban is great!
24. Staffing and quality of service levels at businesses, particularly restaurants is a concern.
25. The "hook" could be branding and the City's desire to be different- (possibly by staying the same?)
26. The use of art and history in urban design – for example, banners, street lamps-
27. There are no places to linger
28. There's no vibe
29. To draw business, the City must "stand for something".
30. What are the costs/benefits of annexation
31. Would rather pay a property tax than promote more retail.

- 2. TRANSPORTATION:** *Are there any areas within the City's transportation system that have a high frequency of accidents or traffic congestion? Please describe the location and specific problems. What road improvements, if any, should be undertaken? Should the City's parks, neighborhoods and destination centers be linked together by trails?*

Problem Areas:

1. New Ballwin Road
 - Accidents
 - Lacks pedestrian safety
 - Schools must continue offsetting morning and afternoon pick-up times
 - Intersection with Manchester at Schnucks.
2. Reis & Big Bend Road Intersection
3. Clayton/Henry intersection
4. Baxter/Clayton bad - very poor pedestrian crossing after middle school is out.
5. Holloway/Manchester intersection
6. Old Woodsmill/Clayton Intersection
7. Reinke/Manchester bad- needs realignment
8. Manchester Road- Bad during construction and weekends. Making a left turn is typically problematic.
9. Hwy 40 improvements will create problems on Big Bend, Manchester, Clayton and New Ballwin Road.
10. Congestion on Dutchmill Drive between Henry and 141

Recommended Improvements:

1. **Traffic congestion is not a problem.** Road improvements will increase traffic capacity and speeds – therefore people will move through the City more quickly- resulting in decreased sales, safety issues and decreased quality of life.
2. **Holloway and New Ballwin Roads.** The City should commission a cost/benefit analysis to determine the feasibility of expanding these roadways.
3. **New Ballwin Road**
 - a. Preserve pedestrian access and neighborhood character
 - b. Consider improving to three lanes (center turn lane) rather than five.

- c. All improvements must consider emergency vehicle access. Center islands where shot down previously by fire district.
- d. Add a shoulder or separated bike, pedestrian trail.
- e. **Sidewalks** needed towards Kiefer Creek and along Kiefer Creek west of intersection with New Ballwin Road to Castlewood.
- f. Preserve pedestrian access

4. Manchester Road

- a. Consider better construction coordination.
 - b. Access Management needed- left turns are typically problematic. Limit turns into shopping areas to improve traffic flow. Encourage the use of shared access point strategically located.
 - c. Concentrate on safety issues rather than congestion.
 - d. Utilize the corridor to establish an identity.
 - e. Consider placing parking in the rear of uses.
 - f. Medians are needed to maintain safe and efficient traffic flow. They can also serve as an opportunity for distinction- planters, art, planters, decorative elements
 - g. Too dangerous for pedestrians and bikers- Streets must be safe.
 - h. Access management- flow.
 - i. Make Manchester 3-lanes each way with U turns.
 - j. Install a frontage road or reverse frontage road along Manchester.
 - k. Add something along Manchester that says Ballwin.
 - l. What can be done to make the drive along Manchester a better experience?
 - m. Sidewalks along Manchester Road have helped to soften the area.
 - n. All the buildings look the same along Manchester- which is bad. It needs something distinctive.
- 5. Connect parking lots together with cross access, etc.
 - 6. There is a lack of north south connector roads.
 - 7. Streets are very poor- need resurfacing
 - 8. Limit left turns
 - 9. Timed signals needed
 - 10. Access management
 - 11. Streets need beautification
 - 12. Align Reinke with Hillsdale

13. Limit traffic in neighborhoods by eliminating cut through traffic. Example- 141 is a limited access highway where improved, except Ballwin where 3 stop lights invite cut through traffic into neighborhoods.
14. Why is 141 being resurfaced? It's only 8 years old. That money could be better spent.
15. The Board should be doing what is "right" rather than being influenced by the "vocal minority"
16. Study accident patterns, no left turn opportunities,
17. Ballpark –Holloway and Manchester: 2 lights are too close and not in-sync.
18. Clayton Road improvements are good.

Alternative Transportation Solutions:

1. Consider using a trolley to improve traffic circulation
2. Link areas together with trails, paths, bike lanes, etc. Connect the parks with a trail system. Connect Castlewood to Wildwood ala Katy Trail
3. Metro Link Stop needed
4. Need alternative to cars- Promote pedestrian traffic.
5. Neighborhood trails are good- as long as they provide a safe means to cross busy streets.
6. Promote alternative means of travel- bike, walking, public transit, etc to increase circulation along Manchester.
7. Security is a concern along new trails.
8. Share the road
9. Sidewalks don't seem to get much use along Manchester- maybe they need some additional softscape and better landscaping design.
10. Sidewalks in all residential areas needed
11. Some common ground areas would provide good trail connections other would not. Connect- Pool, Golf Course, Barn, schools, etc
12. Strong support for pedestrian overpass/underpass across Manchester.
13. Trails are needed to better serve the pedestrian- and provide connections.
14. Trails shall be used to make connections where ROW is available- start with common ground.

- 3. QUALITY OF LIFE:** *What improvements would make Ballwin a more desirable place to live, work and play? Provide examples of development (both within and outside Ballwin) that are desirable. Consider the following physical characteristics: Beautification, sense of place, cultural, historical or architectural significance, vehicular, bicycle or pedestrian access, gateway features, maintenance/code enforcement, green space, types of shops, restaurants, services, etc.*

Recommended QOL Improvements:

1. Accessibility: Create a system of trails, paths and greenways that is accessible to all members of the family.
2. Aesthetics: Signage should be more attractive and consistent.
3. Aesthetics: Need to promote better design and aesthetically pleasing site designs.
4. Annexation/Development of Castlewood as an attraction- recreation destination
5. Apartments by Ries Road are bad- good location for redevelopment. Walking distance to shopping.
6. Approach higher density very cautiously- limit it and regulate traffic, tree preservation, design guidelines, affordability, etc.
7. Architectural Review Board / Design Guidelines needed to ensure commercial buildings look good and fit a particular area.
8. Ballwin is a community of convenience- keep it that way.
9. Ballwin needs a theme. .The City lacks an identity. Trees, fountains, history (City of Roses- Portland, Cherry Trees-Washington DC) Create a theme for Ballwin on Manchester.
10. "Bringing people together"? The City doesn't do this well.
11. Cater to younger families with kids.
12. Concern about piecemeal development – wedging two or more homes on lots where one once was – teardowns/redevelopment
13. Conversion to rentals is an issue.
14. Creve Coeur Lake has nice trails.
15. Develop program to introduce new residents to the community and feel wanted! Ice cream social, etc.
16. Diversity in housing stock needed to include housing options for the 24-35 year old singles and d senior housing and villas- however, main focus needs to remain family oriented.
17. Dog Park needed
18. Green space needs to be incorporated into all areas
19. Healthy Lifestyle theme- walkability, healthy eating, healthy lifestyles, family

values- this is our theme.

20. Heath: Trends show an increase in fitness and outdoor activities: Preserve golf course, fitness venues, etc.
21. High density infill must mitigate with road improvements, tree/open space preservation, affordable housing, and design controls.
22. Housing fits the demographic pretty well
23. Make amenities that are attractive to all ages.
24. More greenspace: All new development should have green space set aside. Plant trees along roads to make area more attractive. Preserve existing mature trees.
25. More office space/jobs would be nice
26. More parks
27. More upscale housing to attract young families into Ballwin and drive up home values.
28. More walkways located adjacent to existing rights-of-ways to connect neighborhoods, parks and destination centers- these could be in the form of trails.
29. Need a mix of residential development ranging in styles and budgets.
30. Need a visual queue when you arrive in Ballwin – and continue a heightened sense of visual aesthetics as you travel through Ballwin.
31. Need better North/South connectors- both vehicular and pedestrian.
32. Need diversification of housing stock –with the understanding that it will still be heavy orientation to family.
33. Need more “Ballwin” events for family and friends.
34. Need sidewalks that connect to all schools
35. Old Town Style, off street parking, multi-level, decorated storefronts, activity.
36. Older housing is turning over – Older people are being pushed out economically.
37. Only annex areas for new development- avoid the housing near Castlewood.
38. Outdoor amphitheatre
39. Promote Ballwin businesses.
40. Provide a main bulletin board advertising future events and general info.
41. Safety: Make it safe to bike/jog to the City’s parks, schools, neighborhoods, etc.
42. The City’s neighborhoods and housing market is good.
43. The new water park is great- but it needs more bathrooms and expanded playground.
44. The parking lots along Manchester Road look bad.

45. Trails are needed to connect neighborhoods- look where the kids are already cutting through (opportunity traces) and use them for more permanent connections. (Competition to see which neighborhood can create the “best” trail head?)
46. Trails- connections- monitored for safety. Means of attracting younger crowd.
47. Trails needed around the golf course
48. Underground utilities would be nice.
49. Wildlife viewing is great.

Problem Areas:

1. Aesthetics is the City’s #1 problem. Retail strip malls look tired and old.
2. Apartments behind Marshals.
3. Educate school age children to respect public property and the environment. Hit and run deer accidents, littering, and suspicious behavior are too common.
4. Need more moderate-middle income housing and less high priced luxury homes. (Target \$200,000 vs. \$600,000)
5. North VS. South Ballwin- need to merge
6. Not enough trees and landscaping along Manchester Road.
7. Overhead lines are unsightly
8. Piecemeal development – wedging two or more homes on lots where one once was – teardowns/redevelopment
9. Relocate post office- access is a problem.
10. Rentals are increasing.
11. Shopping areas along Manchester look dated and tired (not attractive).
12. Sidewalks are a waste of money.
13. Try to eliminate subsidized housing.
14. WW2 era apartments on Old Ballwin Road.
15. Zoning restrictions needed to make retail more attractive.

- 4. COMMUNITY SERVICES:** *Does the City of Ballwin provide adequate municipal services (police, code enforcement, planning parks & recreation, street maintenance and other public services) On a scale of 1-5 how would you rate these services (5 being the highest)? Can the current level of service accommodate future demand resulting from annexations and other changes to the City's resident population?*

City Services:

1. Annexation should be a high priority.
2. Better/newer zoning codes, stricter enforcement is needed. Property maintenance code is also needed.
3. Better communication needed from City Hall- marketing of ideas.
4. Brush and leaf pick up is great.
5. City Hall is very well run. It operates like a business. Great services, parks, school and fire/police.
6. Comments that the city does a lot with what it has – really get/gives good value.
7. Create and maximize the value of Ballwin's residential properties.
8. Do a better job letting people know what is going on and when.
9. Empty storefronts look bad- the city needs an exit strategy.
10. Golf course is a very desirable community asset- the City should try to get a restaurant to locate at the Golf Course. Put a multi-use path around the Golf Course.
11. KEEP THE GOLF COURSE- but make changes to make it work. Open it to the public, lease out clubhouse for events.
12. Keep trees
13. Need to listen to entire city- not just 8-10 individuals
14. No room for needed improvements along Manchester- something big needs to happen – BOND ISSUE.
15. Professionals will have to determine if the city can service additional areas annexed into the city.
16. Public services are excellent. Overall the City does a fantastic job.
17. Rockwood School District is the City's single greatest asset. This is why people move to Ballwin- (to raise a family).
18. Several mentions of city web site. Consider using the City's web site as an information source.

19. Streets are terrible- streets are lagging in repair. Better road maintenance needed. Asphalt patches look bad on concrete surfaces- too spotty.
20. Suggestion that the City sponsor a farmer's market on weekends – maybe in a park or someplace.
21. The City does a lot with what it has – residents really get a good value.

Concerns and Recommendations

1. Add attractive trash cans / require dumpster enclosures along Manchester
2. Additional revenue sources. Auto fee, add local sales tax – 1/4 %.
3. Annexation should be a high priority.
4. Benches needed on major streets
5. Better codes, stricter enforcement is needed.
6. Better communication needed from City Hall- marketing of ideas.
7. Brush and leaf pick up is great.
8. City Hall is very well run. It operates like a business.
9. City services are good
10. City signs on major roads- where does Ballwin start/stop
11. Clean up blighted properties along Manchester
12. Comments that the city does a lot with what it has – really get/gives good value.
13. Consider Name Change
14. Create and maximize the value of Ballwin's residential properties.
15. Develop new city slogan/image
16. Do a better job letting people know what is going on and when.
17. Empty storefronts look bad- the city needs an exit strategy.
18. Enforce speed limits, red light violations.
19. Golf course is a very desirable community asset- the City should try to get a restaurant to locate at the Golf Course. Put a multi-use path around the Golf Course.
20. Great services, parks, school and fire/police.
21. KEEP THE GOLF COURSE- but make changes to make it work. Open it to the public, lease out clubhouse for events, get a nice restaurant to locate there.
22. Keep trees

23. Need to listen to entire city- not just 8-10 individuals
24. No room for needed improvements along Manchester- something big needs to happen – BOND ISSUE.
25. Professionals will have to determine if the city can service additional areas annexed into the city.
26. Public services are excellent. Overall the City does a fantastic job.
27. Recreation needs to be expanded to provide more evening and weekend options for women.
28. Recruit businesses-offer incentives
29. Rockwood School District is the City’s single greatest asset. This is why people move to Ballwin- (to raise a family).
30. Several mentions of city web site. Consider using the City’s web site as an information source.
31. Share services/costs with adjoining cities/towns (REGIONALISM)
32. Streets are terrible- streets are lagging in repair. Better road maintenance needed. Asphalt patches look bad on concrete surfaces- too spotty.
33. The City does a lot with what it has – residents really get a good value.
34. The City should sponsor a farmers market on weekends – maybe in a park or someplace
35. What does annexation gain the City?

Ranking Average (1-5) of City Department- Services

	Parks	Police	Planning	Code	PW
1	4	5	3	5	2
2	5	3	4	3	2
3	4	4	5	5	4
4	5	5		5	3
5	5	5			5
6	4	5			3
7		2			
	27	29	12	18	19
	4.5	4.14	4.0	4.5	3.17

PART 2

5. PARKS & RECREATION: *Which parks and recreational activities are most used and desired within Ballwin? Does the City's park system equally service the community? Identify any surpluses or shortages within the City's parks and recreation system.*

Shortages:

1. Activities for kids that are too young to drive, but too old to have their parents with them. For example, a skateboarding park that is supervised, climbing walls, energy-outlets, or cosmic bowling.
2. City Museum (downtown) would be nice in Ballwin
3. Concessions or restaurant needed at the Golf Course
4. Cultural events/destinations. Art show could be better.
5. Frisbee Golf
6. Golf Clubhouse is underutilized- need to do something to generate revenue. Needs to have more of a Country Club atmosphere.
7. Hard to get tee times at golf course.
8. More educational programs in the parks
9. More evening programs for teens and seniors.
10. More passive parks and open space
11. More pavilions and picnic areas
12. More golf leagues and tournaments
13. Neighborhood based programs for kids
14. Night time activities at Vlasis Park
15. No training fields.
16. Outdoor basketball courts or multi-use (basketball/tennis) courts. Locate them where they will not disturb neighbors.
17. Play fields
18. Pocket parks- located on property in transition.
19. Provide amenities that appeal to the growing senior population.
20. RC car/plane park, archery, bike paths, lighted tennis courts.
21. Soccer Fields
22. The Pointe lacks activities for seniors- hot tub is too difficult to access. More activities are needed for all generations and scheduled around a typical work day.
23. Toddler park (up to 4yrs) - Like Des Peres.

Trails:

1. Common ground could provide some ROW for trails, but its limited
2. **Common Sense approach** is the best approach for locating a trail.- walk the site respect grades/topo, privacy, safety, etc,
3. Connecting the parks with trails very difficult – Manchester divides the City.
4. Create a walking bridge over New Ballwin- near Holy Infant.
5. Design low impact, durability, low maintenance trails.
6. Help resident's access parks safely and connect the schools to destinations.
7. Install a pedestrian bridge over Manchester.
8. Install trail, like the Katy, creating a greenway through the entire City.
9. Install walking paths to enhance the accessibility to parks.
10. Installing trails will detract. Preserve the existing character of neighborhoods- keep pedestrians on the sidewalk or on neighborhood streets.
11. Multi-use trails would be nice- (cycling, strollers, roller blades, etc)
12. Solar powered Pedestrian cross walks- they flash red- so cars know when a pedestrian is ahead.
13. Trails are great – but they need to be done right. Once size does not fit all. Each connection will need to be thought through. Preservation of trees, privacy, and crime are all concerns associated with trails.
14. Trails are not a priority in the Portwind Neighborhood (SE corner of town)
15. Walking bridge over Keifer Creek

Summary Statements:

1. Add a café or restaurant (up scale- country club-like) to the Club House and make it accessible to pool users.
2. BAA fields are nice- but need more parking.
3. Does the golf course have to make money?
4. Ferris Park is wasted space- not much to do there.
5. Golf course is a nice amenity- it must be preserved.
6. Golf Course is nice- but needs more tee times and more league play. Make it a 18 hole course.
7. Golf is cheap – if it's loosing money raise the price. (It's \$9 versus \$18 at other courses)

8. Keep non-residents (Ellisville) out of the North Pointe- it's already too crowded.
9. Let's become the "Healthy City" - this appeals to all ages and may position the city for a Presidential award.
10. Night golf
11. People are willing to pay more at the golf course.
12. Program the Golf Course for year round activities.
13. Set the course up for 18 holes by alternating tees and having two holes.
14. The Ballwin Athletic Association fields are great- most comfortable in the region, but it needs more parking. Helps support the "sense of community".
15. The current youth is taken care of for the next 20 years- with current park & recreation facilities.
16. The Golf course provides added value to the City and puts the city on the cutting edge.
17. The park and recreation system does not serve the needs of the seniors very well.
18. The Pointe gets as much as 2,100 users per day.
19. The recent park improves are great – it's nice to "see" the money being spent.
20. Vacant buildings need to be renovated and leased.
21. Winchester Park is a good example of a neighborhood park.

6. HOUSING STABILITY: *Does the City's housing stock provide an adequate range of housing styles, types and price ranges? Identify the **types of housing**, such as housing for first time home buyers, single-family dwellings, condos, villas/duplex, multi-family, & senior housing and **price ranges** you believe to be in the highest demand. Where should new or redeveloped residential growth occur?*

Housing Stability Recommendations:

1. Active living communities bring more pluses than minuses.
2. Annexation is needed to funnel new- non-conventional housing- senior living, row houses, villas, etc- because they may not fit well in the City's established neighborhoods.
3. Build diversity into the housing stock.
4. Current housing mix is fine- keep it up. Senior living is OK, but don't make too many changes.
5. No McMansion infills.
6. No more apartments or condos
7. Housing stock is adequate.
8. People would not mind living next to an active living community. Senior living in Chesterfield is a good model
9. The City needs design controls.
10. Whispering Woods is good living environment for 1st timer home buyers to seniors

Shortages:

1. \$200,000 - \$250,000 homes are in highest demand.
2. Active living community- with more affordable retirement homes. Senior living and assisted living facilities also needed
3. Affordable villa's- first time home buyers (Starter homes)
4. Homes with larger lots are preferred over smaller lots
5. Housing for first time homebuyers- \$250,000.
6. Keep housing stock as is and allow slight modifications- mother-in-law quarters, garage conversions, etc.
7. Locate higher density housing along Manchester in the form of lofts and mixed use development.
8. Maintain a high quality of life- support larger lots, preserve green space
9. Maintain the low density character of the neighborhoods

10. Need a first time homebuyers program.
11. New development or additions must blend.
12. New development should be on larger lots- R1-R2.
13. People will change their homes to meet their needs- no need to plan for specialized housing- the current housing stock is expandable.
14. Senior living development is not needed- there are plenty of options in the area for them. Keep the neighborhoods as they are. A senior living facility should be treated as a commercial use.
15. Single family homes are being replaced by villas and duplexes.
16. The size of lots are very important. Keep the lot sizes comparable to the City's existing patterns of growth.
17. There is currently too much density now.

7. FUTURE DEVELOPMENT: *Due to the limited amount of open or undeveloped properties, Ballwin currently experiences the development of existing vacant lots (in-fill) and the redevelopment of existing structures. Discuss both residential and commercial infill and redevelopment activity. Given the fact that property owners have the right to redevelop their property, what type of in-fill or redevelopment would you recommend in both residential and commercial areas within the City. In-fill or redevelopment types may include single-family residences (including residential tear-downs), villas/duplexes, apartments, professional offices and mixed use developments.*

1. A senior center is needed. Need places for seniors to go.
2. Ballwin needs a good restaurant / entertainment venue.
3. Beautify area, provide more local shops like Kirkwood.
4. Build apartments and condos over retail stores on Manchester Road
5. Cater to existing business- make sure they don't leave. Business attracts businesses. Promote businesses in the community- "business of the week" – highlighted in the Horizon, Web-site, etc.
6. City hall is not the experts in all areas- They need to hire an expert to improve the Golf Course, etc.
7. City needs a theme to help businesses distinguish themselves
8. Clarkson & Kehrs Mill – keep the large lot on corner residential.
9. Connect businesses on Manchester at traffic lights.
10. Copy Wildwood's shopping model.
11. Destination restaurants- Well run, good value, different.
12. Develop identity along Manchester.

13. Enhance the golf course with country club type amenities.
14. Infill housing needs to maintain green space.
15. Install parking garages – in lieu of more surface parking
16. Interconnect parking lots
17. Keep Henry Road & Clayton Road corner residential
18. Locate future development in areas that are already developed (“violated”)
19. Lots zoned R-1 should maintain the R-1 density and not increased.
20. Manchester Road is over-retailed. Add residential uses – not more retail.
21. Manchester Road in Ballwin needs more vertical uses/density.
22. Manchester Road is an attraction- it’s the City’s life line. Locate a trail somewhere along Manchester and make it more pedestrian friendly- sidewalks are a nice start- but landscaping, pedestrian oriented uses and street furniture are needed.
23. More office space needed
24. Need more open space, wooded areas, pocket parks.
25. Need signs or better defined edges so people know where Ballwin is.
26. Need to connect shopping plazas.
27. New development could go off Reis Road
28. New development must preserve/improve the current transportation system.
29. New Town- condos, retail, mixed, Ponderosa theme?
30. No more car lots.
31. Nothing appealing on Ballwin’s Manchester- its just strip malls- nothing to attract you to stop.
32. Outdoor dining
33. Partnerships with adjacent communities, schools and other jurisdictions is necessary- think regionalism.
34. Preserve existing trees.
35. Property across from Parkway West would be good for redevelopment
36. Rectangular outdoor mall- like the Omaha Center would be nice.
37. Residential infill needs to be planned carefully- increasing density is not widely supported. Multi-family in single family areas is a concern.
38. Residents don’t know which businesses are located in the City, nor the importance of patronizing these businesses.
39. Respond to baby boomer needs to prevent them from moving out. Low maintenance housing.

40. Senior activities are lacking, especially activities after 5pm.
41. Something unique- Town Center, Kirkwood, Maplewood, Webster, façade improvements, park once shop all day,
42. Starbucks Drive through is very successful- recruit other drive through uses.
43. Support for a mixed use development, “Town Center” or “Glencoe” near Castlewood. Mixed living, shopping and recreation. Outdoor mall
44. Target does very well, it draws people into the City-need more uses like that.
45. The City lacks character.
46. The City needs a marketing plan.
47. The City needs to make it easy for businesses to locate to the City and to make improvement to the businesses without red tape. 90 days is too long.
48. The City can do a better job with ADA access at the Pointe. The hot tub is a problem.
49. The Golf Course could do a better job of attracting seniors. The Clubhouse could be used for bingo and other gatherings, functions and activities.
50. Too much retail- thinks regionally. Ballwin alone can’t compete with Chesterfield or St, Charles. What can the adjacent municipalities do collectively to make Manchester Road a destination again?
51. Traffic circulation (on-site) is very poor.
52. Use the Meramec/Castlewood area for future growth potential and a source of revenue. “The City’s second shopping destination”
53. Walking trails with bridges over ROW is needed.
54. Where is “Downtown Ballwin”?

8. ANNEXATION: *Which areas should be considered for future annexation? What makes this area(s) desirable for annexation? What factors should the City consider before annexing property?*

1. Annex as much as we can before other Cities do.
2. Annex Castlewood Area
3. Annex to the river- need the green space, more diversity in the housing, develop riverfront.
4. Castlewood area is very desirable
5. Do not annex Ellisville
6. Do not annex Winchester
7. Farmers Market
8. Focus on vacant sites and unoccupied buildings. Old Red Lobster is a disgrace.

9. Good for large lot development
10. Streets in the area need lots of upgrades.

9. VISION: *What is your vision for the City of Ballwin within the next 10 years?*

1. Annex Castlewood and encourage the development of a boutique retail mixed use center that supports cyclists, park users, local residents, etc with vehicular parking in the rear developed in the traditional “Main Street” fashion.
2. Annex Castlewood area and encourage a riverfront development with retail being tied into activities at Castlewood including an outdoor mall, and attractions for all ages.
3. Ballwin needs to be known for something!
4. Ballwin becoming known as the “Healthy City”.
5. Be open to new development ideas that have not been popular in the past.
6. Build on history of Castlewood- mobsters, trolley, spring fed pool.
7. Capture the spirit and enthusiasm of the Ballwin Days Committee in new community events and activities.
8. Change sales tax at auto dealers
9. Consider charging a property tax to generate revenue and reduce the City's reliance on sales tax. This will enable the City to remain mainly residential and not have to create more retail.
10. Convert BAA into football fields, kickball fields, etc to increase utilization by providing more activities for all.
11. Create a downtown / mixed use area.
12. Do a bond issue to help improve streets.
13. Expand new development in areas where development has already occurred- such as along Manchester.
14. Farmers Market.
15. Fill the empty storefronts.
16. Find a way to keep families and young people in the community
17. Get people outside. It looks good, it's safe and healthy.
18. Golf Course is an untapped potential
19. Greenway/trails interconnecting the city.
20. Housing near Meramec River.
21. How do we bring people together?- ice cream socials, entertainment,

newcomers committee, etc

22. Large lot- single family homes
23. Less traffic- especially on Manchester Road
24. Lofts along Manchester
25. Manchester Road- 4 lanes, cobblestone median, dining.
26. More parks and soccer fields
27. More pedestrian and family friendly
28. More sidewalks/walking paths.
29. Need night life, culture, places to hang-out and linger.
30. Need to serve all residents
31. Park once and shop all day.
32. Pedestrian bridge over New Ballwin/Reinke for school children.
33. Penny for parks or trails campaign- to generate money
34. Promote healthy lifestyles- trails in the parks.
35. Re-energize Manchester, renovate old/vacant buildings, install banners, get businesses to chip in, etc.
36. Retail needs more character.
37. Senior center needed
38. The City should start charging for certain services- leaf pick up, etc.
39. Walking Bridge over Manchester

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City of Ballwin, Missouri

Comprehensive Community Plan 2007

Summary of the Town Planning Charrettes

Appendix 4

Charrette I & II Team Summaries

CHARRETTE – I: HOUSING AND NEIGHBORHOOD STABILITY

The following is a summary of the first Town Planning Charrette held on April 20, 2006 at the Ballwin Golf Course. The main focus of the meeting was to get the public's input on issues relating to housing and neighborhood stability. The meeting started at 6:00 pm and lasted until 10:00 pm. Over 40 participants attended the Charrette. The participants were divided into three (3) teams and asked to respond to 8-9 discussion topics and record their answers on the worksheets and maps provided at each team table. Representatives from each team presented the team's findings at the end of the Charrette. The following is a brief summary of each Team's response.

1.0 HOUSING

All six teams were presented with the following questions/discussion topics related to housing:

- a. Does Ballwin's housing stock provide an adequate range of housing styles, types and price ranges?*
- b. Identify the types of housing, such as housing for first time home buyers, single-family dwellings, condos, villas/duplex, multi-family, & senior housing and price ranges you believe to be in the highest demand.*
- c. Place a yellow sticker on your map where new or redeveloped residential growth should occur and write on the sticker the preferred type of residential growth.*

Housing Issues:

Team 1

- Senior housing is needed.
- Prefer senior housing over apartment housing.
- Mixed use recommended along Manchester Road
- Prefer single "family" development- Capitalize on school districts- People live here for schools.
- Single family development must be separated from multi-family.
- Expand Pointe to include contractor's office to the east.

Team 3

- Need more low maintenance housing for the elderly and those unable to maintain yards.
- Need more villas, duplexes and condos that are affordable
- Currently no housing priced under \$175,000. Need more options for 1st time home buyers.
- Preserve character of single family residential neighborhoods

Team 5

- Housing for late 20s and early 30s age group- first home buyers (we're currently losing these residents to O'Fallon, Mo etc).
- Need to attract corporate business to provide mod-high income jobs for 20-30 age groups.
- For the same price of an old Ballwin Home that needs work- you could buy new in St. Charles County.
- Need more affordably priced single family homes and villas.
- Kensington West Apartments has an 80% occupancy rate. The occupancy rate goes even higher when mortgage rates go up.

Team 2

- Apartments off Manchester Road are bad- need to be replaced with new residential or mixed development.
- Redevelop Ballwin Manner Apartments with commercial development
- Develop Red Lobster Site with commercial development- consider restaurant with patio dining.
- Yes (there is an adequate range of homes)- but they need to be "re-plumbed".

Team 4

- Higher density recommended near Manchester Road or other main roads– keep it out of established neighborhoods.
- More multi-family needed.
- More senior living options needed- but where?
- The City has a lot of single family homes – many of which are getting old.
- Many homes are being remodeled.
- Future redevelopment - Ballwin Manor Apartments

Team 6

- Preserve existing neighborhood character whenever new development/redevelopment takes place.
- Affordable housing such as Kehrs Mill Crossing is desirable
- Keep the southwest corner of Kehrs Mill and Clarkson residential.
- The townhouses west of Kensington West Apartments are bad.
- Redevelop Ballwin Manor to mixed use
- Redevelop the apartments north of Ballwin Commons Drive on Solon and Leslie

2.0 PROBLEM AREAS

All six teams were presented with the following questions/discussion topics related to problem areas in Ballwin's neighborhoods:

- a. Identify problem areas in Ballwin neighborhoods relating to housing conditions, crime, property maintenance and the environment.*

- b.** *Place stickers in the problem areas within Ballwin’s neighborhoods relating to “housing conditions (HC)”, “Crime (C)”, “image (I)”, and the “environment” (EVRN)” and describe why they are problematic below.*

Neighborhood Problem Areas:

Team 1

- Recommend revitalization and beautification- target the following sites
- Apartments north of Ballwin Commons Drive on Solon and Leslie
- Ballwin Manor Apartments
- Villas at the end of Mimosa
- Citgo at Clayton & Kehrs Mill
- Petco site
- Townhouses west of Kensington West Apartments
- Old Franks site
- Old Red Lobster site
- Presley Cleaners

Team 2

- Apartments north of Ballwin Commons Drive on Solon and Leslie (housing conditions):
- Ballwin Manor Apartments (housing conditions, future development area):
- Skyline Drive- always has commercial vehicles parked in the way

Team 3

- Burtonwood Apartments (crime)
- Steamboat Apartments (crime & over crowding)

Team 4

- Apartments north of Ballwin Commons Drive on Solon and Leslie (all apply)
- Townhouses/Condo off Steamboat on “Port” streets (crime)
- Ballwin Manor Apartments (housing conditions, future development area)
- Single Family properties east of the Ballwin Town Center. (housing conditions)
- Old Red Lobster (image)
- Fishpot Creek at Manchester Road (evrn)

Team 5:

- Old Red Lobster (Image)
- Townhouses west of Kensington West Apartments

Team 6

- High density areas seem to be a target for possible crime.
- Manchester Road is not attractive to our citizens and visitors
- Continue the possibility of Ballwin being the green city. We love trees.
- Old Franks location
- Old Red Lobster location

3.0 ALTERNATE TRAFFIC ROUTES

Three (3) teams were asked to discuss the following transportation issue:

*Please indicate and label on the map any “**alternate transportation routes**” you use to avoid traffic congestion on the City’s major roadways and indicate any recommended improvements you have for these routes.*

Alternate Routes:

Team 1

- Kehrs Mill Road
- Skyline-Mimosa
- Steamboat
- Parker
- Ramsey
- Reinke Road
- Reis Road
- Holloway Road
- Clear Meadows
- Claymont
- Brass Lamp – Glen Meadow
- Dutch Mill
- Henry

Team 3

- Hillsdale- Skyline
- Steamboat
- Clear Meadows
- Ramsey-Reis
- Green Brier from Clayton
- Fox Creek – Clear Meadows
- Dutch Mill
- Install Medians on Manchester limiting left turns would make traffic less hazardous.
- Access management- Limit multiple openings into same lot (i.e. IHOP)
- Greenbrier Cut Thru!!! To Kehrs Mill.

Team 5

- Old Ballwin
- Reinke

4.0 IDENTIFICATION AREAS:

Three (3) teams were asked to discuss the following issues regarding community identity:

- a. Describe “identification areas (ID)” and locate them on your map.*
- b. Describe the elements that distinguish Ballwin from other communities.*
- c. What community identification elements do you recommend that could be used to help create an identity for Ballwin?*

Identification Elements:

Team 1

- The Barn

- The Parks- great public park facilities
- Golf Course
- The Pointes
- Large lot homes
- The old school
- Classic neighborhoods- want to keep **suburban feel**.

Team 3

- Barn at Lucerne
- The Salem Methodist Church on Manchester
- The Pointe and North Pointe
- Spacious yards, (older lots) with single homes mixed with newer crowded subdivisions (one street stuck in with lots of houses)
- Diversity in structures (residential)
- Install a “Welcome to Ballwin” sign
- Salem Church
- North Pointe
- South Pointe
- Provide green space along Manchester Road
- Diversity of (single family) residential home, subdivisions
- Controlled business section
- The Pointe and Aqua Park (North Pointe)

Team 5

- Large lot residential neighborhoods
- Mature trees
- Open space
- Install a “Welcome to Ballwin” sign with a well maintained flower display

5.0 IN-FILL DEVELOPMENT

Three (3) teams were asked to discuss the following issue regarding infill development:

What type of in-fill or redevelopment would you recommend in both residential and commercial areas within the City.

Infill Issues:

Team 1

- Ideas we like- Old Manchester Businesses (“Main Street” design– TND) developed as a planned mixed use development.
- Ideas we like- Brentwood Whole Foods center.
- Ideas we like- Wildwood Dierbergs (Town Center)
- Develop commercial on major non-residential roads such as Manchester Road; No one wants to live near businesses.

Team 3

- Would not want to see businesses develop in or near residential areas.
- Would like to see more condos, duplexes and villas that are affordable.
- New growth should consider existing resources and utilities.

- Can water run-off be controlled on hillside developments?
- Wildlife is being crushed into small areas. Deer are eating any new growth in the woods and causing erosion and damage to natural areas....streets bad, limited budget....
- Prefer not to have over development when in-fill occurs.
- New businesses should be attractive and not blocky and preserve greenery.
- Against commercial establishments in residential neighborhoods.
- No Mixed use variances
- More Villa's and attached homes

Team 5

- Would not want to see businesses develop in or near residential areas
- No more apartments
- Mixed use area on Manchester
- Retention of green space
- The City should not be so strict with off-site signage (Kensington West)

6.0 TRANSPORTATION PROBLEM AREAS

Six (6) teams were asked to discuss the following transportation issues:

- a. Are there any areas within the City's transportation system that have a high frequency of accidents or traffic congestion?*
- b. Please describe the location and specific problems.*
- c. What road improvements, if any, should be undertaken?*
- d. Other than personal vehicles, what alternative modes of transportation does your team recommend for Ballwin?*

Problem Areas:

Team 1

- Volume is killing Manchester Road
- Accident areas are the opening routes to Big Bend, Clayton and Clarkson Roads
- Manchester + Old Ballwin (very congested)
- Holloway + Manchester (so many lights that people run and crash them)
- Install a pedestrian bridge(s) over Manchester Road
- Install bike trails
- Bicycle and bus are the only viable alternative transportation modes

Team 3

- Manchester Road in Ballwin.
- Holloway Road from Clayton to Kehrs Mill
- Manchester and Holloway intersection
- Problem Areas- Big Bend is only 1 lane in some areas.
- Cement Medians
- Limited Access to businesses to make roads safer and reduce auto accidents
- Traffic control on Manchester Road (needed)

Team 5

- Clayton Road between Baxter and Henry (speed) police do not patrol- need to decrease speed
- Holloway + Manchester: Left turn to turn at target mixed (conflicts) with left turn to Holloway
- Ramsey has sidewalk instead of left and right hand turn lanes

Team2

- Make New Ballwin Road 5 lanes
- Annex south and make Kiefer Creek 5 lanes to accommodate the new development in the Castlewood annexation area
- Better traffic flow
- Widen St. Paul along Kiefer Creek

Team 4

- (-) Baxter & Holloway Road
- (-) Old Town Area
- (-) Manchester and New Ballwin
- (-) Rienke & Mimosa (Post Office Area)
- Center turn lane is good
- Start a minibus system
- Invest in road improvements

Team 6

- Manchester Road is a trouble spot
- Manchester + Ramsey
- Baxter + Holloway
- Crossing Manchester Road
- In and out of Schnucks

7.0 ECONOMIC DEVELOPMENT

Three (3) teams were asked to discuss the City of Ballwin's commercial sector and address the following questions:

- a. What changes are needed to make the City's retail and commercial uses more successful?*
- b. Is there an adequate supply of commercial, retail, office space and dining choices? Please identify any surpluses or shortages.*
- c. Which specific businesses, franchises or commercial uses would be most desired?*

Economic Development Issues:

Team 1

- Dining, small mom and pop stores (Chesterfield Valley is too powerful)
- Keep a general store (Target), grocery store and home center
- Magic House, dance classes etc., would be a wonderful draw – Kid-focused activities will bring money.
- Capitalize on The Pointe- look for possible expansion and create an arts center, senior center etc.

Team 3

- Outdoor dining and high profile restaurants that have individuality and ambience gathering space (Carabbas, P.F. Changs, The Outback)
- Banquet facility / gathering space for a first class wedding reception and business meetings.
- Better restaurant selection.
- More office space.
- We have a surplus of grocery stores.
- Specialty stores

Team 5

- Improved signage
- Need major employer that hires young professionals and a office building
- If business leaves do exit interviews
- Outdoor dining
- Valley has everything but it's ugly and busy.
- Too many restaurant restrictions
- The City needs more office space and a banquet hall- these uses help restaurants.

8.0 PARKS SYSTEM

Six (6) teams were asked to discuss the City of Ballwin's Parks and Recreation facilities and address the following questions:

- a. Identify and rank the most popular parks in the area and discuss what characteristics make a park successful.*
- b. What improvements would your team make to the City's park system?*
- c. Is it desirable or feasible to link the parks to each other by trails? Locate recommended trail locations on your map.*

Park Issues:

Team 1

- Vlasis, North Pointe, The Pointe and Golf Course (tied for #1)
- New Ballwin Park- love the under 5 playground (rank-2)
- Parks are well maintained, clean, open and family friendly.
- Would like to see more neighborhood parks

Team 3

- Vlasis Park (#1) Lots for children to do but limited visibility at child play areas. Tennis courts and lake are attractive features.
- New Ballwin Park- nice size, not crowded, nice lake- could use some swings.
- Add a bike or trail system within the City but not sure a (park) connection by trail is feasible.

Team 5

- Ballwin has very nice parks (Vlasis, Ferris, etc.)
- Need longer walking trails inside parks-
- Fitness trail in parks needed

Team 2

- Valsis (#1)

- Trails from parks to the subdivision (possible)
- Trails connecting parks (not feasible) parks are too far to link
- Use common ground for trail system

Team 4

- It might be possible to install a walkway between park to park
- Install a walkway along Fishpot creek
- Focus also on what we have- and preserve/maintain (i.e. Golf Course)

Team 6

- Valsis (#1)
- Holloway, North Pointe and Golf Course (Tied for #2)
- The parks located north of Manchester Road could be connected to the south parks via a trail.
- Trail from north Vlasis to Holloway Park

9.0 FUTURE PROJECT WITH GREATEST IMPACT

All six (6) teams were asked to:

- a. Describe a future project, improvement or public service that you think would have the greatest positive impact for the City and its resident population.*
- b. Where would these improvements be located? Identify these areas on your map and describe them below. How would the recommended improvement be funded?*

Future Project Recommendations:

Team-1

- “Magic house” or similar children-themed activities could be a great draw
- Uses that cater to families- Natural food store- family friendly stores.
- Families move here for schools- capitalize on that

Team-3

- Annex Castlewood State Park
- Offer new residents a ‘Packet of Information’ on all services and important contact information.
- Maintain and repair the streets
- Build a new town center
- Increase awareness of the “3-R”s and provide access to expanded recycling services/info- bulk waste pick-up, etc.
- Trails along the creeks

Team-5

- Redevelop and update “Beautiful Downtown Ballwin”. Keep the businesses, but update buildings.
- More green space
- More multilevel buildings
- Do not allow signs that advertise apartments on Manchester Road
- If there would be businesses off Manchester Road, customers would not find them (b/c the City does not permit off-site signage)

- Ballwin does a great job on their public service. We know funds are tight but streets need to be repaired

Team-2

- Develop downtown Castlewood- Light commercial and old town style village. As the area expands outward larger homes are built
- Build a 7 story building where City Hall is now. 2 story under parking and 5 story office & City Hall. Food vendor at top overlooking park.
- Re-locate City Hall to Barn of Lucerne- but have use for the existing city hall.

Team-4

- New sprinkler system for Golf Course
- New facilities that other towns have- (Ice rink?) (theatre) (more ball fields)
- Tax for public services (small tax)
- Lift smoking ban- vote

Team-6

- Make the Barn of Lucerne a point of historical and cultural significance. It could have unique shops, restaurants, pubs etc.

10.0 QUALITY OF LIFE

Three (3) teams were asked to discuss the following issues relating to quality of life:

- a. What improvements would make Ballwin a more desirable place to live, work and play?*
- b. Provide examples of development (both within and outside Ballwin) that are desirable.*

Quality of Life Issues:

Team-2

- Bike + pedestrian trails connecting the subdivisions possibly along Fishpot Creek.
- More restaurants and outdoor seating (e.g. Red Lobster area facing ball field)
- Organize a clean up along Manchester Road to pick up trash and limbs.
- Flags
- More office

Team-4

- Better walking and bike access around Manchester Road
- More walking trails within the City (not along Manchester)
- Noise enforcement
- Enforcement of all ordinances
- Safe places for children
- Improve Golf Course

Team-6

- Yard size and setbacks are important to people and families in Ballwin
- Keep golf course as an asset
- Green space is wonderful asset in Ballwin

11.0 ANNEXATION

Three (3) teams were asked to discuss the following issues relating to annexation:

- a. Which areas outside the City should be considered for future annexation? What makes this area(s) desirable for annexation?*
- b. What is your vision for this area with regard to future development?*
- c. Describe the type of development your team would support for any identified future annexation area.*

Annexation Issues:

Team-2

- Annex as much of the southern Castlewood area as possible
- Create 18 hole golf course + light commercial along Kiefer creek

Team-4

- Winchester
- South of Big Bend to Reis Road to Arbor Oaks, Arbor Glen and New Ballwin.
- Annex Castlewood area to have say to widen Kiefer Creek to Oak to help divert traffic flow along Manchester.

Team-6

- Annex south to Meramec River but preserve the lovely, rustic, scenic, beautiful natural tone of the area
- Do not allow any subdivisions in that area. Let the area remain the same. It is historic and beautiful just the way it is.

12.0 COMMERCIAL DEVELOPMENT

Three (3) teams were asked to discuss the following commercial development issues:

*Identify locations that your team considers suitable for **future commercial development** and existing poorly performing or underutilized commercial areas that would be prime for future redevelopment.*

Commercial Issues:

Team-2

- Redevelop Ballwin Manner Apartments
- Redevelop old Red Lobster location
- Redevelop Manchester Road
- Develop the Target store (parking) lot with additional stores

Team-4

- Redevelop Apartments north of Ballwin Commons Drive on Solon and Leslie
- Redevelop Ballwin Manor Apartments Center. (housing conditions)
- Redevelop the single family homes east of the Town Center
- Redevelop old Red Lobster location
- Redevelop the Target site
- Redevelop the Frick's shopping center off Holloway

Team-6

- Redevelop everything west of Olde Towne Plaza to Schrader's funeral home
- The TIF area should be improved
- Corners of Clayton and Kehrs Mill Road (NW and SW) need attention.

13.0 MARKETING STRATEGIES

Three (3) teams were asked to discuss the following community development strategies:

- a. Identify the strengths of the community and the amenities available that can be used to retain and recruit businesses and families.*
- b. Identify key improvements that can help economic development efforts in the future.*

Team-4

- West County chamber of commerce

Team-6

- Talk up our town!
- Some kind of a city organization to personally develop good relationships with businesses to encourage businesses to consider Ballwin as their home.
- Hire a retired real estate person who is a resident of Ballwin to lead the effort.
- Ballwin has fantastic schools

14.0 ADDITIONAL COMMENTS

Team-6

- Lets keep a strong police presence- one that is not afraid to writing summons
- Total co-operation between the City and trustees is needed by ensuring that all development in a subdivision is approved by all trustees of that subdivision

CHARRETTE – II: BUSINESS STABILITY & ECONOMIC DEVELOPMENT

The following is a summary of the first Town Planning Charrette held on April 20, 2006 at the Ballwin Golf Course. The main focus of the meeting was to get the public's input on issues relating to housing and neighborhood stability. The meeting started at 6:00 pm and lasted until 10:00 pm. Over 40 participants attended the Charrette. The participants were divided into three (3) teams and asked to respond to 8-9 discussion topics and record their answers on the worksheets and maps provided at each team table. Representatives from each team presented the team's findings at the end of the Charrette. The following is a summary of the Ballwin Town Planning Charrette 1.

15.0 POSITIVE FEATURES

All three teams were asked to identify positive features relating to Opportunity Areas (OP), Positive Development (PD), Town Character (C), and/or Special Amenities (SA).

Team 3

Opportunity Areas (OP)

- Area behind and on west of Lowe's
- Hobby Lobby area (no character)
- Target area
- Fortel's (no character)
- Party Bakery area
- East Ballwin (north and south side of Manchester Road)

Positive Development (PD)

- Central Plaza
- The Pointe
- North Pointe

Town Character (C)

- Barn of Lucerne
- The Pointe
- North Pointe
- Golf Course

Special Amenities (SA)

- Parks (Vlasis, Ferris, New Ballwin)- Need a walking trail
- Golf courses
- Pointe and North Pointe
- Barn of Lucerne – Too hidden

Team 4

- Smoking ban creates unfriendly business climate
- Traffic is high- so potential for retail is high
- Need performing arts building
- Landscape, fountains, green space needed (The Plaza and Ward Parkway in KC are good models)
- Architectural & lighting standards needed

Team 5

Opportunity Areas (OP)

- Red Lobster area
- Target site
- Area behind Steak'n'Shake,
- Barn of Lucerne

Positive Development (PD)

- Lowe's, Marshall's (Ballwin Town Center)

Town Character (C)

- Barn of Lucerne

Special Amenities (SA)

- Parks (Vlasis, Ferris, New Ballwin)
- Golf courses- Need new sprinkler system
- Pointe and North Pointe

16.0 PROBLEM AREAS

All the teams were asked to identify problem areas within the City of Ballwin relating to Traffic (TR), Parking (PK), Access (A), Visibility (V), and the City's Image (I).

Team 3

Traffic (TR)

- All along Manchester Road
- Left turns along Manchester Road
- Manchester Road is beyond our control
- Holloway Road
- Ramsey Lane

Parking (PK)

- Over abundance of parking
- Need green calming boxes

City's Image (I)

- Red Lobster
- Government Center
- Ballwin Manor (an eye sore)
- No opportunity for pedestrians to cross Manchester Road
- Ball Fields
- Olde Towne Plaza

Team 4

- Reduce traffic cuts into Manchester Road by consolidating entrances into retail development

Team 5

Traffic (TR)

- All along Manchester Road, especially left turns
- Holloway Road
- New Ballwin Road

Parking (PK)

- Post Office, Ballpark, Vlasis park

City's Image (I)

- Old apartments behind Dick Dean
- Ballwin Manor (an eye sore)

Access (A)

- More access to Ballwin shopping centers without using Manchester Road

17.0 TOP COMMERCIAL SITES

The following teams were asked to identify the top 1-3 commercial developments along Manchester Road and the top 1-3 sites best suited for redevelopment.

Team 3

Top 1-3 commercial developments along Manchester

- Olde Towne Plaza
- Schnucks/ Ballwin Plaza
- Central Hardware/ Border's plaza

Top 1-3 sites best suited for redevelopment

- Target area
- Hobby Lobby
- Area behind Olde Towne Plaza

Team 4

Top 1-3 commercial developments along Manchester

- Olde Towne Plaza
- Ballwin Plaza (Schnucks, Sears)
- Central Ballwin Plaza (Borders, TJ Max, Walgreens)

Top 1-3 sites best suited for redevelopment

- Red Lobster
- Hobby Lobby
- Left of Target from Franks Nursery

Team 5

Top 1-3 commercial developments along Manchester

- Lowe's/ Marshall's
- Target
- Central Ballwin

Top 1-3 sites best suited for redevelopment

- Red Lobster
- Target area – Make it a great land anchoring a town center, Also take out Oberweis, UPS and incorporate it into the new town center.
- Hobby lobby

18.0 FUTURE PROJECT WITH GREATEST IMPACT

The following teams were asked to describe a future project, improvement or public service that would have the greatest positive impact for the City and its resident population.

Team 3

- Walk- in town center (along Manchester Road)
- Public shuttle service between stores

- Venue stores (Target area, Hobby Lobby area)
- Walking trail
- Walkway along Manchester Road.
- Annex south to Castlewood area
- Install a gateway feature at Ballwin city Limits

Team 4

- Redevelop old Frank site

Team 5

- Develop a safe way to cross Manchester Road on foot (elevated walkway)
- Farmers market at Target or Vlasis
- Retail redevelopment in one of the opportunity areas

19.0 FUTURE LAND USE RECOMMENDATIONS

The following teams were asked to discuss the appropriateness of future residential, commercial and mixed use redevelopment areas within the City and identify locations for future residential, commercial and mixed use development on your map based on the following categories:

1. Moderate to High Density Residential – multifamily to small-lot single-family housing. (R-3)
2. Low to Moderate Density Residential – duplex and traditional single-family housing (R-1)
3. Assisted Living – continuum care, group homes (R-4)
4. Commercial- office, retail, hospitality & service oriented businesses (C-1))
5. Mixed-Use- commercial & residential in a planned development (MXD)

Team 3

- R-3 - Lofts along Manchester
- R-1 - In the annexation area
- R-4 - We've already got a lot of them
- C - In the annexation area
- MXD - Manchester Road and annexation area

Team 5

- R-1 – Anywhere there is room
- R-4 – Clayton or Manchester Road
- C - Manchester Road
- MXD - Manchester Road

20.0 COMMUNITY DEVELOPMENT

The following teams were asked to identify the strengths of the community and the amenities available that can be used to retain and recruit businesses and families and identify key improvements to help economic development efforts in the future.

Team 3

- Strengths & Amenities: Parks, golf courses, schools, municipal services, police
- Improvements:
 - Its pretty good place already
 - Bowling alley, hockey rink

- Improve marketing of amenities
- Put restaurants on amenity sites
- Archway on Manchester

Team 5

- Strengths and Amenities
 - For businesses: High traffic flow, high per-capita income, low crime
 - For Families: Low crime, wonderful parks and amenities, community feeling, great school district

Team 4

- Signage or identity when you enter Ballwin
- Ballwin identified as the 64th best place to live in USA.
- Capitalize on Amenities

21.0 ECONOMIC DEVELOPMENT

The following teams were asked to discuss the following economic development issues:

- a. What changes are needed to make the City's retail and commercial uses more successful?*
- b. Is there an adequate supply of commercial, retail, office space and dining choices? Please identify any surpluses or shortages.*
- c. Which specific businesses, franchises or commercial uses would be most desired?*

Team 3

- Only right turns permitted on Manchester
- Left turns only at traffic lights-onto Manchester
- Commercial uses such as micro brewery, children's stores, gymnasium, upscale wine and cheese shop, organic food store, Gourmet food store
- Strategic coffee shops
- Staples
- Trader Joe's
- Racquetball courts at the Pointe
- Pet store

Team 5

- Connect shopping areas to avoid getting back on Manchester Road
- Better use of Target area, Frank's area and Hobby-Lobby area behind Steak'n'Shake
- Outdoor dining and shopping
- More mixed use developments

Team 4

- Banquet center (More upscale than Ballwin Golf Club)
- Incorporate green spaces in walkways along Holloway Road
- High end specialty store (e.g. Irish crystal, destination restaurants, Seventh Inn, Harry's West)

22.0 PEDESTRIAN IMPROVEMENTS

The following team was asked to identify what improvements could be made to the project area to increase its level of walkability and what type of pedestrian facilities would be most successful within the project area and where should they be located.

Team 3

- More walking paths
- Retail promenade
- Walkway over Manchester to connect north and south business areas

23.0 DESIRABLE DEVELOPMENT MODELS

The following team was asked to provide examples of development (both within and outside Ballwin) that is desirable.

Team 4

- Brentwood Boulevard
- Wildwood Town Center

24.0 COMMERCIAL UTILIZATION

The following team was asked if the City's commercial areas currently being utilized for the highest and best use and what changes are needed to make the City's retail and commercial uses more successful.

Team 4

- Barn of Lucerne: More commercial development can be done on that site
- More commercial along Clayton and Kehr's Mill Road
- More commercial along Manchester Road (retail on ground floor with offices above)
- No more car dealership
- Signage regulations will drive businesses away