

Appendix L: DW Legacy Design Metrics

Pre-development Metrics

Design Workshop uses metrics as a discovery-oriented tool to help the project team and clients form a collective point of view about the goals and aspirations for a project and to measure success in meeting goals over time. Grounded in all four circles of Legacy Design – Economics, Community, Art or Aesthetics, and Environment – creation of distinct, measurable metrics helps designers create more robust solutions and helps clients and community members consider design and planning issues from different contexts.

The collective formation of goals and metrics by the consultant team and by clients helped to guide planning for the Manchester Road corridor over the next thirty years. Over time, the communities will monitor the success of the Manchester Road Great Streets Master Plan in meeting the metrics and goals established as part of this planning process.

Metrics Process

The establishment of goals and metrics is an iterative process that continues throughout each stage of a project. At the outset of the project, the Steering Committee and the consultant team identified key overarching goals for the project in each of the four Legacy Design categories. To determine the metrics most applicable to the Manchester Road project and the overarching goals, the consultant team engaged in facilitated team exercises to determine a proposed set of metrics. The Steering Committee added feedback concerning the proposed set of metrics.

Once the set of metrics was established, the consultant team completed research to establish the baseline condition of the corridor for each metric, based upon the existing, pre-redevelopment condition. Team members then researched and recommended benchmarks for performance for each metric category. Based upon the benchmark and baseline condition, the consultant team established goals for each metric for the corridor study area. Some goals pertained to short-term actions the communities could achieve within the next few years. Reaching all of the goals will likely require ongoing progress and persistence over many years.

The following pages outline metrics (including baseline condition, benchmarks, and goals) for the Legacy Design categories of Economics, Community, Art or Aesthetics, and Environment.

Environment

Communities must provide for a healthy environment in order to attract and retain residents, companies, and visitors. The metrics in the environment framework focus on stormwater, noise, light pollution, and the provision of open space and habitat for wildlife as well as humans. Creating a more sustainable environment along Manchester Road will help the corridor retain its appeal over many generations.

Economics

Given the economic turmoil that has affected St. Louis and the nation over the last few years, the economics framework remains foremost in the minds of residents and civic leaders in West County. The Manchester Road Great Streets Master Plan must provide for the economic well-being of each community and its citizens in order to continue to serve as the lifeblood of this portion of the county. Many in the area will judge the success of this corridor plan on the degree it positively affects the economies of the local communities in the study area.

Community

Because Manchester Road essentially serves as the “Main Street” for each of the five communities along the corridor, it serves an important role in providing for community gathering places and amenities. Citizens will judge the master plan based upon how it helps foster a greater sense of community and place over time and how its design stimulates the creation of community amenities and key locations for civic discourse and interaction.

Art

The appearance or aesthetic quality of the Manchester Road corridor will in many ways dictate the extent that the area succeeds in attracting new business and economic growth, creating a sense of community, and supporting a sustainable environmental framework. The poor visual quality of the corridor has impeded its success over the last few decades and a successful master plan must outline how the communities can create a more appealing set of destinations for locals and visitors over the coming years.